

# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH




Batch 2020 - 2022

## Internship Report

On

### "A Study of Sales and Marketing Strategies Of Un-School"


**Submitted to** – Dimple Sukhija   
Lecturer – Indore institute of management and research  
DAVV University, Indore

**Submitted By** – Aakash Rathore  
Enrollment no.- DX2010244



Internal Examiner

Date: /01/2022

  
External Examiner

## DECLARATION

First of all, I would like to thank Ms. Dimple Sukhija my supervisor, at Indore institute of management research, Indore. for providing me with invaluable guidance in preparation of this internship report. Without her help and support, I could never have finished this report.

I am very much thankful to the Sales and Marketing Department of Un-school academy. They provided me with much needed information and other required assistance in order to prepare this report.

I also wish to thank and give the due respect to my family and friends for their cordial support and help they offered throughout the process of preparing the whole report. Especially I want thank those person who were our batch mates. They gave their valuable time and suggestion. I want to give thank to all these persons.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.



Place: Indore

Date: 15/12/2021

A handwritten signature in blue ink that reads "Aakash" with a stylized flourish at the end.

AAKASH RATHORE



## Certificate of Organization



### Certificate of Excellence


This certificate is proudly presented to

*Aakash Rathore*

for successfully completing the Unschool Community Program  
on October 6, 2021 as a **Community Leader** for 6 weeks,  
an online internship initiative by



Unschool wishes you the best for your future endeavors.

  
Rahul Varma  
Chief Executive Officer



## Chapter- 6

### Conclusion

In a nutshell, this internship has been an excellent and rewarding experience. I can conclude that there have been a lot I've learnt from my work at Un-school Community, Needless to say, the enrolments task I've done are flawless and could be improved provided enough time. As someone with no prior experience could do. Whatever I believe my time spent in research and discovering it was well worth it and contributed to finding an acceptable solution to build a fully functional service. Two main things I have learned the importance of time management skills and self-motivation.

Overall, I found the Sales and Marketing internship experience to be positive, and I'm sure I will be able to use the skills I learnt in my career later.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2022

## Internship Report

On

“Human Resource Management of Somya Cars Pvt.Ltd.”

Student Name  
Akanksha Chouhan  
MBA 3<sup>rd</sup> Sem

Faculty Guide   
Mr. Nayan Bhidodiya

Internal Examiner



  
External Examiner

Date:

# CERTIFICATE

**SOMYA CARS PVT. LTD.**

**CERTIFICATE OF EXCELLENCE**

This certificate is presented to

**AKANKSHA CHOUHAN**

in recognition of his/her hard work and dedication in completing the  
HUMAN RESOURCES INTERNSHIP

From 06-JUN-21 to 21-JUL-21 at Ratlam under the sponsorship of  
in accordance with all requirements of graduation by Indore Institute of  
Management & Research.



**Human Resource Manager**  
Masroor Ahmad





## DECLARATION

I hereby declare that the Project Work entitled "**Human Resource Management of Somya Cars Pvt.Ltd.**", has been carried out by me under the guidance of Mr. Nayan Bhidodiya Indore Institute of Management and Research, Indore. The internship work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/Institute for the award of any Degree/Diploma.

Place: Indore

Date:



A handwritten signature in blue ink, appearing to read "Akanksha Chouhan".

Akanksha Chouhan

## CONCLUSION

From the above discussion it can conclude such a way that since human resource management is a continuously practicing issue, so it plays a significant role on organizations overall performance. If an organization wants to gain full benefit from human resource management, it should follow all the sections of HRM. As a small AMC few persons are recruited for its operations and performances. But it will expand soon or later and then the number of HR employee may not be enough to run the company.

Committed and trustworthy employees are the most significant factors to becoming an employer of choice, it is no surprise that companies and organizations face significant challenges in developing energized and engaged workforces. However, there is abundance of research to demonstrate that increased employee commitment and trust in leadership can positively impact the company's bottom line. In fact, the true potential of an organization can only be realized when the productivity level of all individuals and teams are fully aligned, committed, and energized to successfully accomplish the goals of the organization. Thus, the objective of every company should be to improve the desire of employees to stay in the relationship they have with the company.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



**Batch 2020 - 2021**

## **Internship Report**

**On**

**“Human Resource Functions  
at Aashman foundation”**

Student Name

Akshita Dubey

Internal Examiner

Faculty Guide

Mr. Nayan Bhidodiya

External Examiner

Date:



# DECLARATION

I hereby declare that the Project Work entitled "**Human Resource Functions at Aashman Foundation**", has been carried out by me under the guidance of Mr. Nayan Bhidodiya at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:14/12/2021



Akshita Dubey

A handwritten signature in blue ink, appearing to be "Akshita Dubey", written over a light blue rectangular background.



# ACKNOWLEDGEMENT

GOLD

## Certificate

—◇— OF INTERNSHIP —◇—

THIS IS TO CERTIFY THAT

**Akshita Dubey**

FROM INDORE (MP) WAS ASSOCIATED  
WITH AASHMAN FOUNDATION IN THE CAPACITY OF AN INTERN  
FROM MAY 2021 TO NOVEMBER 2021 WITH OUR  
HUMAN RESOURCE GROUP.

HE/SHE HAS COMPLETED HIS/HER INTERNSHIP  
WITH A THREE AND A HALF STAR PERFORMANCE

NOVEMBER 21



*Munishpundir*  
FOUNDER / DIRECTOR



## 16. Conclusion

I am glad of working in such an organization where my contribution in this internship has helped a person in need. This internship has helped me to learn and to know how an HR department works.

This improved my communication skills and reporting skills. The internship enhanced my skills and managerial skills, which will help in the future.

The HR helped me to enhance my skills and trained me how to handle clients and situations. It melded me to be fit for an organization where I can use my knowledge and skills learned here.

This internship provided me with a great opportunity to learn and execute my ideas and skills. I can see myself getting upgraded by doing this internship.

It has also improved my thinking and analytical skills and strengthened my professional ability to work in a multicultural environment. The internship helped me to identify the strengths and weaknesses of mine. I have practically seen the crucial conditions of the people in that area where the people are living in the open space which are very inhumane. I got insight into professional practice. I learned the different facts of working within an NGO. On the whole, this internship was a useful experience. I have gained new knowledge, skills and met many new people of various cultures. My key findings for personal development will be discussed with the aim of helping myself to see my strengths and development areas for future improvement.

In conclusion, I can sum up by saying that my virtual internship experience was a milestone to my academic and professional experience. I thoroughly enjoyed the challenges that came along every single day. I could also bring some improvisations during my internship. These lessons that I have learned will be valuable for my future endeavours as well.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



**Batch 2020 - 2022**

## **Internship Report**

**On**

**“Summer Internship at Chai Sutta Bar”**

**Submitted in the partial fulfillment for the  
Requirements of the degree of MBA (CORE)  
DAVV, Indore.**

**Faculty Guide**

Dr. AK Singh Sir [Principal]



**Student Name**

Aliasgar Kathawala

## DECLARATION

I hereby declare that the Project Work entitled “**Summer Internship at Chai Sutta Bar**”, has been carried out by me under the guidance of Dr. Ajay Kumar Singh Sir - Principal, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any plagiarism norms.

I also declare that this project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date: 5/1/22



A handwritten signature in blue ink, appearing to read "Aliasgar Kathawala".

Aliasgar Kathawala

## CERTIFICATE OF COMPLETION



### CERTIFICATE OF COMPLETION

## **ALIASGAR KATHAWALA**

has completed 60 days Virtual Internship in the Content and Copywriting Department from 18 May, 2021 to 18 July, 2021. We found him/her sincere, hardworking, dedicated, and result oriented. He/She worked well with the team during his/her tenure and has shown excellent leadership skills in handling and leading the Content and Copywriting Interns team. We take this opportunity to thank him/her all the best for his/her future.



**Mr. Anand**  
(Co-founder)

**Mr. Anubhav Dubey**  
(Co-founder)





## **CONCLUSION:**

To conclude, this internship was more than a learning experience for me.

It taught me numerous concepts and most importantly, how a marketing and advertising agency works in the real world.

Although it was a Work from Home internship, I can proudly say that it was an enriching experience for me working with one of the most reputed companies in India.

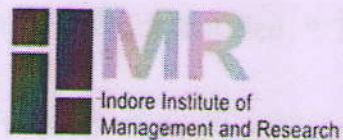
I not only pushed myself to create better content but also explored and widened my horizons and tried to keep myself updated with all the latest trends and happenings around me.

This had an impact on my source of ideas and the way I have been creating content.

Once again, I thank my seniors, colleagues at Chai Sutta Bar & TechMaster GoGo, my faculties and guides at Indore Institute of Management & Research, and all those who helped me sail through this wonderful journey of learning, creating, and publishing content on social media platforms amidst this cut-throat competition.



# INDORE INSTITUTE OF MANAGEMENT & RESEARCH



Batch 2020-2022

## Internship Report

On

**“Financial Modeling Internship at Your Friend”**

**Student Name**

Amandeep Singh Sahota



**Faculty Guide**

Prof. Hanish kukreja

A handwritten signature in blue ink, appearing to read 'Hanish kukreja'.

**Internal Examiner**

A handwritten signature in blue ink, appearing to read 'S. Patidar'.

**External Examiner**



## ACKNOWLEDGEMENT

### DECLARATION

I hereby declare that the Project Work entitled “ **Financial Modeling Internship at Your Friend** ”, has been carried out by me under the guidance of **prof. Hanish kukreja** , Assistant professor , at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.



**Place:**Indore

**Date:**



## INTERNSHIP REPORT

*A Report submitted in partial fulfillment of the requirements of the Awards of Degree of*

**MASTERS IN BUSINESS ADMINISTRATION**

**In**

**FINANCE + MARKETING**

**By**

**AMANDEEP SINGH SAHOTA**

**Under supervision of**

**Mrs. Khushi Juneja , Director**

**Your friends.**

**Indore.**

**(Duration : 1st June , 2021 to 4 August , 2021)**

**DEPARTMENT OF MANAGEMENT**

**INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**

**Affiliated to Devi Ahilya Vishwavidyalaya (DAVV), Indore**

**PRITHAMPUR Rd , RAU MADHYA PRADESH**

**2020 – 2022**



## INTERNSHIP CERTIFICATE

### *Certificate of Acknowledgement*

04/08/2021

This certificate is awarded to

**Amandeep Singh Sahota**

for successfully completing his internship at Your Friend for 2 months. His contribution as part of the Finance team of Your Friend, an initiative by Youth India Foundation has been immense. We wish him good luck for his career and future endeavors.

*Khushi Juneja*

Khushi Juneja  
Director  
Your Friend





## Details of Analysis

### Challenges Faced -

- Initially when I interacted with the community members over phone, and google meet. It was great. Although understanding the price of therapist was one the barrier to set reasonable price.
- Getting a daily update from the Block Coordinator was a challenge in the beginning since they were not used to constant monitoring. I overcame that by telling them the importance of regular monitoring for a pilot implementation project.
- There was a time when I was asked by both my bosses for urgent submissions. That's when I met the deadlines successfully by multi-tasking.

### Conclusion

After getting an opportunity to do the internship in this firm has been a great experience. It was a great honor for me to work in such a professional organization where everything is so organized and perfect. The corporate (NGO) culture that I learned from (Your Friends) Corporate is a thing to be mention especially and adapting to it was a big challenge in such an early stage of my career. The things I learnt from real time work experience for the first time has indeed been a privilege. Being actively involved in the development of products and services has definitely increased my corporate knowledge. After completion of my work tenure as an intern, I felt blessed to have learned so many things in such a short span of time of finance modeling.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2022

## Internship Report

On

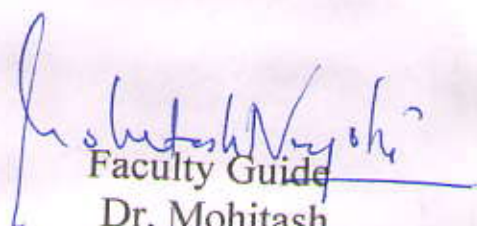
“HR TRAINEE”

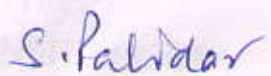
“AASHMAN FOUNDATION”

Student Name  
Anshu Goud



Internal Examiner

  
Faculty Guide  
Dr. Mohitash  
Nagotra

  
External Examiner

Date:

## DECLARATION

I hereby declare that the Project Work entitled "HR TRAINEE OF AASHMAN FOUNDATION", has been carried out by me under the guidance of Dr. Mohitash Nagotra, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/Institute for the award of any Degree/Diploma.

Place: Indore



  
(ANSHU GOUD)



GOLD

# Certificate

—◇— OF INTERSHIP —◇—

THIS IS TO CERTIFY THAT

## Anshu Goud

FROM UJJAIN WAS ASSOCIATED  
WITH AASHMAN FOUNDATION IN THE CAPACITY OF AN INTERN  
FROM MAY 2021 TO AUGUST 2021 WITH OUR  
HUMAN RESOURCE GROUP.

HE/SHE HAS COMPLETED HIS/HER INTERNSHIP  
WITH A THREE STAR PERFORMANCE

AUGUST 21



*Munishpundir*  
FOUNDER / DIRECTOR



## CONCLUSION

Investchacha Advisory Services LLP is a Finance Company which gives tips for investing money on

### **Stock Market:-**

Our motto is not doing business but to make aware maximum people about Stock Market. In this process we encourage people to indulge in Stock Market at very low risk instruments and gradually increase the Capital. We (Investchacha Advisory Services LLP) handhold our customers till they reach up to that confidence level. We help layman and professionals like. We (Investchacha Advisory Services LLP) are more focused to train people who have never invested in stocks before with investment starting as low as INR 500 per month

**Real Estate :-** In Real Estate we (Investchacha Advisory Services LLP) guide not only buyers but developers also for investment and selling techniques. Investchacha Advisory Services LLP can be called Real Estate Agent for Builder/ Developers. Investchacha Advisory Services LLP not only give advice on buying right property but also tell how to maximize gain in certain property. Investchacha Advisory Services LLP Investchacha Advisory Services LLP help developer to sell projects faster, reduce turn-around time and invest in strategic locations.

We (Investchacha Advisory Services LLP) have onboarded various small and big projects all over India

### **Loans :-**

help you with right loan with best interest rates so that you are not entrapped in loan cycle and able to pay on time to keep you CIBIL intact. We (Investchacha Advisory Services LLP) also solve your loan mess with best solutions

### **Credit Card :-**

We (Investchacha Advisory Services LLP) have tie ups with best of the credit card in the industry like SBI, HDFC, Citi, SCB, RBL, and more. We can recommend





you best creditcard with best limit. You can also win an Amazon Gift voucher for successful application.

I am glad of working in such an organization where my contribution in this internship has helped a person in need. This internship has helped me to learn to know how an HR department works. This improved my communication skills and reporting skills. The internship enhanced my skills and managerial skills, which will help in the future. The HR helped me to enhance my skills and trained me how to handle to clients and situation. It molded me to be fit for an organization where I can use my knowledge and skills learned here. This internship provided me a great opportunity to learn and execute my ideas and skills. I can see myself getting upgraded by doing this internship.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2022

## Internship Report

On

**“INTERN YOU”**

Student Name  
Anushka Tiwari

Internal Examiner



Faculty Guide  
Mr. Nayan Bhidodiya

S. Palidar  
External Examiner

Date:

# DECLARATION

I hereby declare that the Project Work entitled "INTERNYOU INTERNSHIP REPORT", has been carried out by me under the guidance of Mr. Nayan Bhidodiya at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:



(Anushka Tiwari)



# INTERNSHIP COMPLETION CERTIFICATE




## CERTIFICATE OF COMPLETION

IS HEREBY GRANTED TO

**Anushka Tiwari.**

FOR SUCCESSFUL COMPLETION OF HER INTERNSHIP.  
THE DURATION OF THE PROGRAM WAS FROM 23-07-2021 TO  
22-08-2021 AS A **HR INTERN FOR 4 WEEKS.**  
INTERNYOU WISHES YOU THE BEST FOR YOUR FUTURE  
ENDEAVOURS.

Date: 20-08-2021

  
SATYAJEET SINGH  
Program director



- After analyzing the whole organization activities and HR function and the employee job satisfaction I have found some positive and negative things about the internYou
- InternYou follows a flat organizational Hierarchy, each member get to work very closely with their managers. It helps employee to directly learn from the manager.
  - The employee relationship of internYou is very good. There are some loyal employees who are founder employee of the internYou and they don't leave
  - Every department linkage is very smooth and transparent In internYou
  - The organization grab the change so easily and make employee comfortable with it.
  - They are more dependent in on the job training. Where few employees want to get off the job training.
  - Sometimes management cannot give proper attention to individuals, especially new ones.

## CONCLUSIONS

Through 4 weeks of internship, I have grown tremendously in a professional way. my key findings for personal development will be discussed with the aim of helping myself to see my strengths and development areas for future improvement. Also, key findings for Inter Nations to improve their business management structure will be interpreted.



## REFERENCE



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



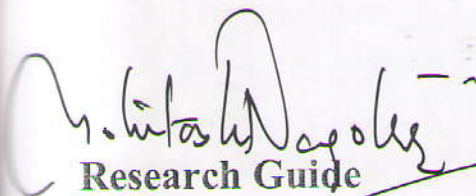
Batch 2020 - 2022

## Internship Report

On

“IFortis Corporate”

Submitted in the partial fulfillment for the  
Requirements of the degree of MBA  
DAVV, Indore

  
Research Guide

Dr. Mohitash Nagotra



  
Research Scholar

Ashita Choudhary

## DECLARATION

I hereby declare that the Project Work entitled "**IFortis Corporate**", has been carried out by me under the guidance of **Dr. Mohitash Nagotra** at Indore Institute of Management and Research, Indore. The research work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date: 05/01/2022



A handwritten signature in blue ink, appearing to read "Ashita Choudhary".

(Research Scholar)

**Ashita Choudhary**





A subsidiary of American Ruler Private Limited



29993:2017

20th July 2021

**TO WHOM IT MAY CONCERN**

This is to certify that Ashita choudhary bearing code: IW21HRD/AC001425 has successfully completed a internship with IFORTIS WORLDWIDE as a Corporate Ambassador in the Marketing Department from 31/05/2021 to 16/07/2021.

**Top Skills Covered:**

- Sales funnel
- Creation of key visuals & presentations
- Promotion: Integrated Marketing Communication
- Comprehensive knowledge
- Segmentation & Targeting
- Networking & Time management
- Consumer Behaviour

Besides showing high comprehension capacity, managing assignments with the utmost expertise and exhibiting maximal efficiency, he/she has also maintained an outstanding professional demeanor and showcased excellent moral character throughout the internship period.

We hereby certify that the candidate's overall work is **good** to the best of our knowledge.

Wishing the candidate all the best for his/her future endeavors.

For IFORTIS WORLDWIDE,

  
**Chief Executive Officer**  
**AMERICAN RULER PRIVATE LIMITED**  
No. 704, Kuruvikulam KN, Sankarankovil,  
Tirunelveli, Tamilnadu,  
INDIA - 627 754.



**Registered Office:** No.704, Kuruvikulam KN, Sankarankovil TK, Tirunelveli, Tamilnadu - 627754 (INDIA)

**CIN:** U18109TN2021PTC143811 | **GSTIN:** 33AAVCA2781N1Z1

**Email:** info@ifortisworldwide.com | relations@ifortisworldwide.com

## **End Part of Internship**

### **Chapter 8**

#### **Conclusion**

In conclusion, I shall be eternally grateful to my caring and compassionate mentor. I was fortunate to have her as my human resources manager. I also like to express my gratitude to Ifortis corporate for providing me with this opportunity to improve my talents meet new people, and gain new experiences.

One main thing that I have learned through this internship is time management skills as well as self-motivation. . Once I realized what I had to do I organized my day and work so that I was not overlapping or wasting my hours. I learned that I needed to be organized and have questions ready for when it was the correct time to get feedback. From this internship and time management I had to learn how to motivate myself through being in the office for so many hours. I came up with various proposals and ideas that the company is still looking into using.

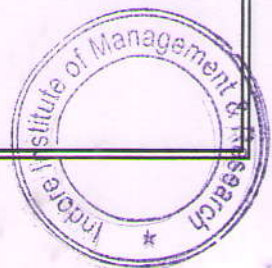
I will continue to work hard in my position and hope to continue to learn about the industry and meet new people. This was an excellent experience and I hope that other interns got as much out of it as I did.

This internship has been a very useful experience for me. I can safely say that my understanding of the job environment has increased greatly. However, I do think that there are some aspects of the job that I could have done better and that I need to work on. I need to build more confidence in applying accounting principles. I realized that I could have completed the work earlier than I did. Also, the technical parts of the job were a bit flawed and I was asked multiple times to correct it.

The two main things that I learned after my experience in this firm are the importance of time management and being self-motivated.

The unique about this internship experience is that you get to interact with many people.

IFortis believes businesses have a responsibility to contribute to a sustainable future for work, for the workers and for the world. IFortis is driven to lead by example, and it is guided by everything it does by its values by its Code of Business Conduct and Ethics and the Sustainable Development Goals. This is how IFortis attracts and retain the best talent and creates a culture of conscious inclusions that fosters innovations, enables high performance and allows everyone to achieve their potential





My experience in IFortis corporate has been a great learning experience which has able me, and inspired me through its impeccable work –culture and value as an organization. The unique about this internship experience is that you get to interact with many people.

The 3<sup>rd</sup> edition of the “**world's First & Largest Virtual Youth Festival**” by IFortis Worldwide Bringing together the dazzling youths, from all over the world and providing the spotlight to make it beam even brighter.

My journey with IFortis Corporate for an internship program as a “Corporate Ambassador” intern was a learning experience that I would cherish. It was first time I was working in this division and it was full of new learning and experience.

The objective of training is to develop specific and useful knowledge, skills and techniques. It is intended to prepare people to carry out predetermined tasks in well-defined job contexts. Training is basically a task-oriented activity aimed at improving performance in current or future jobs

IFORTIS's principals of transparency, timely communication, quality of services and competitive pricing allowed for significant expansion. As a result, IFORTIS is now one of India's leading corporate. The best thing I found here is that they have a very transparent work environment

I spent my time in gaining leads both online and offline via tele-calling or social media. This was my first exposure to this side of the Marketing field, I was definitely out of my comfort zone during the first few weeks, but I have learned so much in my time here. The works here were divided into SOPs and then shared with the respective interns. I was pleased with the ample amount of time given to do a particular SOP making the interns less stressed and easy to go. My role as an intern was to perform uniform tasks that needed to be done on each engagement, and when I was done I would go to the next client to perform those same tasks. This was appropriate for an intern with very little practical experience in Marketing and Sales. Although the expectations on me were not incredibly difficult, I still experienced a learning curve due to this being my first exposure to this kind of work. By the end of my first SOP, however, I felt comfortable in completing my assigned tasks.





## **Critical and Analytical Thinking**

To organize our tasks and assignment, we need to analyze our problems and assignment, and to formulate a good solution to the problem. We would have to set contingency plan for the solution, so that we are well prepared for the unforeseeable situations.

## **Time Management**

As overall technician and programmer are always racing against tight timeline and packed schedule, a proper time management will minimize facing overdue deadlines. An effective time management allows us to do our assignment efficiently and meet our schedules. Scheduling avoids time wastage and allows us to plan ahead, and gaining more as a result.

## **Goal Management**

Opposing to a Herculean goal seemed to be reachable at first sight, it is better to sub-divide the goals to a few achievable tasks, so that we will be gaining more confidence by accomplishing those tasks.

## **Colleague Interactions**

In working environment, teamwork is vital in contributing to a strong organization. Teamwork is also essential in reaching the goals of the organization as an entity. Thus, communicating and sharing is much needed in the working environment. Therefore, we should be respecting each other in work, and working together as a team, instead of working alone. This is because working together as a team is easier in reaching our targets, rather than operating individually.





## Chapter 11

### Suggestion

- Advertisement & marketing activities are important to make the fast movement and to increase sales volume. So the company should concentrate more on advertisements, especially TV ads to inform and educate customers about the product and its use. It also helps to create goodwill for the company and increases customer loyalty.
- The company needs to provide various promotional schemes to attract more and more customers. The promotional activity is one of the important parts of marketing strategy which help a company to increase its sales by attracting new customers in the market and face the competition effectively.
- The firm should give proper training to the employees about the use of products and services to deal with the customers. Because it will help them to communicate effectively with the customers about the product use so that the customers can feel the need to buy it and thus increase the sales. So the sales people must possess an effective communication skill.
- The company must focus on the price because the Ceasefire products are highly expensive as compared to its competitors. The customer's willingness to buy product depends on price so it is considered as one of the most important factor for any business.
- The company must offer strong incentives on purchase for attracting customers'
- The company should improve the existing sales promotion scheme and introduce new and attractive ones.
- The company should try to concentrate on advertising and should try to increasing the awareness among consumer build brand image through it



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2022

## Internship Report

On

### “Human Resource Management of Campus to Corporate”

Student Name

*Avinash*  
Avinash kumar

MBA III Semester

DX2010254

Internal Examiner



Faculty Guide

*V. Modak*  
Dr. Vaibhav Modak

*S. Palhdar*

External Examiner

Date:



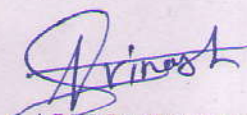
## DECLARATION

I hereby declare that the Project Work entitled “**Human Resource Management of Campus to Corporate**”, has been carried out by me under the guidance of (Dr. Vaibhav Modak with Associate Professor), at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.



Place: Indore

  
AVINASH KUMAR

Date:



# CAMPUS TO CORPORATE

## INTERNSHIP COMPLETION CERTIFICATE

27/09/2021

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Avinash Kumar**, student of **Indore institute of management and research Indore M.P** has successfully completed his Internship work under our **HR Executive** Department function at an online platform, during the Period from **7/9/2021** to **9/15/2021**.

His Performance and conduct during the internship programme has been professional and satisfactory.

On behalf of Campus to Corporate, we wish him all the very best for his future endeavors.

Best regards,

**Mr. Vivek Bhattacharya**  
**Founder**

Registered Office  
**SKILL C2C LLP,**  
A/101, Amrut Park Building No. 7,  
Khadakpada, Kalyan West,  
Near Mumbai University,  
Pin:- 421301





achieve twin goal at a time; one is direct marketing and another is large pool of customers database.

### **Conclusion**

From the above discussion it can conclude such a way that since human resource management is a continuously practicing issue so it plays a significant role on organizations overall performance. If an organization wants to gain full benefit from human resource management it should follow all the sections of HRM. As a small AMC few persons are recruited for its operations and performances. But it will expand soon or later and then the number of HR employee may not be enough to run the company.

Committed and trustworthy employees are the most significant factors to becoming an employer of choice, it is no surprise that companies and organizations face significant challenges in developing energized and engaged workforces. However, there is abundance of research to demonstrate that increased employee commitment and trust in leadership can positively impact the company's bottom line. In fact, the true potential of an organization can only be realized when the productivity level of all individuals and teams are fully aligned, committed and energized to successfully accomplish the goals of the organization. Thus, the objective of every company should be to improve the desire of employees to stay in the relationship they have with the company



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2022

## Internship Report

On

### “Human Resources Management”

Student Name

Ayushi Mishra

Internal Examiner

Faculty Guide

Dr. Mohitash Nagotra



External Examiner

Date:



# DECLARATION

I hereby declare that the Project Work entitled "**Human Resources Management**", has been carried out by me under the guidance of Dr. Mohitash Nagotra, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/Institute for the award of any Degree/Diploma.

Place: Indore

Date: 16/11/2021

Name and Signature of student

Ayushi Mishra



A handwritten signature in black ink, appearing to read "Ayushi", followed by a horizontal line.

November 23<sup>rd</sup>, 2021

**To Whomsoever It May Concern**



This is to certify that **Ms. Ayushi Mishra** has successfully completed her training **HR AMEA & ANZ – INDIA** of Case New Holland Construction Equipment(India) Pvt. Ltd., Pithampur.

Her training period was from **August 9<sup>th</sup>, 2021** to **October 31<sup>st</sup>, 2021**. She has completed her project on below given topic at Case New Holland Construction Equipment (India) Pvt. Ltd.

**"People Development Activities"**

Under the guidance of **Mr. Umrao Singh Rauthan** during her training, her conduct and contribution has been commendable.

We wish her every success in her future endeavor.

Yours sincerely,

**Ajay Arun Ambewadikar**  
Head Human Resources - India



Corporate Office:  
Case New Holland CE (India) Pvt. Ltd.  
2nd Floor, Plot No. - 4A, Sector - 1B,  
ATC Building, Main Industrial Complex,  
Gurgaon - 122015, Haryana, India  
Tel.: +91 (121) 6655102  
Email: [corporate@cnhindia.com](mailto:corporate@cnhindia.com)  
Web: [www.cnhindia.com](http://www.cnhindia.com)

Plant Address:  
Plot No. 152, Industrial Area-I,  
Pithampur - 454 334  
Madhya Pradesh, India  
Tel.: +91 7592 652900  
Email: [caseindia@cnhindia.com](mailto:caseindia@cnhindia.com)  
Web: [www.cnhindia.com](http://www.cnhindia.com)

Registered Office:  
Level-4, Redington-I, 2nd Floor, Center  
Commerce, Gandhinagar, Gandhinagar,  
New Delhi - 110017, India  
Tel.: +91 (11) 66554413  
Email: [caseindia@cnhindia.com](mailto:caseindia@cnhindia.com) | [www.cnhindia.com](http://www.cnhindia.com)  
CIN: U20240DL1998PTC14401



## **MAJOR FINDINGS AND RECOMMENDATIONS:**

### **MODEL OF TRAINING DEVELOPMENT:**

1. Gap analysis
2. Create CRO
3. Design Assessment Instrument (SKA)
4. Design Training (ILT, S-OJT, Blended)
5. Developing Good Trainers (ILT / OJT)
6. Deliver Training
7. Evaluate Effectiveness

### **SCOPE FOR THE FUTURE WORK:**

This project provides me with an opportunity to explore in the field of human resource. This research also provides the feedback of people involved in this process apart from that it would provide me a great deal of exposure to interact with high profile managers of the company.

### **LEARNINGS FROM THE PROJECT:**

- How to make a training program for the company?
- How to handle the conflicts between the departments?
- Identifying the gap in performance of the employees.
- Make a good relation with all the employees.
- Office and personal issues both are separated.

## **CONCLUSION**

Conclusion on overall, the project has achieved its objectives. I have accumulated various experiences and wider new knowledge through activities and tasks had been assigned to me. My beloved project mentor, Mr. US Rauthan encouraged me to do diverse task across the HR department.



My field of work required me to involve with people development activities using laws and policies of the industry. Throughout the subject I learned about company policies, governance and how Industrial Relation works in the industry. In the terms of people development, I learned various trainings and development process for the employees. During the period of internship I have attended some training on Workforce organization, world class manufacturing, Quality check, Logistics, Autonomous maintenance as on Soft skills to enhance my knowledge on industrial trainings based on employee's requirement and performance.

I am really thankful to IIMR for presenting me a chance of achieving practical experience from the industry. The professional and technical skills I acquired from the course will certainly help me in my future. I feel much more confidence in myself, and now I look forward to facing the upcoming challenges in front of me.

## **REFERENCE AND BIBLIOGRAPHY**

- 1- [www.google.com](http://www.google.com)
- 2- [www.cnh.com](http://www.cnh.com)
- 3- Content by company.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 20... - 20...

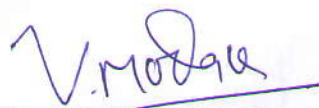
## Internship Report

On

**“Human Resource Management of Think PC Tech”**

Babita Pal

Student Name

  
Dr. Vaibhav Modak

Faculty Guide

Internal Examiner



  
External Examiner

Date:

## DECLARATION

I hereby declare that the Project Work entitled “**Human Resource Management of Think PC Tech**”, has been carried out by me under the guidance of (Dr. Vaibhav Modak with Associate Professor), at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:



Babita Pal

(Name of the Student)





## Internship Program Certificate

We present this to

**Babita pal**

for finishing Human Resource  
Internship with the Think PC tech  
team.

ROHIT KHATANA  
FOUNDER

RISHI RAJ  
CO-FOUNDER

Date-9/4/2021

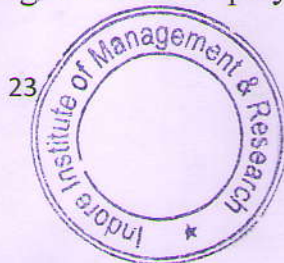
Certificate Code -  
TPT13654315



- The organization should practice proper Think P C Tech guideline. The purpose of Human Resource Management is to improve the productive contribution of people.
- To get effective and efficient employee, the organization should arrange proper training and development programs.
- The entire HR department should be well informed regarding the employment personal.
- The organization should provide well direct compensation as well as direct to its staffs.
- The management should have job evaluated salary structure, which is most competitive than other organizations in the country.
- To evaluate employee's performance; the management should follow promotion policy properly.
- In order to get competitive advantage and to deliver quality service, top management should try to modify the services.
- Periodical performance appraisal and giving recognition and rewards to the qualified employees to keep motivating them.
- Proper training needed for ensuring efficient performance of the employees.
- Campus to corporate Management should hire specialist for each individual sector.
- The management should create customers database and continuously informing the investors about the available facilities or opportunities which will work to achieve twin goal at a time; one is direct marketing and another is large pool of customers database.

## **Conclusion**

From the above discussion it can conclude such a way that since human resource management is a continuously practicing issue so it plays a significant role on





organizations overall performance. If an organization wants to gain full benefit from human resource management it should follow all the sections of HRM. As a small company few persons are recruited for its operations and performances. But it will expand soon or later and then the number of HR employee may not be enough to run the company.

Committed and trustworthy employees are the most significant factors to becoming an employer of choice, it is no surprise that companies and organizations face significant challenges in developing energized and engaged workforces. However, there is abundance of research to demonstrate that increased employee commitment and trust in leadership can positively impact the company's bottom line. In fact, the true potential of an organization can only be realized when the productivity level of all individuals and teams are fully aligned, committed and energized to successfully accomplish the goals of the organization. Thus, the objective of every company should be to improve the desire of employees to stay in the relationship they have with the company

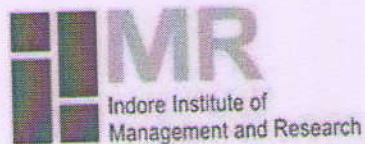
### Reference

<https://www.thinkpctech.com>



THANK YOU

# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020-2022

## Internship Report

On

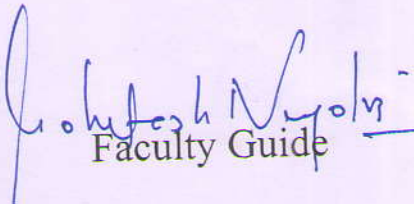
**Internship at Mainfram Systems Smart Institute of  
Information Technology**

Student Name


Ms. Deepika Prajapat  
Deepika

Internal Examiner



  
Faculty Guide

Dr. Mohitash Nagotra

  
External Examiner



DECLARATION

Date:

I hereby declare that the Project Work entitled "**Internship at Mainfram Systems Smart Institute of Information Technology**", has been carried out by me under the guidance of Dr. Mohitash Nagotra at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.



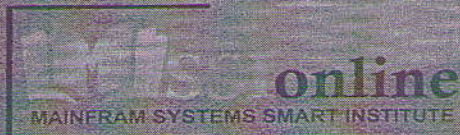
Place: Indore

Date: 20-12-21

Ms. Deepika

*Deepika .*

## Certificate



### Internship Letter

**Mainframe system Smart Institute**  
Prince Plaza Indore, 452001

Dear Miss. Deepika Prajapat

This is to certify that Deepika Prajapat has done her internship in SEO at **Mainframe system Smart Institute**, indore, from 21/12/2020 to 11/02/2021.

She has worked on a project titled **Googly Book 247**. This project was aimed at SEO. As part of the project, she has work done by intern.

During his/her internship she has demonstrated her skills with self-motivation to learn new skills. Her performance exceeded our expectations and he/she was able to complete the project on time.

We wish him/her all the best for her upcoming career.

Sincerely,

**Mr. Lalit Singh**

Director





## Conclusion

- No, doubt, Mainframe Smart Institute of IT Company. Is working in the right direction. It cannot be ignored, since its establishment it is striving hard for improving the all the customer.
- At the same time, it is providing various services to its members in various.

In an IT Company, this internship has been an excellent and rewarding experience. I can conclude that there have been a lot I've learnt from my work at GooglyBook. Needless to say, the technical aspects of the work I've done are not flawless and could be improved provided enough time. As someone with no prior experience with Node.js whatsoever I believe my time spent in research and discovering it was well worth it and contributed to finding an acceptable solution to build a fully functional web service. Two main things that I've learned the importance of are time-management skills and self-motivation.



# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



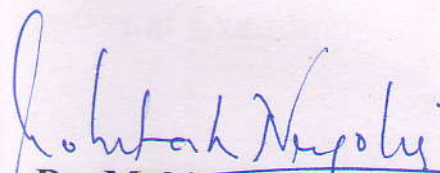
Batch 2020 - 2022

## **Internship Report**

On

**“HR Generalist”**

Submitted in the partial fulfillment for the  
Requirements of the degree of MBA (Finance and HR)  
DAVV, Indore

  
Dr. Mohitash Nagotra



  
Garima Sharma



# DECLARATION


I hereby declare that the Project Work entitled “**Training and development**” has been carried out by me under the guidance of **Dr. Mohitash Nagotra**, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/Institute for the award of any Degree/Diploma.



Place: **Indore**

Date:

  
**Garima Sharma**



Peacock Solar

# CERTIFICATE OF APPRECIATION

This certificate is proudly presented to

**Garima Sharma**

for being a valuable intern of the company.

15/08/2021

DATE

SIGNATURE





## Chapter VI:

### Conclusion

In conclusion, this internship has been a very useful experience for me. I can say that my understanding of the HR department and all the processes like recruitment, on boarding, and exit formalities has increased.

However, I do think that there were some works that I could have done in better way but this was my first exposure and gave was great learning experience.

The entire task gave me an excellent and rewarding experience. I have been able to meet and network with so many people that I am sure will be able to help me with opportunities in the future.

One main thing that I have learned through this internship is time management skills as well as self-motivation. When I first started, I did not think that I was going to be able to work in monotonous routine of daily working. And as it was work from home internship working hours were flexible for the task allocated. Once I realized what I had to do I organized my day and work so that I was not overlapping or wasting my hours. I learned that I needed to be organized



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH




Batch 2020 - 2022

## Internship Report


On

**“Marketing Internship at Smart Future Step”**

Student Name  
Harsh Kumar

  
Faculty Guide  
Dr. Sapna Nagotra

Internal Examiner

  
External Examiner

Date:





## **DECLARATION**

I hereby declare that the Project Work entitled “**Marketing Internship at Smart Future Step**”, has been carried out by me under the guidance of Dr.Sapna Nagotra at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:



Harsh Kumar

(Name of the Student)

H Kumar



Date : 17 / 10 / 2021

**TO WHOM IT MAY CONCERN**

This is to certify that Harsh Kumar has successfully completed a internship with as a **Marketing & Sales Trainee** in the Marketing Department from 31/08/2021 to 16/10/2021

**Top Skills Covered:**

- Sales funnel
- Creation of key visuals & presentations
- Promotion: Integrated Marketing Communication
- Comprehensive knowledge
- Segmentation & Targeting
- Marketing & sales strategy
- Consumer Behaviour

Besides showing high comprehension capacity, managing assignments with the utmost expertise and exhibiting maximal efficiency, he/she has also maintained an outstanding professional demeanor and showcased excellent moral character throughout the internship period.

We hereby certify that the candidate's overall work is good to the best of our knowledge.

Wishing the candidate all the best for his/her future endeavors.

For Smart Future Step

  
Chief Executive Officer



Address: Smart Future Step 518 5<sup>th</sup> floor onam Plaza ,  
A.B. road indore, 452001

CONTACT : +919522301999  
Email : [info@smartfuturestep.in](mailto:info@smartfuturestep.in)





## CONCLUSION

I am happy to complete my internship in Smart future step under Marketing department. To my own experience the working environment of the organization is very inspiring .The organization is always keep to implement new rules and actions for improvement Business Development Department is really working hard and every day they are coming up with new unique and innovative ideas to wide spread their business. If this effort goes on than they can able to cover the untapped markets, increase their client reach and which will also ensure future source of business.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020- 2022

## Internship Report

On

### “ACCOUNTING AND FINANCE”

Submitted in the partial fulfillment for the  
Requirements of the Degree of MBA (CORE)

DAVV, Indore

Faculty Guide

  
Dr. ASHA MISHRA

Date:-11/01/2022



  
Student Name

HARSH PAL



## DECLARATION

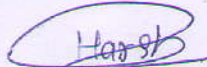
I hereby declare that the Project Work entitled "ACCOUNTING AND FINANCE", has been carried out by me under the guidance of (Dr. ASHA MISHRA), at Indore Institute of Management and Research, Indore. The research work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of Degree.

Place: Indore

Date: 15/12/21



  
(HARSH PAL)



**Girnar  
Logistics**

## TO WHOM SO EVER IT MAY CONCERN

This is to certified that **Mr. Harsh Pal S/O Vinod Pal** was under employer of **Girnar Logistics** as a **"Assistant Accountant"** in head office From **01/08/2018 TO 31/08/2021**.

During this period his conduct was good. He is honest and no Dues left in the company.

We hope and pray for his bright future.



**Head of Department**





## 4.4 Conclusion

All in all the internship practicum I conducted at Girnar logistic limited company availed me with the tools, people, processes with which I was able to practically understand the link between what I learned in school within the scope of Accounting and finance specifically in the areas of Accounting, procedural manuals, stock control policies relating to inspection, verification, Bank reconciliation, Drawing accountability, Payroll processing, stock taking and record keeping particularly maintenance of the Payment vouchers, purchase bills and above all maintenance of ethical code of conduct while executing the different task and while with emphasis on how to relate with other employees in an organization.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



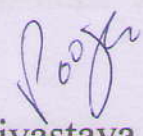
Batch2020–2022

Internship Report

On

“BUSINESS DEVELOPMENT ASSOCIATE AT  
SPEEDLABS”

Student Name    Faculty Guide  
Harshita kanungo

  
Dr. Pooja Shrivastava

Internal Examiner

  
External Examiner

Date:





## **DECLARATION**

I hereby declare that the Project Work entitled **“BUSINESS DEVELOPMENT ASSOCIATE AT SPEEDLABS”**, has been carried out by me under the guidance of (Dr. PoojaShrivastava), at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

DATE :



# SpeEdLabs

Practice beats Talent when Talent doesn't Practice

TEEVRA EDUTECH PVT LTD

106, Lake Homes Shopping Complex,  
Chandivali, Mumbai-400072  
Contact : 022 41203067  
Email: info@speedlabs.in

Date: 20/09/2021

TO WHOMSOEVER IT MAY CONCERN

This is to Certify that **Ms. Harshita Kanungo**, worked in our organization as an **Business Development Associate - Intern** from 15th July, 2021 to 15th September 2021.

We found her sincere, hardworking during her tenure. We take this opportunity to thank her for her contribution and wish her success in her future endeavours.

For TeevraEdutech Pvt Ltd



Thanks and Regards  
Kuldeep Meena  
Manager  
T: 022 4120 3067  
email: info@speedlabs.in





Always work hard even if your task is small and seems unimportant. It will help you build a good work ethic, and people will notice the effort you put in.

It's not nice being told what to do all the time, but your superiors (mostly) know better. Following the rules and instructions they give you makes it easier for everyone.

## Making connections

In addition to the people who will be your references in the future, try to leave your internship with new connections: senior employees, clients, fellow interns, etc.

These people can provide guidance, advice and help you in future job searches. Keep them in the loop on where you are in your career, and offer to help them whenever you can.

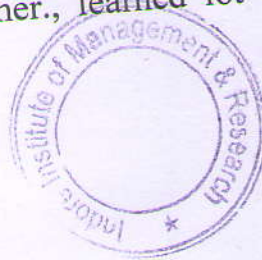
## CONCLUSION :

All in all the internship practicum I conducted at Speed labs Pvt limited company availed me with the tools, people, processes with which I was able to practically understand the link between what I learned in school within the



scope of Marketing specifically in the areas of personality development, procedures, marketing strategies, products need in the market, client handling, Team Management, Growth, business development tricks, Follow Up, Conversion, product demonstration, Handling customers queries, To let the Secure for the product, shows the value if they switch to the speed labs platform.

It was such a wonderful experience to work as a team member at the Profile business development associate and product trainer., learned lot of skills as mentioned above.



## **REFERENCES**

**<https://www.speedlabs.in>**

**[HTTPS://ELEARNINGINDUSTRY.COM/DIRECTORY/ELEARNING-COMPANIES/SPEEDLABS](https://elearningindustry.com/directory/elearning-companies/speedlabs)**

**[HTTPS://ONLINECAREER360.IN/JOB/SPEE](https://onlinecareer360.in/job/spee)**



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH




Batch 2020 - 2022

## Internship Report

On


**“Human resource functioning of Speedlabs”**

Student Name:  
Harshita Tamhane

Faculty Guide:   
Dr. Pooja Srivastava

Internal Examiner



  
External Examiner

Date:

## DECLARATION

I hereby declare that the Project Work entitled “**HR Internship Report**”, has been carried out by me under the guidance of Dr. Pooja Srivastava , at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.



Place: Indore

Date:

A handwritten signature in black ink, appearing to be "Ht" followed by a long horizontal stroke.

Harshita Tamhane



# SpeEdLabs

Practice beats Talent when Talent doesn't Practice

TEEVRA EDUTECH PVT LTD

106, Lake Homes Shopping Complex,  
Chandivali, Mumbai-400072  
Contact: 022 41203067  
Email: info@speedlabs.in

Date: 26/08/2021

## TO WHOMSOEVER IT MAY CONCERN

This is to Certify that **Ms. Harshita Tamhane** worked in our organization as **Human Resource Intern** from 25th June, 2021 to 25th August ,2021.

We found her sincere, hardworking during her tenure. We take this opportunity to thank her for her contribution and wish her success in her future endeavours.

For Teevra Edutech Pvt Ltd



Thanks and Regards

Kuldeep Meena

Manager

T: 022 4120 3067

email: info@speedlabs.in





## Conclusion

It was an absolute worthwhile experience working at the Speedlabs. The friendly welcoming staff and the space they have created for a trainee/intern allowed me with ample opportunities to learn and know myself as a worker. This experience brought out my strength and also the areas I needed to improvise. It added more confidence to my professional approach, built a stronger positive attitude and taught me how to work in team as a player. The primary objective of an internship is to gather a real life working experience and put their theoretical knowledge in practice.

I am grateful to the entire team of HRD of the organization for their unprecedented support to make my working experience truly rewarding. Especially working in this department made me realize my competencies and level of understanding regarding the human resources. On completion of this internship period, I came to know about the importance of human resources and the role of HR recruiter, HR manager, Training Executive etc

As an intern, though I had a limited space to work, I still managed to grab plentiful of experiences. I made the best of every opportunity I was given and made the utmost use of my abilities and knowledge to fulfill all my responsibilities. I could implement my academic skills into practice and my efforts were highly acknowledged. There is however some gap between our theoretical knowledge and real life practice, yet the managerial level staff members is quite open towards upgrading current approach, which was extremely motivating.

Hence, I can sum up by saying that my internship experience was a milestone to my academic and professional experience. I thoroughly enjoyed the challenges that came along every single day. I could also bring some minor improvisations during my internship which were able to leave their marks. These lessons that I have learned will be a valuable one for my future endeavors as well and this internship helps me a lot in improving my communication and interpersonal skills.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH

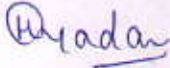


Batch 2020 - 2022

## Internship Report



On

## “HUMAN RESOURCES MANGEMENT AT INTERNYOU”

  
Student Name –  
Harshita Yadav

Internal Examiner



Faculty Guide –   
Mr. Umesh Gupta  
  
External Examiner

## DECLARATION

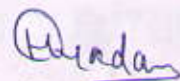
I hereby declare that the Project Work entitled “**HUMAN RESOURCES MANGEMENT AT INTERNYOU**” has been carried out by me under the guidance of Mr. Umesh Gupta Sir, at Indore Institute of Management and Research, Indore. The internship / project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date: 15/12/2021



  
Name

HARSHITA YADAV



Certificate of Organization



**CERTIFICATE OF COMPLETION**

IS HEREBY GRANTED TO

**Harshita yadav**

FOR SUCCESSFUL COMPLETION OF HER INTERNSHIP.  
THE DURATION OF THE PROGRAM WAS FROM 06-09-2021 TO  
06-10-2021 AS A **HR INTERN FOR 4 WEEKS**.  
INTERNYOU WISHES YOU THE BEST FOR YOUR FUTURE  
ENDEAVOURS.

Date: 14-10-2021

  
SATYAJEET SINGH  
Program director



## Chapter-5

### Conclusion

In a nutshell, this internship has been an excellent and rewarding experience. I can conclude that there have been a lot I've learnt from my work at InternYou. Needless to say, the enrolments task I've done are not flawless and could be improved provided enough time. As someone with no prior experience could do. Whatsoever I believe my time spent in research and discovering it was well worth it and contributed to finding an acceptable solution to build a fully functional service. Two main things I have learned the importance of time management skills and self-motivation.

Overall, I found the HR internship experience to be positive, and I'm sure I will be able to use the skills I learned in my career later.





# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



**Batch 2020 - 2022**

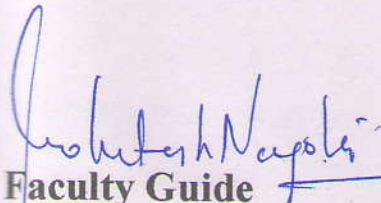
## **Internship Report**

**On**

**“Marketing Internship at Dewas Techno Products  
Pvt. Ltd.”**

**Submitted in the partial fulfillment for the  
Requirements of the degree of MBA (Marketing and Business Ana-  
lytics)**

**DAVV, Indore**

  
**Faculty Guide**  
**Dr. Mohitash Nagotra**



**Student Name**  
**Hrithik Kaul**

# DECLARATION

I hereby declare that the Project Work entitled “**Dewas Techno Products Pvt. Ltd.**”, has been carried out by me under the guidance of Dr.Mohitash Nagotra at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.



Place: Indore

Date:

  
Hrithik Kaul

(Name of the Student)



# CERTIFICATE



## DEWAS TECHNO PRODUCTS PVT. LTD.

10-B & C, Industrial Area No. 1, A.B. Road,  
Dewas - 455001 (M.P.)  
Phone : +91-7272-259044, 259294  
E-mail : info@giraffestorage.com  
Website : www.giraffestorage.com  
CIN : U27105MP1981PTC001713

26 th July 2021

### TO WHOM IT MAY CONCERN

This is to certify that Mr. Hrithik Kaul bearing has successfully completed an internship as a Marketing & Sales Trainee in the Marketing Department from 04/07/2021 to 24/07/2021.

#### Top Skill Covered:

- Sales funnel
- Creation of key visuals & presentations
- Promotion: integrated Marketing Communication
- Comprehensive knowledge
- Segmentation & Targeting
- Marketing A sales strategy
- Consumer Behavior

Besides showing high comprehension capacity, managing assignments with the utmost expertise and exhibiting maximal efficiency, he/she has also maintained an outstanding professional demeanor and showcased excellent moral character throughout the internship period.

We hereby certify that the candidate's overall work is good to the best of our knowledge. Wishing the candidate all the best for his/her future endeavors.

Mr. Rajendra Bhole

Authorized Signatory

For DEWAS TECHNO PRODUCTS PVT. LTD.

INOA- 627 754



## CONCLUSION

I am happy to complete my internship in **Dewas Techno Products Pvt limited** under .Marketing department. To my own experience the working environment of the organization is very inspiring .The organization is always keen to implement new rules and actions for improvement Market Development Department is really working hard and every day they are coming up with new unique and innovative ideas to wide spread their business. If this effort goes on than they can able to cover the untapped markets, increase their distribution reach and which will also ensure future source of business.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



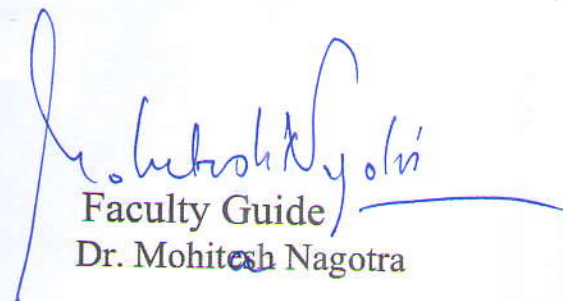
Batch 2021 - 2022

## Internship Report

On

**“Advocate & Tax Consultants”**

Student Name  
Joy Solomon

  
Faculty Guide  
Dr. Mohitosh Nagotra

Internal Examiner

  
External Examiner

Date: 21-11-2021



# DECLARATION

I hereby declare that the Project Work entitled “**Title of Internship Report**”, has been carried out by me under the guidance of (Name of Faculty Guide with designation), at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date: 21-11-2021



(Name of the Student)

Joy Solomon



**ANIL KUMAR SHUKLA**

ADVOCATE & TAX CONSULTANTS

25/1 VAIKUNTH NAGAR, OPP

BJP KARYALAY KHANDWA M.P.

Mob. 9977603611

TO WHOM IT MAY CONCERN

It is certify that Mr. Joy Soloman S/o Shri Benedict Solomon aged 23, address Vishwa Bhawan Surajkund ward no. 3 House No. 4 Vaiikunth Nagar Near S N College Khandwa 450001, Is working in our office from june 2021 to August 2021.

He learned about income tax, GST, Tally, and other related services within our office.

He is very sincere boy and I pray to god for his bright future.

Place: Khandwa

Date: 19/11/2021





## Conclusion

I can honestly say that my time spent interning with **ADVOCATE ANIL KUMAR SHUKLA Advocate & Tax Consultants** resulted in one of the best working experience of my life. Not only did I gain practical skills but I also had the opportunity to meet many fantastic people. The atmosphere at the office was always welcoming which made me feel right at home. Additionally, I felt like I was able to contribute to the company by assisting and working on projects throughout the internship period.

In the nut shell, I conclude my 2 month of internship as a good learning experience of my life. It is that short time-period of my life when I used my all knowledge and skills which I learnt in 16years of academic career. I learn the taxation procedure how to file taxation report and many other things I learn in this internship.





# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



**Batch 2020 - 2022**

**Internship Report**

**On**

**“HUMAN RESOURCES MANGEMENT AT  
FANTASTIQO”**

**Submitted in the partial fulfillment for the  
Requirements of the degree of MBA (CORE)**

**DAVV, Indore**

*Mohitash Nagotra*

**Faculty Guide**

**Dr. Mohitash Nagotra**



**Student Name**

**Ms. Kajal Malakar**

**Enrollment No - DS1718767**

## DECLARATION

I hereby declare that the Project Work entitled “**HUMAN RESOURCES MANGEMENT AT FANTASTIQO**”, has been carried out by me under the guidance of Dr. Mohitash Nagotra, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date: 5/12/2021



A handwritten signature in blue ink, appearing to read "Kajal Malakar", written over a horizontal line.

Name

Kajal Malakar



## Certificate of Organization



### **CERTIFICATE OF INTERNSHIP**

This is awarded to

**Kajal Malakar**

For successfully completing 1 month Internship Cum Training  
In the field of Human Resource from 04/07/2021 to 04/08/2021  
with full efforts and sincerity. We wish you well in your future  
endeavors!



*Shubham Choudhary*

**MR. SHUBHAM CHOUDHARY**  
Founder & Excecutor



## Chapter-5

### Conclusion

In a nutshell, this internship has been an excellent and rewarding experience. I can conclude that there have been a lot I've learnt from my work at Fantastigo. Needless to say, the enrolments task I've done are not flawless and could be improved provided enough time. As someone with no prior experience could do. Whatsoever I believe my time spent in research and discovering it was well worth it and contributed to finding an acceptable solution to build a fully functional service. Two main things I have learned the importance of time management skills and self-motivation.

Overall, I found the HR internship experience to be positive, and I'm sure I will be able to use the skills I learned in my career later.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2021 - 2022

## Internship Report


On


**“Human Resource Internship Report”**

Student Name  
Khushi Mandloi

Internal Examiner:



  
Faculty Guide  
Dr. Sapna Nagota

  
External Examiner:

## DECLARATION

I hereby declare that the Project Work entitled “**Human Resource Internship Report**”, has been carried out by me under the guidance of **Dr. Sapna Nagota**, at Indore Institute of Management and Research, Indore. The internship work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date: 15-Dec-2021

Khushi

Khushi Mandloi





## Conclusion

In this internship has been an excellent and rewarding experience. I can conclude that there have been a lot I've learnt from my work at Webiwork Technologies Pvt.Ltd. Needless to say, the technical aspects of the work I've done are not flawless and could be improved provided enough time. Two main things that I've learned the importance of are time-management skills and self-motivation.

In this internship duration I learn how to work in corporate world, and recruit suitable candidate for organization. As a human resource recruitment is important but to retain existing candidates is also very, because if existing and new employee is not satisfied with the working culture then he/she is not easily comfortable with the team. So as a human resource we should talk and discussion regarding their problem, and start finding solution which help to retrain our existing employee. As a human resource we also conduct different weekend activity like music activity, team building, team work related activity and in every Friday we have chai par charcha in our company. In this activity we discuss some important and interesting topic and each one of the give his/her opinion on the given topic. And then this we also go for party and one day trip for stress booster and for team enjoyment.



# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



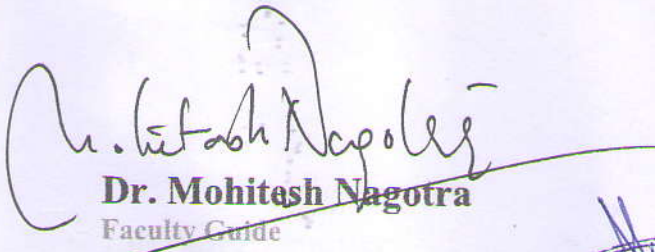
**Batch 2020 - 2022**

## **Internship Report**

**On**

**“Financial data and Stock management”**

**Submitted in the partial fulfillment for the  
Requirements of the degree of MBA (Finance and IT)  
DAVV, Indore**

  
**Dr. Mohitash Nagotra**  
Faculty Guide



**Kiran Kishore**  
Student Name



# DECLARATION

I hereby declare that the Project Work entitled “**Financial data and Stock management**”, has been carried out by me under the guidance of **Dr. Mohitash Nagotra** at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms. I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.



**Place: Indore**

**Date: 15 Dec 2021**

**Kiran Kishore**

# SURYA ENGINEERING PVT LTD

20<sup>th</sup> September 2021

## *Certificate for Internship*

*To whom so ever it may be concern*

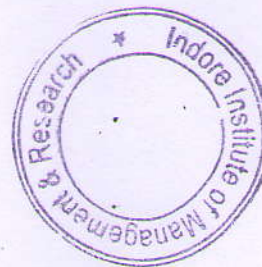
This is to certify that **Kiran Kishore** student of **MBA (Finance and IT)** from Indore Institute of Management and Research (Indore) has successfully completed one month (August to September 2021) internship with us.

During the internship, Kiran has closely worked as a part of the finance team. He made valuable contributions to two key programs at Surya Engineering – Surya Foundation Day and Surya Employees Day. His contribution to creative ideas, sponsorship presentations, and layout are being implemented at Surya Engineering currently.

We wish Kiran good luck for all future endeavours and looking forward to work with him again in the future.

Warm Regards

**ADARSH JAIN** ENGINEERING  
(Human Resources – Deputy Manager)  
Surya Engineering Pithampur



SURYA ENGINEERING PVT LTD  
Plot - 154, Industrial Area,  
Sector No. 2, Pithampur Dhar,  
Distt. Dhar 454775 (MP), India

Telephone : +91 95849 81243  
Office Address : LFG 68 Sudarshan  
Complexes Pithampur (MP),  
India 454775



## 12.2 CONCLUSION

During my one month of internship period, the Surya Engineering was my basic source for gaining knowledge. Because of its having advance technology in automotive and design, learning from it was a great achievement for me. As I have seen new and used buses and trucks in the plant, I was able to understand the initial condition of the vehicle and the performance it can deliver. Though many customers came with problems in their vehicles, because of the advance technology, the problem was sorted out quickly and solved as soon as possible. Servicing this vehicle needs a special skill and I am sure that I have achieved it.

This internship has been a very useful experience for me. I can say that my understanding of the HR department and all the processes like recruitment, on boarding, and exit formalities has increased. However, I do think that there were some works that I could have done in better way but this was my first exposure and gave was great learning experience. The entire task gave me an excellent and rewarding experience. I have been able to meet and network with so many people that I am sure will be able to help me with opportunities in the future. One main thing that I have learned through this internship is time management skills as well as self-motivation. When I first started, I did not think that I was going to be able to work in monotonous routine of daily working. And as it was work from home internship working hours were flexible for the task allocated. Once I realized what I had to do I organized my day and work so that I was not overlapping or wasting my hours. I learned that I needed to be organized



# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



**Batch 2020 - 2022**

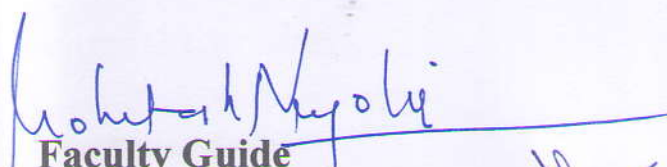
## **Internship Report**

**On**

**“Marketing Internship at Smart Future Step”**

**Submitted in the partial fulfillment for the  
Requirements of the degree of MBA (CORE)**

**DAVV, Indore**

  
**Faculty Guide**  
**Dr. Mohitash Nagotra**



**Student Name**  
**Kunal Gupta**



## DECLARATION

I hereby declare that the Project Work entitled “**Marketing Internship at Smart Future Step**”, has been carried out by me under the guidance of Dr. Mohitash Nagotra at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:



Kunal Gupta

(Name of the Student)



Date : 17 / 10 / 2021

**TO WHOM IT MAY CONCERN**

This is to certify that Kunal Gupta has successfully completed a internship with as a Marketing & Sales Trainee in the Marketing Department from 31/08/2021 to 16/10/2021

**Top Skills Covered:**

- Sales funnel
- Creation of key visuals & presentations
- Promotion: Integrated Marketing Communication
- Comprehensive knowledge
- Segmentation & Targeting
- Marketing & sales strategy
- Consumer Behaviour

Besides showing high comprehension capacity, managing assignments with the utmost expertise and exhibiting maximal efficiency, he/she has also maintained an outstanding professional demeanor and showcased excellent moral character throughout the internship period.

We hereby certify that the candidate's overall work is good to the best of our knowledge.

Wishing the candidate all the best for his/her future endeavors.

For Smart Future Step

  
Chief Executive Officer



Address: Smart Future Step 518 5<sup>th</sup> floor onam Plaza ,  
A.B. road indore, 452001



CONTACT : +919522301999  
Email : [info@smartfuturestep.in](mailto:info@smartfuturestep.in)



## CONCLUSION

I am happy to complete my internship in Smart future step under Marketing department. To my own experience the working environment of the organization is very inspiring .The organization is always keep to implement new rules and actions for improvement Business Development Department is really working hard and every day they are coming up with new unique and innovative ideas to wide spread their business. If this effort goes on than they can able to cover the untapped markets, increase their client reach and which will also ensure future source of business.



# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



**Batch 2020 - 2022**


## **Internship Report**

**On**

**“Internship at LUDIFU.COM”**

**Submitted in the partial fulfillment for the  
Requirements of the degree of MBA (CORE)**

**DAVV, Indore**

  
**Faculty Guide**

**Dr. Asha Mishra**



  
**Student Name**

**Manish Bhatia  
(MBA 3<sup>rd</sup> Semester)**



## DECLARATION

I hereby declare that the Project Work entitled “**Internship at Ludifu.com**”, has been carried out by me under the guidance of Dr. Asha Mishra, at Indore Institute of Management and Research, Indore. The internship work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date: - 18/12/2021



A handwritten signature in blue ink, consisting of a stylized 'M' and 'B'.

Manish Bhatia

MBA 3<sup>rd</sup> Semester

# Certificate of Summer Internship

We the undersigned do hereby proudly present this  
Certificate of Summer Internship for the outstanding honorable effort of

**MANISH BHATIA**

from

**INDORE INSTITUTE OF MANAGEMENT AND RESEARCH INDORE, INDORE**

For his/her successful completion of **Social Media Marketing**  
with LUDIFU from **1st July to 31st July**

  
**Puneet Rawat**  
Founder

**LUDIFU.com**

Let Us Do It For U





#### **4. Making Company portfolio and profile:-**

The first work that was assigned was to update the company profile. I updated the company existing company profile in Microsoft power point

#### **Conclusion:-**

Form this internship experience, I got the opportunity to analyze myself and helped me to recognize my strength and my weakness. I got the opportunity to realize and know more about myself and, I noticed that my strengths are being punctual, dedication and commitment to the work, Calm and persistence, analyzing the situation in deeper context and so on. I also learnt to overcome my fear to work in different environment, which increased my confidence in myself. Weaknesses that I notice in myself are time management, organizing my works, lack of Interpersonal skills, and lack of leadership skills. I got the opportunity to know my weakness and got the chance to work on them. During this internship period, I got the chance to develop my interpersonal skills, team Performance skills and to increase capacity to handle the work pressures. I also got the chance to improve my public relations for my future career.



# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



**Batch 2020 - 2022**

## **Internship Report**

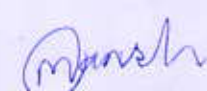
**On**

**“Financial data and Stock management”**

**Submitted in the partial fulfillment for the  
Requirements of the degree of MBA (Finance and Marketing)  
DAVV, Indore**

  
Guide faculty  
**Dr. Asha Mishra**



  
Student Name  
**Manish Nigwal**  
**M.B.A. III Semester**



## DECLARATION

I hereby declare that the Project Work entitled "Financial data and Stock management", has been carried out by me under the guidance of Dr. Asha Mishra at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms. I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:



*Manish*

Manish Nigwal  
MBA III Semester

# SURYA ENGINEERING PVT LTD

20<sup>th</sup> September 2021

## *Certificate for Internship*

*To whom so ever it may be concern*

This is to certify that **Manish Nigwal** student of **MBA (Finance and Marketing)** from Indore Institute of Management and Research (Indore) has successfully completed one month (August to September 2021) internship with us.

During the internship, Manish has closely worked as a part of the finance team. He made valuable contributions to two key programs at Surya Engineering – Surya Foundation Day and Surya Employees Day. His contribution to creative ideas, sponsorship presentations, and layout are being implemented at Surya Engineering currently.

We wish Manish good luck for all future endeavours and looking forward to work with him again in the future.

Warm Regards

**ADARSH JAIN**

(Human Resources – Deputy Manager)  
Surya Engineering.



SURYA ENGINEERING PVT LTD  
Plot - 154, Industrial Area,  
Sector No. 2, Pithampur Dhar,  
Distt. Dhar 454775 (MP), India

Telephone : +91 95849 81243  
Office Address : LFG 68 Sudarshan  
Complexes Pithampur (MP),  
India 454775



## 12.2 CONCLUSION

During my one month of internship period, the Surya Engineering was my basic source for gaining knowledge. Because of its having advance technology in automotive and design, learning from it was a great achievement for me. As I have seen new and used buses and trucks in the plant, I was able to understand the initial condition of the vehicle and the performance it can deliver. Though many customers came with problems in their vehicles, because of the advance technology, the problem was sorted out quickly and solved as soon as possible. Servicing this vehicle needs a special skill and I am sure that I have achieved it.

This internship has been a very useful experience for me. I can say that my understanding of the HR department and all the processes like recruitment, on boarding, and exit formalities has increased. However, I do think that there were some works that I could have done in better way but this was my first exposure and gave was great learning experience. The entire task gave me an excellent and rewarding experience. I have been able to meet and network with so many people that I am sure will be able to help me with opportunities in the future. One main thing that I have learned through this internship is time management skills as well as self-motivation. When I first started, I did not think that I was going to be able to work in monotonous routine of daily working. And as it was work from home internship working hours were flexible for the task allocated. Once I realized what I had to do I organized my day and work so that I was not overlapping or wasting my hours. I learned that I needed to be organized



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH




Batch 2020 - 2022

## Internship Report

On

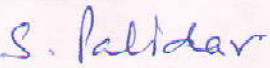
**“Marketing and Sales Internship at Remedo”**

  
Student Name  
Mansi Santra

Internal Examiner



  
Faculty Guide  
Dr. Asha Mishra

  
External Examiner

Date:



## CERTIFICATE



B 168, Sector 44

Noida, UP, 201301

+91-9930104916

<https://in.remedoapp.com>  
harsh@remedoapp.com

---

### TO WHOM IT MAY CONCERN

This is to certify that **Ms. Mansi Santra** has successfully completed an internship at **Remedo Clinitech Pvt. Ltd.** (June 19<sup>th</sup> to October 17<sup>th</sup>, 2021).

During this period, she was working as a **Patient activation & Marketing trainee** and also actively participated in research on social media strategies for practicing clinicians. She has performed her duties well and contributed to the success of the company. We wish her well in her future endeavors.

Yours Sincerely,

For REMEDO CLINITECH PVT. LTD.

  
DIRECTOR

Harsh Bansal,  
Co-founder, Remedo



## DECLARATION

I hereby declare that the internship report entitled "Marketing and Sales Internship at Remedo", has been carried out by me under the guidance of Dr. Asha Mishra, at Indore Institute of Management and Research, Indore. The internship work is original and has not violated any of plagiarism norms.

I also declare that this internship report has not been submitted to any Institute for the award of any Degree.

Place: Indore

Date: 16-12-2021



*Mansi Santra*  
Mansi Santra



## References

## Conclusion

I am happy to complete my internship in Remedo under the Marketing department. In my own experience the working environment of the organization is very inspiring. The organization is always keen to implement new rules and actions for improvement. The Market Development Department is really working hard and every day they are coming up with new unique and innovative ideas to wide spread their business. If this effort goes on then they will be able to cover the untapped markets, increase their distribution reach and which will also ensure future source of business. As Business solution is a new company it requires to focus on organizational structure. Market Operations should conduct a team meeting every week so that the employees can know each other well, the Head of the department will get an overview of how every department is doing, which will increase the level of teamwork. They could carry out promotional activities from time to time in corporate offices and Universities in order to understand what the potential customers want from them.



**INDORE INSTITUTE OF  
MANAGEMENT AND RESEARCH**



Batch 2020-2022

**Internship Report**

On

**“ Accounts & Finance “**

Submitted in the partial fulfillment for the  
Requirement of the degree of MBA (CORE)

DAVV, Indore

  
Faculty Guide

Dr. Asha Mishra



Student Name

Meenu Pachori





**INDORE INSTITUTE OF  
MANAGEMENT AND RESEARCH**

Date: 05/01/2022

**DECLARATION**

I hereby declare that the Project Work entitled “**Accounts & Finance**”, has been carried out by me under the guidance of (Dr.Asha Mishra) Professor, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date: 05/01/2022



*Meenu.*  
(Meenu Pachori)

# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH

**Pahadiya And  
Associates**

Chartered Accountants



(o): 154, City Centre,  
570, M.G. Road,  
Indore-462001 (M.P.)  
M: +91-731-2333399  
Cell: +91-98260-66699  
Email: pahadiya@gmail.com

## Whom So ever It may Concern

This is to certify that Miss.Meenu Pachori D/O Mr.Hari Pachori ,a student of MBA (Finance With HR-3<sup>rd</sup> Semester),DAVV Indore,Madhya Pradesh has successfully completed Three Months (From 2<sup>nd</sup> july 2021 to 2<sup>nd</sup> july October 2021) long internship programme with Pahadiya And Associates.During the period of her internship programme with us she was found punctual,hardworking and inquisitive.

For: Pahadiya And Associates  
(Chartered Accountants)

(Amod Pahadiya)  
Indore  
Date: 30/11/2021





## INDORE INSTITUTE OF MANAGEMENT AND RESEARCH

### CONCLUSION

Pahadiya and Associates is overall one of the profit making and reputed organization. The organization since its very first day is devoted to providing quality services. The detailed and thorough review of work and clients trust shows perfection with which it is working.

The Institute of chartered Accountants of India has also carried out the quality control review and has issued satisfactory QCR (quality control report) stating that the firm has conducted the audit of the clients in accordance with international standards on auditing.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH




Batch 2020 - 2022

## Internship Report


On

“GENERAL TRAINING AND OPERATIONS AT MANDOT SECURITIES PVT.  
LTD”

Student Name  
Naman Jain

  
Faculty Guide  
Prof. Dimple Sukhija

Internal Examiner

  
External Examiner

Date:





## DECLARATION

I hereby declare that the Project Work entitled "**GENERAL TRAINING AND OPERATIONS AT MANDOT SECURITIES PVT. LTD**", has been carried out by me under the guidance of Prof. Dimple Sukhija, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:



  
Naman Jain

## CERTIFICATE



Mandot Securities Pvt. Ltd

Ref:- MSPL/ITP/2021/#012

Date: 26-08-2021

### TO WHOM IT MAY CONCERN

This is to certify that **Mr. Naman Jain**, a student of MBA, IIMR, INDORE, MADHYA PRADESH, has successfully completed **60 Days** long internship programme at **Mandot Securities Pvt Ltd**. During the period of his internship programme with us he was found punctual, hardworking and inquisitive.

We wish him every success in life.

For, Mandot Securities Pvt Ltd.

Authorized Signature

Corporate Address : 217 2<sup>nd</sup> Floor 7 R N T Marg Silver Sanchora Castle, Indore 452001  
Email id- hr@mandotsecurities.com, website - www.mandotsecurities.com CIN-  
U67120MP2014PTC033380





## CONCLUSION

My overall experience throughout this Summer Internship is really wonderful. I would really appreciate the efforts which our Industry Mentor (Mr. Vijay Jain) has put in for making us learn all these things within a short span of time.

In a nutshell, this internship has been an excellent and rewarding experience. I can conclude that there have been a lot I've learnt from my work at organization. I can safely say that my understanding of the job environment has increased greatly. However, I do think that there are some aspects of the job that I could have done better and that I need to work on. I need to build more confidence while trading. I realized that I could have completed the work earlier than I did. Also, the technical parts of the job were a bit flawed and I was asked multiple times to correct it. The two main things that I learned after my experience in this firm are the importance of time management and being self-motivated.

After going through this internship, I am sure that I can make my career in the Financial Services Industry and Definitely, I will be able to do justice with what my company would expect from me. I have learnt that It is really very important to be patient while we are trading in this market, because it takes time to understand things and we should not react impatiently or else we may lose money.

I have learnt a lot from this company whether in terms of stock market, various indicators, Is the market following bullish or bearish trend etc or the importance of time management because Even if I miss 1 price movement, I might incur loss for my clients which will give negative image to my company and me as trader also.

I also agree with the fact that Technical Analysis only predicts a range not an exact number, so the investors who are new to this market should not bet their whole money in trading solely being dependent on this analysis even if someone is promising him/her 100% returns on investment.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020- 2022

## Internship Report On “DIGITAL MARKETING STRATEGIES”

Submitted in the partial fulfillment for the  
Requirements of the degree of MBA (CORE)  
DAVV, Indore

Faculty Guide: -   
Ms. Dimple Sukhija

Student Name: -  
Neeraj Prasad

INTERNAL EXAMINER:-

EXTERNAL EXAMINER: -





## DECLARATION

I hereby declare that the Project Work entitled "**DIGITAL MARKETING**", has been carried out by me under the guidance of **Ms.DIMPLE SUKHIJA**, at Indore Institute of Management and Research, Indore. The internship report work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: - Indore

Date: -

NEERAJ PRASAD



# CERTIFICATE

## MomsKart

No : MOMKRTINT180



### Certificate of Internship

This is to certify that

**NEERAJ PRASAD**

Has completed the Digital Marketing Internship program  
from April 2021 to May 2021. We find him sincere,  
dedicated and result oriented.

We appreciate him for the efforts and wish him all the best  
for his future.

AMAN PORWAL

Founder/CEO



visit [www.themomskart.com](http://www.themomskart.com)





## CONCLUSION

The conclusion of digital marketing has now become a hot topic for discussion. Modern technology has changed a lot. Besides the growth of modern technology, the technique of businesses has also changed. In this regard, digital marketing comes to take the leading position. Modern generation does not want to go to any shop or shopping mall to buy anything. They want to buy everything online. So, the various companies always try to stay connected with their consumers or customers via the internet. To get the best of it, consumers and marketers must know the advantage and disadvantage of digital marketing. If you do not know the benefits and harmful sides, then you won't get the full advantage of digital marketing.

If you want to make the most of digital marketing, you'll need to grasp the digital marketing premise and conclusion of digital marketing

Digital marketing is a perfect way to interact if the primary goal is to reach vast numbers of people. Marketing in social media has revolutionized marketing behavior.

Digital marketing is perfect advice for the world. It's good enough because it never sits on the network. The goods will only be available to the public for 24 hours


Within the short span of a lifetime, digital marketing will bring all your cherished dreams come reality. Digital marketing is a place where someone without much effort can make a career. Only patience is required to get your desired goals.




**Batch 2020 - 2022**  
**Internship Report**  
**On**

**“HR Internship of UNSCHOOL”**

**Student Name:-**  
**Nimisha joshi**

  
**Faculty guide**  
**Mr. Hanish kukreja**

**Internal Examiner:-**

  
**External Examiner:-**

**Date:**





## DECLARATION

I hereby declare that the Project Work entitled "HR Internship of Unschool", has been carried out by me under the guidance of Mr. Hanish kukreja, at Indore Institute of Management and Research, Indore. The internship work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:



- Nimisha joshi

A handwritten signature in blue ink, appearing to read "N. Joshi".

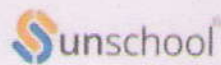
## CERTIFICATE

# Certificate of Excellence

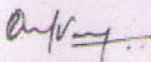
This certificate is proudly presented to

*Nimisha Joshi*

for successfully completing the Unschool Community Program  
on August 11, 2021 as a **HR intern** for 2 months,  
an online internship initiative by



Unschool wishes you the best for your future endeavors.

  
Rahul Varma  
Chief Executive Officer





## CONCLUSION

VSCHOOL comes under the education industry especially in e-learning services. Which provides a basket of various skills development courses by giving them opportunities to work on full time projects and motivating by providing them certificates from government of India as well, which is beneficial for professional students to enter in a priority list of candidates while applying for a job or change in job field. These will provide confidence and experience to students and practically teaching the field factors that are omitted in books.



# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**




**Batch 2020 - 2022**

**Internship Report**

**On**

**“IFortis Corporate”**

**Submitted in the partial fulfillment for the  
Requirements of the degree of MBA (Human Resource/Marketing)  
DAVV, Indore**

  
**Research Guide:**

**Dr. Shubhangi Jain**



**Research Scholar:**

**Pooja Patidar**



## DECLARATION

I hereby declare that the Project Work entitled "**Marketing Department in Ifortis Corporate**", has been carried out by me under the guidance of **Dr. Shubhangi Jain**, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:



Pooja Patidar

# CERTIFICATE



A subsidiary of American Ruler Private Limited



29993:2017

20th July 2021

## TO WHOM IT MAY CONCERN

This is to certify that Pooja Patidar bearing code: IW-HRD-A-9S000201 has successfully completed a Internship with IFORTIS WORLDWIDE as a Corporate Ambassador in the Marketing Department from 31/05/2021 to 16/07/2021.

### Top Skills Covered:

- Sales funnel
- Creation of key visuals & presentations
- Promotion: Integrated Marketing Communication
- Comprehensive knowledge
- Segmentation & Targeting
- Networking & Time management
- Consumer Behaviour

Besides showing high comprehension capacity, managing assignments with the utmost expertise and exhibiting maximal efficiency, he/she has also maintained an outstanding professional demeanor and showcased excellent moral character throughout the internship period.

We hereby certify that the candidate's overall work is **good** to the best of our knowledge.

Wishing the candidate all the best for his/her future endeavors.

For IFORTIS WORLDWIDE,

  
Chief Executive Officer  
AMERICAN RULER PRIVATE LIMITED  
No. 704, Kuruvikulam KN, Sankarankovil,  
Tirunelveli, Tamilnadu,  
INDIA - 627 754.



Registered Office: No. 704, Kuruvikulam KN, Sankarankovil TK, Tirunelveli, Tamilnadu - 627754 (INDIA)

CIN: U18109TN2021PTC143811 | GSTIN: 33AAVCA2781N1Z1

Email: [info@ifortisworldwide.com](mailto:info@ifortisworldwide.com) | [relations@ifortisworldwide.com](mailto:relations@ifortisworldwide.com)



## **9.SUGGESTIONS AND CONCLUSION**

### **SUGGESTIONS:-**

- Advertisement & marketing activities are important to make the fast movement and to increase sales volume. So the company should concentrate more on advertisements, especially TV ads to inform and educate customers about the product and it also helps to create goodwill for the company and increases customer loyalty.
- The company needs to provide various promotional schemes to attract more and more customers. The promotional activity is one of the important parts of marketing strategy which helps a company to increase its sales by attracting new customers in the market and race the competition effectively.
- The company must focus on the price because the Ceasefire products are highly expensive as compared to its competitors. The customer willingness to buy a product depends on price so it is considered as one of the most important factor for any business.
- The company must offer strong incentives on purchase for attracting customers' attention by offering those coupons or premiums as it helps a company to retain the loyal customers as well as attract new customers.
- The company can also promote and draw customers' attention by interacting with them through blogs. It is a free and easy way to relate with the customers and also gives the customers a clear image about the company.
- The company must try to keep up with new product versions. The company can develop its products by introducing new products in the existing market as product development is considered as an important part of any company's growth Strategy.
- The firm should give proper training to employees about the use of product



and services to deal with customer. Because it will help them to communicate effectively with customer about the product use so that the customers can feel the need to buy it and thus increase the sales. So that the sales people must possess an effective communication skill.

### **CONCLUSION:-**

Now a days a corporate world is customer driven and the customer is treated as king for every company. So, for a good company they have to maintain good relation with customers for a long duration of time as it is a never-ending process. So, customer satisfaction is very important to keep the customer in the business pocket. From the study it is found that IFORTIS CORPORATE works very hard to deliver finest quality and better marketing services to its customer. The company consider its customer and business very important and is really work hard to deliver the customer best.

On the other hand the marketing strategies of IFORTIS CORPORATE are overall good as compared to other companies in the market. The company needs to focus more on price strategy keeping in mind the quality of product to attract more customers. It can come up with new product version by introducing new product in the existing market which will again add a competitive advantage to the company. An effective marketing strategy helps to generate product and services with the best probabilities for generating greater revenue. It is because of the marketing strategy begins with market place exploration taking into concern the target customer, competition in the market and the changes that might be there.

So, from the study it is concluded that IFORTIS CORPORATE follows better marketing strategy as well as it provides level of satisfaction to the customer by providing them quality products and services. This internship has been a very useful experience for me. I do think that there are some aspects of the job that I could have done better and that I need to work on. I need to build more confidence in applying marketing skills. I realized that I could have completed the work earlier than I did.





As an intern with IFORTIS CORPORATE, I worked in a Marketing and Sales Intern and was responsible for customer relationship management. I was part of the marketing department team. Together we worked on AARAMBH projects to accomplish goal. In this internship I had done two project which AARAMBH 2.0 and AARAMBH 3.0 and in this project the company organized many activities for students (Up to 12<sup>th</sup> Standard).



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH




Batch 2020 - 2022

## Internship Report

On


“Marketing and Sales Intern at Ifortis Corporate”

Student Name -:  
Poorva Rathore

  
Faculty Guide-:  
Mr. Hanish Kukreja

Internal Examiner -:



  
External Examiner-:

Date:



## DECLARATION

I hereby declare that the Project Work entitled “**Marketing and Sales Intern at Ifortis Corporate**”, has been carried out by me under the guidance of Mr. Hanish Kukreja Professor, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore Institute of Management and Research

Date:



Poorva Rathore



15th July 2021

**TO WHOM IT MAY CONCERN**

This is to certify that **Poorva Rathore** bearing code: **IW21HRD/MS76-A001038** has successfully completed a 45 days internship with **IFORTIS WORLDWIDE** as a **Marketing & Sales Trainee** in the Marketing Department from **31/05/2021** to **14/07/2021**.

**Top Skills Covered:**

- Sales funnel
- Creation of key visuals & presentations
- Promotion; Integrated Marketing Communication
- Comprehensive knowledge
- Segmentation & Targeting
- Marketing & sales strategy
- Consumer Behaviour

Besides showing high comprehension capacity, managing assignments with the utmost expertise and exhibiting maximal efficiency, he/she has also maintained an outstanding professional demeanor and showcased excellent moral character throughout the internship period.

We hereby certify that the candidate's overall work is **good** to the best of our knowledge.

Wishing the candidate all the best for his/her future endeavors.

For **IFORTIS WORLDWIDE**.

  
**Chief Executive Officer**

**AMERICAN RULER PRIVATE LIMITED**  
No. 704, Kuruvikulam KN, Sankarankovil,  
Tirunelveli, Tamilnadu,  
INDIA - 627 754.



**Registered Office:** No.704, Kuruvikulam KN, Sankarankovil TK, Tirunelveli, Tamilnadu - 627754 (INDIA)

**CIN:** U18109TN2021PTC143811 | **GSTIN:** 33AAVCA2781N1Z1

**Email:** info@ifortisworldwide.com | relations@ifortisworldwide.com



## **Chapter 6**

### **Conclusion**

IFortis Corporate have given one of the best Internship Experience with Learning Skill sets and Improving as a Corporate Professional. It gave me a nice opportunity to enhance the skills I have and build the new ones. As there were some problems with the customers and those problem solving and convincing skills had helped me a lot. I have also faced many challenges in Marketing when it comes to converting the customers but I have learnt all those skills to overcome the challenges. Overall, it was great being Intern at IFortis Corporate.

My Team Leader, Lavina, was very supportive and helpful during the course of Internship. She always gave solutions to the queries I put. She was always there to help me with certain problems. She was amazing as a Leader. She gave every update on time being Punctual and also was very friendly and supporting. My Internship mentor has helped me a lot during the Internship. I believe I have learnt some problem solving and decision making skills under Lavina.

When it comes to the Public Project of IFortis Corporate, there are so many things to appreciate about. IFortis supports CSR Activities which are very essential. It also aims at integrating the values and building it. I believe we should always give back to society what we have received.

The programs of IFortis Corporate are Aarambh 2021, Not a School, Entrepreneurship 360, Become an Entrepreneur, Solution for Tomorrow, Youth Should Lead, More power to Women, Block Changing the World, Go Green, Cultivate the Skills, We are Fit, and Social Accountability. These programs are very enthusiastic and boost the potential of the Youth. These are the upcoming programs which are genuinely essential for youth to build their Personality and Special Skill Sets. CSR makes us learn and emphasize more about others.

I was working for the program Aarambh 2020. It is the program for school going children which consists of various Talent Competitions like Storytelling, Slam Poetry, Speech Competition, Fancy dress, Art Competition, Dance Competition, and Singing Competition and so on. It was a great opportunity for School going students to explore their talents and participate in International Level Competitions.





The challenges faced by me was the inactive behaviour of the students and their parents. Some of the students were talented but lacked active participation. Their parents were also not so interested in registering their kids. So, it was so important to explain to them about the Competition, tell them the advantages of participating and also motivate them for active participation. It was also important to convince the parents of the students who wanted to participate. Usually parents don't give much attention to these activities but by explaining them about the advantages of participation they agreed to participate for their kids.

There were many new Experiences when it comes to dealing with new customers that is Students. Some of them were very enthusiastic and also interested in participating. But some needed motivation to participate in the Competition they are interested in. And I represented IFortis Corporate as a Big brand conducting International Level Competitions, giving the participation certificate to participants and motivating students to participate.

IFortis Corporate have taught various things to be performed in Corporate Life. I have learnt a lot of things and built various skills during the Internship. As I was into marketing, I have enhanced my Communication Skills and improved it a lot. I have also gained a lot of confidence while training. I have built Decision Making during the Internship. It has helped me to improve as a person. It enhances my Communication and Convincing Skills, and also helped me for Time management and Problem solving skills during the course of Internship.

Company's Future goal is that, IFortis Corporate is stepping into Apparel Manufacturing Industry (Textile & Manufacturing Industry) with an ambitious mission to create more employment opportunity for the women & youth across India and helping them to become self-reliant with obsessive focus on the





quality, worker's safety & welfare, social responsibility and customer satisfaction. In this way we can give more opportunities to women and raise them in society. Women will get exposure to the market and will build their position in the society which is so important. And this way we can enhance equality in the World.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2022

## Internship Report

On

### “RECRUITMENT AND SELECTION”

  
Student Name

Preeti Yadav

Internal Examiner

Date:



  
Faculty Guide

Dr. Subhangi Jain

  
External Examiner



## DECLARATION

I hereby declare that the Project Work entitled “ Recruitment and selection”, has been carried out by me under the guidance of Dr. Subhangi Jain , at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.



Place: Indore

Date:

A handwritten signature in blue ink, appearing to read "Preeti".

Name and Signature of student

Preeti Yadav



P.F. No. : VDBRD0022524000  
ESIC No. : 38000280300001001  
GST No. : 24ATJP58870L1ZU

**Riya**  
Enterprises

Nr. Hotel Radhe, Rinki Cross Road,  
Godhra Road, GIDC, HALOL - 389 350  
Dist. Panchmahals, Gujarat  
Email : riyaenterprises2005@gmail.com

90810 88952

4<sup>th</sup> January, 2022

### INTERNSHIP CERTIFICATE

This is to certify that Ms. Preeti Yadav D/o Dhruv Raj Yadav was working under our Contract in M/s Motherson Sumi Systems Ltd. Plot No. 8, Sector-5, Industrial Area Growth Centre, Pithampur - 454 774 Dist. Dhar as HR Assistant from 07/06/2021 To 30/09/2021.

She was found sincere and hard worker. We wish him all success in future.

For, Riya Enterprises

*Shah Rakesh M.*

Rakesh M. Shah  
Officer (HR & Admin.)  
94270 32103 (M)





## Conclusion

Recruitment as being one of the major topic is required by most of the organization. Hence the study helped in understanding the various aspects of recruitment and selection process. Recruitment and selection allows an organization to assess the vacancy and choose the best personnel who will lead the organization in future. So the organization should give more emphasize on selecting a person. A person who can carry forwarded the organization in terms of development, values and ethics ,Also they are well aware about the various sources and methods of recruitment and selection. The organization should more cautious on this issue the quality and ethics. So we can easily find the human resources practices ,recruitment ,selection process and employees satisfaction and relation at Motherson sumi systems ltd is very developed and effective one.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



**Batch 2020 - 2022**

**Internship Report**

**On**

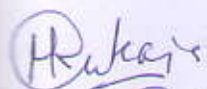
**“LIFE INSURANCE CORPORATION OF INDIA”**



**Submitted in the partial fulfillment for the**

**Requirements of the degree of MBA**

**DAVV, Indore**



**Faculty Guide**  
**Mr. Hansih Kukerja**



**Student Name**  
**Priyanka Patel**





भारतीय जीवन बीमा निगम  
LIFE INSURANCE CORPORATION OF INDIA

अनोखीलाल चौधरी

अनोखीलाल चौधरी के लिए आवेदन पत्र

Anokhilal Choudhary

Member Chairman's Club for Agents

Agents Code No. 00418 34W



2019 - 2020



## Certificate of Internship


### To whom it may concern

This is to certify that Miss Priyanka Patel, D/O Dinesh Chandra Patel, a student of Mastert of Business administration from Indore Institute of Management and Research, Indore, worked under my supervision during her internship period has successfully completed 45 days of internship in the field of finance from 01/02/2021 to 15/03/2021. During the period of her internship program with us, she was found punctual, hardworking, diligent and inquisitive.

We wish her every success in her life & career.

Date :- 16/03/2021

Place :- Dewas

  
Authorized Signature  
**Anokhilal Choudhary**  
Agent No 00418 34W  
C.M. Club Member  
Mob No 9893221650



**PHOTO COPY**

आपका पता: 2 (34W), मोती बंगला, ए. बी. रोड, देवास - 455001 (म.प्र.)

आपका पता: राजोदा, जिला देवास - 455001 (म.प्र.)

आपका फोन: 9893221650, 8770750317 ई-मेल: anokhilal.lic@gmail.com

आपका पता: 2 (34W), Moti Bungalow, A. B. Road, Dewas - 455001 (M.P.)

आपका पता: Rajoda, Dist. Dewas - 455001 (M.P.)

आपका फोन: 9893221650, 8770750317 E-mail: anokhilal.lic@gmail.com

## DECLARATION

I hereby declare that the Project Work entitled “**LIC of India Internship Report**”, has been carried out by me under the guidance of (prof. Hanish Kukerja IIMR College Indore), at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/Institute for the award of any Degree/Diploma.

Place: Dewas

  
PRIYANKA PATEL

Date:

MBA 2<sup>nd</sup> year







## CONCLUSION

After overhauling the all situation that boosted a number of Pvt. Companies associated with multinational in the Insurance Sector to give befitting competition to the established behemoth LIC in public sector, we come at the conclusion that :

- 1) There is very tough competition among the private insurance companies on the level of new trend of advertising to lull a major part of Customers.
- 2) LIC is not left behind in the present race of advertisement.
- 3) The entry of the Pvt. Players in the Insurance Sector has expanded the product segment to meet the different level of the requirement of the customers. It has brought about greater choice to the customers.
- 4) Private insurers have restricted reach to the customers.
- 5) LIC has vast market and very firm grip on its traditional customers and monopoly of life insurance products.
- 6) Bank assurance - that allows life insurers to leverage on the risk product through bank network, was adopted by private players. But LIC was also not left behind as picking up majority stake in the corporation Bank and large equity stake in the Oriental Bank of Commerce.



IRDA is also playing very comprehensive role by regulating norms mandating to private players in this sector, that increases the confidence level of the customer's to the private players.

### CONCLUSIONS GOT BY THE CONSUMER SURVEY ANALYSIS

- 1) Now days also Insurance is most popular as more plain protection against death and people are unaware about the other aspects of insurance.
- 2) According to current scenario life and mater Insurance are the most popular ones followed by fire Insurance.
- 3) Majority of people consider the Insurance premium paid by them as reasonable.
- 4) Only few counted people are unaware about the entry of private players into. The insurance industry and and a very high majority of people support their entry. By the entry of private players. Consumers are expecting the premium to down which would be the biggest blessing.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2022

## Internship Report

On

**“Marketing in cultural event of Ifortis Corporate”**

Regd. NO. : IW21HRD/MS76-A000518

**Student Name**

Radhesh Shrivastava.

**Faculty Guide**

Prof. Hanish kukreja



**Internal Examiner**

*S. Patidan.*  
**External Examiner**

### **DECLARATION**

I hereby declare that the Project Work entitled “**Marketing in cultural event of Ifortis Corporate**”, has been carried out by me under the guidance of **prof. Hanish kukreja** , Assistant professor , at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.



**Place:** Indore

**Date:**

**Radhesh Shrivastava**



## INTERNSHIP REPORT

*A Report submitted in partial fulfillment of the requirements of the  
Awards of Degree of*

MASTERS IN BUSINESS ADMINISTRATION

In

HR + MARKETING

By

RADHESH SHRIVASTAVA

Regd. NO. : IW21HRD/MS76-A000518

Under supervision of

Mrs. Kriti Khullar , HR

Ifortis Worldwide.

Indore.

(Duration : 31<sup>th</sup> May , 2021 to 14 July , 2021)

DEPARTMENT OF MANAGEMENT

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH

Affiliated to Devi Ahilya Vishwavidyalaya (DAVV), Indore

PRITHAMPUR Rd , RAU MADHYA PRADESH

2020 - 2022





## Offer letter



Corporate Office: No.8, Gejj Bessety Lane, Bangalore, India - 560053  
Contact: info@ifortiscorporate.com | www.ifortiscorporate.com

### TRAINEESHIP OFFER LETTER

3<sup>rd</sup> Jun 2021

Dear Radhesh shrivastava,

With reference to your application and subsequent discussions, we have pleasure in offering you traineeship in our organization as Marketing Intern

During this training probation period you are required to undertake all duties and activities as assigned to **Kriti Khullar** to whom you will be reporting

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. At the end of the term, based on your performance you'll receive a certificate describing your achievements and active participation.

During the period of traineeship, you may have access to trade secrets and confidential business information belonging to the 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.

In addition, you agree that, upon conclusion of your internship, you will immediately return to the Company all of its property, equipment, and documents, including electronically stored information. Your appointment will be governed by the terms and conditions presented in the **Agreement**.

Best Regards,

Radhesh shrivastava

Corporate-HR,  
info@ifortiscorporate.com





## Intrenship certificate



A subsidiary of American Ruler Private Limited



29993:2017

15th July 2021

### TO WHOM IT MAY CONCERN

This is to certify that **Radhesh shrivastav** bearing code: **IW21HRD/MS76-A000518** has successfully completed a 45 days internship with **IFORTIS WORLDWIDE** as a **Marketing & Sales Trainee** in the Marketing Department from **31/05/2021** to **14/07/2021**.

#### **Top Skills Covered:**

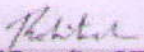
- Sales funnel
- Creation of key emails & presentations
- Promotion: Integrated Marketing Communication
- Comprehensive knowledge
- Segmentation & Targeting
- Marketing & sales strategy
- Consumer Behaviour

Besides showing high comprehension capacity, managing assignments with the utmost expertise and exhibiting maximal efficiency, he/she has also maintained an outstanding professional demeanor and showcased excellent moral character throughout the internship period.

We hereby certify that the candidate's overall work is **good** to the best of our knowledge.

Wishing the candidate all the best for his/her future endeavors.

For IFORTIS WORLDWIDE,

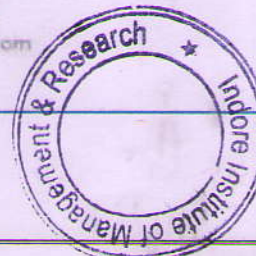
  
**Chief Executive Officer**

**AMERICAN RULER PRIVATE LIMITED**  
No. 704, Kuruvikulam KN, Sankarankovil TK, Tirunelveli, Tamilnadu,  
INDIA - 627 704.

**Registered Office:** No. 704, Kuruvikulam KN, Sankarankovil TK, Tirunelveli, Tamilnadu - 627754 (INDIA)

**CIN:** U18109TN2021PTC143811 | **GSTIN:** 33AAVCA2781N1Z1

**Email:** info@ifortisworldwide.com | relations@ifortisworldwide.com



## Conclusion

After getting an opportunity to do the internship in this firm has been a

great experience. It was a great honor for me to work in such a professional company where everything is so organized and perfect. The corporate culture that I learned from Ifortis Corporate is a thing to be mention especially and adapting to it was a big challenge in such an early stage of my career.

The things I learnt from real time work experience for the first time has

indeed been a privilege. Being actively involved in the development of

products and services has definitely increased my corporate knowledge

about broking industry. After completion of my work tenure as an intern,

feel blessed to have learned so many things in such a short span of time.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



**Batch 2020 - 2022**

Internship Report

On

**“Human Resource Function at Intern You”**

Submitted in the partial fulfillment for the  
Requirements of the degree of MBA (HR & Marketing)  
DAVV, Indore

**Faculty Guide** *Pooja*  
**Dr. Pooja Shrivastav**

**Student Name**  
**Ridhhika Bhilware**



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



**Batch 2020 - 2022**

**Internship Report**

**On**

**“Human Resource function at Intern You”**

**Student Name**

**Ridhhika Bhilware**

**Internal Examiner**

**Faculty Guide**

**Dr. Pooja Shrivastav**

**External Examiner**



**Date:**



## DECLARATION

As an Internee declare that the Internship report entitled **“Human Resources function at intern you”**, has been carried under the guidance of Mr. Satyajeet Singh (Director of a program), at Indore Institute of Management and Research, Indore. The internship Report is original and has not violated any of plagiarism norms.

I also declare that this Report has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date: 14/12/2021



Name of the student

Ridhhika Bhilware

Ridhhika Bhilware

## ACKNOWLEDGEMENT



# CERTIFICATE OF COMPLETION

IS HEREBY GRANTED TO

**Ridhhika Bhilware**

FOR SUCCESSFUL COMPLETION OF HER INTERNSHIP.  
THE DURATION OF THE PROGRAM WAS FROM 29-07-2021 TO  
27-08-2021 AS A **HR INTERN** FOR **4 WEEKS**.

INTERNYOU WISHES YOU THE BEST FOR YOUR FUTURE  
ENDEAVOURS.

Date: 28-08-2021

SATYAJEET SINGH  
Program director





## Conclusion-

From the above discussion it can conclude such a way that since human resource management is a continuously practicing issue so it plays a significant role on organizations overall performance. If an organization wants to gain full benefit from human resource management it should follow all the sections of HRM. As a small Intern You few persons are recruited for its operations and performances. But it will expand soon or later and then the number of HR employee may not be enough to run the company. Committed and trustworthy employees are the most significant factors to becoming an employer of choice, it is no surprise that companies and organizations face significant challenges in developing energized and engaged workforces. However, there is abundance of research to demonstrate that increased employee commitment and trust in leadership can positively impact the company's bottom line. In fact, the true potential of an organization can only be realized when the productivity level of all individuals and teams are fully aligned, committed and energized to successfully accomplish the goals of the organization. Thus, the objective of every company should be to improve the desire of employees to stay in the relationship they have with the company.

Therefore, intern you give so much knowledge and changes in my skills and experience in the HR field. I recommend my juniors to doing internship and work in Intern you that very beneficial for us.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020-2022

## Internship Report

On

**Internship at Paridhi Co-Operative Credit Society**

Student Name

Saloni Pitliya

Internal Examiner



Faculty Guide

Dr. Gurvindar Kaur Bhatti

External Examiner



## DECLARATION

Date:

I hereby declare that the Project Work entitled "**Internship at Paridhi Co-operative credit society**", has been carried out by me under the guidance of Dr. Gurvindar kaur Bhatti at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:20-12-21

Saloni Pitliya



# Certificate

परीधि साख सहकारी संस्था मर्यादित

परिधि साख सहकारी संस्था मर्यादित  
फखरुद्दीन माडर्न ऑटो सर्विस, दूसरी मंजिल, महु-नीमच रोड, मन्दसौर



Date: 01/10/2021

To,  
Miss Saloni Pitliya  
D/O Shri. Praveen Pitliya  
106, Oil Mill road Mandsaur

Dear Saloni,

We are pleased to inform you that you have successfully completed 03 Months of Internship, as an intern at Finance Department of Paridhi Co-operative credit society.

As an intern, we found she was extremely inquisitive and hard working. She was very much interested in learning and also willing to put her best effort and get into the depth of the subject to understand it better.

Best Wishes for brighter future.

Best Regards,

I H Manjari  
Manager





## Conclusion

- No, doubt, Paridhi credit co-operative society ltd., is working in the right direction. It cannot be ignored, since its establishment it is striving hard for improving the economic conditions of the society members.
- At the same time it is providing various services to its members in various ways i.e., advancing loans as and when needed at low-rate of interest, collects deposits from their savings, work for welfare of members etc.
- Loan distribution and collection system is also good and majority of the members were satisfied. Loan is allotted without discrimination, members are satisfied with the working of the society.
- It is necessarily that society should always orient its activities towards welfare of members. It is well-known fact that the main objective of the society is **"EACH FOR ALL AND ALL FOR EACH"**. Therefore, it is necessary that society should always aim at continuous development or adoption, which will be more helpful to the members of its services.
- The opinion of each member should be of great importance in taking steps towards development. Therefore, research studies on may help the society to re-orient its strategy related to advancing loans, deposits mobilizations and provision of different services.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2022

## Internship Report

On

“Bulwark”

Student Name  
Sandhya Shriwas

Faculty Guide  
Dr. Gurvindarkaur Bhatti

Internal Examiner



S. Palitkar  
External Examiner

Date:



**Date:** 30-09-2021

**Sub:** Internship Letter

This is to certify that Ms. Sandhya Shriwas d/o Mr. Ramsujan Shriwas student of DAVV University Indore , pursuing MBA from IIMR Indore for 2020-2022 session is successfully deputed in our organization as a intern from 1 Sep-2021 to 30 Sep-2021

This certificate is issues on his request to inform his college for obtaining internship opportunity in our organization in HR Team.

Note- This certification is only to be consider for his college work purpose and does not for any other purpose.

**Regards,**



**Bulwark**



509 , City Plaza , MG Road , Indore , MP 452001  
Landline No :- 0731-4075007

## DECLARATION

I hereby declare that the Project Work entitled "**Bulwark**", has been carried out by me under the guidance of (Dr. Gurvindarkaur Bhatti), at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:



(Sandhya shriwas)

Sandhya



- Proper training needed for ensuring efficient performance of the employee.

### **7. Conclusion**

From the above discussion it can be concluded that since human resource management is a continuous practice issue so it plays a significant role on organizations overall performance. If an organization wants to gain full benefit from human resource management it should follow all the sections of HRM. Committed and trustworthy employees are the most significant factors to becoming an employer of choice, it is no surprise that companies and organizations face significant challenges in developing energized and engaged workforces. However, there is abundance of research to demonstrate that increased employee commitment and trust in leadership can positively impact the company's bottom line. In fact, the true potential of an organization can only be realized when the productivity level of all individuals and teams are fully aligned, committed and energized to successfully accomplish the goals of the organization. Thus, the objective of every company should be to improve the desire of employees to stay in the relationship they have with the company.

### **8. Reference**

I contacted with Mr. Anurag Saxena (Manager Bulwark) for all that required information.

**[www.wikipedia.com](http://www.wikipedia.com)**

**books: Human resource management: fisher, schoenfeldt, shaw 6<sup>th</sup> Ed.**



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2021 - 2022

## Internship Report

On

“Habitat For Humanity Trust”

*Saurabh*  
Student Name  
Saurabh Sen

*Umesh*  
Faculty Guide  
Umesh Gupta

Internal Examiner

*S. Patidar*  
External Examiner

Date:





## DECLARATION

I hereby declare that the Project Work entitled "**Habitat For Humanity Trust**", has been carried out by me under the guidance of (Umesh Gupta, ....), at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:



A handwritten signature in blue ink, appearing to read "Saurabh Sen".

(Saurabh Sen)



Digitally signed by  
RAM PRAKASH  
AGRAWAL  
Date: 2021.08.05  
11:34:12 +05'30'

AGRAWAL  
FINDER

JUNE 21-  
JULY 21  
ATION

Habitat For Humanity Trust



## CERTIFICATE OF COMPLETION

---

THIS IS PRESENTED TO

**Saurabh Sen**

for completing Operations Manager Internship at NGO  
HOME FOR HUMANENESS managed by  
**HABITAT FOR HUMANITY TRUST.**

He has shown exemplary skills as an Operations Person.  
Wishing him good luck for his future endeavors.





The Habitat for Humanity Trust has given me the opportunity to work the same scenario as they do. In particular sector as operation manager, I worked they're with and learned different skills although the guidance has been given from the organisation and from the faculties of IIMR.

I learned how to work as a operation manager and how to tackle with different situations also there was different roles like graphic designer, marketing manager, human resource manager.

Here is an examples of work:

Our work focuses on increasing access to homeownership and housing finance, improving housing affordability and quality, helping communities prepare for and respond to natural disasters, and building strong and resilient neighborhoods.

Habitat's strategic plan supplies the framework for exponentially expanding our worldwide impact so that we can partner with more families to build or improve places to call home.

Our Global Impact Fund supplies the flexible funding for that expansion, which enables us to build impact at the community, sector and societal levels.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020-2022

## Internship Report

On

“Intern At Clarigo Infotech Pvt Ltd.”

Student Name

Sheetal Solanki

Internal Examiner



Faculty Guide

Dr. Gurvinder Kaur Bhatti

External Examiner

Date:



## DECLARATION

I hereby declare that the Internship Work entitled "**Intern at Clarigo Infotech pvt Ltd.**", has been carried out by me under the guidance of Dr. Gurvindar Kaur Bhatti at Indore Institute of Management and Research, Indore. The internship is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:07-12-21

Sheetal Solanki



# Certificate



info@Clarigoinfotech.com  
+91-9778759535

## Completion Letter Private & Confidential

Date: 09<sup>th</sup> July 2021

To,  
Miss Sheetal Solanki  
D/o Shri Prem Solanki  
Omkar Colony, Dhamnod

Dear Sheetal:

We are pleased to inform that you are successfully completed 30 days of an internship, as an Intern at Human Resources department of Clarigo Infotech Pvt Ltd.

As an intern, we found she was extremely inquisitive and hard working. She was very much interested to learn functions of our core division and also willing to put her best effort and get into the depth of the subject to understand it better.

Best Wishes for Brighter Future.

Best Regards,

CLARIGO INFOTECH PVT. LTD.

A handwritten signature in blue ink, appearing to read 'Prachi'.

Prachi Patidar  
HR Manager

202, Saraswati Plaza, Scheme-53, Ratna Lok Colony, Vijay Nagar, Indore 452010, India.





## **Conclusion & Recommendations**

Based on the internship experience, I have identified some sectors where some development can happen;

It is recommended that the management of Clarigo Infotech continues to ensure that the HR policy, which is a result of the corporate strategy to use human resource, among others, to achieve outstanding performance every year, is upheld. In addition, copies of the HR policy should be made available to all employees to ensure widespread dissemination and application of the policies. Management should continue to ensure that the recruitment and selection process is, and seen to be fair. There should be measures that will ensure that all recruitment and selection practices adhere to the standards and policies of the company since effective recruitment and selection practices will ensure positive financial returns for the company, either through ensuring effectiveness on the part of employees, or minimization of costs associated with training and retraining of employees.

More intensive training program should be introduced to increase the employee performance to the optimum level. The HR policy could include certain provisions regarding to a reutilized and modern training.

The employer-employee relationship can be more harmonious by creating a HR counseling cell. Here, to authorized HR personal, all employees will come and will tell their problems. HR personal will then take necessary steps.

Additionally modernization and revision of the HR policies and strategies are indispensable for any organization as the world is getting more diversified day by day. The head of HR should continuously monitor the changes happening around and adjust the policies to match the changed scenario.



# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



**Batch 2020 - 2022**

## **Internship Report**

**On**

**“Marketing and Sales Strategies of IFortis Worldwide”**

**Submitted in the partial fulfillment for the  
Requirements of the degree of MBA (Business analytics/Marketing)  
DAVV, Indore**



**Faculty Guide**

**Dr. Pooja Shrivastav**

**Student Name:**

**Shilpa Tiwari**



## DECLARATION

I hereby declare that the Project Work entitled "**Marketing and Sales Internship of IFortis worldwide**", has been carried out by me under the guidance of Dr. Pooja Shrivastav, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:



*Shilpa Tiwari*

# CERTIFICATE



A subsidiary of American Ruler Private Limited



29993:2017

17th July 2021

## TO WHOM IT MAY CONCERN

This is to certify that Shilpa tiwari bearing code: IW21HRD/MS73-B001005 has successfully completed a internship with IFORTIS WORLDWIDE as a Marketing & Sales Trainee in the Marketing Department from 31/05/2021 to 16/07/2021.

### Top Skills Covered:

- Sales funnel
- Creation of key visuals & presentations
- Promotion: Integrated Marketing Communication
- Comprehensive knowledge
- Segmentation & Targeting
- Marketing & sales strategy
- Consumer Behaviour

Besides showing high comprehension capacity, managing assignments with the utmost expertise and exhibiting maximal efficiency, he/she has also maintained an outstanding professional demeanor and showcased excellent moral character throughout the internship period.

We hereby certify that the candidate's overall work is **good** to the best of our knowledge.

Wishing the candidate all the best for his/her future endeavors.

For IFORTIS WORLDWIDE,

Chief Executive Officer

AMERICAN RULER PRIVATE LIMITED  
No. 704, Kuruvikulam KN, Sankarankovil,  
Tirunelveli, Tamilnadu,  
INDIA - 627 754.



Registered Office: No.704, Kuruvikulam KN, Sankarankovil TK, Tirunelveli, Tamilnadu - 627754 (INDIA)

CIN: U18109TN2021PTC143811 | GSTIN: 33AAVCA2781N1Z1

Email: info@ifortisworldwide.com | relations@ifortisworldwide.com



SION

to complete my internship in **Dewas Techno Products Pvt** limited under .Marketing  
t. To my own experience the working environment of the organization is very inspir-  
ganization is always keen to implement new rules and actions for improvement Mar-  
pment Department is really working hard and every day they are coming up with  
e and innovative ideas to wide spread their business. If this effort goes on than they  
o cover the untapped markets, increase their distribution reach and which will also  
ure source of business.



# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



**Batch 2020 - 2022  
Internship Report**

**On**

**“Title of Internship Report”**

**Submitted in the partial fulfillment for the**

**Requirements of the degree of MBA (CORE)**

**DAVV, Indore**



**Dr. A.k. Singh**

**Faculty Guide**

**Shobhit Atre**

**Student Name**



## DECLARATION

I hereby declare that the Project Work entitled “**Human Resource Management of Campus to Corporate**”, has been carried out by me under the guidance of (Dr. A.K. Singh with Associate Professor), at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:



Shobit Atre

(Name of the Student)

- The management should have job evaluated salary structure, which is most competitive than other organizations in the country.
- To evaluate employee's performance; the management should follow promotion policy properly.
- In order to get competitive advantage and to deliver quality service, top management should try to modify the services.
- Periodical performance appraisal and giving recognition and rewards to the qualified employees to keep motivating them.
- Proper training needed for ensuring efficient performance of the employees.
- Campus to corporate Management should hire specialist for each individual sector.
- The management should create customers database and continuously informing the investors about the available facilities or opportunities which will work to achieve twin goal at a time; one is direct marketing and another is large pool of customers database.

### Conclusion

From the above discussion it can conclude such a way that since human resource management is a continuously practicing issue so it plays a significant role on organizations overall performance. If an organization wants to gain full benefit from human resource management it should follow all the sections of HRM. As a small AMC few persons are recruited for its operations and performances. But it will expand soon or later and then the number of HR employee may not be enough to run the company.

Committed and trustworthy employees are the most significant factors to becoming an employer of choice, it is no surprise that companies and organizations face significant challenges in developing energized and engaged workforces. However, there is abundance of research to demonstrate that increased employee commitment and trust in leadership can positively impact the company's bottom line. In fact, the true potential of an organization can only be realized when the





productivity level of all individuals and teams are fully aligned, committed and energized to successfully accomplish the goals of the organization. Thus, the objective of every company should be to improve the desire of employees to stay in the relationship they have with the company

### Reference

<https://campus-corporate.com/>

<http://www.campus-corporate.com>



# THANK YOU

# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



**Batch 2020 - 2022**

## **Internship Report**

**On**

**“IFortis Corporate”**

**Submitted in the partial fulfillment for the**

**Requirements of the degree of MBA**

**DAVV, Indore**

**Research Guide**

**Dr.A.K.Singh**



**Research Scholar**

**Shruti Heda**



## DECLARATION

I hereby declare that the Project Work entitled "**IFortis Corporate**", has been carried out by me under the guidance of **Dr.A.K.Singh** at Indore Institute of Management and Research, Indore. The research work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date: 5/1/2022



A handwritten signature in blue ink, appearing to be "Shruti Heda".

(Research Scholar)

**Shruti Heda**



A subsidiary of American Ruler Private Limited



29993:2017

20th July 2021

TO WHOM IT MAY CONCERN

This is to certify that **Shruti Heda** bearing code: **IW21HRD/AC001425** has successfully completed a internship with **IFORTIS WORLDWIDE** as a **Corporate Ambassador** in the Marketing Department from **31/05/2021** to **16/07/2021**.

**Top Skills Covered:**

- Sales funnel
- Creation of key visuals & presentations
- Promotion: Integrated Marketing Communication
- Comprehensive knowledge
- Segmentation & Targeting
- Networking & Time management
- Consumer Behaviour

Besides showing high comprehension capacity, managing assignments with the utmost expertise and exhibiting maximal efficiency, he/she has also maintained an outstanding professional demeanor and showcased excellent moral character throughout the internship period.

We hereby certify that the candidate's overall work is **good** to the best of our knowledge.

Wishing the candidate all the best for his/her future endeavors.

For IFORTIS WORLDWIDE.

  
**Chief Executive Officer**  
**AMERICAN RULER PRIVATE LIMITED**  
No. 704, Kuruvikulam KN, Sankarankovil,  
Tirunelveli, Tamilnadu,  
INDIA - 627 754.



Registered Office: No.704, Kuruvikulam KN, Sankarankovil TK, Tirunelveli, Tamilnadu - 627754 (INDIA)

CIN: U18109TN2021PTC143811 | GSTIN: 33AAVCA2781N1Z1

Email: [info@ifortisworldwide.com](mailto:info@ifortisworldwide.com) | [relations@ifortisworldwide.com](mailto:relations@ifortisworldwide.com)



### **Paid marketing:**

Google ads or Social media ad campaigns can be really helpful for creating the buzz as well as getting people to register and attend the event. Of course this can only be done if you are willing to shell out some cash. Offline promotion will include banners, standees, distributing pamphlets, advertisements in newspaper/television/radio, etc.

### **GOOD QUALITY VIDEO/ PICTURES:**

The consumption of viral content has seen an upward trend in the past few years. Share good quality videos and photos to create the hype make use of YouTube and social media platforms for sharing your content.

### **SEO:**

This tip comes as a surprise but is as important as others. Make a user friendly landing page for your event and optimize it for search engines. Use relevant keywords that people would usually type to search for you, Promote the landing page as well

## **Chapter 8**

### **Conclusion**

In conclusion, I shall be eternally grateful to my caring and compassionate mentor. I was fortunate to have her as my human resources manager. I also like to express my gratitude to Ifortis corporate for providing me with this opportunity to improve my talents meet new people, and gain new experiences.



One main thing that I have learned through this internship is time management skills as well as self-motivation. . Once I realized what I had to do I organized my day and work so that I was not overlapping or wasting my hours. I learned that I needed to be organized and have questions ready for when it was the correct time to get feedback. From this internship and time management I had to learn how to motivate myself through being in the office for so many hours. I came up with various proposals and ideas that the company is still looking into using.

I will continue to work hard in my position and hope to continue to learn about the industry and meet new people. This was an excellent experience and I hope that other interns got as much out of it as I did.

This internship has been a very useful experience for me. I can safely say that my understanding of the job environment has increased greatly. However, I do think that there are some aspects of the job that I could have done better and that I need to work on. I need to build more confidence in applying accounting principles. I realized that I could have completed the work earlier than I did. Also, the technical parts of the job were a bit flawed and I was asked multiple times to correct it.

The two main things that I learned after my experience in this firm are the importance of time management and being self-motivated.

The unique about this internship experience is that you get to interact with many people.

IFortis believes businesses have a responsibility to contribute to a sustainable future for work, for the workers and for the world. IFortis is driven to lead by example, and it is guided by everything it does by its values by its Code of Business Conduct and Ethics and the Sustainable Development Goals. This is how IFortis attracts and retain the best talent and creates a culture of conscious inclusions that fosters innovations, enables high performance and allows everyone to achieve their potential

My experience in IFortis corporate has been a great learning experience which has able me, and inspired me through its impeccable work –culture and value as an organization. The unique about this internship experience is that you get to interact with many people.

The 3<sup>rd</sup> edition of the **“world’s First & Largest Virtual Youth Festival”** by IFortis Worldwide Bringing together the dazzling youths, from all over the world and providing the spotlight to make it beam even brighter.





My journey with IFortis Corporate for an internship program as a “Corporate Ambassador” intern was a learning experience that I would cherish. It was first time I was working in this division and it was full of new learning and experience.

The objective of training is to develop specific and useful knowledge, skills and techniques. It is intended to prepare people to carry out predetermined tasks in well-defined job contexts. Training is basically a task-oriented activity aimed at improving performance in current or future jobs

IFORTIS’s principals of transparency, timely communication, quality of services and competitive pricing allowed for significant expansion. As a result, IFORTIS is now one of India’s leading corporate. The best thing I found here is that they have a very transparent work environment

I spent my time in gaining leads both online and offline via tele-calling or social media. This was my first exposure to this side of the Marketing field, I was definitely out of my comfort zone during the first few weeks, but I have learned so much in my time here. The works here were divided into SOPs and then shared with the respective interns. I was pleased with the ample amount of time given to do a particular SOP making the interns less stressed and easy to go. My role as an intern was to perform uniform tasks that needed to be done on each engagement, and when I was done I would go to the next client to perform those same tasks. This was appropriate for an intern with very little practical experience in Marketing and Sales. Although the expectations on me were not incredibly difficult, I still experienced a learning curve due to this being my first exposure to this kind of work. By the end of my first SOP, however, I felt comfortable in completing my assigned tasks.



### **Critical and Analytical Thinking**

To organize our tasks and assignment, we need to analyze our problems and assignment, and to formulate a good solution to the problem. We would have to set contingency plan for the solution, so that we are well prepared for the unforeseeable situations.

# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2022

## Internship Report

On

“Human Resources Management

Practices in

Brilliant Convention Center”

Student Name:- Shubham Patel

Patel

Faculty Guide:- Mr. Umesh Gupta

Umesh Gupta

Internal Examiner:-

External Examiner:-

S. Palidar

Date:-





# DECLARATION

I hereby declare that the Project Work entitled "**Human Resources Management Practice in Brilliant Convention Center**", has been carried out by me under the guidance of **Mr. Umesh Gupta**, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/Institute for the award of any Degree/Diploma.

Place:- Indore



Shubham Patel

patel

Date:-

# CERTIFICATE OF ORGANISATION



BRILLIANT HOTELS PRIVATE LIMITED

Date: - 20<sup>th</sup> December 2021

## TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Shubham Patel S/O Mr. Dinesh Patel, student of "Indore Institute of Management and Research-Indore", has successfully completed his Internship in "Human Resources" from 19<sup>th</sup> september 2021 to 19<sup>th</sup> December 2021. His attendance was 90/ 90 days.

We wish him all success and bright future.

For Brilliant Hotels Pvt. Ltd.

Authorized Signatory





## Conclusion

From the above discussion it can conclude such a way that since human resource management is a continuously practicing issue so it plays a significant role on organizations overall performance. If an organization wants to gain full benefit from human resource management, it should follow all the sections of HRM. As a small AMC few persons are recruited for its operations and performances. But it will expand soon or later and then the number of HR employee may not be enough to run the company. Committed and trustworthy employees are the most significant factors to becoming an employer of choice, it is no surprise that companies and organizations face significant challenges in developing energized and engaged workforces. However, there is abundance of research to demonstrate that increased employee commitment and trust in leadership can positively impact the company's bottom line. In fact, the true potential of an organization can only be realized when the productivity level of all individuals and teams are fully aligned, committed and energized to successfully accomplish the goals of the organization. Thus, the objective of every company should be to improve the desire of employees to stay in the relationship they have with the company.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2022

## Internship Report

On

**“HR Intern at Maaz Waste Suppliers”**

Student Name :-

Sushil Parmar

Faculty Guide:-

Mr. Umesh Gupta

Internal Examiner :-



S. Patidar

External Examiner:-

Date:



## DECLARATION

I hereby declare that the Project Work entitled “HR Intern at Maaz Waste Suppliers”, has been carried out by me under the guidance of Mr. Umesh Gupta Professor, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore Institute of Management and Research

Date:

Sushil Parmar





# Maaz Waste Suppliers

## All Types of Waste Paper Suppliers of Paper Mills

Head Office: 73, B-A, Industrial Estate, Pologround, INDORE.  
Phone No: 0731-2424208, 94253-18777

Branch Office: 259 - A Sector, Pithampur  
E-mail: [maazwaste@gmail.com](mailto:maazwaste@gmail.com)

Ref.no:

Date: 27/10/2021

### TO WHOM IT MAY CONCERN

This is to certify that Sushil Parmar Student of Indore Institute of Management and Research Has Successfully Completed a 3 months summer internship in the field of HR from 15/07/2021 to 20/10/2021.

During The period of her/his internship program with us, she/he had been expose to different processes and was found diligent, hardworking and inquisitive.

We wish her/him every success in her/his life and career.

For Maaz Waste Suppliers,

Proprietor,





Based on the internship experience, I have identified some areas where some development can happen:

In a nutshell, this internship has been an excellent and rewarding experience. I can conclude that there have been a lot I've learnt from my work at B'harat Water Suppliers. Which is a result of the corporate strategy to use human resources, among others, to achieve outstanding performance every year. In addition, copies of the HR policy should be made available to all employees to ensure widespread dissemination and application of the policies. Management should continue to ensure that the recruitment and selection process is, and tends to be fair. There should be measures that will ensure that all recruitment and selection practices adhere to the standards and policies of the company since effective recruitment and selection practices will ensure positive financial returns for the company, either through increasing effectiveness on the part of employees, or minimization of costs associated with training and retaining of employees. Whatever I believe, this research and discovering it was well worth it and contributed to the public solution to build a fully functional service. Two main things I have learned the importance of time management skills and self-motivation and the HR internship experience to be positive. The head of HR should continuously monitor the changes happening around and adjust the policies to match the changed scenario.

## **Chapter 6**

## **Conclusion**



Based on the internship experience, I have identified some sectors where some development can happen;

In a nutshell, this internship has been an excellent and rewarding experience. I can conclude that there have been a lot I've learnt from my work at Maaz Waste Suppliers. Which is a result of the corporate strategy to use human resource, among others, to achieve outstanding performance every year, is upheld. In addition, copies of the HR policy should be made available to all employees to ensure widespread dissemination and application of the policies. Management should continue to ensure that the recruitment and selection process is, and seen to be fair. There should be measures that will ensure that all recruitment and selection practices adhere to the standards and policies of the company since effective recruitment and selection practices will ensure positive financial returns for the company, either through ensuring effectiveness on the part of employees, or minimization of costs associated with training and retraining of employees. Whatsoever I believe my time spent in research and discovering it was well worth it and contributed to finding an acceptable solution to build a fully functional service. Two main things I have learned the importance of time management skills and self-motivation. Overall, I found the HR internship experience to be positive. The head of HR should continuously monitor the changes happening around and adjust the policies to match the changed scenario.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2022

## Internship Report

On

### “Human Resource Trainee In Aashman Foundation”

Student Name  
Faculty Guide

Taniya Silawat

Dr. Sapna Nagotra

Internal Examiner

External Examiner

S. Pal



### **Declaration**

**I hereby declare that the project work entitled “human resource trainee” has been carried out by me under the guidance of ( Dr. Sapna Nagotra ma’am) at Indore institute of management and research, Indore the internship is original and has not violated any of plagiarism norms.**

**I also declare that this project has not been submitted to any university/institute for the award of any degree/ diploma.**

**Place - Indore      Taniya Silawat (MBA 3<sup>rd</sup> Semester)**

**Date - 8/12/21**





## CERTIFICATE OF COMPLETION

GOLD

*Certificate*

—◇— OF INTERNSHIP —◇—

THIS IS TO CERTIFY THAT

**Taniya Silawat**

FROM INDORE WAS ASSOCIATED  
WITH AASHMAN FOUNDATION IN THE CAPACITY OF AN INTERN  
FROM MAY 2021 TO AUGUST 2021 WITH OUR  
HUMAN RESOURCE GROUP.

HE/SHE HAS COMPLETED HIS/HER INTERNSHIP  
WITH A THREE STAR PERFORMANCE

AUGUST 21



*Manishpandir*  
FOUNDER / DIRECTOR



## **Conclusion -**

I am glad of working in such an organization where my contribution in this internship has helped a person in need. This internship has helped me to learn and to know how an HR department works.

This improved my communication skills and reporting skills. The internship enhanced my skills and managerial skills, which will help in the future.

The HR helped me to enhance my skills and trained me how to handle to client sand situation. It moulded me to be fit for an organization where I can use my knowledge and skills learned here.

This internship provided me a great opportunity to learn and execute my ideas and skills. I can see myself getting upgraded by doing this internship.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2022

## Internship Report

On

**“Community Manager Intern”**

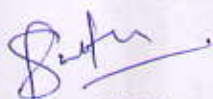
Student Name:

Tannu Jharbade

Internal Examiner

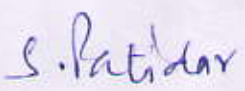
Dr. Sapna Nagotra

Date:

  
Faculty Guide:

Dr. Sapna Nagotra



  
External Examiner

## DECLARATION

I hereby declare that the Project Work entitled "**Community Manager – Intern at Nblik**", has been carried out by me under the guidance of Dr. Sapna Nagotra, at Indore Institute of Management and Research, Indore. The internship is original and has not violated any of plagiarism norms.

I also declare that this Internship has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:

*Annu*

Tannu Jharbade





## CERTIFICATE OF ORGANIZATION

ACKNOWLEDGEMENT

Cert.No: OCMI91/H53

# Certificate of Internship Completion

This Certificate is awarded to

*Tannu Zharbade*

for successfully completing the Community Manager - Internship with  
NbliK during the period of 45 days from September 21, 2021.

*Akanksha*

**Akanksha Yadav**

HEAD HUMAN RESOURCES



*Vikas Pandey*

**Vikas Pandey**

HEAD OPERATIONS



**NbliK**

## CONCLUSION

From my Internship at Nblik, I was able to get a better understanding of how the manager works & how effective it is. I enjoyed working with the Nblik Manager's team to devise & implement different managing strategies. However, I still have a long way to go in understanding the psychological aspects of managing community, & I need to build up my public speaking skills as well.

Overall, I found the Community Manager Internship experience to be positive, & I'm sure I will be able to use the skills I learned in my career later.





**INDORE INSTITUTE OF MANAGEMENT AND  
RESEARCH**

**BATCH: 2020 -2022**



**Internship report**

**On**

**“MARKETING AS A BRAND AMBASSADOR”**

**(At IIMBVista 2021 Business Summit)**

**MBA 3<sup>rd</sup> SEMESTER**

**STUDENT NAME: Tanu Bais**

**FACULTY GUIDE: Dr. Sapna Nagotra**

**INTERNAL EXAMINER:**

**EXTERNAL EXAMINER:**



## Declaration

I hereby declare that the project work entitled "Marketing as a Campus Ambassador" has been carried out by me under the guidance of ( Dr. Sapna Nagotra Ma'am) at Indore institute of management and research, Indore the internship is original and has not violated any plagiarism norms.

I also declare that this project has not been submitted to any university/institute for the award of any degree/ diploma.

PLACE: INDORE

DATE:

NAME: TANU BAIS





## OFFER LETTER

CERTIFICATE OF COMPLETION

INTERNSHALA

### Certificate of Selection

**Tanu Bais**

from **Indore Institute Of Management And Research** has successfully secured  
**Campus Ambassador** Internship at **IIM Bangalore, Business Summit** through  
Internshala.



Sarvesh Agrawal  
Founder & CEO, Internshala

Date of certification: May 26, 2021

Certificate Number: 818881308A-85D-C2D5-1578823C22  
For certificate authentication please visit [https://internshala.com/verify\\_certificate](https://internshala.com/verify_certificate)



ACKNOWLEDGMENT

## CERTIFICATE OF COMPLETION



### Certificate of Appreciation

This certificate is hereby awarded to

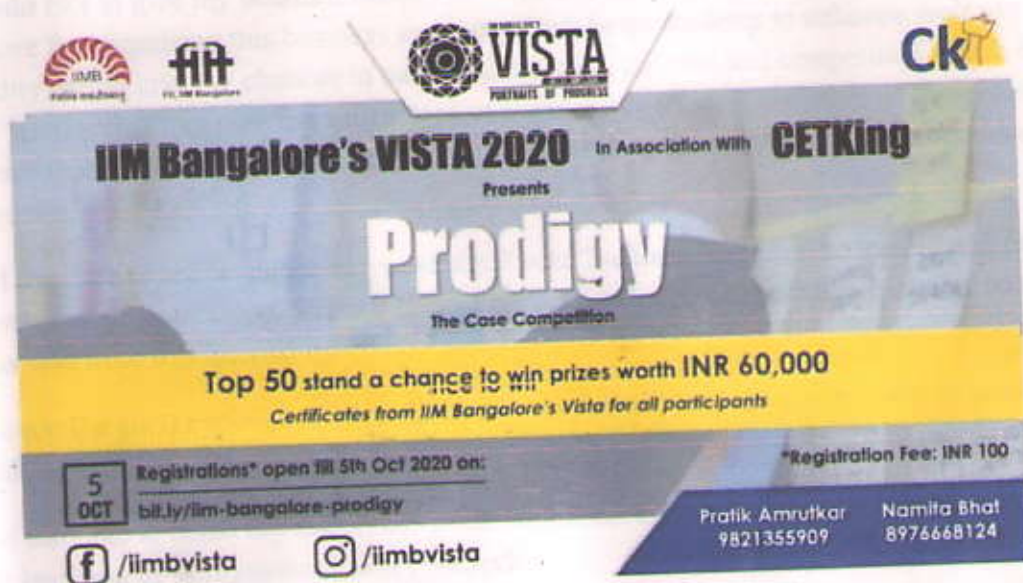
**Tanu Bais**

for successfully completing the Vista Campus  
Ambassador Internship held in June-July 2021, organized  
by IIM Bangalore's Vista 2021

Prateek Sahu  
CHIEF COORDINATOR







**IIM Bangalore's VISTA 2020** In Association With **CETKing**  
Presents  
**Prodigy**  
The Case Competition

**Top 50 stand a chance to win prizes worth INR 60,000**  
Certificates from IIM Bangalore's Vista for all participants

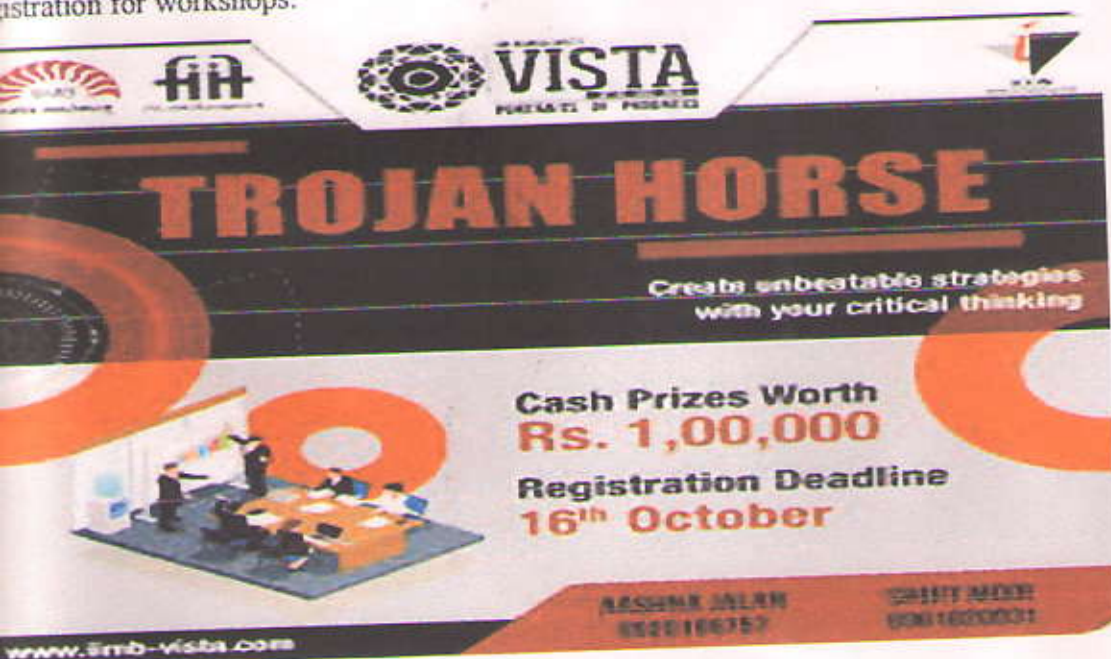
Registrations\* open till 5th Oct 2020 on:  
5 OCT [bit.ly/iim-bangalore-prodigy](http://bit.ly/iim-bangalore-prodigy)

\*Registration Fee: INR 100

Pratik Amrutkar 9821355909 Namita Bhat 8976668124

[f /iimbvista](https://www.facebook.com/iimbvista) [i /iimbvista](https://www.instagram.com/iimbvista)

Week 8:- workshops marketing + bonus task: in this task, we have to bring maximum registration for workshops.



**TROJAN HORSE**  
Create unbeatable strategies with your critical thinking

**Cash Prizes Worth Rs. 1,00,000**  
**Registration Deadline 16th October**

[www.emb-vista.com](http://www.emb-vista.com)

RESUME JALAN 0822106357 CHITTY ARDIT 0822106357

CONCLUSION:



ted this internship as a campus ambassador at IIMB vista'21 on JUNE 1 and ended on July  
would like to give my heartfelt thank you to **Indian institute of management (IIM)**  
galore for organising this business summit, which helps students to enhance their overall  
onality and to give the chances in participating many quizzes and competition which helps  
to learn something new from their area of interest, it is an amalgamation of competitions  
events that encompasses all the focus area imaginable within the domain of business and  
agement.

ould also like to acknowledge my west zonal head Sadhana Ma'am who guided and helped  
throughout the internship. She is a lady of good knowledge and patience I learned so much  
n her and from this internship.

as overall a good experience got to learn so many new things and got to know so many people  
built a good connection with them.

ould also like to thank my internship guide Sapna ma'am for their guidance and my college  
**Indore institute of management and research.**

o, I would like to give my heartfelt thanks to my friends and family who helped me to complete  
s internship.

Thank you





DECLARATION

# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020- 2022

Internship Report

On

“Dhanwantri Distributors Pvt. Ltd.”

Student Name  
*Vaishali*  
Vaishali Bhale

Faculty Guide  
*Dr. Jaikishan Sahu*  
Dr. Jaikishan Sahu



Internal Examiner

*S. Palidar*  
External Examiner

Date:

## DECLARATION

I **VAISHALI BHALE** student of Indore institute of management and research, Indore batched in MBA; hereby declare that this project report under the title Dhanwantari Distributors Pvt.Ltd is the record of my original work under the guidance of HR .

To know the working system and the company from inside is the purpose of this internship report.

This report has never been submitted anywhere else for award of any degree for diploma.

This report has been made by me only.

Place: Indore Institute of Management and Research

MBA 'B' semester-III







**DHANWANTARI**  
DISTRIBUTORS PVT. LTD.

202 PRK Maple A.B Road, Indore (M.P)  
Dhanwantaridistributors.mp@gmail.com Contact - 8918966660

## EXPERIENCE CERTIFICATE

This is to certify that **Vaishali Bhale D/O Mr. Rakesh Bhale** student of **MBA 1<sup>st</sup> Year** (Indore Institute of management and Research) Enroll no.is **DC1716715** visited in our Branch office for her internship in Marketing Department for training period from **15/06/2021** to **31/07/2021**. During the project work her working performance and behavior was satisfactory.

She was excellent conduct and character.

For  
  
Branch Head  
Indore (M.P)



## CHAPTER-7

### Conclusion

The organization since its very first day is devoted to provide quality services. The detailed and thorough review of work and clients trusts shows the perfection with which it is working. The firm has also carried out the quality control review and has issued satisfactory report stating that the firm has conducted overall sales and marketing profit area.

I really enjoyed learning all the basics of marketing practically and it was very fruitful for me to work with this firm.





# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



**Batch2020 - 2022**

## **Internship Report**

**On**

**“Transport Cooperative Bank”**

**Submitted in the partial fulfillment for the  
Requirements of the degree of MBA (CORE)**

**DAVV, Indore**

  
**Faculty Guide-**

**Dr. SAPNA NAGOTRA**



**Student Name-**

**VANSHIKA MEHTA  
ROLL NO. - 33510216**

## DECLARATION

I hereby declare that the Project Work entitled “**TRANSPORT COOPERATIVE BANK**”, has been carried out by me under the guidance of (Name of Faculty Guide with designation), at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date – 8/01/2022



VANSHIKA MEHTA



## CERTIFICATE OF ORGANISATION

REDMI NOTE 7S  
AI DUAL CAMERA

**TRANSPORT CO-OPERATIVE BANK LTD.**  
Head Office : 94, Sardar Shersingh Transport Nagar, Indore 492 014  
Phone : 0731-4091024, 2363331  
Branch : U.G. 14-15, Silver Mall, B.A. & N.T. Marg, Indore 492 001  
Phone : 0731-2521024, 4041024

TCB/HO/95/2021

Date : 25/10/2021

**CERTIFICATE**

*This is certified that Vanshika Mehta has completed internship in bank from 07/09/2021 to 06/10/2021 under officer and get training of daily work of banking.*

*This certificate issue as per application of Indore Institute of Management & Research to trained him.*

INDORE INSTITUTE OF MANAGEMENT & RESEARCH



## CONCLUSION:

In conclusion, this internship has been a very useful experience for me. I can safely say that my understanding of the job environment has increased greatly. However, I do think that there are some aspects of the job that I could have done better and that I need to work on. I need to build more confidence in applying accounting principles. I realized that I could have completed the work earlier than I did. Also, the technical parts of the job were a bit flawed and I was asked multiple times to correct it.

The two main things that I learned after my experience in this firm are the importance of time management and being self-motivated.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



**Batch 2020-2022**

**Internship Report**

**On**

**“Business Development”**

**STUDENT NAME**

Varsha Kadam

**Reg.NO.: Varsha222**

**FACULTY GUIDE**

Dr - Jaikishan Sahu



**Internal Examiner**

**External Examiner**

## DECLARATION

I hereby declare that the Project Work entitled “**Business Development**”, has been carried out by me under the guidance of **Dr. Jaikishan Sahu**, Assistant professor, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/Institute for the award of any Degree/Diploma.



**Name :** Varsha Kadam

**Place:** Indore

**Date:**



# **INTERNSHIP REPORT**

*A Report submitted in partial fulfillment of the requirements of the Awards of  
Degree of*

**MASTERS IN BUSINESS ADMINISTRATION**

**In**

**Finance + MARKETING**

**By**

**Varsha Kadam**

**Regd. NO. : Varsha222**

**Under supervision of**

**CEO , Mr. Ajay kumar**

**Innovators and you.**

**MEERUT (U.P)**

**(Duration : 25th June May , 2021 to 25 July , 2021)**

**DEPARTMENT OF MANAGEMENT**

**INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**

**Affiliated to Devi Ahilya Vishwavidyalaya (DAVV), Indore**

**PRITHAMPUR Rd , RAU MADHYA PRADESH**

**2020 – 2022**





## OFFER LETTER



INNOVATORS AND YOU

### OFFER LETTER

Reference No. -2106268

Date: 25 June, 2021

Batch- 222

Referral Code- Varsha222

#### **Varsha Kadam**

This has reference to your Personal Data Form dated 25 June 2021, and the subsequent discussions you had with us. We are pleased to offer you the position of "*Intern- Business Development*" on the terms and conditions discussed with you. You will hold the responsibility of developing the business areas, generating revenue, collaborating with organizations and taking part in sales and marketing. Along with the above responsibilities you will be sharing Innovators and you updates through your social media platforms and call the leads given to you daily. Also as discussed, you will be paid 400/- per conversion done by you.

The Internship commences on 25 June 2021.

Duration of the Internship- 1 Month

If you do not join duty by the above-mentioned date, this letter of offer will stand automatically withdrawn. Leaving this position without proper intimation during this period is not acceptable and we will take action accordingly.

Please sign a duplicate copy of this letter in token of your acceptance of this letter and submit to us for our records. All dispute are subject to Meerut Jurisdiction only.

Thanking you,  
Innovators and You

Ajay Kumar  
CEO, Innovators and you





# INTRENSHIP CERTIFICATE

This - BUSINESS DEVELOPMENT.



## **CERTIFICATE OF ACHIEVEMENT**

THIS IS PRESENTED TO

**Varsha kadam**

### **Innovators And You business Development Internship**

This certificate is presented in recognition of your remarkable performance throughout the internship period from 25th of June 2021 to 25th of July 2021 with Innovators and You. You have remained a stalwart supporter of our team. We hereby proudly present this to you for your diligent work.

*Ajay Kumar*

**AJAY KUMAR**  
CEO & Founder

Reference No. - 201229693



## CONCLUSION

After getting an opportunity to do the internship in this firm has been a great experience. It was a great honor for me to work in such a professional company where everything is so organized and perfect. The corporate culture that I learned from Ifortis Corporate is a thing to be mention especially and adapting to it was a big challenge in such an early stage of my career.

The things I learnt from real time work experience for the first time has

indeed been a privilege. Being actively involved in the development of products and services has definitely increased my corporate knowledge about broking industry. After completion of my work tenure as an intern,

feel blessed to have learned so many things in such a short span of time.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2021 - 2022

## Internship Report

On

**“MARKETING AND SALES”**

Student Name

YOGENDRA SINGH

Faculty Guide

Dr. JAIKISHAN SAHU

Internal Examiner



External Examiner

Date:

## DECLARATION

I hereby declare that the Project Work entitled “**MARKETING AND SALES**”, has been carried out by me under the guidance of (Dr.JAIKISHAN SAHU), at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:



(YOGENDRA SINGH)





A subsidiary of American Ruler Private Limited



29993:2017

20th July 2021

**TO WHOM IT MAY CONCERN**

This is to certify that **YOGENDRA SINGH CHANDRAWAT** bearing code: **IW21HRD/MS73-B001169** has successfully completed a internship with **IFORTIS WORLDWIDE** as a **Marketing & Sales Trainee** in the Marketing Department from **31/05/2021** to **16/07/2021**.

**Top Skills Covered:**

- Sales funnel
- Creation of key visuals & presentations
- Promotion: Integrated Marketing Communication
- Comprehensive knowledge
- Segmentation & Targeting
- Marketing & sales strategy
- Consumer Behaviour

Besides showing high comprehension capacity, managing assignments with the utmost expertise and exhibiting maximal efficiency, he/she has also maintained an outstanding professional demeanor and showcased excellent moral character throughout the internship period.

We hereby certify that the candidate's overall work is **good** to the best of our knowledge.

Wishing the candidate all the best for his/her future endeavors.

For **IFORTIS WORLDWIDE**,

  
**Chief Executive Officer**

**AMERICAN RULER PRIVATE LIMITED**  
No.704, Kuruvikulam KN, Sankarankovil,  
Tirunelveli, Tamilnadu,  
INDIA - 627 734.



**Registered Office:** No.704, Kuruvikulam KN, Sankarankovil TK, Tirunelveli, Tamilnadu - 627754 (INDIA)

**CIN:** U18109TN2021PTC143811 | **GSTIN:** 33AAVCA2781N1Z1

**Email:** info@ifortisworldwide.com | relations@ifortisworldwide.com

## CONCLUSION

The conclusion; sales is NOT responsible for a companies growth, everyone is.

Growth comes from a plan and a clear understanding of how you're going to grow. The leadership team is responsible for this. The leadership team needs to set the direction and build the growth plan, then everyone is responsible for execution, including sales.

Everyone has a role in a companies growth. Sales is responsible for revenue. Marketing is responsible for awareness and lead generation. Product is responsible for creating compelling, industry leading products. Finance is responsible for managing the growth, the debt, cashflow etc. Everyone has a role in the overall plan. Targeting one group for growth will fail.

All too often companies look to only one functional group for growth. Many times that's the sales team. Sometimes it's product, other times it's marketing. Pulling only one functional lever won't grow a company. You need them all.

For a company to grow, leadership needs to develop a growth plan. They need to outline where growth is coming from, what products will drive the growth, what investments will be made and where and why (the assumptions) they believe the growth can be had. With the plan in hand, sales, marketing, finance, product, customer service, HR, comes together and executes.

You can YANK on the sales lever. It will get more revenue, but it's only temporary. It won't grow the company.





20.253

# INDORE INSTITUTE OF MANAGEMENT & RESEARCH



Batch 2020 - 2022

## Internship Report

On

“Insurance Intern”

Student Name

Yogesh Tiwari

Internal Examiner

Faculty Guide

Dr. Jaikishan sahu

S. Palidar  
External Examiner



Date:

## CERTIFICATION

### DECLARATION

I hereby declare that the Project Work entitled "**Insurance Intern**", has been carried out by me under the guidance of Dr. Jaikishan sahu, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:



Yogesh tiwari



# CERTIFICATION



Star Health and Allied Insurance Company Limited

Date :21/07/2021

## Training Certificate

This is certify that Mr. Yogesh Tiwari student of MBA has undergone training on the topic of "FINANCIAL ASPECTS OF HEALTH INSURANCE" under the guidance of Accounts Finance Department.

He has successfully completed his training from 1<sup>st</sup> June 2021 to 15th July 2021 for 45 days.

During training period he was found diligent, hardworking, and enthusiastic.

We wish his Good Luck and Success for bright Future and Career.

**For Star Health and Allied Insurance Co. Ltd.**



**Authorized Signatory**

## Chapter-5

### **5.1 Following are the tasks I have done in the period of my internship**

1. Representing our company to our friends and family on various social media platforms
- 2 Explaining the facts of the events to my contacts and generating sales
- 3 To inform any group about it by describing its unique benefits and advantages
- 4 Create and execute a digital marketing plan
4. Create and administer online campaigns to increase website traffic brand awareness and viability, and lead generation
- 6 . Aiming to meet weeldy interaction and closure targets.
7. Learned how to pitch the customer effectively.
8. ~~Learned to manage things~~ on time and complete task in a given time period

### **5.2 Conclusion**

There are 5 health insurance companies in India and the market share of the STAR HEALTH INSUARANCE is 1.89% in insurance sector & growth rate is 33.6% in July 2016 as compared to July 2015.

The policy of the company is designed according to the budget and requirements of the customer.





# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



**Batch 2020 - 2022**

## **Internship Report**

**On**

**“Financial Modeling and Analysis of 50 Flats  
Housing Project in Gurgaon, Haryana IN”**

**Submitted in the partial fulfillment for the  
Requirements of the degree of MBA (CORE)  
DAVV, Indore**

  
**Faculty Guide  
Ms. Dimple Sukhija**



**Student Name  
Abhijeet Singh Chauhan**

## DECLARATION

I hereby declare that the Project Work entitled **“Financial Modeling and Analysis of 50 Flats Housing Project in Gurgaon, Haryana IN”**, has been carried out by me under the guidance of Ms. Dimple Sukhija, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:



  
Abhijeet Singh Chauhan



# CERTIFICATE OF ORGANISATION



Certificate ID : VCE/COC12057

Date : 15 Aug 2021

## Certificate of Completion

This certificate is awarded to **Mr. Abhijeet Singh Chauhan** from **Indore Institute of Management & Research**, for successfully completing his online internship at M/s Vardhan Consulting Engineers as Finance Intern during **14 Jun 2021 to 15 Aug 2021**.

We appreciate his focus towards learning and analyzing about Project Finance – Modelling and Analysis and completing his internship project along with the timely submission of report.

We admire Abhijeet Singh Chauhan's analytical contribution to VCE through his findings on the project : **"Financial Modeling and Analysis of 50 Flats Housing Project in Gurgaon, Haryana IN"**.

During his tenure as Finance Intern, we found his efforts sincere, meticulous and result oriented.

We wish all the best in his future endeavors.

**Neha Kumari**  
Sr. Manager - HR & Internship Coordinator

hr@techvardhan.com, +91 979 111 2715



Certificate URL : <https://certificates.techvardhan.com/COC12057.pdf>



## Vardhan Consulting Engineers

Management Office : 55/108, Soi 11 Sukhumvit, Bangkok, Thailand, corporate@techvardhan.com, +66 972 151 276  
Registered Address : Vardhan House, Anand Bazar, Danapur Cantt, Patna, Bihar, India (<https://techvardhan.com/>)

## CONCLUSION

My experience at Vardhan Consulting Engineers was quite amazing. It opened up my mind on how to work systematically in an effective and efficient way.

It has been an excellent and rewarding experience to be a part of this online internship conducted by Vardhan Consulting Engineers (VCE). Under the guidance of Mr. Ashish Kumar, I learned a lot of new things related to Project Finance and Financial Modeling. I gained new knowledge, skills and got insight into professional practice.

My internship was filled with lots of tasks and responsibilities which I completed with full dedication & sincerity. It would not have possible to complete this internship without the guidance of my supervisors and my mentors.

Thus, I confidently conclude that this training was the most beneficial and enlightening experience, which is bound to help me in my future. I will forever be grateful to VCE for this internship experience.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2022

## Internship Report

On

**“A Study Of Marketing And Sales Strategies of Iforties  
Corporate”**

Student Name

Aman Panwar

Internal Examiner

Date: 01/12/2021

Faculty Guide

Dr. Vaibhav Modak

S. Balhar

External Examiner



## DECLARATION

I hereby declare that the Project Work entitled “**Marketing and sales Strategy of Iforties Corporate**”, has been carried out by me under the guidance of Dr. Vaibhav Modak Associate Professor, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date: 01/12/2021



A handwritten signature in blue ink, appearing to read "Aman", enclosed within a hand-drawn oval loop.

Aman Panwar



## CERTIFICATE



A subsidiary of **American Ruler Private Limited**



29993:2017

17th July 2021

### TO WHOM IT MAY CONCERN

This is to certify that **Aman panwar** bearing code: **IW21HRD/MS75-A000871** has successfully completed a internship with **IFORTIS WORLDWIDE** as a **Marketing & Sales Trainee** in the Marketing Department from **31/05/2021** to **16/07/2021**.

#### **Top Skills Covered:**

- Sales funnel
- Creation of key visuals & presentations
- Promotion: Integrated Marketing Communication
- Comprehensive knowledge
- Segmentation & Targeting
- Marketing & sales strategy
- Consumer Behaviour

Besides showing high comprehension capacity, managing assignments with the utmost expertise and exhibiting maximal efficiency, he/she has also maintained an outstanding professional demeanor and showcased excellent moral character throughout the internship period.

We hereby certify that the candidate's overall work is **good** to the best of our knowledge.

Wishing the candidate all the best for his/her future endeavors.

For **IFORTIS WORLDWIDE**,

**Chief Executive Officer**

**AMERICAN RULER PRIVATE LIMITED**  
No.704, Kuruvikulam KN, Sankarankovil,  
Tirunelveli, Tamilnadu,  
INDIA - 627 754.

**Registered Office:** No.704, Kuruvikulam KN, Sankarankovil TK, Tirunelveli, Tamilnadu - 627754 (INDIA)

**CIN:** U18109TN2021PTC143811 | **GSTIN:** 33AAVCA2781N1Z1

**Email:** info@ifortisworldwide.com | relations@ifortisworldwide.com



## Chapter 5

### Suggestion and Conclusion

#### SUGGESTIONS

- Advertisement & marketing activities are important to make the fast movement and to increase sales volume. So the company should concentrate more on advertisements, especially TV ads to inform and educate customers about the product and it also helps to create goodwill for the company and increases customer loyalty.
- The company needs to provide various promotional schemes to attract more and more customers. The promotional activity is one of the important parts of marketing strategy which help a company to increase its sales by attracting new customers in the market and race the competition effectively.
- The company must focus on the price because the Ceasefire products are highly expensive as compared to its competitors. The customer willingness to buy a product depends on price so it is considered as one of the most important factor for any business.
- The company must offer strong incentives on purchase for attracting customers' attention by offering those coupons or premiums as it helps a company to retain the loyal customers as well as attract new customers.
- The company can also promote and draw customers' attention by interacting with them through blogs. It is a free and easy way to relate with the customers and also gives the customers a clear image about the company.
- The company must try to carry up with new product versions. The company can develop its products by introducing new products in the existing market as product development is





considered as an important part of any company's growth Strategy.

- The firm should give proper training to employees about the use of product and services to deal with customer. Because it will help them to communicate effectively with customer about the product use so that the customers can feel the need to buy it and thus increase the sales. So that the sales people must possess an effective communication skill.



## Conclusion

Now a days a corporate world is customer driven and the customer is treated as king for every company. So for a good company they have to maintain good relation with customers for a long duration of time as it is a never ending process. So customer satisfaction is very important to keep the customer in the business pocket. From the study it is found that IFORTIS CORPORATE works very hard to deliver finest quality and better marketing services to its customer. The company consider its customer and business very important and is really work hard to deliver the customer best.

On the other hand the marketing strategies of IFORTIS CORPORATE are overall good as compared to other companies in the market. The company needs to focus more on price strategy keeping in mind the quality of product to attract more customers. It can come up with new product version by introducing new product in the existing market which will again add a competitive advantage to the company. An effective marketing strategy helps to generate product and services with the best probabilities for generating greater revenue. It is because of the marketing strategy begins with market place exploration taking into concern the target customer, competition in the market and the changes that might be there.

So from the study it is concluded that IFORTIS CORPORATE follows better marketing strategy as well as it provide level of satisfaction to the customer by providing them quality products and services.

this internship has been a very useful experience for me. I do think that there are some aspects of the job that I could have done better and that I need to work on. I need to build more confidence in applying marketing skills. I realized that I could have completed the work earlier than I did.





As an intern with IFORTIS CORPORATE, I worked in a Marketing and Sales Intern and was responsible for customer relationship management. I was part of the marketing department team. Together we worked on AARAMBH projects to accomplish goal. In this internship I had done two project which AARAMBH 2.0 and AARAMBH 3.0 and in this project the company organized many activity for students.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH




Batch 2020 - 2022

## Internship Report

On

**“BUSINESS ASSOCIATION AND NETWORKING VIA KEY  
MARKETING INITIATIVES”**

  
Student Name:-  
DHANANJAY AHIRWAL

  
Faculty Guide:-  
HANISH KUKREJA

Internal Examiner

  
External Examiner

Date:- 05-01-22





## DECLARATION

I hereby declare that the Project Work entitled "**Business association and networking via key marketing initiatives**", has been carried out by me under the guidance of prof. HANISH KUKREJA, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date: 05-01-22



  
Name of the Student

DHANANJAY AHIRWAL



SHINE PROJECTS

Follow us on    @shineprojects

Ref.: 2013404

Date: 16/02/2021

## Internship Completion Certificate

Duration: 02/01/2021-16/02/2021

Dear *Dhananjay Ahirwal*

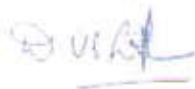
This is to certify that you have successfully completed your marketing internship with [www.shineprojects.in](http://www.shineprojects.in).

During this course you have attained:

1. Hands on experience on cold calling and prospecting.
2. End to end exposure on B2B and B2C sales processes.

You have completed your learning exercises and have implemented them successfully in your internship when interacting with the clients.

Your conduct has been very good and we wish you all the best for your future endeavors.



**Sri Harsha**

Joint MD, Shine Projects

Mobile: +91 7897780465

Email: [sriharsha@shineprojects.in](mailto:sriharsha@shineprojects.in)



[www.shineprojects.in](http://www.shineprojects.in)





## CHAPTER 8: SUGGESTIONS:

In this modern digital era, growth in the online education industry is also witnessing a huge spurt. To cope up with the hectic life schedule, the new generation is increasingly moving forward to opt for the modern and convenient education system - 'eLearning' solutions. In pursuit of knowledge gathering at economical rates and seeking flexible timings, students and working professionals are increasingly keen to join one to one tutoring to ease their life schedule and get a better learning experience. With the advent of digitized platforms, the education systems also continue to evolve and students doing courses online is the trend buzzing around.

### 1 Streamline E-learning Business Strategies

For every successful business, marketers and analysts must go through the insights of the industry to give it an organized outlook.

Be it social media channels or finding out the best and experienced squad for your business, plan a substantial marketing strategy with the help of digital marketing platform that brings profits.

Streamline your business strategy and earn recognition.

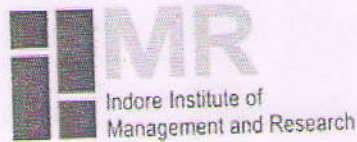
### 2 Find Your Audience

To provide e-Learning solutions, you must recognize your audience and allow the users to study online at flexible timings.

For instance, if a working professional needs to upgrade their skill set and want to join the online courses, so due to the unavailability of timings in the daytime, they will seek flexible class time either late at night or during weekends. Hence, the platform should work 24\*7 and teachers must be available who can provide classes with convenience and flexibility to their users.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH




Batch 2021 - 2022

## Internship Report


On

**“Human Resource Management of AR Sales India”**

Student Name -  
Muskan Sethiya

  
Faculty Guide  
Prof. Dimple Sukhija

Internal Examiner

  
External Examiner

Date:





## DECLARATION

I hereby declare that the Project Work entitled “**Human Resource Management**”, has been carried out by me under the guidance of Ms. Dimple Sukhija, Assistant Professor, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore.

Date:



*Muskan*  
Muskan Sethiya



To Whomsoever it May Concern

Ref: ARS/2021/10/08

Date: 04, October, 2021

This is to certify that Muskan Sethiya, Pursuing Master of Business Administration(MBA), Student of Indore Institute of Management and Research, has successfully completed his/her internship with AR Sales India during the period of 3 Month's(1, July, 2021 to 30, September, 2021).

During the period, he/she has worked as Human Resources. He/She had worked on Interview, Joining Letter Mailing, Recruitment & scheduling for Training Sessions.

During the course of internship, Muskan has shown a great amount of responsibility, sincerity and a genuine willingness to learn and zeal to take on new assignments & challenges. In particular, his/her coordination skills and communication skills are par excellence and his/her attention to details is impressive.

We wish him/her all the very best for his/her future.

With regards,

Authorized Signatory

AR SALES INDIA  
B-38, Ground Floor, Old DLF Colony,  
Sector 14, Gurgaon- 122001 (Haryana)  
GSTIN: 06D6XPR3264R1Z1

B-38, Ground Floor, Old DLF Colony, Sector 14, Gurgaon, Haryana 122001  
www.arsalesindia.com +91-8883215360 info@arsalesindia.com





## CONCLUSION

In the present research has undertaken to study the HRM (Human Resource Management) in AR SALES INDIA.

In addition, working environment, organizational commitment, and work life balance and job satisfaction of the employees in the said organization is also considered in order to ascertain the importance of HRM on these factors. From the inferences of the results, it is concluded that HRM practices in AR SALES INDIA have focused moderately on improving employee participation, employee recognition / performance appraisal, training and career development, teamwork, communication (between subordinates and superiors) and employment assignment / opportunities. It is concluded that the age, educational status, job status, marital status, family income, length of service and experience in current job were important socio-economic factors that determined the employee participation, employee recognition / performance appraisal, training and career development, teamwork, communication (between subordinates and superiors) and employment assignment / opportunities.

With regard to working environment, organizational commitment and work life balance, it is concluded that working environment and organizational commitment are above the moderate level but the work life balance of the employees are moderate in AR SALES INDIA. Regarding unique impact of each one six aspects of HRM practices on overall job satisfaction, it is concluded that overall job satisfaction of employees is higher while HRM practices have given more focus on employee participation, employee recognition / performance appraisal, teamwork and communication between superiors and subordinates.

In sum, it is concluded that HRM management in AR SALES INDIA has been at moderate level and need further improvement.



## SUGGESTIONS:

The following suggestions are given based on the findings from the inferences of the results:

- AR SALES INDIA should take an appropriate steps to aggressively implement the HRM practices for improving employee participation in decision making process and encouraging them to suggest improvement in the way job is done in the organization.
- The employee performance appraisal has to be carried out at regular interval in order to recognize the employees of outstanding performance by rewards / incentives.
- The training programs should always be relevant to the changing needs of the job and every department in the organization should provide regular opportunities for personal and career development of the employees though adoption appropriate HRM practices.
- Every employees should be trained appropriately before they are given with new assignment.
- Every department should value the importance of teamwork and form focus group to solve critical problems. The opinion of the every team members should be obtained before making any decisions.
- The employees should be well informed on matters important to them and communication between subordinate and superiors should be improved.
- There should be opportunities for employees to learn new things and assigned with right job with clear description.





# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



**Batch 2020 - 2022**

## **Internship Report**

**On**

**“Human Resource Management of Shree Annaai  
Eng”**

Trapti Yadav

Student Name

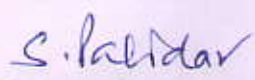
Internal Examiner

Date:



  
Jai Kishan Sahu

Faculty Guide

  
External Examiner

## DECLARATION

I hereby declare that the Project Work entitled “**Human Resource Management of Shree Annaai Eng**”, has been carried out by me under the guidance of (Dr. Jai Kishan Sahu with Associate Professor), at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:



Trapti Yadav

(Name of the Student)





## Shree Annaai Engineers Pvt. Ltd.

(Total solution for Piping and Air Conditioning)

20 June 2021

### CERTIFICATE OF INTERNSHIP

This to certify that Mrs. Trapti Yadav D/O of ShivMohan Yadav student of IIMR College, satisfactory Completed the Internship program with Shree Annaai Engineers Pvt. Ltd. For a period of 04 weeks with effect from 12 June 2021 to 10 July 2021.

Mrs. Trapti Yadav was providing training/familiarization at HR Department. During his internship he remained interested and activity participated , in learning process and functions of HR Department .

We wish Mrs Trapti Yadav Success in his future endeavours.



**Managing Director**

Goraksh Kale

- To get effective and efficient employee, the organization should arrange proper training and development programs.
- The entire HR department should be well informed regarding the employment personal.
- The organization should provide well direct compensation as well as direct to its staffs.
- The management should have job evaluated salary structure, which is most competitive than other organizations in the country.
- To evaluate employee's performance; the management should follow promotion policy properly.
- In order to get competitive advantage and to deliver quality service, top management should try to modify the services.
- Periodical performance appraisal and giving recognition and rewards to the qualified employees to keep motivating them.
- Proper training needed for ensuring efficient performance of the employees.
- Campus to corporate Management should hire specialist for each individual sector.
- The management should create customers database and continuously informing the investors about the available facilities or opportunities which will work to achieve twin goal at a time; one is direct marketing and another is large pool of customers database.

### Conclusion

From the above discussion it can conclude such a way that since human resource management is a continuously practicing issue so it plays a significant role on organizations overall performance. If an organization wants to gain full benefit from human resource management it should follow all the sections of HRM. As a small AMC few persons are recruited for its operations and performances. But it





will expand soon or later and then the number of HR employee may not be enough to run the company.

Committed and trustworthy employees are the most significant factors to becoming an employer of choice, it is no surprise that companies and organizations face significant challenges in developing energized and engaged workforces. However, there is abundance of research to demonstrate that increased employee commitment and trust in leadership can positively impact the company's bottom line. In fact, the true potential of an organization can only be realized when the productivity level of all individuals and teams are fully aligned, committed and energized to successfully accomplish the goals of the organization. Thus, the objective of every company should be to improve the desire of employees to stay in the relationship they have with the company



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2022

## Internship Report

On

**“Business associations: connect with prospective  
clients through online marketing”**

  
Student Name

VEDIKA JOSHI

Internal Examiner



  
Faculty Guide

DR. SAPNA NAGOTRA

  
External Examiner

Date: 5/1/2022



## DECLARATION

I hereby declare that the Project Work entitled **“Business associations: connect with prospective clients through online marketing”**, has been carried out by me under the guidance of DR. SAPNA NAGOTRA, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date: 5/1/2022



  
Name of the Student

VEDIKA JOSHI



Ref.: 2012779

Date: 28/05/2021

### Internship Completion Certificate

Duration: **13/04/2021-28/05/2021**

Dear **Vedika Joshi**

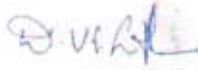
This is to certify that you have successfully completed your marketing internship with [www.shineprojects.in](http://www.shineprojects.in)

**During this course you have attained:**

1. Hands on experience on cold calling and prospecting.
2. End to end exposure on B2B and B2C sales processes.

You have completed your learning exercises and have implemented them successfully in your internship when interacting with the clients.

Your conduct has been very good and we wish you all the best for your future endeavors.



**Sri Harsha**

Joint MD, Shine Projects

Mobile: +91 7897780465

Email: [sriharsha@shineprojects.in](mailto:sriharsha@shineprojects.in)





## CONCLUSION

With great esteem and with indebt gratitude I wish to thank Shine Projects joint MD, Shri Sha for giving me the opportunity to work for his company .Through this internship I got know many new things like how to do marketing and promotions, how to reach rural markets, how to find out potential customers and where to find potential customers and etc.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2022

## Internship Report

On

**“Business Development and Bid Management”**

**Student Name**

  
YASH SALVEKAR  
MBA III Semester  
DX2010306

**Internal Examiner**

**Date:**

**Faculty Guide**

  
DR. JAIKISHAN SAHU

  
**External Examiner**






## DECLARATION

I hereby declare that the Project Work entitled "**Business Development and Bid Management**", has been carried out by me under the guidance of **Dr. Jaikishan Sahu**, at Indore Institute of Management and Research, Indore. The internship/project work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

Place: Indore

Date:

  
Yash Salvekar





Date : 25 oct 2021  
Yash Salvekar  
Indore

### INTERNSHIP COMPLETION CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Yash Salvekar, student of **Indore Institute Of Management & Research, Indore M.P.** has successfully completed his Internship work under our **Sales & Marketing** department function at an Online platform, during the period from **16/08/2021 to 22/10/2021**.

His performance and conduct during the Internship programme has been professional and satisfactory.

On behalf of Light of Web Software Solution, we wish him all the very best for his future endeavours.

We are Happy to Welcome you to Light of Web Software Solution Family  
For Light of Web Software Solution

Authorized Signature



Web : [lightofweb.com](http://lightofweb.com)  
E-mail : [hr@lightofweb.com](mailto:hr@lightofweb.com)





## Conclusion

At a Light Of Web, this internship has been an excellent and rewarding experience. I can conclude that there have been a lot I've learnt from my work at Light Of Web. Needless to say, the technical aspects of the work I've done are not flawless and could be improved if provided enough time. As someone with no prior experience with Business development and management whatsoever I believe my time spent in research and discovering it was well worth it and contributed to finding an acceptable solution to my winning Bid and project. Two main things that I've learned the importance of our time-management skills and self-motivation.

