

**P1.3.3. Percentage of students undertaking project work/field work/internships
(Data for the latest completed academic year)**

HEI Input= 450

Contents

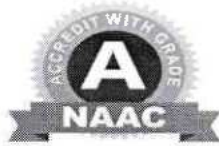
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Number of students undertaking project work/field work/internships in 2023-24

Year	2023-2024
No. of students	450

Programme	Field Projects/Vocational Projects	Major Research Projects	Internships	Total
B. Com	45	-	-	45
BBA FT	84	-	-	84
BBA	172	-	-	172
MBA	-	17	132	149
Total				450

Code	Program	Program Name	Course Code	Course Name	No. of Students
D418	B.COM			Field Project-I	14
D418	B.COM		V1-COM-TALT	Accounting & Tally	13
D418	B.COM			Field Project-II	10
D418	B.COM		V1-COM-GSTT	E Accounting & Taxation with GST	10
D418	B.COM			Field Project-III	21
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C271	BBA FT		VOCBBAFTR-001	International Logistics & Supply Chain Management	25
C271	BBA FT		INTBFT-208	Field Project	27
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B. Com

List of students undertaking field projects in BCOM I Year

INDORE INSTITUTE OF MANAGEMENT & RESEARCH

B. Com. I Year Field Project Details 2023-24

Group	Name of Student	Topic of Project	Guide
I	Lavanshi Mittal Chetna Gupta	Detail Analysis of Samsung Co.	Dr. Vaibhav Modak
II	Kashish Singh Priya Mallah	D-Mart	Dr. Vaibhav Modak
III	Siya Sharma Saloni Patei	Apple Inc	Dr. Vaibhav Modak
IV	Lukish Sharma Gopal Tomar	A Study of Patanjali Products	Dr. Vaibhav Modak
V	Harshvardhan Sharma Shivam Agrawal	Zudio	Dr. Vaibhav Modak
VI	Avinash Dhakar Nikhil Meena	Waaree Energies Ltd.	Dr. Vaibhav Modak
VII	Sujal Bedi Om Soni	A Study of Lenskart Product	Dr. Vaibhav Modak



Dr. Vaibhav Modak
INDORE INSTITUTE OF MANAGEMENT & RESEARCH

V. Modak



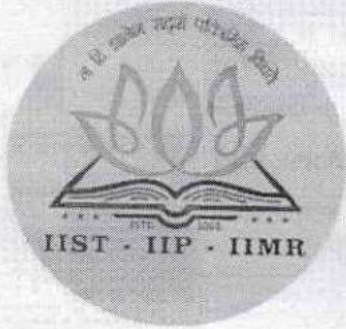


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Sample Reports

INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)





For the partial fulfilment of the degree
B.Com. I Year

Submission of Filed Project Practical Report on
"ZUDIO"
 Session- 2023-24

<p>Submitted to- <i>V. Modak</i> Dr. Vaibhav Modak</p> <p>Associate Professor H.O.D. B.Com.</p>		<p>Submitted by- Student Names-</p> <p>1) <i>Shivam agarwal</i> 2) <i>Harshwardhan Sharma</i></p>
--	---	---

(05) B.COM. I Field
PRO. 2023-26







CRTIFICATE

This is to certify that SHIVAM AGRAWAL &

HARSH WARDHAN SHARMA

students of B.Com. Hons. I Year has successfully completed Filed Project

Practical Report on "ZUDCO"

under my supervision and submitted the practical file. Their work was found
satisfactory.



V. Modak
Dr. Vaibhav
Modak

Date: 12/04/2024

Place: Indore

Associate Professor
H.O.D. B.Com.

Indore Institute of Management & Research



Date: / / Page no: _____

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ZUDIO

By TRENT LIMITED
A TATA RETAIL
Enterprise

INTRODUCTION

Trent Limited partmanteau of tata Retail enterprise is an Indian retail company, which is part of the tata group and based in Mumbai. Started in 1998, trent owns and operates fashion and lifestyle retail formats such as westsides Zudio and utsa.

The company also runs retail chains like star bazaar and Zara through joint ventures. The type of this company is public.

This company is public, This company traded as NSE: TRENT & BSE: 502510 the industry which is founded and established in year 1998 on 26 years ago.

The headquaters of this industry is situated or we can say located in mumbai, Maharashtra, India



REFERENCES

WEBSITES

- ▶ <https://www.zudio.com/>
- ▶ <https://www.tatacliq.com>
- ▶ <https://scholar.google.com>
- ▶ <https://www.linkedin.com/pulse/zudio-a-fashion-zenith-divyansheli-sinha>

JOURNALS

- ▶ <https://www.indiantextilemagazine.in/kg/zudio/>
- ▶ <https://www.socialsamosa.com/2023/01/what-tapsis-did-for-pulse-candy-influencers-are-doing-for-zudio/>
- ▶ <https://in.opportunities.com/business-news/retail/reliance-retail-eyes-value-apparel-space-success-zudio/>

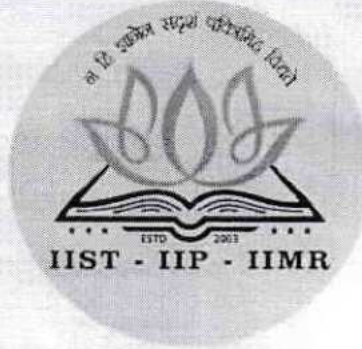
ARTICLE

- ▶ <https://www.business-standard.com/article/companies/zudio-the-new-engine-driving-retail-gaint-trends-revenue-growth-1200229020361.html>
- ▶ <https://www.sciod.com/document/334530643/A-study-on-customer-satisfaction-towards-Max-fashionists>





INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



For the partial fulfilment of the degree

B.Com. I Year

Submission of Filed Project Practical Report on

"A Study of Lenskart Product"

Session- 2023-24

Submitted to

V. Modak
Dr. Vaibhav Modak
Names-

Associate Professor

H.O.D. B.Com.



Submitted by

Student

- Om*
- 1) OM SONI
 - 2) SUJAL BEDI

(07) B.COM. I Field

PRR 2023-24





CERTIFICATE

This is to certify that OM SONI

AND SUJAL BEDI

students of B.Com. Hons. I Year has successfully completed Filed Project

Practical Report on "A STUDY OF LENSkart PRODUCTS"

under my supervision and submitted the practical file. Their work was found

satisfactory.

Date: / /

Place: Indore



V. Modak
Dr. Vaibhav Modak
Associate Professor
H.O.D. B.Com.

Indore Institute of Management & Research



DATE _____
PAGE _____

• LENSKART •

INTRODUCTION OF COMPANY PROFILE

• Company profile (Introduction)

• LENSKART •

Type of site	Private
Founded	2010.
Headquarters	New Delhi, India Delhi
Area Served	Per India
Founder (s)	Peyush Bansal, Amit Choudhary, Sumet Kapahi.
Industry	Internet.
Product	Sunglasses, Eyeglasses, Contact lenses.
Services	E-commerce (online shopping)
Employees	1000+
Website	LenSkart.



Conclusion

- The "Employee Training & Developing Scheme" provided by the - is very good for employees, but many employees take undue advantage of it and some employees do not know how to avail the Training & Development policies.
- Trust provides financial beyond his limit under any of the company.
- The training & Development scheme provides by the company is fulfillment all the statutory and non-statutory provisions.
- Employees are very happy with the Training & Development of the company and they do want to engage in it.

In the end, I would like to conclude that besides having a very good Training & Development, running by the organization, the managers of the company specially personnel managers should be take care that no employ





List of students undertaking vocational projects in BCOM I Year

INDORE INSTITUTE OF MANAGEMENT & RESEARCH

B.Com. I Year Vocational Project Details 2023-24

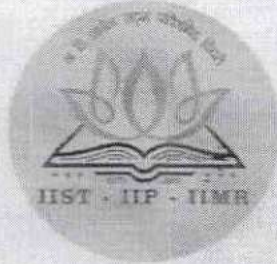
S.No.	Name of Student	Topic of Project	Guide
1	AVINASH DHAKAR	A/c & Tally	Dr. Vaibhav Modak
2	CHEITNA GUPTA	A/c & Tally	Dr. Vaibhav Modak
3	GOPAL TOMAR	A/c & Tally	Dr. Vaibhav Modak
4	HARSHWARDHAN SHARMA	A/c & Tally	Dr. Vaibhav Modak
5	LUKISH SHARMA	A/c & Tally	Dr. Vaibhav Modak
6	NIKHIL MEENA	A/c & Tally	Dr. Vaibhav Modak
7	OM SONI	A/c & Tally	Dr. Vaibhav Modak
8	PRIYA MALLAH	A/c & Tally	Dr. Vaibhav Modak
9	SALONI PATEL	A/c & Tally	Dr. Vaibhav Modak
10	SHIVAM AGRAWAL	A/c & Tally	Dr. Vaibhav Modak
11	SIYA SHARMA	A/c & Tally	Dr. Vaibhav Modak
12	SUJAL BEDI	A/c & Tally	Dr. Vaibhav Modak
13	LAVANSHI MITTAL	A/c & Tally	Dr. Vaibhav Modak





Sample Reports

INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)




IIST - IIP - IIMR

For the partial fulfilment of the degree
B.Com. I Year

Submission of Filed Project Practical Report on
" A/c & TALLY "

Session- 2023-24

Submitted to
V. Modak
Dr. Vaibhav Modak
Associate Professor
H.O.D. B.Com.



Submitted by-

Student Names-
1) *Avinash Dhakar*
2) *Avinash Dhakar*

**(01) B.COM. I
(VOC. 2023-24)**





CERTIFICATE

This is to certify that Avinash Dhakar


students of B.Com. Hons. I Year has successfully completed Filed Project

Practical Report on "A/c & Tally"

under my supervision and submitted the practical file. Their work was found
satisfactory.

Date: 27/05/24

Place: Indore


Dr. Vaibhav
Modak

Associate Professor
H.O.D. B.Com.

Indore Institute of Management & Research



Date / /
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⑧	Generations of various reports.	74



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* Generation of various reports.

- We've said it before and we say it again, strategy reporting is essential to the success of your business. You can have a well thought-out perfectly strategy that lays out detail plans for future growth but without doing periodic reporting you will have a much more difficult time achieving your goals. That's because reporting empowers your organizations to do several things that are integral to strategy execution.

It allows you to assess the organization overall performance, as well as that of individuals department to see how well you're progressing toward your goal.

It allows you to evaluate and understand areas of concern so you can course correct.

It allows you to engage & motivate employees with regard to strategy progress.

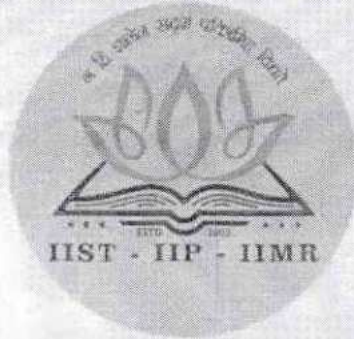
It allows you to make better decisions because you have a reliable data source at hand.





2

INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



For the partial fulfilment of the degree
B.Com. I Year

Submission of Vocational Project Practical
Report on "TALLY SOFTWARE"

Session- 2023-24



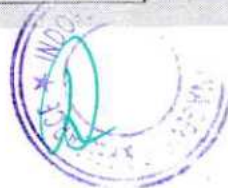
Submitted to:
Modak
Dr. Vaibhav Modak

CM
27/1/24

Submitted by:
CHETNA GUPTA

Associate Professor
H.O.D. B.Com.

(02) B.COM. I
(VOC. 2023-24)





CERTIFICATE

This is to certify that _____

CHEETNA GUPTA

students of B.Com. Hons. I Year has successfully completed Vocational Project

Practical Report on "TALLY SOFTWARE"

under my supervision and submitted the practical file. Their work was found
satisfactory.

Date: / /

Place: Indore Institute of Management & Research

Dr. Vaibhav Modak

Associate Professor
H.O.D. B.Com.



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Introduction

⇒ Computerized Accounting

Computerized accounting refers to the use of computers & software and systems to record, store, analyze and process financial transactions and information.

It replaces traditional paper-based accounting methods with digital tools such as accounting software and databases.

It involves recording and analyzing financial transactions electronically over accounting software.

The accounting software serves as a framework for data recording and processing. Companies may use ready-made accounting software available in market or get a customized one.

In the current scenario, all organizations use computerized accounting except the small ones. Small organizations may continue to use manual accounting to save



5. Ledger Report

- Step 1 Go to the Gateway of Tally.
- Step 2 Select 'Display'.
- Step 3 Choose 'Account Books'.
- Step 4 Select 'Ledger'.

6. Trial Balance Report

- Step 1 Go to the Gateway of Tally.
- Step 2 Select 'Display'.
- Step 3 Choose 'Trial Balance'.

7. Cash / Bank Book Report

- Step 1 Go to the Gateway of Tally.
- Step 2 Select 'Display'.
- Step 3 Choose 'Account Books'.
- Step 4 Select 'Cash / Bank Book'.





List of students undertaking field projects in BCOM II Year

INDORE INSTITUTE OF MANAGEMENT & RESEARCH

B.Com. II Year Field Project Details 2023-24

Group	Name of Student	Topic of Project	Guide
I	Narendra Phirke Payal Katariya Reshma Khatoon	An Analysis of Growing Business of Vishal Mega Mart In Retail Sector	Dr. Vaibhav Modak
II	Neha Jatav Simran Morya Akash Chandra	An Analysis of Growing Business of DMart in Retail Sector	Dr. Vaibhav Modak
III	Aditya Verma Parth Somani Prashant Kumar	KALPMART	Dr. Vaibhav Modak
IV	Abhideep S. Baghel	An Analysis of Growing Business of Patanjali Ayurveda Limited	Dr. Vaibhav Modak



Handwritten signature
INDORE INSTITUTE OF MANAGEMENT & RESEARCH

Handwritten signature: V. Modak



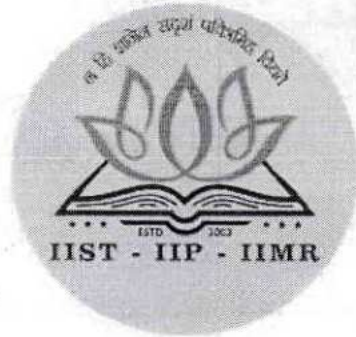


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Sample Reports

INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



For the Partial Fulfillment of the degree
B.Com. II Year
Submission of Filed Project Practical Report on
**"AN ANALYSIS OF GROWING BUSINESS OF
PATANJALI AYURVED LIMITED"**

Session- 2023-24

Abapat



Submitted to- *V. Modak*
Dr. Vaibhav Modak

Submitted by -
Mr. Abhideep S. Baghel *Abhideep*

(04) B.COM. II Field






CERTIFICATE

This is to certify that Abhideep Singh
Baghel students of B.Com. Hons.
II- years has successfully completed Filed Project Practical
Report on "Patanjali Ayurved Ltd".
Under my supervision and submitted the practical file.
There work was found satisfactory.

DATE :


Dr. Vaibhav Modak





PATANJALI
PATANJALI AYURVED LIMITED

(CIN : U24237DL2006PLC144789)

An ISO 9001 : 2015, 14001 : 2015, 22000 : 2018, 45001 : 2018 / Ayush Premium Mark / Agmark / FSSAI / GMP Certified Company



TO WHOMSOEVER IT MAY CONCERN

This is certify that Mr. Abhideep Singh Bhaghel Student of Indore Institute of Management and Research has successfully received an information about our store on 30-03-2024 .

in the field project, under guidance of Associate Professor Mr. Dr Vaibhav Modak.

His/Her has been exposed to different processes and was diligent, hardworking and inquisitive.

We wish his all the best for his career and future endeavour.

For Patanjali Ayurved Ltd.

Authorized Signatory

(Signature)



Introduction

Baba ramdev established the Patanjali Ayurved Limited in 2006 along with acharya balkrishna with the objective of establishing Science of Ayurveda in accordance and coordination with the latest technology and ancient wisdom the headquarter of Patanjali is in haridwar.

The Patanjali Ayurved Limited is an Indian FMCG Company. Manufacturing units and headquarter are located in the industrial area of Haridwar, while the registered office is located at Delhi. The company manufactures mineral and herbal products. It also has manufacturing units in Nepal under the trademark Nepal Ganga. The company imports majority of herbs in India from Himalayas of Nepal. According to CLSA and HSBC, Patanjali is the fastest growing FMCG company in India. It is valued at ₹30 billion and some predict revenues of ₹5,000 crore for the fiscal 2015-16. Ramdev baba has stated in his interview with CNN News 18 profit from Patanjali products. Patanjali as a brand currently has more than 350 products from soap to toothpaste and from oats to health drinks. The 2014 revenue of Patanjali Ayurved crossed ₹2,000 crore. The recent trends clearly imply that the company's priorities are shifting from medicines





Date _____

REFERENCES

Customer perceptions about Branding and purchase Intention: A Study of FMCG in an Emerging Market. Muhammad Iqbal, Tariq I. Muhammad Raza Nawaz, Hashim, Anais Butt, ISSN 2090-4304 Journal of Basic and Applied Scientific Research.

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CONSUMER BEHAVIOR TOWARDS THE NEW PACKAGING OF FMCG PRODUCTS. ISSN 2277-1166, Assistant professor S.K. college of business management, Hansolunda - Charya North Gujarat University, Patan Email: delija.mitul@gmail.com.

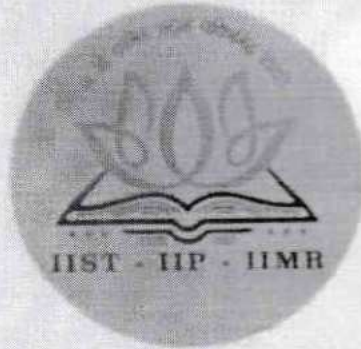
Consumer perception of poultry meat and the importance of country of origin in a purchase making process, March 2009, pp. 65-74.

Green marketing: consumers' attitude towards eco-friendly products and purchase intentions in the fast moving consumer good (FMCG) sector, Umea University, faculty of social sciences, Umea school of Business and Economics, business Administration.





INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



For the partial fulfilment of the degree

B.Com. II Year

Submission of Filed Project Practical Report on

“ **KALPMART** ”

Session- 2023-24

Submitted to-
Dr. Vaibhav Modak

Associate Professor
H.O.D. B.Com.



Submitted by-
Student Names-

- 1) ADITYA VERMA
- 2) PARTH SOMANI
- 3) PRASHANT KUMAR

(03) B.COM. II Field





CERTIFICATE

This is to certify that ADITYA VERMA,

PARTH SOMANI, PRASHANT KUMAR

students of B.Com. Hons. II Year has successfully completed Filed Project

Practical Report on "KALPMART"

under my supervision and submitted the practical file. Their work was found
satisfactory.



Date:

Dr. Vaibhav
Modak

Place: Indore

Associate Professor
H.O.D. B.Com.

Indore Institute of Management & Research



INTRODUCTION OF RETAILING

Indian retail industry has emerged as one of the fastest growing industries mainly because of the emergence of Kirana store (Petition store) can be considered archetype of retailing in the country since the Indian government liberalised the economy in the 1960s many companies vertically integrated their operations to serve a larger customer base after 2005, large domestic corporation opened multiple stores especially in the food and general merchandise categories and this led to the growth of retail industries in India. During the same period of time, one of the fastest growing economies in the world admits a strong platform. manufacturers, distributors and customer retailers are routinely trying to unlock the true potential of the industries by incorporating later technological such as artificial intelligence based data analytics CRM tools.



Date: / / Page no. 28

Concluding Comments

Kalpmart has begun with a lots of huge investment and soon established there branches in other places also, It has been a very good dynamism for the Indian Consumer. Kalpmart started there business but now started there practising online also or e-marketing strategies, assistance, product and services.

Since every coin has head and tails Kalpmart also have positive and negative effect. There is a vast competition around us to make business good Kalpmart has to work hard.

Comments

- According to Employees
Employees are getting more work.
- According to Consumer
They like their product, price, quality of a Kalpmart they like to enjoy shopping offline, online and delivery process also.






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List of Students undertaking vocational projects in BCOM II Year

INDORE INSTITUTE OF MANAGEMENT & RESEARCH
B.Com. II Year Vocational Subject (E-Accounting and Taxation with GST)
Project Details 2023-24

S. No.	Name of Student	Topic of Project	Guide
1	ADITYA VERMA	Tax Assessment of an Individual Person under Income Tax	Dr. Vaibhav Modak
2	AKASH CHANDRA	Tax Assessment of an Individual Person under Income Tax	Dr. Vaibhav Modak
3	NARENDRA PHIRKE	Tax Assessment of an Individual Person under Income Tax	Dr. Vaibhav Modak
4	NEHA JATAV	Tax Assessment of an Individual Person under Income Tax	Dr. Vaibhav Modak
5	PARTH SOMANI	Tax Assessment of an Individual Person under Income Tax	Dr. Vaibhav Modak
6	PRASHANT KUMAR	Tax Assessment of an Individual Person under Income Tax	Dr. Vaibhav Modak
7	RESHMA KHATOON	Tax Assessment of an Individual Person under Income Tax	Dr. Vaibhav Modak
8	SIMRAN MORYA	Tax Assessment of an Individual Person under Income Tax	Dr. Vaibhav Modak
9	ABHIDEEP SINGH BAGHEL	Tax Assessment of an Individual Person under Income Tax	Dr. Vaibhav Modak
10	PAYAL KATARIYA	Tax Assessment of an Individual Person under Income Tax	Dr. Vaibhav Modak


V. Modak





INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



For the partial fulfilment of the degree
B.Com. II Year

Submission of Vocational Project Practical Report on
"Tax Assessment of an Individual Person under Income
Tax"

Session- 2023-24

Submitted to-

V. Modak
Dr. Vaibhav Modak
Associate Professor

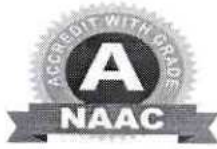


Submitted by-

PAYAL KATARIYA
Enrolment No.- DC2123160

P. Katariya
**(10) B.COM. II (VOC.
2023-24)**





CERTIFICATE

This is to certify that PAYAL KATARIYA

student of B.Com. II Year have successfully completed Vocational

Project Practical Report on "Tax Assessment of an Individual Person
under

Income Tax" under my supervision and submitted the practical file. His

work was found satisfactory.



V. Modak

Dr. Vaibhav Modak

Associate Professor

Date: / /

Place: Indore

Indore Institute of Management &
Research



Date: _____
P. No: _____

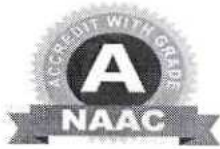
Introduction of Income Tax

Introduction of Income Tax

Income tax is a tax imposed by governments on individuals or entities (such a business) based on their income or profits. It's one of the primary sources of revenue for governments to fund public services and infrastructure. The amount of tax owed typically depend on the taxpayer income with various deductions, exemptions and tax credit available to reduce the tax burden. Income tax systems vary between countries with different tax rates brackets and regulations.

Income Tax is a fundamental component modern taxation system around the world. It plays a crucial role in funding govt operations, providing essential services and redistributing wealth within societies. Understanding the concept, implementation and implication of income tax is essential for individuals, business policymakers and economists alike. In this comprehensive introduction we will derive the intricacies of income tax.





Date: / / Page no: _____

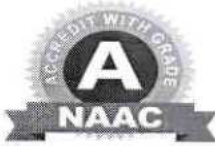
Income Tax Rates For Individuals

OLD TAX REGIME	TAX REGIME U/S 115BAC	A.Y. 2023-24 Applicable Tax Regime
0.25 lakhs Nil	0.25 lakhs Nil	0-3 lakh Nil
2.5 lakhs - 5 lakh 5%	2.5 lakh 5%	3 lakh - 6 lakh 5%
5 lakh - 10 lakh 20%	5 lakh - 7.5 lakh 10%	6 lakh - 9 lakh 10%
Above 10 lakhs 30%	7.5 lakh - 10 lakh 15%	9 lakh - 12 lakh 15%
	10 lakh - 12.5 lakh 20%	12 lakh - 15 lakh 20%
	12.5 lakh - 15 lakh 25%	Above 15 lakh 30%
	Above 15 lakh 30%	

SURCHARGE RATES

less than 50 lakh Nil	5	less than 50 lakh Nil
50 lakh - 1 crore 10%	Same as old	50 lakh - 1 crore
1 crore - 2 crore 15%	Tax Regime	1 crore - 2 crore
2 crore - 5 crore 25%		2 crore - 5 crore 25%
Above 5 crore 37%		Above 5 crore 25%





INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



For the partial fulfilment of the degree
B.Com. II Year

Submission of Vocational Project Practical Report on
"Tax Assessment of an Individual Person under Income Tax"
Session- 2023-24

Submitted to-

V. Modak
Dr. Vaibhav Modak
Associate Professor



Submitted by-

Simran
Student Name- Simran Morja
Enrolment No.- DC2214652

S. J. Patil
(08) B.COM. II (VOC.)





CERTIFICATE

This is to certify that Simran Mayya

student of B.Com. II Year have successfully completed Vocational

Project Practical Report on "Tax Assessment of an Individual Person under

Income Tax" under my supervision and submitted the practical file. His/her

work was found satisfactory.

Date: / /

Place: Indore

V. Modak

Dr. Vaibhav Modak

Associate Professor

Indore Institute of Management & Research



Date: _____
P. No. 01

INTRODUCTION OF INCOME TAX

INTRODUCTION OF INCOME TAX

Income tax is a tax imposed by government on individuals or entities (such a business) based on their incomes or profits.

It's one of the primary sources of revenue for government to fund public services and owned typically depends on the taxpayers, income, with various deductions, exemptions and tax credits available to reduce the tax burden.

Income tax systems vary between countries, with different tax rates, brackets and regulations.

Income Tax is a fundamental component of modern taxation system around the world. It plays a crucial role in funding government operations, providing essential public services and redistributing wealth within societies.



Date: _____
P No: 47

INCOME TAX SLAB RATES FOR INDIVIDUALS

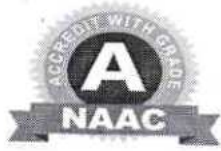
What is Income Tax slab?

Indian Income Tax levies tax on individual taxpayers on the basis of a slab system. Slab system means different tax rates are prescribed for different range of income. It means the tax rates keep increase with an increase in the income of tax payer. This type of taxation enable progressive and fair tax system in the country.

Such income slab tend to undergo a change during budget. Income tax has classified three categories of "individuals" taxpayers are:

- Individual aged less than 60 years including resident and non-residents
- Residents Senior Citizens (60+ to 80 years)
- Resident super senior citizen aged more than 80 years





List of students undertaking field projects in B. COM III Year

INDORE INSTITUTE OF MANAGEMENT & RESEARCH

B.Com. III Year Field Project Details 2023-24

Group	Name of Student	Topic of Project	Guide Name
I	Prajwal Patidar Yashraj Jahajpuriya Sudhanshu Meena Sandeep Rathore Sahil Potfode Alekha Raghuvanshi	Analytical Report on BHEL	Dr. Vaibhav Modak
II	Tina Gurbani Sonu Dhakad Shreyanshi Lahoty Shivansh Shrivastav Richa Pandey	Nestle and its Products	Dr. Vaibhav Modak
III	Harshal Prajapati Akshita Sisodiya Ayush Yadav Priyansh Mandal Gourav Panchal	The Comparative Analysis of Effect of Covid-19 over Business Organization	Dr. Vaibhav Modak
IV	Anshika Yadav Itisha Mehta Riya Dixit Yash Maheshwari Yogita Manawarer	Case Study of Amul	Dr. Vaibhav Modak



Dr. Vaibhav Modak

V. Modak





Indore Institute of Management & Research

Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)

Sample Reports

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2021-2024

Project On

TITLE

"CASE STUDY ON AMUL"

Submitted in the partial fulfilment for the
Requirements of the degree of B.COM DAVV, Indore

V. Modak
Research Guide

Dr. Vaibhav Modak

H.O.D. B.COM

Research Scholar (Name of the students)

Anohika Jadhav [DC2123153] *Anohika*

Itisha Mehta [DC2123157] *I. Mehta*

Riya Dixit [DC2123164] *Riya*

Yash Maheshwari [DC2123172] *Yash*

Yogita Manawre [DC2123174] *Yogita*



(04) B.COM. III Field

PRO. 2021-24






CERTIFICATE

This is to certify that Anshika Yadav, Itisha Mehta, Riya Dixit, Yash Maheshwari,
Yogita Manawre. Students of B.com Hons. III Year has successfully completed field
project practical Report on

Under my supervision and submitted the practical file. Their work was found
satisfactory.

Date: 28/02/24

Place: Indore


Dr. Vaibhav Modak

Associate Professor

H.O.D. B.com



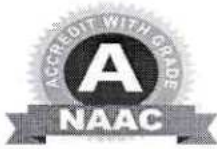


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	Consumer Behaviour	
	PESTEL Analysis	
	SWOT Analysis	
	Marketing mix (4Ps)	
	Major Competitors	
	Survey	
	Conclusion	
	Limitation	
	Bibliography	



INTRODUCTION

The Dairy Sector is increasing rapidly from the beginning of the White Movement in India. The pathfinder of this movement is the foundation of India's largest dairy Co-operative Society in the state of Gujarat on 1st December, 1946 just before the Independence of India. The operation initiated on the ground that India is a milk-deficient nation but later on in 1950 it surpassed the production capacity of USA.

The story of Amul started from the backdrop of high demand for milk in Bombay. The major source of income of Kaira district in early 40's, was milk farming and selling. The one and only private milk supplier, at that point of time was Polson Dairy Limited in that area. Hence a monopoly was created and the poor farmers were exploited by the private trader. To take a stand against this unethical practice they collectively approached to Sardar Vallabhbhai Patel (Indian barrister and statesman and one of the leaders of INC) under the leadership of Tribhubandas K. Patel. Sardar Vallabhbhai proposed them to stop supplying milk to trader and start their own Co-operative Society and refer them to Shri Moraji Desai (Indian Architect and 4th Prime Minister of India). He then held a meeting and came to a conclusion that the Co-operative Society will collect the milk but then decide the price according to the quality of the milk. As the government was not reacting to their situation they went on strike for a fortnight and affected the Bombay Milk Scheme. Finally with the help of Tribhubandas Patel and Dr. Verghese (Indian Social Entrepreneur) they lay foundation of



CLASSMATE

Date: _____
Page: _____

CONCLUSION

From the survey conducted it is observed that Amul gold milk has a good market share.

From the study conducted the following conclusion can be drawn. In order the dreams comes into reality and turning liability into assets one must have to need of the customers.

The factors considered by the customer before purchasing milk are freshness, taste, thickness & availability. Finally I concluded, majority of the customer are satisfied with the Amul gold milk and milk product because of its good quality, reputation, easy availability. Some customer are not satisfied with the Amul gold milk because of higher price, lack of dealer services, spillage and low shelf life etc.

If slight modification in the marketing programs such as dealers, outlets, promotion programmes, product mix etc. definitely company can be as a monopoly and strong market leader. Amul has also to take care of its competitors into consideration and make importantly with customers before making any move.





List of students undertaking vocational projects in B. COM III Year

INDORE INSTITUTE OF MANAGEMENT & RESEARCH
B.Com. III Year Vocational Subject (Export Import Management)
Project Details 2023-24

S.No.	Name of Student	Topic of Project	Guide Name
1	ALEKH RAGHUWANSHI	Petroleum Industry	Dr. Anuradha Pathak
2	ANSHIKA YADAV	Export Procedure of EASTMAN IMPEX	Dr. Anuradha Pathak
3	AYUSH YADAV	Balaji Wafers	Dr. Anuradha Pathak
4	GAURAV PANCHAL	Welspun India Ltd.	Dr. Anuradha Pathak
5	HARSHAL PRAJAPATI	Balaji Wafers	Dr. Anuradha Pathak
6	ITISHA MEHTA	Tata Motors	Dr. Anuradha Pathak
7	PRAJWAL PATIDAR	Spice Industry	Dr. Anuradha Pathak
8	RICHA PANDEY	Vardhman Textile Ltd.	Dr. Anuradha Pathak
9	RIYA DIXIT	PAK SUZUKI MOTORS	Dr. Anuradha Pathak
10	SAHIL POTFODE	Reliance Industry Limited	Dr. Anuradha Pathak
11	SHIVANSH SHRIVASTAVA	Adidas	Dr. Anuradha Pathak
12	SHREYANSHI LAHOTY	International Trade Procedure	Dr. Anuradha Pathak
13	SONU DHAKAD	Export of Grasim Bhawani Textile Ltd.	Dr. Anuradha Pathak
14	SUDHANSHU MEENA	Bajaj Auto Limited	Dr. Anuradha Pathak
15	TINA GURBANI	NIKE	Dr. Anuradha Pathak
16	YASH MAHESHWARI	Reliance Industries	Dr. Anuradha Pathak
17	YASHRAJ JAJAJPURIYA	Bharat Heavy Electricals Limited	Dr. Anuradha Pathak
18	YOGITA MANAWARE	A Study of Agriculture Export from India	Dr. Anuradha Pathak
19	PRIYANSH MANDAL	India's Export of Iron and Steel	Dr. Anuradha Pathak
20	SANDEEP RATHORE	Bakery & Confectionery Industry	Dr. Anuradha Pathak
21	AKSHITA SISODIYA	Export Procedure of Chai Sutta Bar	Dr. Anuradha Pathak



Dr. Anuradha Pathak
(DR. ANURADHA PATHAK)






Indore Institute of Management & Research

Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)

Sample Reports

**INDORE INSTITUTE OF
MANAGEMENT AND RESEARCH**


Indore Institute of Management and Research

Batch 2021- 2024

Project

On
" Adiclas "

Research Scholar
Shivansh Shivartana

Principal

Research Guide
Dr. Anusudha Patil

External Examiner
RTWGN

**(11) B.COM. III
VOC. 2021-24**





CERTIFICATE

This is to certify that the Project Work entitled "Adidas" has been accomplished by _____ under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Commerce from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.



Date: 14/3/2024

Place: Indore

Signature:

Project Guide



Topic _____ Date _____ P. No. 0

Introduction

Established in post war Germany in 1949 (in its current form) by Adolf Dassler, the adidas Group has been synonymous with sports and sportswear for the last 60 years. The company has been part of many significant sporting moments (including but not restricted to the 1954 & 1974 German victories in the football world cup, the recently in new Boston & Vancouver Manichony and all World Cup and Euro footballs since 1970.

The phenomenal growth of the company has been primarily off the back of clever sponsorship of key athletes & teams, and also through the design of innovative new tech. For ex:- adidas was the first footwear brand to develop football boots with removable studs in 1954 world cup, & more recently in 2005, the design of the first shoes with an in-built microprocessor, that can adjust itself as per the runner's pace alongside the shoe's revenues.



Topic _____

Date _____

P. No. 25

Competitor Analysis

Nike has the annual revenues of \$36.4 billion in financial year 2018 with a market capitalization of \$120.3 billion & 11000 shares worldwide. It is having more than 73000 employees. The tax act offsets its revenues growth as Nike's net income of 1.9 billion as a result of 54% dec. as compared to previous 2017. Nike is amongst the top 3 companies i.e. Adidas, Nike, ~~Brooks~~, Reebok, & they two companies are the top competitors of Adidas Inc.

Nike

Nike famously known as Nike is a designer, manufacturing marketer of shoes, clothing & accessories. In 2005, Nike acq. Reebok for 3.8 billion. After takeover both the companies Reebok & Adidas have stronger position to compete with Adidas in N.A. Nike group consist three subsidiaries i.e. Reebok & Run tactic & Taylor made.





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**INDORE INSTITUTE OF MANAGEMENT
AND RESEARCH**



Batch 2021- 2024

Project

On

“Exports of Grasim Bhiwani Textile Ltd.”

Submitted in the partial fulfillment for the
Requirements of the degree of B.com
DAVV, Indore

Research Guide

Dr. Anuradha Pathak



Research Scholar

Sonu Dhakad

Sonu Dhakad

RWan

(13) B.COM. III

VOC 2021-24





CERTIFICATE

This is to certify that the Project Work entitled "Exports of Grasim Bhiwani Textile Ltd." has been accomplished by Sonu Dhakad under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor in Commerce from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.



Date:

Signature: Project Guide

Place: Indore



TEXTILE INDUSTRY

INTRODUCTION

The textile industry is primarily concerned with the design, production and distribution of yarn, cloth and clothing. The raw material may be natural, or synthetic using products of the chemical industry. India's textiles sector is one of the oldest in the Indian economy, dating back to several centuries. The textile industry in India traditionally, after agriculture, is the only industry that has generated huge employment for both skilled and unskilled labours in textiles.

The textile industry is the second largest employer in India.

It offers employment to over 3.5 million in the country. Indian Textile Industry occupies a very important place in the economic life of India. The Indian textile industry is one of the largest in the world with a massive raw material and textiles manufacturing base. Our economy is largely dependent on the textile manufacturing and trade in addition to other





List of students undertaking field projects in BBA FT I Year

Indore Institute of Management and Research
BBA FT I Year (Batch 2023-2026)
Field Project Details

S No.	Name of Students	Topic	Guide
1	SAHIL PATEL HARDIK RAI KRISHNA JAISWAL KUNDAN PATIDAR	Managerial Functions of Dmart (POSDC)	Ms. Simnalika Kushwaha
2	ARUSH GAUTAM NOI BHAGYA KORI SHAL MANAS MALI PUSHPENDRA SINGH RAJ:IDORE	Chai Sutta Bar	
3	ARCHI PORWAL SHREYA PORWAL KAVYA GEJLOD KESHAR	Study on Management Department of H & M	
4	TANISH PANCHAL GOURAV CHOUDHARY TUSHAR PANCHAL DHRUV KSHIRSAGAR	Study on Management of New Jabalpur Plywood	
5	ASHUTOSH PATEL	Manufacturing of Ambika Fabrication and Erectors	
6	VAIDIK MAHESHWARI SHRUTI SOLANKI KUMKUM CHOUBHAN BHAVIKA AWASTHI	Planning Organising Directing Staffing Coordinating in Samarth Creation	
7	SAKSHI THAKUR SHRUTI THAKUR JIVITA MAHESHWARI VISHAKHA SHARMA RASHIKA SULE	Study of Satyam Biotech Industry (Organizing)	



[Handwritten Signature]





Indore Institute of Management & Research

Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)

Sample Report

7

**INDORE INSTITUTE OF
MANAGEMENT AND RESEARCH**



Batch 2023-2026

Project

On

" Study of Satyam Biotech Industry"
(Organising)

Submitted in the partial fulfillment for the
Requirements of the degree of BBA (Foreign Trade)
DAVV, Indore

Research Guide

Dr. Simsalika Kushwaha

Research Scholar (Name of the Student)

Sakshi Thakur
Shruti Thakur
Jivita Maheshwari
Visahka Sharma
Rashika Sule



(07) BFT I (FIELD)

PRD 2023





Indore Institute of Management & Research

Affiliated to - OAMV (Indore) & Approved by - AICTE (New Delhi)

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2023-2026

Project

On

" Study of Satyam Biotech Industry"
(Organising)

Research Scholar

Sakshi Thakur
Shruti Thakur
Jvita Maheshwari
Vishika Sharma
Rashika Sule



Research Guide

Dr. Simnalika Kushwaha



Principal



External Examiner



Indore Institute of Management & Research

Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)



Satyam Bio Tech®

74-A, Industrial Area RAU, Kangwasa (M.P.)
Contact : +91 8889998989, 8889908080
Email : satyambiotech.123@gmail.com
web : www.satyambiotechindore.com

Come Together Grow Together

Ref. No. :

Date : 10-1-24

This is to certified that Shruti Thakur , Sakshi Thakur , Jivita Maheshwari, Rashika Sule , Vishakha Sharma conducted to the study on overall operations at Satyam Biotech Agriculture Industry as a scholar at our outlet from 1st January 2024 to 10th January 2024. During this period we observed them as an obedient Honest and Dedicate Scholar for putting efforts to complete this project. We wish them Good Luck for their Future endeavors.

Signature





**INDORE INSTITUTE OF MANAGEMENT AND
RESEARCH**



WORKING NOTEBOOK

[P4 To be submitted with Final Report]

Name of Student: Shruti Thakur, Rashika Sule, Sakshi Thakur, Vishika Sharma, Jivita Maheshwari

Class: BBA FI 1ST YEAR

Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
Study of Integrom Wrotech Industry (Organising)	24-12-23	asking about project intent	Shruti S Thakur	[Signature]
		what to do and	Rashika	[Signature]
		How to do	Vishika	[Signature]
	30-12-23	asking about Company	Jivita	[Signature]
	1-1-24	telling about Company details	S Thakur	[Signature]
	10-1-24	tell to teachers that our study will be done	Vishika	[Signature]
		Show our Project to them	Rashika	[Signature]
	24-1-24		Shruti Rashika	[Signature]



Format: P1

First Progress report of Project Work

(Handwritten 500 words)

1. Introduction of Project Work and related area-

Satyam Biotech is a leading biotechnology company focused on research, development, and commercialization of innovative biopharmaceuticals. The company is known for its work in areas such as genetic engineering, protein expression, and molecular biology.

2. Project work Plan

We began by selecting the topic of Innovative fertilizer formulations, followed by a visit to rural agriculture industry area for insights. After reaching potential collaborators, we approached Satyam Biotech for permission and collaboration. With their support secured we refined our project scope and officially commenced our partnership.

3. Division of work among Students-

We divided the project into three key phases: Initiating the collaboration process with Satyam Biotech, conducting a panel interview with their key stakeholders, and writing a comprehensive project report. During the collaboration process, we coordinated meeting and established a framework for cooperation. The panel interview provide valuable insights from Satyam Biotech experts. Finally we synthesized our findings into a detailed project report, outlining objectives, methodology, findings, and recommendation informed by our collaboration with Satyam Biotech.

4. Name of the Organization to be visited for Project related work-

For the project related work, we visited Bharat Clothing Factory, Nimbus Food Ltd. and Satyam Biotech. We selected these organizations as they government-affiliated entities offering substantial support information and easy access, facilitating our project requirements effectively.

5. Objective and Rationale of the Study-

The study aims to develop innovative fertilizer formulations to tackle soil fertility challenges in agriculture. Given pivotal role of soil health in crop productivity, this initiative seeks to enhance yields sustainably. Collaborating with Satyam Biotech ensure access to expertise and resources, aligning with goal of promoting sustainable agricultural practices.





Satyam Bio Tech

74-A Industrial Area RAU Rangwase (M.P.)
Contact: +91 8889998989, 8889908060
Email: satyambiotech.123@gmail.com
Web: www.satyambiotechindore.com

Come Together Growth Together

Format: 012

Ref.No. :

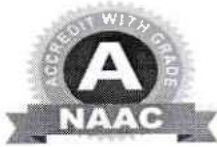
Date :

Organization Information & consent for the project work

1. Name of organization and registration: Satyam Bio Tech
2. Type of (Private/Govt/Semi Govt/Other): Private, Incorporate
3. Department of the organization where supervision will be done: Industrial Area (office)
4. No. of people working in the organization in different posts: 25-30
5. Expected maximum number of student which can be trained in the organization: 5
6. Possibility of getting employment in organized/unorganized sector after training in the organization: depends on knowledge
7. Any other special information:

I agree to provide training to five (5) Number of students of Indore Institute of Management and Research, Indore in organization/Personal Supervision.





Indore Institute of Management & Research

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SATYAM BIOTECH



Date ___/___/___
Page 1

INTRODUCTION

Satyam Biotech established in 1993, it is located in 741A, Industrial Area Rau, Bargarh, Indore, Madhya Pradesh 453001.

It is owned or managed by Mr. Yuvraj Bhardwaj (CEO).

They provide agricultural services in Indore (M.P) and across the cities. For the last 30 years, Satyam Biotech has been devoted to the world of agriculture as a manufacturer, supplier, and wholesaler of wide range of fertilizers, fungicides, pesticides, insecticides and plant growth regulators. They strive to move forward together with our farmers by bringing the whole gamut of agriculture products. These product range includes micro nutrient mixture, propi propiconazole, broad spectrum insecticide, M45 satya, moder molybdenum and many more. And established itself as a trusted name in the market and with over 30 years experience in the industry field. The company has a strong focus to providing solution. The company's team is friendly and knowledgeable and



Date / /

Page 51

CONCLUSION

Satyam Biotech emerges as a dynamic player in the agricultural fertilizer manufacturing sector, leveraging its strengths in innovation, sustainability, and quality assurance. The company's commitment to research and development, coupled with its focus on eco-friendly practices, underscores its dedication to advancing agricultural solutions responsibly.

While Satyam Biotech faces challenges such as market dependency and limited global presence, these weaknesses present opportunities for strategic expansion and market diversification.

Embracing emerging trends, such as the growing demand for organic products, and adopting technological advancements can position the company to capitalize on evolving market dynamics.

Satyam Biotech's journey esp. exemplifies a commitment to not only meeting industry standards but also surpassing them through a focus on quality control and sustainable practices. In an era where agriculture faces unprecedented challenges, Satyam Biotech's role in providing effective, environmentally conscious fertilizers





BBA (FT)

List of students undertaking vocational projects in BBA FT I Year

Indore Institute of Management and Research
BBA (FT) I Year
Vocational Project Topics
Session: 2023-24

S.No.	Name of Students	Topic	Faculty Guide
1	ARCHI PORWAL	STUDY ON LOGISTICS AND PACKAGING DEPARTMENT OF K.R. AGARBATTI	Dr. Shubhangi Jain
2	ARUSH GAUTAM	SUPPLY CHAIN MANAGEMENT OF BALAJI WAFERS PVT. LTD.	
3	ASHUTOSH PATEL	A STUDY ON PACKAGING OF AMBIKA FABRICATORS & ERECTOR	
4	BHAVIKA AWASTHI	SUPPLY CHAIN MANAGEMENT IN SURAJ PLASTIC INDUSTRIES	
5	OHRIV KSHIRSAGAR	TRANSPORTATION ON BRIDGESTONE COMPANY	
6	GOURAV CHOUDHARY	A STUDY ON PACKAGING IN DAKSH SPICES	
7	HARDIK RAI	SUPPLY CHAIN MANAGEMENT SHREE BALAJI MARKETING COMPANY	
8	JIMTA MAHESHWARI	A DETAILED STUDY ON PRJVM MARKETING	
9	KESHAR	PACKAGING OF REWA AGRO FOOD PRODUCTS	
10	KRISHNA JAISWAL	SUPPLY CHAIN MANAGEMENT ON SANCHI	
11	KUMKUM CHOUHAN	PACKAGING AND MATERIAL HANDLING IN SURAJ PLASTIC INDUSTRY	
12	KUNDAN PATIDAR	SUPPLY CHAIN MANAGEMENT ON AADHAR AGMARK MASALE PVT LTD	
13	PUSHPENDRA SINGH RATHORE	SUPPLY CHAIN MANAGEMENT IN RELJANCE TRENDS WAREHOUSE	
14	RASHIKA SULE	A STUDY ON SUPPLY CHAIN MANAGEMENT OF MAHINDRA	
15	SAHIL PATEL	SUPPLY CHAIN MANAGEMENT OF BALAJI AGRO INDUSTRY	
16	SAKSHI THAKUR	A STUDY ON WAREHOUSING OF MAHINDRA AND MAHINDRA LIMITED	
17	SHREYA PORWAL	STUDY ON LOGISTICS OF VIVO COMPANY	
18	SHRUTI SOLANKI	A STUDY ON WAREHOUSING OF SAMARTH CREATIONS	





19	SHRUTI THAKUR	A STUDY ON SUPPLY CHAIN MANAGEMENT OF OSHIN ROADLINES
20	SOUBHAGYA KOUSHAL	A STUDY ON TRANSPORTATION AND ITS EFFECTIVENESS ON SWASTIK R
21	TANISH PANCHAL	MATERIAL HANDLING FROM NEW JABALPURE PLYWOOD
22	TUSHAR PANCHAL	MATERIAL HANDLING FROM DAKSH SPICES
23	VAIDIK MAHESHWARI	PACKAGING AND MATERIAL HANDLING IN SAMARTH CREATION
24	VISHAKHA SHARMA	TRANSPORTATION OF INDORE LOGISTICS
25	KAVYA GEHLOD	SUPPLY CHAIN MANAGEMENT OF K.R. AGARBATTI WORKS



28/5/20





Indore Institute of Management & Research
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Sample Reports

24

**INDORE INSTITUTE OF
MANAGEMENT AND RESEARCH**



Batch 2023- 2024

Project

On

“Transportation of Indore Logistic ”

Submitted in the partial fulfillment for the
Requirements of the degree of BBA (FT) 1st Year
DAVV, INDORE

Vishakha
Research Scholar
Vishakha Sharma



Shubhangi Jain
Research Guide
Dr. Shubhangi Jain

Principal

External Examiner
External Examiner

(24) BFT I (VOC-
2023-24)





CERTIFICATE

This is to certify that the Project Work entitled "Transportation of Indore Logistic " has been accomplished by Vishakha Sharma under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA-FT) from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date:

Place:

Project Guide

Dr. Shubhangi Jain





INDORE LOGISTICS

H.O. Devshri Takies Road, Near Loha Mandi, INDORE
Ph.: 0731-4207515 Mob.: 9301675100, 98272-30910, 94245-20006

CERTIFICATE

To whomsoever it may concern

This is to certify that Ms. Vishakha Sharma conducted the study on Transportation of Indore Logistic at our factory premises from 01 Jan to 10 th of Jan 2024. During this period we observed her as an obedient honest and dedicated scholar as putting efforts to complete her assignment.

We wish her good luck for her future endavoures



For INDORE LOGISTICS
[Signature]
Proprietor







Indore Institute of Management & Research

Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)

(4)

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2023-2026

Project

On

**"SUPPLY CHAIN MANAGEMENT IN SURAJ PLASTIC
INDUSTRY"**

Submitted in the partial fulfillment for the
Requirements of the degree of

BBA(Foreign Trade)

1ST YEAR

DAVV,Indore



Research Guide:

DR. SHUBHANCLIAIN

Research Scholar: -

BHAVIKA AWASTHI



INTRODUCTION TO SUPPLY

CHAIN MANAGEMENT

A supply chain is a network of facilities and distribution operations that performs the functions of procurement of materials, transformation of these materials into intermediate and finished products, and the distribution of these finished products to customers. Supply chains exist in both service and manufacturing organisations, although the complexity of the chain may vary greatly from industry to industry and firm to firm. Below is an example of a very simple supply chain for a single product where raw material is produced and procured from vendors, transformed into finished goods in a single step, and then transported to distribution centres, and ultimately customers. Realistic components, facilities and capacities traditionally, marketing, distribution, planning manufacturing and the purchasing organizations have their own objectives and these are often conflicting market objectives.



CONCLUSION :

Indian economy as a whole and the manufacturing sector in particular, need to improve supply chain performance considerably if firms are to compete globally. The company need to develop more efficient services and networking to compete in the market. They need to learn from progressive firms in developed economics, which have managed to improve supply chain management system to enhance the business and to become the competitor as well as leader in the market and the main motive of a firm is to satisfy the customers needs and demands.

Plastic industry is in demand for the society. The supply of the pipes, injections and other product to consumers involves so many steps / process.





List of Students undertaking field projects in BBA FT II Year

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH
BBA FT II Year
Academic Session 2023-2024
Field Project Details

S. No.	Enrolment Number	Names of the Students	Group/File Number	Title of Field Project
1	223510184	Sakshi Tiwari	1	Export Procedure of Baidyanath Ayurvedic Bhawan Pvt. Ltd.
2	223510170	Kajal Meena		
3	223510174	Nehal Tyagi		
4	223510165	Anuj Patel	2	Supply Chain Management of Bata
5	223510186	Deepanshu Patidar		
6	223510181	Vikas Patidar		
7	223510183	Aman Patel		
8	223510178	Suryansh Patidar		
9	223510160	Yashika Raj	3	Volkswagen's Trade Journey in India: Import-Export Insights and Analysis
10	223510167	Dev Jagwani		
11	223510192	Vivek Soni		
12	223510173	Mansi Verma		
13	223510164	Aditya Sharma	4	Study of Export Import Procedure and Documentation of Petfily
14	223510177	Ritesh Yadav		
15	223510179	Swarnim Dubey		
16	223510175	Pratvish Khantwal		
17	223510168	Haider Ali Bohra		
18	223510190	Ved Sohane		
19	223510176	Priyanshu Bharti	5	Import Procedure of Starnovation Pvt. Ltd.
20	223510162	Eshita Ujaniya		
21	223510244	Khushi Raghuvanshi		
22	223510171	Khushi Barhaiya	6	Inventory Management in Pifilite Industries
23	223510157	Pahal Puranik		
24	223510163	Abhinav Malviya		
25	223510169	Kabir Soni		
26	223510161	Dhiraj Khandelwal		
27	223510159	Neetu Kushwah		








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INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2023- 2024

Field Project submission

On

“Import Procedure of Starnovation Pvt. Ltd”

Research Scholar.
 Priyanshu Bharti.
 Eshita Ujjaniya
 Khushi Raghuwanshi
 Khushi Barhaiya
 Pahal Puranik

Shijji
 Research Guide
 Dr.Shijji Shukla

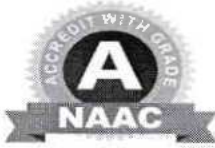
Abepat

Principal
 Dr.Aradhana Chouksey
 Date:

Dr. Aradhana Chouksey

External Examiner





CERTIFICATE

This is to certify that the Project Work entitled "Import Procedure of Starnovation Pvt. Ltd" has been accomplished by Priyanshu Bharti, Eshita Ujjaniya, Khushi Raghuwanshi, Khushi Barhaiya, Pahal Puranik under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA FT) from Indore Institute of Management and Research, Indore.

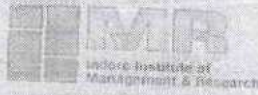
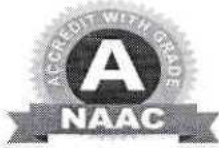
This work has not been submitted by her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date: 4/4/24

Place: Indore

Signature: Dr. Shijji Shukla





Indore Institute of
Management & Research

Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)

No. _____

Format G1

Date: 10/02/2024

To,

Cyruce saju
[Unit Manager]
Starnovation Pvt. Ltd

Cyruce

Subject: Information of project work under your supervision.

Dear Sir/Madam,

Madhya Pradesh Higher Education Department has issued instructions for project work under the supervision of a competent authority.

In this regard, your supervision is important as our students interested in pursuing their project work in your esteemed organization. I humbly request you to provide information regarding your organization/business in the enclosed format.

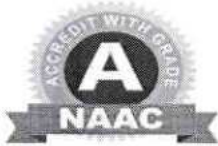
Thanking you

Enclosed - Format G2

[Signature]
Professor in-charge
Project Work

Prof(Dr.) Aradhana Chauhan
Principal
Seal





INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: *Khushi Barhaya, Eshita Ujainiya, Pooja Pawanik, Khushi Raghunanshi, Priyanshu Bharti*
 Class: *BBA-[FT], 2nd year.*
 Enrollment No.: *DX2207474, DX2207485, DX2207512, DX2207473, DX2207480*

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
STARRNOVATION Pvt. Ltd.	14-12-23	Introduction	<i>Khushi</i>	
	14-12-23	Area Under ops.	<i>Khushi</i>	
	14-12-23	Research Methodology	<i>Khushi</i>	
	22-12-23	Objectives of Study	<i>Khushi</i>	
	22-12-23	Company Profile	<i>Khushi</i>	
	5-01-24	Company values	<i>Priyanshu</i>	
	5-01-24	Industry to Market	<i>Priyanshu</i>	
	10-01-24	Product Price	<i>Priyanshu</i>	
	18-01-24	Payment System	<i>Khushi Barhaya</i>	
	18-01-24	Impact Document	<i>Khushi Barhaya</i>	
	24-01-24	Competitors	<i>Khushi Barhaya</i>	
	12-02-24	SWOT Analysis	<i>Khushi</i>	
	12-02-24	Conclusion & Suggestion	<i>Khushi</i>	
12-02-24	References	<i>Khushi</i>		



Format: P1

First Progress report of Project Work

(Handwritten 500 words)

1. Introduction of Project Work and related area-

The project work was based on the study of Import procedure of Starnovation Pvt Ltd. the interview was conducted to know the the competitors, strategy and value of the company. It includes the area of Import Export Industry where Aluminium Straps was: import from global market and transport Domestically.

2. Project work Plan-

We all decided to work in separate team of two people, where each member was allotted a specific task such as finding the company, contact it, field visit & interview procedure, collecting data, writing work, form filling etc. We visited the company according to the date & time which is suitable for all of the members. We distributed the topics and done research on it.

3. Division of work among Students-

We all 5 members works on different steps for the project. The contact of the company and basic industrial idea found by ESMITA UTHANVA. The 1st field visit and interview was conducted by KHUSHI BAHAIYA. WRITING work in the project was done by KHUSHI BAHAIYA. PRINTING & FORM Editing done by Priyanka Bharat and the GFR form filled and printed by PAHAL

4. Name of the Organization to be visited for Project related work-

The company we visited is - STARNOVATION Pvt. Ltd (Pardesipura, Indore)

5. Objective and Rationale of the Study-

- The ultimate objective is to study the import procedure of Starnovation Pvt. Ltd.
- Aluminium is in high demand and has greater scope in the trade market.
- Raw Aluminium is used by many company as Raw material.
- The company has the objective of Recycling the Aluminium and Reduction of mining Activities
- It increases the Market Value and ultimately helps in increasing GDP of the Country.





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CERTIFICATE OF COMPLETION

VISIT TO: STARNOVATION PVT LTD

Duration: 3Days, 18/01/24 to 20/01/24

This certificate is awarded to:

- KHUSHI BARHAIYA
- ESHITA UJJANIYA
- PAHAL PURANIK
- PRIYANSHU BHARTI
- KHUSHI RAGHUWANSHI

on completion of the field visit to STARNOVATION PVT LTD conducted by Indore Institute Of Management And Research, Rau during the month of January.

(Sign & Seal)
Cyrial
MANAGER



Registered Office : Suite Number 318, II Floor, Service Block, MPSEDC Building, Electronic Complex, Pardeshipura, INDORE - INDIA (M.P.) INDIA



INTRODUCTION

Starvation Pvt. Ltd is a global supplier and recycled ferrous & non-ferrous metals they a trusted partner to a range of companies across the recycling industry from processors refineries, smelters to manufactures. they handle all major categories of scrap and recycled non-ferrous metals including aluminium, Copper, lead, Brass and zinc. they operate as a global organization with their sales are centralized through our headquarters in the Indore, India. The scale and scope of our operation coupled with deep functional and industry expertise means our customers can rely on us to meet their near and long-term supply needs.

Respect - They listen and communicate directly openly. We place great effort in our responsibilities to customers and genuine in our desire to meet expectations.

Integrity - They are true to ourselves and our customers and suppliers. they





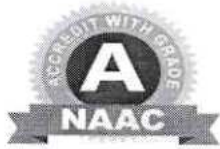
REFERENCE

Help from internet following website links
have been used in the completion
of this project file.

<https://starmovation.com>

<https://m.indiamart.com>





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**INDORE INSTITUTE OF MANAGEMENT
AND RESEARCH**



Batch 2022- 2025

Project

On

**“Volkswagen's Trade Journey in India: Import
Export, Insights and Analysis”**

Research Scholar

Yashika Raj, Dev Jagwani,
Vivek Soni, Mansi Varma,
Aditya Sharma

Principal

Chand
INDRE PARADHIN
CROUWEN



Research Guide

Dr Shiji Shukla

ABCP
External Examiner





CERTIFICATE

This is to certify that the Project Work entitled "Volkswagen's Trade Journey in India: Import Export, Insights and Analysis" has been accomplished by Yashika Raj, Vivek Soni, Dev Jagwani, Aditya Sharma, Mansi Varma under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Business Administration in Foreign Trade (BBA. FT) from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.



Date:

Signature:

Place:





Indore Institute of Management & Research

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Indore Institute of Management & Research

Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)

Format - G4

Feedback Form

To be filled by the trainer/supervisor

Name of the trainee student : Mansi Verma

Name of the college or Institution : IMR

Class : 2nd Year

Section & Enrollment Number : DX2207476

S. No.	Basis of Evaluation	Valuation Grade (A/B/C) #	Remark
1	Student regular attendance	A	Partial
2	knowledge gained by the student theoretical	A	Great
3	Skill/ practical knowledge gained by student during the project-duration	A	Excellent
4	Student's interest & seriousness in project work	A	determine
5	Attitude & behavior of student for learning during the project duration	A	Good & passionate
6	Ability of student to work as a team with collegeous & other members	A	well managed
7	Overall grade of the student	A	Excellent

Grade A-> excellent, B-> Good, C-> Average

Date : _____

Place : Indore



S. Pandey
 Signature of the supervisor
 Name : Saitesh Raj Pandey





Indore Institute of Management & Research

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+91 97714 32900
gm@vw-successautomobile.co.in
Khata No. 55, Khasra No. 20 Near Police Station Lasuriya Mori AB Road Indore 452010

February 02, 2024

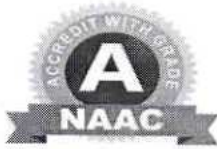
CERTIFICATE

This is to certify that Mr. Vivek Soni, Mr. Dev Jagwani, Mr. Aditya Sharma, Ms. Yashika Raj, and Ms. Mansi Verma conducted an insightful examination of "Volkswagen's Trade Journey in India: Import-Export, Insights and Analysis" as scholars at Volkswagen India's showroom premises. During this comprehensive study, we observed their collective commitment, honesty, and dedication to the assignment, showcasing diligence and professionalism in their approach. Their thorough analysis and keen observations have provided valuable insights into Volkswagen's trade operations in India.

For Volkswagen Indore, AB Road

R. Pandey
2/ Feb/24
Shailesh Raj Pandey
Manager HR & Admin





INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: *Yashika Raj, Dev Jagrani, Aditya Sharma, Vivik Sani*
 Class: *BBA FT 2nd year. Mansi Vauma*
 Enrollment No.: *DX2207543, DX2207469, DX2207466, DX2207466, DX2207476*

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
"volswagen's	Introduction	<i>Yashika Raj</i>	<i>[Signature]</i>	
	Objectives	<i>Aditya Sharma</i>	<i>[Signature]</i>	
Trade Journey	Hypothesis	<i>Yashika Raj</i>	<i>[Signature]</i>	
	Research Methods	<i>Dev Jagrani</i>	<i>[Signature]</i>	
In India:	Characteristics	<i>Dev Jagrani</i>	<i>[Signature]</i>	
	Products	<i>Mansi Vauma</i>	<i>[Signature]</i>	
Export Export	SWOT analysis	<i>Yashika Raj</i>	<i>[Signature]</i>	
	Competitive analysis	<i>Aditya Sharma</i>	<i>[Signature]</i>	
Insights	Learnings	<i>Vivik Sani</i>	<i>[Signature]</i>	
	Detailed analysis	<i>Dev Jagrani</i>	<i>[Signature]</i>	
"Analysis"	Findings	<i>Dev Jagrani</i>	<i>[Signature]</i>	
	Limitations	<i>Vivik Sani</i>	<i>[Signature]</i>	
	Conclusion	<i>Yashika Raj</i>	<i>[Signature]</i>	
	References	<i>Mansi Vauma</i>	<i>[Signature]</i>	





List of Students undertaking vocational projects in BBA FT II Year

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH
BBA(FT) II Year (Session: 2023-24)
VOCATIONAL PROJECT: E-Commerce and E-Business

Faculty Guide: Ms. Dimple Sukhija

S.No.	STUDENT NAME	TOPIC
1	PAHAL PURANIK	Study on Meesho Business Model
2	NEETU KUSHWAH	A study of software infrastructure of the logistics and supply chain in company Delivery
3	YASHIKA RAJ	An Explorative study on E-Business Model and Online Payment Methods of Hewlett Packard (HP)
4	DHIRAJ KHANDELWAL	D2C Market & Digital payment process of Patanjali
5	ESHITA UJJANIYA	A study on E-Business model of InsideKampus
6	ADHINAV MALVIYA	A study on Electronic Payment System of Online Grocery Shopping (ONDOOR)
7	ADITYA SHARMA	A study of Business Model and online marketing strategies of B2C Company: Lenskart
8	ANJU PATEL	E-Payment system of BATA
9	DEEPANSHU PATIDAR	To study the E-Business model of the leading E-Commerce platform: Flipkart and payment structure
10	DEV JAGWANI	A comprehensive study on E-Commerce Company: Blinkit
11	HAIDER ALI BOHRA	A study on Business model and digital marketing strategies: CarDekho
12	KABIR SONI	An explorative study of D2C model and Online Payment System of Firstcry.com
13	KAJAL MEENA	The study of online marketing strategies and payment system of Nykaa
14	KHUSHI BARHAIYA	A study on B2C Business model: PUMA
15	MANSI VARMA	Analyzing B2C E-Commerce Model of GO COLORS
16	NEHAL TYAGI	Comprehensive analysis to study D2C model of leading of E-Commerce Cosmetics company: Sugar
17	PRATYUSH KHANTWAL	A study on B2B Business Model: INDIA MART
18	PRIYANSHU BHARTI	A study on Payment System of Lakme
19	RITESH YADAV	A study on B2C Business Model & Digital Marketing Strategies: Myntra
20	SURYANSHU PATIDAR	The study of Online Supply chain management system of BlueDart
21	SWARNIM DUBEY	A study on Electronic Payment System & Digital Advertising: Domino's.
22	VED SOHANE	A study on Business model & Digital marketing strategies: BATA
23	VIKAS PATIDAR	A comprehensive analysis to study B2C model of E-Commerce Company: HAVELLS
24	VIVEK SONI	A comprehensive study on E-Business Model and Online Payment Methods of the company
25	AMAN PATEL	Online Marketing Strategies of Reliance JIO
26	SAKSHI TIWARI	The study of the E-Commerce B2C business model of Big Basket
27	KHUSHI RAGHUVANSHI	Not Submitted



Dimple Sukhija
Principal
Indore Institute of Management
and Research
Opp. IIM, Pithampur Road,
RAJ, INDORE (M.P.)

Dimple





**INDORE INSTITUTE OF MANAGEMENT AND
RESEARCH**



Batch 2021- 2024

Project

On

**“ONLINE MARKETING STRATEGIES OF
RELIANCE JIO”**

Submitted in the partial fulfillment for the

Requirement of BBA

DAVV, Indore

Research Scholar

Aman Patel



Research Guide

Prof. Dimple sukhija



**(25) BFT II
(VOC-2022-25)**





CERTIFICATE

This is to certify that the Project Work entitled "" has been accomplished by Aman
pate). under my guidance and supervision.

This project is being submitted by him as the partial fulfillment of requirements for
the award of Bachelor of Business Administration (BBA FT) from Indore Institute
of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any
degree or diploma. All sources of information and help have been duly mentioned
and acknowledged.



Date:

Signature: Project Guide

Place:



Introduction

E-business

Electronic business (e-business) alludes to the utilization of the internet, web, intranet or some other mix thereof to lead business (business is like web based business however it goes past the straight forward trading of items and administrations on the web (business in a lot more extensive scope of organizations processes for exp. example inventory network the board, electronic request handling and client relationship the executives e-business processes working all the more successfully and productively

E-commerce

Electronic Commerce (e-commerce) is the trading of labor and products or the communicating of assets or information



* Reference

Web references

- Reliance Jio : <https://www.jio.com/>
Reliance Industries Limited.
- Reliance Jio: marketing strategies to drive market penetration and revenue growth in India's telecom market: <http://www.researchandmarkets.com/reports/4018807/reliance-jio-marketing-strategies-to-drive-market>
- Reliance Jio Infocomm Limited company profile: <https://www.emis.com/php/company-profile/IN/reliance-jio-infocomm-limited-en-2545008.htm>





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INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2022-25

Project

On

**An explorative study on E- Business Model
and Online Payment Methods of Hewlett
Packard (HP)**

Submitted in the partial fulfilment for the
Requirements of the degree of BBA-FT

DAVV, Indore


Research Guide

Ms Dimple Sukhija



Research Scholar

Yashika Raj



(03) BFT II





Ms Dimple Sukhija

CERTIFICATE

This is to certify that the Project Work entitled "An explorative study on E- Business Model and Online Payment Methods of Hewlett Packard (HP)" has been accomplished by Yashika Raj under my guidance and supervision.

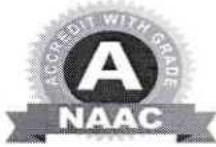
This project is being submitted by her as the partial fulfilment of requirements for the award of Bachelor of Business Administration in Foreign Trade (BBA FT) from Indore Institute of Management and Research, Indore.

This work has not been submitted by her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.



Research Guide





Sunshine Enterprise

UG-9 Vikram Square, Sch. No 71
Near Footh Kathi Square
Indore
Email : hpworldindore@gmail.com
State Name: Madhya Pradesh, Code: 23
GSTIN/UIN : 23AAXPN8643H1Z4

Certificate of Appreciation

This is to certify that Yashika raj has demonstrated exceptional dedication and outstanding contributions in their work at HP world for 15 days. Yashika's commitment to excellence, innovative problem-solving, and collaborative spirit have significantly enhanced the success of our team and the overall achievement of our goals. In recognition of these remarkable accomplishments, we express our sincere appreciation and gratitude for Yashika's valuable contributions to the success of HP. Your hard work and commitment to excellence are truly commendable.

Regards,

A. P. S. D. S.
12/02/24

HR Manager
HP Authorised
Sunshine Enterprises
UG-9 Vikram Square, Sch. No 71
Near Footh Kathi Square
Email : hpworldindore@gmail.com
State Name: Madhya Pradesh, Code: 23
GSTIN/UIN : 23AAXPN8643H1Z4





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**INDORE INSTITUTE OF MANAGEMENT
AND RESEARCH**



Batch 2022- 2025

Project

On

**“D2C MARKET & DIGITAL PAYMENT PROCESS
OF PATANJALI.”**

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

Dimple
Research Guide
Prof. dimple sukhija



Research Scholar
Dhiraj khandelwal

Dhiraj

(04) BFT II
(VOC-2022-25)





Indore Institute of Management & Research
Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)

CERTIFICATE

This is to certify that the Project Work entitled "D2C MARKET & DIGITAL PAYMENT PROCESS OF PATANJALI " has been accomplished by (Dhiraj khandelwal) under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Business Administration in Foreign Trade (BBA-FT) from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.



Date:

Signature: Project Guide

Place:





Indore Institute of Management & Research
Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)

PATANJALI

PATANJALI FOODS LIMITED

(Formerly Known as Ruchi Industries Limited)

Corporate Office : 601, Part B-2, 6th Floor, Metro Tower, Vijay Nagar, A.B. Road, Indore-452 010

Phone : +91 (731) 4767109 / 4767110 @ E-mail : corporate@patanjalifoods.co.in

CIN-L15140MH1986PLC038536

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Dhiraj Khandelwal student of Indore Institute of Management and Research has completely done project research on Patanjali under D2C Business model and payment process research on December 28, 2023 under the guidance of Mrs. Ravina Laddha.

During this period he has primarily involved in the field of research. He actively assisted with research work handled by me. He researched on consumer buying behavior also.

Mrs. Ravina Laddha.





Topic _____ Date _____ P. No. 01

Overview - Patanjali a renowned Indian Consumer goods Company, has a history that traces back to the efforts of Acharya Bhal Krishna and Swami Ramdev. The journey began as a small venture with a vision to provide the masses with high-quality herbal and natural products.

In the early 2000s Acharya Bhal Krishna, a close associate of Swami Ramdev, recognized the need for Ayurvedic products that were not readily available in the market. Intending to promote the ancient Indian science of Ayurveda, they decided to establish Patanjali Ayurvedic Limited. The Company was named after the prominent Sage, Maharshi Patanjali known for his contributions to Ayurvedic medicine.

Initially, Patanjali focused on manufacturing Ayurvedic medicines and herbal supplements. Their product gained popularity due to the natural ingredients and affordable pricing. This success encouraged the founders to expand their product range to personal care, food items and home care products.

Patanjali adopted a unique business model combining traditional Ayurvedic practices with modern manufacturing techniques. They established their own manufacturing unit and utilized extensive research and development to create high quality products.





Topic _____

Date: _____

P. No. 19

Conclusion

Patanjali business Model has Successfully Challenge the dominance of Multinational Companies in the Indian Consumer goods Market. By leveraging its brand image, adopting a unique Positioning strategy and offering a wide range of naturalistic and Ayurvedic Product, Patanjali has managed to win the trust and loyalty of Indian Consumer. Moreover the Company's direct distribution Model and Cost-effective Pricing Strategy have been instrumental in expanding its Reach and capturing a significant Market Share.

Despite its rapid growth and success, Patanjali faces challenges Maintaining its brand image and Product Quality and its scales. Competing with other established Multinational Companies, the Company must continuously innovate and adapt to changing Consumer Preferences.





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List of students undertaking field projects in BBA FT III Year

Indore Institute of Management and Research Field Project Details -BBA(FT) III Year Batch 2021-2024			
Sr. No.	Student Name	Title of the Field Project/Internship	Faculty Guide
1	FAIZAN KHAN	A Detailed Study on Packaging & Distribution of Balaji Wafers Pvt Ltd.	Dr. Anuradha Pathak
	BHAVENDRA SINGH CHANDEL		
	ISHIKA PATIDAR		
	VINAY KUSHWAH		
2	HONEY BAJAJ	Material Handling & Packaging Process of Spark Minda	
	LAKSH KHANDELWAL		
	TARUN PATEL		
3	SAKSHAM KUMAR	A Study on Distribution of Sanchi	
	ABHJEET DANGRA		
	MOHNISH SINGH CHOUHAN		
4	RITURAJ SINGH RATHORE	A Detailed Study on Logistics System of Sea Express Pvt Ltd.	
	SUJAL NAMDEO		
	ANUPRIYA PAWAR		
5	KAMYA VERMA	Vihaan Carry Corporation	
	RABAB YUSUF BARTAN WALA		
	VISHAL DHAKAD		
6	YIIG SHAH	Export & Import Documentation of Kohinoor Elastics	
	SATISH PATEL		
	SHIVAMRAJ PATIDAR		
7	SAMRUDDHI PITALE	A Study on Haldiram Pvt Ltd	
	KHUSHI SINGH		
	ARCHI PARIHAR		
8	MRITUNJAY SINGH YADAV	Marketing Internship at APEX Intelligence	
	SAHIL PATEL		
	AJAY SEN		
9	ARSH MEHAR	Export Procedure, Operation, Packaging & Material Handling of Narsim Baga Pvt Ltd.	
	SHRUTI BHADORIYA		
	AYUSH SINGH THAKUR		
	SARGAM SHARMA		
	SANDEEP BEHERA		
	VIKASH PANCHOLIYA		



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and Research
Opp. IIM, Pithampur Road
RAU, INDORE (M.P.)

Dr. Anuradha Pathak





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**INDORE INSTITUTE OF MANAGEMENT
AND RESEARCH**



Batch 2021-2024 Project

On

**“Export and Import documentation of
Kohinoor Elastics”**

Research Scholar

Archi Parihar
Khushi Singh
Samruddhi Pitale
Mritunjay Singh Yadav



Principal

Research Guide
Anuradha Pathak

Prof. Anuradha Pathak

External Examiner





Indore Institute of Management & Research
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CERTIFICATE

This is to certify that the Project Work entitled "Export and Import documentation of Rubber Elastics" has been accomplished by Archi Parihar, Samruddhi Pitale, Khushi Singh and Mritunjay Singh Yadav under my guidance and supervision.

This project is being submitted by them as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA) Foreign Trade from Indore Institute of Management and Research, Indore.

This work has not been submitted by them anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.



Signature: Prof





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Plot No. 50,51,60,61, Pologround
Industrial Estate, Indore - 452015 India
Phone : +91-731-2424034, 2420048
E-mail : contact@kohinoorelastics.com
Website : www.kohinoorelastics.com

Ref. No.

Date

This is to certify that the students of Indore Institute of Management and Research Ms. Khushi Singh, Archi Parihar, Samrddhi Pitale and Mritunjay Singh Yadav have done their project of Bachelor of Business Administration foreign trade at Kohinoor elastics.

We wish them all the success and achievements for the future.



Introduction

Jacquard fabric is traded all over the world. Export analysis data shows that nearly twenty countries and regions actively import jacquard fabric from India. The total export value is 11 million USD. So, if any exporter wants to export jacquard fabric, they can easily opt guide to export.

The following information shows that 5 countries actively export jacquard fabric from India, some are Vietnam, United States and Netherlands.

India is one of the top 3 countries who exports most jacquard fabric.

Before concluding a supply contract with foreign buyer, the exporter makes sure that the client whom he is dealing with is creditworthiness. He can do either through a local representative who has a better knowledge of knowing the client.





Date / /
Page 53

Bibliography

www.kohincarelastics.com

www.linkedin.com

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epcindia.org

aepcindia.com





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**INDORE INSTITUTE OF MANAGEMENT
AND RESEARCH**



Batch 2023- 2024

Project

On

**“A Detailed study on Packaging and Distribution
Channel of BALAJI WAFERS PVT LTD”**

Research Scholar

FAIZAN KHAN
BHAVENDRA SINGH CHANDEL
ISHIKA PATIDAR
VINAY KUSHWAHA
HONEY BAJAJ



DR. ANURADHA PATHAK

Principal

External Examiner





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CERTIFICATE

This is to certify that the Project Work entitled "A Detailed study on Packaging and Distribution Channel of BALAJI WAFERS PVT LTD", has been accomplished under my guidance and supervision.

This project is being submitted by **Faizan Khan , Bhavendra Singh Chandel , Ishika Patidar , Vinay Kushwaha , Honey Bajaj** as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA) FT from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.



Date:

Signature:





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08/24, 12:35 PM

IMG_0007.jpg



Format G3

No. _____

Date : _____

To,

*Balaji wafers pvt
 Old Gomulay Bhesley
 Industrial Area RD Indore.*

Subject : Project work in your supervision

Dear Sir/Madam,

Madhya Pradesh Higher Education Department has issued instructions for subject project work for the college student under the supervision of a competent authority.

In this regard your supervision is important as our students are interested in pursuing their project work in your esteemed organization. We request your cooperation in providing training/project work to our student and also provide feedback in the enclosed format after the training/project work, with information on the training knowledge and skill so as to provide basis of evaluation of student performance after the training.

Thank you

- Enclosed : 1. Feedback form (Format G4)
 2. Student list for training



[Signature]
 (Professor In-charge)
 Project Work

[Signature]
 Prof(Dr.) Aradhana Chouksey
 Principal
 Seal

Opp. IIM(Indore), Raj-Pithampur Road, Raj, Indore (MP) - 451112
 S. 0781 401040 | F. 0781 401040 | Toll Free : 1800 403 8269

https://mail.google.com/mail/u/0/?ui=2&ik=box/FMczGxRkBBzTDHmJLGMnMFxvVCP?projector=1&messagePartId=0.2

1/1



Format: P1

First Progress report of Project Work

(Handwritten 500 words)

1. Introduction of Project Work and related area-

Our project titled "Packaging, Distribution channels, and material handling in foreign trade" delves into the intricate dynamics of snack industry, with specific focus on Balaji Wafers Pvt Ltd. In Indore. The industry holds paramount importance in the global market demanding a nuanced understanding of packaging strategies and distribution.

2. Project work Plan-

Our project plan outlines the step we have taken to ensure a comprehensive study. It encompasses thorough research, a factory visit to Balaji and a small interview and ^{also} telephonic interviews with personnel. Also a holistic view of the packaging and distribution practices employed by the company.

3. Division of work among Students-

To ensure efficiency and depth in our study, we have strategically divided responsibilities among team members where Palzan Khan focus on strategies of packing.

- Vinay Kushwaha oversees the product profile
- Honey Bajaj focus on Data analysis and questionnaire
- Bhavendra Singh chandel explores distribution channel.
- Ishika focused on Introduction and



BIBLIOGRAPHY

We had used various secondary and primary data to complete the project.

- 1) Company visit and telephonic interview
- 2) secondary data questionnaire of consumer and Distributors perspective
- 3) questionnaire based on telephonic interview

website used :-

- 1) Balaji wafers official website
- 2) Balaji wafers scribd information
- 3) New articles
 - India today .com
 - Business to Business .com

4) Distribution channels website -

- 1) ~~the~~ thefasttrainofbusiness.com
(A site where we found a thorough study of distribution channel of Balaji wafers.)

5) Innovative Packaging Solutions





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List of students undertaking vocational projects in BBA FT III Year

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH
BBA (FT) III Year (Session: 2023-24)
VOCATIONAL PROJECT: International Advertising and Brand Management
Faculty Guide: Dr. Vinayak Khare

Sr.No	Name of the Student	Topic
1	Rabab Yusuf Bartanwala	Detail Study on Branding and Advertising strategy of "NIKE INC"
2	Sahil Patel	A Study on Make My Trip
3	Saksham Kumar	A detailed Study of Branding and Advertising on Domino's Pizza
4	Mritunjay Singh Yadav	A detailed Study of Branding and Advertising on TATA Motors
5	Kanya Verma	A detailed Study of Branding and International Advertising on Christian Dior SE
6	Ishika Patidar	A detailed Study of Branding and Advertising on Nivea
7	Honey Bajaj	A detailed Study of Branding and Advertising on Amul Pvt Ltd.
8	Faizan Khan	A detailed Study of Branding and Advertising on Godrej Pvt.Ltd
9	Bhavendra Singh Chandel	A detailed Study of Branding and Advertising on Balaji Wafers Pvt.Ltd
10	Arsh Mehar	A detailed Study of Branding and Advertising on TATA SALT
11	Ayush Singh Thakur	A Study of Digital Marketing Strategy of Skoolearn.in
12	Archi Parihar	A detail study on International marketing of Dermalogica
13	Anupriya Panwar	A Study on Branding and Advertisement of Sugar Cosmetics
14	Ajay Sen	A Detail Study on Dabur Indian Ltd
15	Abhijeet Dangra	A Study on Advertising and Branding of Puma International Ltd
16	Rituraj Rathore	A Study on Advertising and Branding of Haldi Ram
17	Tarun Patel	A Study on International Advertisement and Brand Management of KFC
18	Vikas Pancholiya	A Study on Branding and Advertisement of Air Tel
19	Vishal Dhakad	A Detail Study of Branding and Advertising of Puma
20	Yug Shah	A Study on Branding and Advertising Strategies of Raymond Luxury Cotton Ltd -
21	Vinay Kushwah	A Study on Advertising and Branding of Boat Pvt. Ltd
22	Sujal Namdeo	A Study on Branding and Advertising of First Cry
23	Laksh Khandelwas	A Study on Branding and Advertising of Macdonald
24	Mohnish Singh Chouhan	A Study on Advertising and Branding of Reebok International Ltd
25	Satish Patel	A Study on Branding and Advertising of Adidas
26	Shivam Raj Patidar	A Study on Process of Customer Satisfaction of Tata Motors
27	Sandeep Behara	A project Report on Coca-Cola and its advertising and Branding
28	Sargam Sharma	A Study on Marketing Strategies of Amul
29	Khushi Singh	A Study on International Marketing of Rare Beauty
30	Shruti Bhadoria	A Study on Branding and Marketing Strategies of Cadbury Indian
31	Samruddhi Pitale	A Study on International Marketing of Fenty Beauty



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**INDORE INSTITUTE OF MANAGEMENT
AND RESEARCH**




Batch 2021- 2024 Project

On


“International Marketing of Rare Beauty”

Research Scholar
Khushi Singh


Research Guide
Prof. Vinayak Khare

Principal
Dr. Anandhona Choudhary




External Examiner

Date:





CERTIFICATE

This is to certify that the Project Work entitled " **International Marketing of Rare Beauty** " has been accomplished by Khushi Singh under my guidance and supervision.

This project is being submitted by her as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA) from Indore Institute of Management and Research, Indore.

This work has not been submitted by her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.



Date: 12/2/24

Signature: Prof Vinayak Khare

Place: Indore



Date _____
Page _____

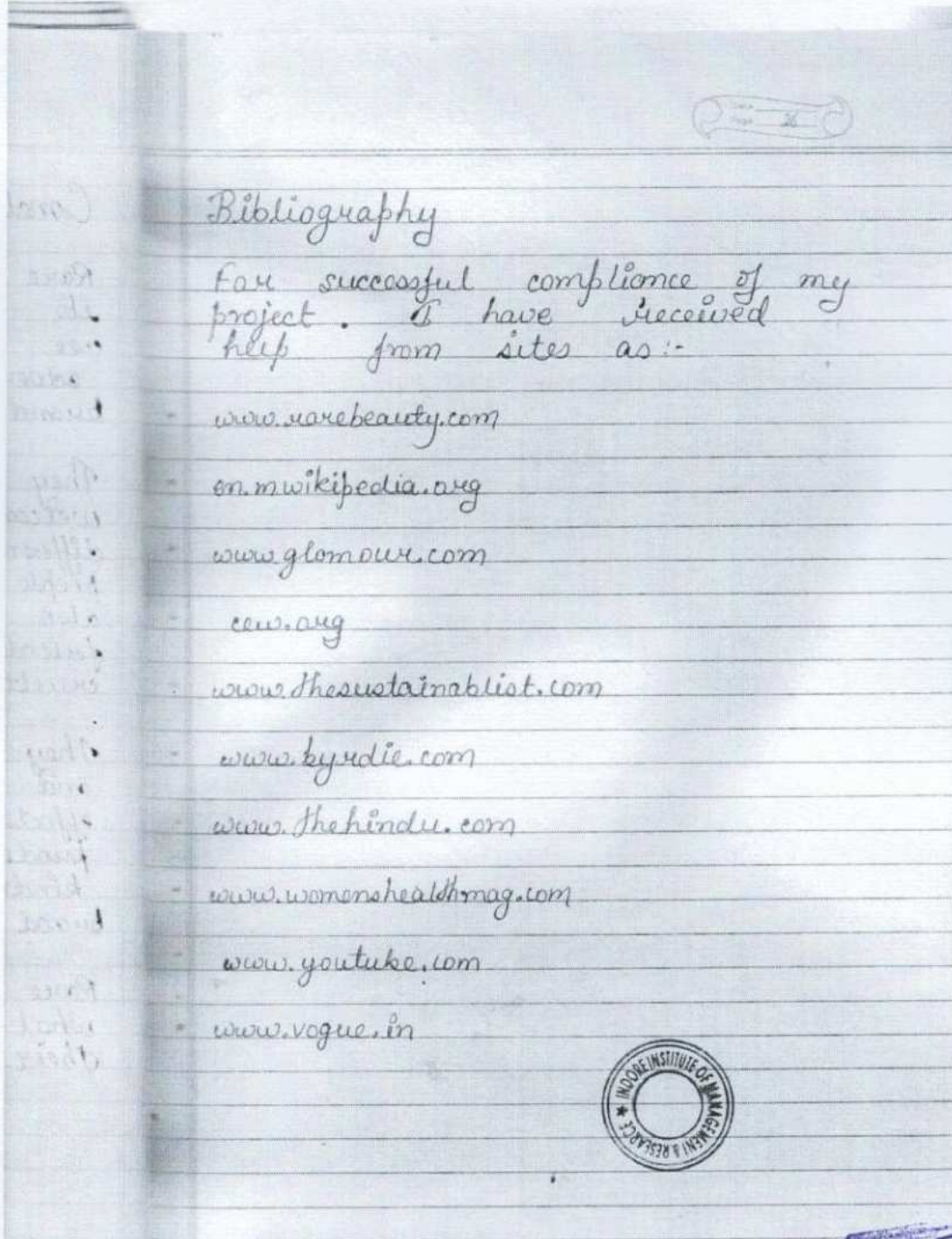
Introduction

Global advertising is the use of showcasing standards by businesses in at least one than one country. It is workable for organisations to reach business in practically any country all over the planet or world because of the advances in worldwide advertising.

In simple words, worldwide advertising is exchange of labour and products among various nations. The system of arranging and executing the sales, advancement and appropriation of items and administrations is the equivalent around the world.

Lately, companies are not only limited to their public boundaries but rather are open for worldwide advertising. With the rising change in clients' request, decisions, inclinations and taste, the economies are extending and giving way to more serious showcasing. Accordingly, associations need to answer quickly to the requests of the clients with obvious promoting methodologies.





Bibliography

For successful complience of my project. I have received help from sites as:-

- www.uakrebeauty.com
- en.m.wikipedia.org
- www.glamour.com
- www.cew.org
- www.thesustainablelist.com
- www.byrdie.com
- www.thehindu.com
- www.womenshealthmag.com
- www.youtube.com
- www.vogue.in





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BBA

List of Students undertaking field projects in BBA I Year

Indore Institute of Management and Research
BBA I Year (Batch 2023-2026)
Details of Field Projects

Group	Name of Student	Title of the Projects	Project Guide
1	KRISHNA CHOUIHAN	RELIANCE TRENDS	CS. AASTIK DAVE
	ASHWIN CHOUDHARY		
	DIYA PATIDAR		
	ARPITA PATIDAR		
	ISHIKA SINGH		
ADITYA ROY			
2	ASTHA MISHRA	McDonalds	
	DIYA MUNDRA		
	KHUSHBOO NAVLANI		
	KHUSHI RAIKWAR		
3	DRASHI POKWAL	DMART	
	HRIK CHOUIHAN		
	MAYUR PATEL		
4	ASHISH PARAS	MARKETING STRATEGIES OF TRENDS	
	KARTIK MALVIYA		
	MANS PATIDAR		
	ADITYA PATIDAR		
5	HEMANT DUBEY	DOMINOS	
	ISHIKA PANCHOLI		
	ANUKUL KUMAR		
	DHRUV SHARMA		
	HIMANSHU CHOURE		
	LABSHI KOTIARI		
6	MAYURI PAWAR	ORAGANISATION STUDES OF LAPINOZ PIZZA	
	ARYAN CHAUKSEY		
	ARVIND LULANI		
	HITESH PATIDAR		
	ANSHUL KUSHWAH		





8	ISHWAN DIKAR MD	* ASN AGRI GENETIC PVT. LTD.
	JAYDEEP PATIDAR	
	ANSHITA JAIN	
	ANUSHREE RAI	
	ANSHPREET KAUR	
	ANNU MISHRA	
9	HARSH JAIN	DIGITAL TRANSFORMATION IN RETAIL
	KHUSHI TANWAR	
10	DHRUV PAWAR	AADHAR AGMARK MASALE
	DEEPAI KOTIARI	
	HARSHITA PATIDAR	
	MAYANK MALI	
	HARSHAL TIWARI	
	JATIN YADAV	
11	CHEITNA VERMA	SHREE INSULATIONS INDIA PVT. LTD.
	PRIYANSHI PARIHAR	
	SANDHYA PANCHAL	
	VIRENDRA PARIHAR	
	NILESH SUNER	
12	TALHA SIDDIQUE	PRODUCTS AND MACHINES OF ASHISH IRON AND INDUSTRIES
	PRAVEEN PAWAR	
13	VEDIKA VAISHNAV	CATALIZING AGRICULTURE GROWTH AT SHAKTI PUMPS
	RASHI KELOTRA	
	RINKI GUPTA	
	SHEETAL MEHAR	
14	RISHITA RATHORE	MARKET POTENTIAL OF PATANJALI LTD.
	SWARNA GAVSHINDE	
	SHRADDHA RATHORE	
	RIODDHI JAIN	
15	PRATHAM PARIHAR	MARKETING STRATEGIES OF PIZZA HUT
	RAGHAV JOSHI	
	VAIBHAV SAXENA	
	SATISH BORANA	
		STUDY ON CHAI SUTTA BAR





16	NANDINI PATIDAR	FINANCIAL ANALYSIS OF EICHER MOTORS	DR. ASHA MISHRA
	NEHA SAH		
	NIDHIKA PATIDAR		
	RIYA SAHU		
17	NANDINI TIWARI	MARKETING STRATEGIES OF SOCH APPARELS PVT. LTD.	
	SIMARJEET SINGH GURUDATTA		
	SHILPA SINGH		
18	RAGINI GUPTA	STUDY ON VOLVO EICHER POWERTRAIN (VEPT)	
	VANSHIKA AGRAWAL		
	PRIVANSHI		
	PALAK YADAV		
19	TANU BISWAS	CONSUMER BUYING BEHAVIOUR OF J-MART	
	RISHI RATHORE		
20	VINAMRA RATHORE	STUDY ON EICHER	
	YASH PATIDAR		
	VIVEK KUSHWAH		
21	RITIK RAGHUVANSHI	MARKETING STRATEGY OF MBA CHAI WALA	
	SANIKA NIMJE		
	YASH PATEL		
	YASHASVI RAIKWAR		
22	VEDANSH RAI	PRODUCTION SURVEY OF TATA STEEL	
	RAGHAV MAHESHWARI		
	TOSHI TIWARI		
	PARV MAHESHWARI		
23	RAHUL JAIN	BLACKROCK	
	RISHI MEENA		
	RUDRA PRATAP SOLANKI		
	SHIVAM SINGH DHANAWAT		





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INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2021- 2024

Project

On

“DIGITAL TRANSFORMATION IN RETAIL”

Submitted in the partial fulfillment for the
Requirements of the degree of BBA

DAVV, Indore



Acate
Research Guide

Research Scholar (Name of all Students)

ANSHITA JAIN
ANUSHREE RAI
ANSHPREET KAUR
ANNU MOHARRA
HARSH JAIN

(08) BBA. I Field
PRO. 2023-24





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CERTIFICATE

This is to certify that the Project Work entitled "Digital Transformation in Retail" has been accomplished by Research scholars under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA) from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date:

Aasta
Signature: Project Guide

Place:





TABLE OF CONTENTS

Chapter No	Contents	Page No.
1.	Introduction	
2.	Abstract	
3.	Objectives of the Research Paper	
4.	Key Areas of Research	
5.	Methodology	
6.	Historical context of Retail industry	
7.	Digital Transformation	
8.	Customer centric focus	
9.	Digital tools and technologies commonly used in retail	
10.	Case Studies	
11.	Questionnaire Questions based Analysis Report	
12.	Challenges faced by Retailers	
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14.	Dissemination	
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INTRODUCTION

The 21st Century has witnessed a revolution in retail, driven by the meteoric rise of digital technologies. From online shopping giants to personalized mobile experiences, the way consumers shop and interact with brands has undergone a seismic shift.

This report examines the intricate relationship between digital transformation and the retail industry, shedding light on its multifaceted impact and paving the way for future success.

The retail landscape in India stands at the crossroads of an unprecedented transformation, where the traditional contours of brick-and-mortar establishments are being reshaped by the relentless focus of digitization. This metamorphosis, often referred to as digital transformation, is not merely a technological



g

02



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Feedback Form

To be filled by the trainer/ supervisor

Name of the trainee student : Hansh Jain
 Name of the college or institution : Indore Institute of Management & Research
 Class : BBA (Plain)
 Section & Enrollment Number : DX2314662

S. No.	Basis of Evaluation	Valuation Grade (A/B/C) #	Remark
1	Student regular attendance	B	GOOD
2	knowledge gained by the student theoretical	A	EXCELLENT
3	Skill/ practical knowledge gained by student during the project duration	B	GOOD
4	Student's interest & seriousness in project work	B	GOOD
5	Attitude & behavior of student for learning during the project duration	A	EXCELLENT
6	Ability of student to work as a team with collegeous & other members	A	EXCELLENT
7	Overall grade of the student	A	EXCELLENT

Grade A-> excellent, B-> Good, C-> Average

Date :

Place :



Signature of the supervisor

Name :

Seal



Opp. Mithlindore, Raju-Pithampur Road, Raju, Indore (M.P.) - 451331
 (C) 0731-4016543 | Fax: 0731-4010192 | Toll Free: 1800 101 3004





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  | **Indore Institute of Management & Research**
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Format - G2

Organization Information & consent for the project work

- Name of organization and registration : K2 Book Stationary
- Type of (Private/Govt/Semi Govt/ Other) : Private
- Department of the organization where supervision will be done : Digital Transformation
- No. of people working in the organization in different posts. : NW
- Expected maximum number of student which can be trained in the organization : NW
- Possibility of getting employment in organized/unorganized sector after training in the organization : NW
- Any other special information : NW

I agree to provide training to Number of students of Indore Institute of Management and Research, Indore in organization/Personal Supervision


K2 Book Mart & Stationery
Arya Samaj Mandir Road, RAU
MOSHI
Signature of Head

Opp. IIM(Indore), Park Post, Indore, M.P., India - 462013
☎ 0731-402648 | FAX: 0731-402602 & 402611 | E-MAIL: iim@iimindore.org





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C-16

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



SESSION: - 2024-25

BBA (PLAIN) FIRST YEAR

FIELD PROJECT

FINANCIAL ANALYSIS OF EICHER MOTORS LTD.

Ash
 SUBMITTED TO
 DR. ASHA MISHRA MAM
 ASSISTANT PROF.



SUBMITTED BY
 NANDINI PATIDAR *Nandini*
 NEHA SAH *Neha*
 NIDHIKA PATIDAR *Nidhi*
 RIYA SAHU *Riya*

**(16) BBA. I Field
 PRO. 2023-24**





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CERTIFICATE OF COMPLETION

Ms.Nandini Patidar, Ms. Neha Sah, Ms.Nidhika Patidar, Mr.Riya Sahu


Has successfully completed the department study on the startup survey

Eicher Motors Ltd. From 16 Dec 2023

We found them sincere, hardworking, dedicated and result oriented.

They worked well with the team during tenure. We take this opportunity

to wish them all the best for there future endeavor


Sheetal Vyas

Plant Manager Founder





Friends
PAGE NO.:
DATE:

S.No.	PARTICULAR	PAGE NO.
1.	INTRODUCTION ABOUT THE COMPANY.	
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1.2	History	
1.3	Group structure	
1.4	Milestone	
1.5	Company Profile	
1.6	Basic Details of the Company.	
2.	COMMON SIZE STATEMENTS	
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2.2	Common Size Statement of Balance sheet -	
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5.	RECOMMENDATION & SUGGESTION.	
6.	CONCLUSION.	
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Date: / / Page no: 02

The company's engineering component plants - located at Gurgaon, Haryana and Dewas, MP - manufacture gears, gear boxes, and other components. The company is also involved in management consultancy services and customized. It has a joint venture agreement with Volvo AB. The company has a strong network of 142 dealers distributed across India. Eicher Motors is present in over 40 countries across the world. Most of the exports are to south Asia, West Asia, and African countries.

EICHER MOTORS LIMITED.

EML was incorporated in 1982 and introduced its first product, the Canter, a 6 ton GVW truck manufactured at its state of the art plant at PITAMPUR, INDORE in collaboration with Mitsubishi Motors Corporation, Japan, in 1986.

The maiden offering soon created a strong customer base for itself.

From a single 6 TON GVW truck in 1986, our range today, extends 5T to 16T GVW trucks and the skylino and volta range of Buses.

All the products can be offered in BSII compatible options. We also have arguably the best CNG technology in the world in our CNG Buses.

In India, EICHER MOTORS has consistently performed the industry in terms of growth and currently holds over 30% market share in the





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**INDORE INSTITUTE OF MANAGEMENT
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Batch 2023- 2026

Project

On

“Marketing Strategy of Pizza Hut”

Research Scholar
Rishita Rathore
Swarna Gavshinde
Shraddha Rathore
Riddhi Jain


Research Guide
Dr. Asha Mishra

Principal
Dr. Aradhana Chouksey



External Examiner

Date:





Indore Institute of Management & Research
Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)

CERTIFICATE

This is to certify that the Project Work entitled "Marketing Strategy of Pizza Hut" has been accomplished by Rishita Rathore, Swarna Gavshinde, Shraddha Rathore and Riddhi Jain under my guidance and supervision.

This project is being submitted by them as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA) from Indore Institute of Management and Research, Indore.

This work has not been submitted by them anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date:

Signature:

Place: Indore

Dr. Asha Mishra





Organization Information & consent for the project work.

1. Name of organization and registration: PIZZA HUT - AI
2. Type of (Private/Govt/Semi Govt/Other): PRIVATE
3. Department of the organization where supervision will be done: NIL
4. No. of people working in the organization in different posts: NIL
5. Expected maximum number of student which can be trained in the organization: NIL
6. Possibility of getting employment in organized/unorganized sector after training in the organization: N/A
7. Any other special information: N/A

I agree to provide training to RISHITA/SWARNA/SHRADHA/RIDDHI Number of
students of Indore Institute of Management and Research Indore in
organization Personal Supervision.

Date



Signature of _____





Indore Institute of Management & Research
 Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)



Format - G4

Feedback Form

To be filled by the trainer/ supervisor

Name of the trainee student: RISHITA RATHORE
 Name of the college or Institution: INDORE INSTITUTE OF MANAGEMENT & RESEARCH
 Class: BBA - 1st 'B'
 Section & Enrollment Number: _____

S. No.	Basis of Evaluation	Valuation Grade (A/B/C) #	Remark
1	Student regular attendance	A	Excellent
2	Knowledge gained by the student theoretical	B	Good
3	Skill practical knowledge gained by student during the project duration	B	Good
4	Student's interest & seriousness in project work	A	Excellent
5	Attitude & behavior of student for learning during the project duration	A	Excellent
6	Ability of student to work as a team with colleagues & other members	B	Good
7	Overall grade of the student	A	Excellent

Grade A -> excellent, B -> Good, C -> Average

Date :

Place :



Signature of the supervisor

Name: [Signature]

Seal

Opp. HM Indore 1, Ra-Prasampur Road, Wazirpur, Indore 474 001. Ph: 0731-2511111
 C-4921, Kirti Park, Indore - 474001. Ph: 0731-2511111





Format: P1

First Progress report of Project Work

(Handwritten 500 words)

1. Introduction of Project Work and related area-

This field project delves into the innovative marketing strategies employed by pizza hut, a unique chain in India. An investigation spans from SWOT analysis and ROI calculations to a comprehensive SWOT analysis.

2. Project Work Plan-

The project aims to dissect the innovative strategies of pizza hut marketing magic a unit to their HR offered inside view while Online Research, a key employee Interview provides data a unique perspective

3. Division of work among Students

all done by Rishika Pathore, and team.

4. Name of the Organization to be visited for Project related work-

Pizza hut Bhawankua Indore (M.P.)

5. Objective and Rationale of the Study

- A) understanding the innovative Marketing Strategies behind pizza hut Success.
- B). evaluating the cost effectiveness and ROI.
- C) Identify potential loopholes or area of Improvement.





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Pizza Hut

CERTIFICATE OF COMPLETION

This certificate is presented by Rishita Rathore, Swarna Gavshinde, Shradha Rathore and Riddhi Jain in recognition of successfully completion of the **FIELD PROJECT**. The project Was conducted in **INDORE, MADHYA PRADESH, INDIA**

This students demonstrated about their management skills. Their contribution were instrumental completion of the field project.

This certificate is presented as a token of appreciation for their hard work and dedication.

DATE : 2024-02-01





COMPANY PROFILE

Pizza Hut is an American restaurant chain and international franchise which was founded in 1958 in Wichita, Kansas by Dan and Frank Carney. The company is known for its Italian American cuisine menu, including pizza and pasta, as well as dishes and desserts.



- TYPE - wholly owned subsidiary
- INDUSTRY - Restaurants
- FOUNDED - June 15, 1958; 61 years ago
Wichita, Kansas, U.S.
- FOUNDERS - Dan Carney Frank Carney
- (1) HEADQUARTERS - 7100 Corporate Dr., Plano, Texas
- NUMBER OF LOCATION - 18,481 restaurants worldwide (2)
- KEY PEOPLE - Micah Cory (President
Pizza Hut U.S.) (3)





CONCLUSION

Pizza hut has many targets which it has achieve in a given period of time. The time-period is mostly a year. Therefore, in order to fulfill the targets different strategies are adopted by pizza hut. It can be concluded that these strategies have been successful and there is flexibility in the strategies, as they can be changed with the changes in the market conditions as well as the targets. However, with competition increasing from Pizza hut. Pizza hut uses many promotional strategies. This promotion is also distributed mainly by mail, but also by fliers on college campuses around the country in order to reach the target market.





List of Students undertaking vocational projects in BBA I Year

Indore Institute of Management and Research
BBA I Year Batch 2023-2026
Vocational Project Details

Sl. No.	Student Name	Section	Project Topic	Faculty Mentor
1	AASTHA MISHRA	A	E-LEARNING ON VOCATIONAL TRAINING	DR. RESHU AGRAWAL
2	ADITYA PATIDAR	A	E-LEARNING	DR. RESHU AGRAWAL
3	ADITYA ROY	A	IT IN AGRICULTURE	DR. RESHU AGRAWAL
4	ANVU MISHRA	A	UNDERSTANDING OF BASICS OF COMPUTER SOFTWARE	DR. RESHU AGRAWAL
5	ANSHITA JAIN	A	WORKING WITH PLOTS AND FORMULA IN EXCEL	DR. RESHU AGRAWAL
6	ANSHPREET KALR	A	MEDIA STREAMING AND E-PUBLICATION	DR. RESHU AGRAWAL
7	ANSHUL KUSHWAH	A	HOW TO INSERT FORMULA IN EXCEL	DR. RESHU AGRAWAL
8	ANIKUL KUMAR	A	BASICS OF WORDPAD IN REPORT WRITING	DR. RESHU AGRAWAL
9	ANUSHREE RAI	A	THE ROLE OF IT IN "SOCIAL NETWORKING"	DR. RESHU AGRAWAL
10	ARPITA PATIDAR	A	WORKING IN EXCEL WITH GRAPHS	DR. RESHU AGRAWAL
11	ARVIND LULANI	A	HOW E-COMMERCE UPGRADE OUR LIFE - AMAZON	DR. RESHU AGRAWAL
12	ARIYAN CHOJKSEY	A	ATM - AN IT INNOVATION IN OUR DAILY LIFE	DR. RESHU AGRAWAL
13	ASHISH PARAS	A	HARD DISK AND ITS TYPES	DR. RESHU AGRAWAL
14	ASHWIN CHOUDHARY	A	WORDS WITH FORMULA IN EXCEL	DR. RESHU AGRAWAL
15	DEEPAI KOTHARI	A	SOCIAL MEDIA IN OUR DAILY LIFE	DR. RESHU AGRAWAL
16	DHRUV SHARMA	A	E-LEARNING	DR. RESHU AGRAWAL
17	DIYA MUNDRA	A	IT IN TRANSPORTION	DR. RESHU AGRAWAL
18	DIYA PATIDAR	A	E-GOVERNANCE	DR. RESHU AGRAWAL
19	DRASHTI PORWAL	A	IT IN TRAVELLING	DR. RESHU AGRAWAL
20	HARSH JAIN	A	IT IN MEDIA STREAMING	DR. RESHU AGRAWAL
21	HARSHAL TIWARI	A	E-COMMERCE ENABLED FLIPKART AND ITS ANALYSIS	DR. RESHU AGRAWAL
22	HARSHITA PATIDAR	A	THE ROLE OF SOCIAL MEDIA IN TODAY'S WORLD	DR. RESHU AGRAWAL
23	HEMANT DUBEY	A	IT IN TRANSPORTATION	DR. RESHU AGRAWAL
24	HIMANSHU CHOLRE	A	IT IN BANKING SECTOR	DR. RESHU AGRAWAL
25	HRIKTI CHOUHAN	A	IT IN GAMING FREE FIRE	DR. RESHU AGRAWAL
26	ISHIKA SINGH	A	E-COMMERCE PAYMENT SYSTEM (PHONE PE)	DR. RESHU AGRAWAL
27	MATIN YADAV	A	IT IN CYBER SECURITY	DR. RESHU AGRAWAL
28	KARAN DHAKAD	A	IT IN E-GAMING	DR. RESHU AGRAWAL
29	KARTIK MALVIYA	A	IT IN SECURITY	DR. RESHU AGRAWAL
30	KHUSHBOO NAVLANI	A	POWER POINT PRESENTATION	DR. RESHU AGRAWAL
31	KHUSHI RAIKWAR	A	E-BANKING	DR. RESHU AGRAWAL
32	KHUSHI TANWAR	A	EXCEL	DR. RESHU AGRAWAL
33	KRISHNA CHOUHAN	A	BASIC REPORT WRITING IN WORD	DR. RESHU AGRAWAL





Indore Institute of Management & Research
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34	LABDHI KOTHARI	A	ELECTRONIC PAYMENT SYSTEM	DR. RESHU AGRAWAL
35	MANAS PATIDAR	A	IT IN AGRICULTURE - SPECIFICIALLY ON AGRICULTURAL TOOLS	DR. RESHU AGRAWAL
36	MAYANK MALI	A	E- LEARNING	DR. RESHU AGRAWAL
37	MAYUR PATIL	A	IT IN FOOD DELIVERY	DR. RESHU AGRAWAL
38	MAYURI PAWAR	A	ARTIFICIAL INTELLIGENCE IN AGRICULTURE	DR. RESHU AGRAWAL
39	DHRUV PAWAR	A	GOOGLE FORM	DR. RESHU AGRAWAL
40	HITESHI PATIDAR	A	TRAFFIC MANAGEMENT	DR. RESHU AGRAWAL
41	ISHIKA PANCHOLI	A	E- COMMERCE AND VIDEO MARKETING	DR. RESHU AGRAWAL
42	CHETNA VERMA	A	E- COMMERCE	DR. RESHU AGRAWAL
43	NANDINI TIWARI	B	IT IN EDUCATION	DR. RESHU AGRAWAL
44	NILESH SINGH SUNER	B	INTERNET OF THINGS	DR. HANISH KUKREJA
45	PALAK YADAV	B	APPLICATIONS OF IT IN SUPPLY CHAIN MANAGEMENT	DR. HANISH KUKREJA
46	PARV MAHESHWARI	B	IT IN AUTOMOBILES	DR. HANISH KUKREJA
47	PIYUSH CHOUDHARY	B	IT IN TRANSPORTE	DR. HANISH KUKREJA
48	PRIYANSHU	B	USE OF IT IN DIGITAL MARKETING IN E-COMMERCE	DR. HANISH KUKREJA
49	RAGHAV MAHESHWARI	B	IT IN TRANSPORTATION	DR. HANISH KUKREJA
50	RINKI GUPTA	B	USE OF PRINTING DEVISE IN EDUCATION AND CORPORATE	DR. HANISH KUKREJA
51	RISHI RATHORE	B	USE ON IT ONLINE EDUCATION AND ITS EFFECT ON LEARNING	DR. HANISH KUKREJA
52	RISHI MEENA	B	USEFULNESS OF KEYBOARD	DR. HANISH KUKREJA
53	RISHITA RATHORE	B	ROLE OF POWER POINT PRESENTATION IN BUSINESS	DR. HANISH KUKREJA
54	RITIK RAGHUVANSHI	B	INTERNET VS INTRANET	DR. HANISH KUKREJA
55	RIYA SAHU	B	AI IN BUSINESS	DR. HANISH KUKREJA
56	RUDRA PRATAP SOLANKI	B	IMPACT OF RAM IN COMPUTER	DR. HANISH KUKREJA
57	SANDHYA PANCHAL	B	INTERNET MARKETING TOOLS	DR. HANISH KUKREJA
58	SANIKA NIMBE	B	MIS OFFICE WORD ART	DR. HANISH KUKREJA
59	SATISH BORANA	B	TI IN HEALTHCARE ORGANIZATION	DR. HANISH KUKREJA
60	SHEETAL MEHAR	B	PERFORMANCE OF COMPUTER WITH HARD DISK VS SSD	DR. HANISH KUKREJA
61	SHILPA SINGH	B	USE OF BARCODE READER IN CORPORATE AND RETAIL SHOPS	DR. HANISH KUKREJA
62	SHIVAM SINGH DHANAWAT	B	USEFULNESS OF PROJECTORS IN EDUCATION AND SMART TV	DR. HANISH KUKREJA
63	SHRADOHA RATHORE	B	AI IN EDUCATION	DR. HANISH KUKREJA
64	SIMARJEET SINGH GURUDATTA	B	IT INFRASTRUCTURE PLANNING FOR STARTUPS	DR. HANISH KUKREJA
65	SWARNA GAVSHINDE	B	IT USE IN TAXATION	DR. HANISH KUKREJA
66	TALHA SIDDIQUI	B	SECURE THE VOTE: THE ROLE OF IT IN MODERNIZING VOTING MACHINE	DR. HANISH KUKREJA
67	TANU BISWAS	B	INTERNET SERVICE PROVIDER IN INDIA AND THEIR FUTURE	DR. HANISH KUKREJA
68	TOSHI TIWARI	B	APPLICATIONS OF ANTIVIRUS	DR. HANISH KUKREJA
69	VAIBHAV SAXENA	B	IT IN AGRICULTURE	DR. HANISH KUKREJA
70	VANSHIKA AGRAWAL	B	STUDY OF ELECTRONIC PAYMENT SYSTEM	DR. HANISH KUKREJA
71	VEDANSH RAI	B	EVOLUTION OF SPEAKERS	DR. HANISH KUKREJA





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72	VINAMRA RATHORE	B	TECHNOLOGY ADDICTION AND ITS DRAWBACKS	DR. HANISH KUKREJA
73	VIRENDRA PARIHAR	B	IMPACT OF E-COMMERCE ON THE SALES OF BUSINESS	DR. HANISH KUKREJA
74	VIVEK KUSHWAH	B	USE OF EXCEL IN EDUCATION AND HOSPITAL	DR. HANISH KUKREJA
75	YASH PATEL	B	USE OF AI IN HOSPITAL AND MEDICAL	DR. HANISH KUKREJA
76	YASH PATIDAR	B	DIFFERENT WAY OF WITHDRAWING MONEY FROM ATMS	DR. HANISH KUKREJA
77	YASHASVI RAIKWAR	B	DATA VISUALIZATION IN EXCEL	DR. HANISH KUKREJA
78	VAIDIKA VAISHNAV	B	PRESENTATION OF GRAPHS IN EXCEL	DR. HANISH KUKREJA
79	PRIYANSHI PARIHAR	B	HOW TO CREATE AN EFFECTIVE POWERPOINT PRESENTATION	DR. RESHU AGRAWAL
80	NANDINI PATIDAR	B	BASIC OF EGOVERNANCE	DR. RESHU AGRAWAL
81	NEHA SHAH	B	UNDERSTANDING IN COMPUTER SYSTEM: SYSTEM VS APPLICATION	DR. RESHU AGRAWAL
82	NIDHIKA PATIDAR	B	IT IN AGRICULTURE	DR. RESHU AGRAWAL
83	RAGNI GUPTA	B	UNDERSTANDING OF COMPUTER HARDWARE AND ITS FUNCTIONALITY	DR. RESHU AGRAWAL
84	RAHUL JAIN	B	THE ROLE OF IT IN EQUITY MARKET	DR. RESHU AGRAWAL
85	RASHI KELOYRA	B	FUNDAMENTAL OF EXCEL WITH SPECIAL EMPHASIS ON WORKING WITH FORM	DR. RESHU AGRAWAL
86	RIDDHI JAIN	B	RETAIL WITH OR WITHOUT IT	DR. RESHU AGRAWAL
87	PRATHAM PARIHAR	B	BASICS OF E-COMMERCE	DR. RESHU AGRAWAL
88	PRAVEEN PAWAR	B	IT IN RETAIL WITH SPECIAL EMPHASIS ON BIOMETRIC TECHNOLOGY	DR. RESHU AGRAWAL
89	RAGHAV JOSHI	B	USE OF IT IN ONLINE BANKING	DR. RESHU AGRAWAL





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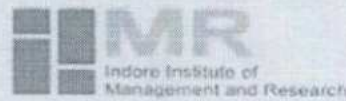
Sample Reports





Indore Institute of Management & Research
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INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2023-2024

Project
ON

The role of IT in "Social Networking"

Submitted in the partial fulfillment for the
Requirement of the degree of BBA DAVV, Indore

Research Guide :-

Dr. Reshu Agarwal

Research Scholar :-

Anushree Rai



(10) BBA. I VOC.

2023-24





Indore Institute of Management & Research
Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)

Certificate

This is to certify that the Project Work entitled ROLE OF IT IN SOCIAL NETWORKING, accomplished by Anushree Rai under my guidance and supervision.

This project is being submitted by her as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA) from Indore Institute of Management and Research, Indore.

This work has not been submitted by her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date:-

Signature:-

Place:- Indore





Title

Page No. 1

Introduction

In the ever evolving landscape of information technology, the phenomenon of social networking stands as a testament to the transformative power of digital connectivity. The fusion of technology and human interaction has given rise to global networks that transcend geographical boundaries, reshaping the way we communicate, collaborate and consume information. This project delves into the intricate tapestry of social networking, unravelling its historical roots, technological underpinnings and profound implications for the IT industry and society at large.

Social networking is not merely a phenomenon but a dynamic force that has woven itself into the fabric of information technology. From serving as a catalyst for innovation to becoming an integral tool for professional networking. As IT professionals navigate the digital terrain, social networking platforms serve as hubs for knowledge exchange, collaboration and staying abreast of industry trends.





Title

Page No.

Conclusion

In the ever-evolving landscape of social networking within the realm of information technology, this project has journeyed through the historical roots, technical intricacies, societal impacts and future trajectories of these interconnected digital platforms. It is evident that social networking has transcended its role as a mere tool for communication and connectivity, shaping and being shaped by the intricacies of our digital society. Enhanced user engagement, social commerce growth, and real-time communication have transformed how individuals and businesses connect and interact.

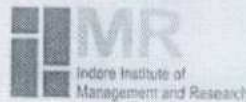
In conclusion, social networking is not just a technological phenomenon, it is a reflection of our interconnected & digital-driven society. As we gaze into the horizon, it is essential to acknowledge, yet one that demands vigilant guardianship against its pitfalls. The choices we make as developers, businesses and users, will mold the future of social networking. Hence, let's strive for a social networking landscape that fosters connection, innovation and digital well-being.





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**INDORE INSTITUTE OF
MANAGEMENT AND
RESEARCH**



Batch 2023- 2024

Project

On

ATM : An IT innovation
in our daily life



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

(13) BBA. I VOC.

2023-24

Research Guide

DR. Reshu Agrawal

Research Scholar

Aryan Chouksey





Indore Institute of Management & Research

Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)

CERTIFICATE

This is to certify that the Project Work entitled “

ATM: An IT innovation in our daily life”

has been accomplished by Dr. Hanish Kukreja under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA-plain) from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.



Date:

Signature: Project Guide

Place: Indore





Rajshree
PAGE NO.:
DATE:

Whether we are aware of it or not, we are surrounded by networks throughout which information flows constantly. Our notions of time and locations are changing - the world seems to have become a 'global village' where distance is no longer a barrier to commercial or social contacts. If we live in Britain or other parts of the westernised world, it's difficult to imagine being without all the network infrastructure that plays a crucial part in our daily lives. This free course information and communication technology permeates our lives.

In a nutshell, without IT systems, most organisations and corporations would collapse. IT systems includes the internet, mobile phones systems, broadcast radio and television network and many other day-to-day activities requiring IT systems. broadcast They employ a computerized systems to scan barcodes and retrieve prices.





Rajshree
PAGE NO. _____
DATE _____

REFERENCES

- Websites and Online Articles
 - www.google.com
 - www.wikipedia.com
- > Research papers & Journals
- > Official Reports and Case Studies





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INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



BATCH-2023-2024

PROJECT ON

"WORDS WITH FORMULA IN EXCEL"

RESEARCH SCHOLAR

ASHWIN CHOUDHARY




RESEARCH GUIDE

DR. RESHU AGARWAL

PRINCIPAL

DR. ARADHANA CHOUKSEY

EXTERNAL EXAMINER


(15) BBA. I VOC.





Indore Institute of Management & Research
Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)

CERTIFICATE

This is to certify that the Project Work entitled "*words with formula in excel*" has been accomplished by **Ashwin Choudhary** under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA) from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date: 16/01/24

Signature: Project Guide

Place: INDORE



* What is Excel ?

Excel is a Spreadsheet program from Microsoft and a Computer component of its Office product group for business applications. Microsoft Excel enables users to format, organize and calculate data in a spreadsheet.

By organizing data using software like Excel, data analysts and other users can make information easier to view as data is added or changed. Excel contains a large number of boxes called cells that are ordered in rows and columns. Data is placed in these cells.

Excel is a part of the Microsoft Office and Office 365 suites and is compatible with other applications in the Office suite. The spreadsheet software is available for Windows, macOS, Android and iOS platforms.





Count Formula in Excel



Count Formula vo excel Formula hai Hindi ka jo ke aapko help karta hai to Count the Number of Numbers in Supply Items.

`=COUNT(value1, [value2], ...)`

The most important and used Function in Excel has been SUM and the COUNT Formula. Excel Count function, helps you to find out and count the number or Cells that contains numbers.

Count Formula in Excel



Amount	Count	Notes
140,500	83,810	Numeric
148,100	83,810	non-Numeric
83,800		
52,500		
128,700		
4123		
82,900		

Tip 1: By going on Home Tab, Click on AutoSum then click on COUNT Numbers at the Right hand side

Tip 2: By going in the Formulas Bar

Tip 3: By applying the COUNT Formula Directly

Note: The Count Numbers of Cells in range that do not contain numbers, Use SUMPRODUCT Formula





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List of Students undertaking field projects in BBA II Year

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH
FIELD PROJECT DETAILS BBA II year

Batch 2022-25

S. NO.	GROUP	NAME OF STUDENT	PROJECT TITLE
1	1	SHANI SHRIVASTAVA	PROJECT ON KIMRICA HUNTERS LTD.
2		MANISH PANCHAL	
3		HARSHIT KUSHWAH	
4		SOHAM JOSHI	
5	2	ARHAM ALI RIGVI	PROJECT ON RELIANCE RETAIL LIMITED
6		SAMRIDDHI SAHU	
7		YASHASVI JAISWAL	
8		JEET CHOURASIA	
9	3	PRAYAG SHRIVASTAV	PROJECT ON KONSTRUCT CONSTRUCTION PVT. LTD.
10		DEEPTI TIWARI	
11		KAPIL YADAV	
12		RISHIKA GUPTA	
13		HITESH TIWARI	
14	DEEPESH MISHRA	PROJECT ON HUMAN RESOURCE DEPARTMENT OF BALAJI	
15	NITESH MISHRA		
16	TANISHA GEHLOD		
17	KUSHAL SOHAGPURE		
18	4	ASHWIN SISODIYA	
19		SHWETA CHAUHAN	
20		YAMINI PATIDAR	
	5		PROJECT ON ARIUN'S ICECREAM FRANCHISE





21		PREETI PATIDAR	
22		SANJANA SINGHAL	
23		PRAKSHI SUNARIA	
24	6	BHAVYA BHATT	PROJECT ON HUMNA RESOURCE DEPARTMENT OF FORCE MOTOR
25		SAILY HOLKAR	
26	7	JANHAVI ROHIT	PROJECT ON VELNIK PVT. LTD
27		CHHAVI SARASWAT	
28		PURNIMA PATHI	
29		SULAKSHYA GUPTA	
30		SARTHAK MAHESHWARI	
31	8	RISHIKA PATIDAR	PROJECT ON MARKETING OF HINDUSTAN LTD.
32		NANCY SONI	
33		SWARAJ CHOUDHARY	
34		HIMANSHU BADNAWARE	
35		PRANAY SINGH CHOUDHAN	
36	9	SADAI PATIDAR	FIELD PROJECT PN HARSH HUNDAI
37		ROUNAK SINGH	
38		YOGESH SEN	
39		SHIVANSHI PATEL	
40		PRAKHAR SHARMA	

Project Guide - Dr Geetanjali Ghambhani





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Sample Reports





Indore Institute of Management & Research
Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2024- 2025

Project

On

"KONSTRUCT CONSTRUCTION PVT. LTD

Submitted in the partial fulfillment for the
Requirements of the degree of BBA

DAVV, Indore

Research Guide

Dr. Geetanjali Bhambhani



Research Scholar

Deepti Tiwari

Kapil Yadav

Rishika Gupta

Hiteshi Tiwari

Jeepesh Mishra

(03) BBA II Field

PRO. 2022-25





Indore Institute of Management & Research
Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)

CERTIFICATE

OF COMPLETION

Ms. Deepti Tiwari Ms. Rishika Gupta Ms. Hiteshi Tiwari Mr. Kapil Yadav
Mr. Deepesh Mishra .

Has Successfully Completed The Department Study On The Startup Survey

Konstruktion Construction Pvt. Ltd From 7Feb - 14Feb 2024

We Found Them Sincere , HardWorking , Dedicated And Result Oriented .

They Worked Well With The Team During Tenure We Take This Opportunity

To Wish Them All The Best For There Future .

Mr. Aijaz Khan

Plant Manager

Founder





Format - G2

Organization Information & consent for the project work

1. Name of organization and registration : KONSTRUCT CONSTRUCTION PVT LTD
2. Type of (Private/Govt/Semi Govt/ Other) : PRIVATE
3. Department of the organization where
Supervision will be done : RAU PITHAMPUR ROAD
4. No. of people working in the organization
in different posts. : 20-25 FACTORY 50-60 SITE
5. Expected maximum number of student
which can be trained in the organization : 5-10
6. Possibility of getting employment in
organized/unorganized sector after
training in the organization : 15-20 Person Both Total
7. Any other special information : They are Making Both
Raw Gas well as Construction
material

I agree to provide training to Deepti, Deepsh, Kabil, ... Number of
students of Indore Institute of Management and Research, Indore in
organization/Personal Supervision. ritshi & Rishika



Signature of Head

Date





Format - G4

Feedback Form

To be filled by the trainer/ supervisor

Name of the trainee student : DEEPTI TIWARI
Name of the college or Institution : ITMR
Class : BBA -
Section & Enrollment Number : PLAIN II YEAR

S. No.	Basis of Evaluation	Valuation Grade (A/B/C) #	Remark
1	Student regular attendance	A	EXCELLENT
2	knowledge gained by the student theoretical	A	EXCELLENT
3	Skill/ practical knowledge gained by student during the project duration	B	GOOD
4	Student's interest & seriousness in project work	A	EXCELLENT
5	Attitude & behavior of student for learning during the project duration	A	EXCELLENT.
6	Ability of student to work as a team with collegeous & other members	A	GOOD MANAGEMENT
7	Overall grade of the student	A	NICE

Grade A-> excellent, B-> Good, C-> Average

Date :
supervisor

Place :
Name : ANJAZ KHAN

Signature of the

Seal



INTRODUCTION

Journey of the Project

In the simplest of term, business management refers to the co-ordination and administration of business activities, task and resources available to set objectives.

This often involves supervision and training of staff, overseeing core operations and designing company infrastructure to optimize for future.

FUNCTIONS OF MANAGEMENT

PLANNING
ORGANISING
STAFFING
DIRECTING
CONTROLLING



PLANNING :- NOTHING IS POSSIBLE BEFORE PLANNING
Achievement come to those who plans before action
EVERY TIME WHEN WE GET A CHANCE TO MAKE
GROUP WE ARE VERY CONFUSED BECAUSE it is
every difficult to choose from our fellow
one whom to choose and whom to reject





DATE _____
PAGE 88

REFERANCE

Aijaz Khan - plant manager

→ Konstruct construction @ gmail.com

→ Instagram account
Konstruct Counstruction

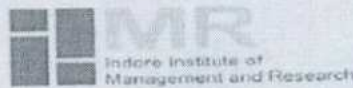
→ CONTACT No.
9039739119





Indore Institute of Management & Research
Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2022-25

Field Project

On

RELIANCE RETAIL LIMITED

Submitted in the partial fulfilment for the

Requirements of the degree of BBA

DAVV, Indore

Research Scholar

Arham Ali Rizvi *Arham*
Samriddhi Sahu *Samriddhi*
Yashasvi Jaiswal *Yashasvi*
Jeet Chourasia *Jeet*
Prayag srivastav *Prayag*

Research Guide

Dr. Geetanjali Bhambani *Geetanjali*



(02) BBA II Field





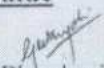
CERTIFICATE

This is to certify that the Project Work entitled "RELIANCE RETAIL" has been accomplished by Arham Ali Rizvi, Samriddhi Sahu, Yashasvi Jaiswal, Jeet Chourasia, Prayag Srivastav under my guidance and supervision.

This project is being submitted by them as the partial fulfilment of requirements for the award of Bachelor of Business Administration from Indore Institute of Management and Research, Indore.

This work has not been submitted by them anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Research Guide


Dr Geetanjali Bhambani





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RELIANCE RETAIL LIMITED

45, NEAR SHALIMAR TOWN SHIP, INDORE (M.P)



CERTIFICATE

OF COMPLETION

THIS IS TO CERTIFY THAT SAMRIDDHI SAHU, ARHAM ALI RIZVI, PRAYAG SHRIVASTAV, YASHASVI JAISWAL, AND JEET CHOURASIA .STUDENT OF BBA PLAIN 2ND YEAR. SESSION 2023-2024 HAS COMPLETED THEIR RESEARCH AT RELIANCE RETAIL LIMITED. ON MARCH 12/24.

(SALES MANAGER)
 PRIYANK THAKUR

(DATE)

12/3/24



EXECUTIVE SUMMARY

Retailing is the interface between the producer and the individual consumer buying for personal consumption. This excludes direct interface between their manufacturer and institutional buyers such as the government and other bulk customer. A retailer is one who stocks the producer's goods and its involved in the act of selling it to the individual consumer at a margin of profit. As such, retailing is the last link that connects the individual consumer with the manufacturing and distribution chain. The retail industry in India is of late often being hailed as one of the sunrise sector in the economy. At Kearney, the well-known international management consultancy recently India as the first most retail destination globally.

BIBLIOGRAPHY

Avinash, Marketing Management
Central CO-operative Stores
Ltd, Revised edition 2006.

Retailing Management : TEXT &
CASES

Swapna Pradhan

WEBSITES

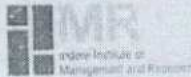
- www.scribd.com
- www.Reforce.Retailstore.com
- www.Google.com
- www.scribd.com





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INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: Anham Ali Rizvi, Samickh Sahu, Yashasvi Jaiswal, Jeet Chandra Pradyog Srivastava.
 Class: BBA (2nd year)
 Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
Study of the Sales Department of Reliance Retail Limited.		Introduction		
		Retailing		
		Company profile		
		Positioning		
		Nature of the study		
		Objectives of study		
		Research methodology		
		SWOT analysis		
	Findings & suggestions			
	Conclusion			
	Bibliography			





List of Students undertaking vocational projects in BBA II Year

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH BBA II YEAR BATCH 2022-25 VOCATIONAL PROJECTS			
S. No.	Name of Student	Title	Faculty Mentor
1	ARHAM ALI RIZVI	TAX ASSESSMENT OF AN INDIVIDUAL PERSON UNDER INCOME TAX	Dr. Vaibhav Modak
2	ASHWAIN SISODIYA		
3	BHAVYA BHATT		
4	CHHAVI SARASWAT		
5	DEEPESH MISHRA		
6	DEEPTI TIWARI		
7	HARSHIT KUSHWAHA		
8	HIMANSHU BADNAWARE		
9	HITESH TIWARI		
10	JANHAVI ROHIT		
11	JEET CHOURASIA		
12	KAPIL YADAV		
13	KUSHAL SOHAGPURE		
14	MANSHI PANCHAL		
15	NANCY SONI		
16	NITESH MISHRA		
17	PRAKHAR SHARMA		
18	PRAKSHI SUNARIA		
19	PRANAY SINGH CHOUHAN		
20	PRAYAG SHRIVASTAVA		
21	PREETI PATIDAR		
22	PURNIMA PATIL		
23	RISHIKA GUPTA		
24	RISHIKA PATIDAR		
25	ROUNAK SINGH		
26	SAJAL PATIDAR		
27	SAILY HOLKAR		
28	SAMRIDDHI SAHU		
29	SANJANA SINGHAL		
30	SARTHAK MAHESHWARI		
31	SHANI SHRIVASTAV		
32	SHIVANSH PATEL		
33	SOHAM JOSHI		
34	SULAKSHYA GUPTA		
35	SWARAJ CHOUDHARY		
36	SWETA CHAUHAN		
37	TANISHA GEHLOD		
38	YAMINI PATIDAR		
39	YASHASVI JAISWAL		
40	YOGESH SEM		

Handwritten signature
21/08/24

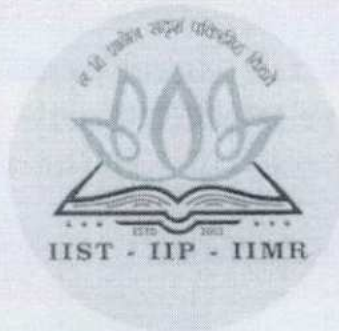




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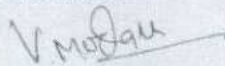
INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



For the partial fulfilment of the degree
B.B.A. II Year

Submission of Vocational Project Practical Report on
"Tax Assessment of an Individual Person under Income Tax"
Session- 2022-23

Submitted to-


Dr. Vaibhav Modak
Associate Professor

Submitted by-

Student Name- ARHAM ALI RIZVI
Enrolment No.- DX 2207488



(01) BBA. II VOC.





CRTIFICATE

This is to certify that ARHAM ALI RIZVI

student of B.B.A. II Year have successfully completed Vocational

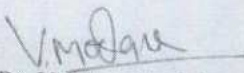
Project Practical Report on "Tax Assessment of an Individual Person under

Income Tax" under my supervision and submitted the practical file. His/her

work was found satisfactory.

Date: / /

Place: Indore


Dr. Vaibhav Modak

Associate Professor

Indore Institute of Management & Research





INTRODUCTION

Income tax is a direct tax that a government levies on the income of the citizens. The Income Tax act 1961, mandates that the Central government collect this tax. The government can change the income slab and the tax rates every year in its union budget. Income does not only mean money earned in the form salary. The tax rate may increase as taxable income increases. The tax imposed on companies is usually known as corporate tax and is commonly levied at a flat rate. Taxable income of taxpayers and residents in the jurisdiction is generally total income less income produce expense and other deduction-s generally, only net gain from the sale of a project, including goods held of, included in income.



Income tax Slab rate Fy (2023-24)
 (By 2024-25) - Applicable for new
 tax Regime.

SLAB	New tax regime after Budget 2023.
₹ 0 - ₹ 2,50,000	—
₹ 2,50,000 - ₹ 3,00,000	—
₹ 3,00,000 - ₹ 5,00,000	15%
₹ 5,00,000 - ₹ 6,00,000	5%
₹ 6,00,000 - ₹ 7,50,000	10%
₹ 7,50,000 - ₹ 9,00,000	10%
₹ 9,00,000 - ₹ 10,00,000	15%
₹ 10,00,000 - ₹ 12,00,000	15%
₹ 12,00,000 - ₹ 12,50,000	20%
₹ 12,50,000 - ₹ 15,00,000	20%
> ₹ 15,00,000	30%





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INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



For the partial fulfilment of the degree
B.B.A. II Year

Submission of Vocational Project Practical Report on
“Tax Assessment of an Individual Person under Income Tax”
 Session- 2022-23

Submitted to
V. Modak
 Dr. Vaibhav Modak
 Associate Professor

Submitted by-
 Student Name-TANISHA GEHLOD
 Enrolment No.-DX2207539



Tanisha Gehlod



Date: / / Page no. 1

1. Introduction of Income Tax :-

Under the constitution of India central government is empowered to levy tax on the income. Accordingly the central government had enacted the income tax Act 1961. The Act provides for the scope and machinery for levy of income tax in India. The Act is supported by Income tax Rules 1961 and several other subordinate and regulations. Besides, circulars and notifications are issued by the Central Board of direct taxes (CBDT) and sometimes by the ministry of finance, government of India dealing with various aspects of the levy of income tax. Unless stated, reference to the sections will be the income tax is a tax on the total income of a person called the assessable of the previous year relevant to the assessment year of the period prescribed in the relevant finance Act. Income Tax Return is a form which a person is supposed to submit to the Income tax department of India. It contains information about the person's income and the taxes to be paid on it during the year.



Date: / / Page no. 29

Income Tax Slab Rate By 2022-23 (AY 2023-24) - Applicable for new tax Regime :-

Slab	New Tax Regime After Budget 2023 from 1 April 2024
₹ 0 - ₹ 2,50,000	—
₹ 2,50,000 - ₹ 3,00,000	—
₹ 3,00,000 - ₹ 6,00,000	5%
₹ 5,00,000 - ₹ 6,00,000	5%
₹ 6,00,000 - ₹ 7,50,000	10%
₹ 7,50,000 - ₹ 9,00,000	10%
₹ 9,00,000 - ₹ 10,50,000	15%
₹ 10,50,000 - ₹ 12,00,000	15%
₹ 12,00,000 - ₹ 12,50,000	20%
₹ 12,50,000 - ₹ 15,00,000	20%
₹ 15,00,000	30%





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List of Students undertaking field projects in BBA III Year

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH				
BBA III year Field Project Details Batch 2021-24				
S. No.	Roll No	Name of Student	Project Title	Project Guide
1	213510168	Akshay Mehra	Employee Productivity and Motivation	Mr. Nayan Bhidodiya
2	213510169	Alankar Suhane	Research on Chai Sutta Bar & its Competitor	Mr. Nayan Bhidodiya
3	213510172	Aarjit Gupta	Research on Chai Sutta Bar & its Competitor	Mr. Nayan Bhidodiya
4	213510175	Dhananjay Choudhary	Research on Chai Sutta Bar & its Competitor	Mr. Nayan Bhidodiya
5	213510176	Dipak Patel	A Study on Consumer Perception towards Green Marketing	Mr. Nayan Bhidodiya
6	213510177	Divyani Lokhande	Attitude and Behaviour towards Organic Products	Mr. Nayan Bhidodiya
7	213510178	Divyansh Gupta	Comparative study on OTT vs Theatre	Mr. Nayan Bhidodiya
8	213510179	Harshita Saini	Comparative study on OTT vs Theatre	Mr. Nayan Bhidodiya
9	213510180	Hemang Kataria	Comparative study on OTT vs Theatre	Mr. Nayan Bhidodiya
10	213510181	Indrajeet Rout	A Study on Shakti Pump India Ltd	Mr. Nayan Bhidodiya
11	213510182	Isha Banars	Shopper's Stop	Mr. Nayan Bhidodiya
12	213510183	Ishaan Badodkar	Employee Productivity and Motivation	Mr. Nayan Bhidodiya
13	213510184	Ishika Gupta	A Study on Consumer Perception towards Green Marketing	Mr. Nayan Bhidodiya
14	213510185	Ranan Pancholi	COMSYN	Mr. Nayan Bhidodiya
15	213510186	Kumari Sakshi Mishra	A Study on Consumer Perception towards Green Marketing	Mr. Nayan Bhidodiya
16	213510188	Mahendra Singh Pawar	Attitude and Behaviour towards Organic Products	Mr. Nayan Bhidodiya
17	213510189	Mahi Jaiswal	A Study on Shakti Pump India Ltd	Mr. Nayan Bhidodiya
18	213510190	Mayuri Pawar	Shopper's Stop	Mr. Nayan Bhidodiya
19	213510191	Mohit Sharma	Research on Chai Sutta Bar & its Competitor	Mr. Nayan Bhidodiya
20	213510192	Muskan Patel	Attitude and Behaviour towards Organic Products	Mr. Nayan Bhidodiya
21	213510194	Parth Atre	A Study on Consumer Perception towards Green Marketing	Mr. Nayan Bhidodiya
22	213510195	Piyush Panchal	To Understanding Purchasing Behaviour of Millennial and Gen Z with respect to Purchasing clothing Brands	Mr. Nayan Bhidodiya
23	213510196	Pratap Banik	Attitude and Behaviour towards Organic Products	Mr. Nayan Bhidodiya
24	213510197	Pratik Jain	Research on Chai Sutta Bar & its Competitor	Mr. Nayan Bhidodiya
25	213510198	Raj Patidar	COMSYN	Mr. Nayan Bhidodiya
26	213510199	Rajat Pathariya	COMSYN	Mr. Nayan Bhidodiya
27	213510201	Rishi Singh	Employee Productivity and Motivation	Mr. Nayan Bhidodiya
28	213510202	Ritesh Choudhary	A Study on Shakti Pump India Ltd	Mr. Nayan Bhidodiya
29	213510203	Ritik Sah	Employee Productivity and Motivation	Mr. Nayan Bhidodiya
30	213510204	Ritika Manke	Comparative study on OTT vs Theatre	Mr. Nayan Bhidodiya
31	213510205	Sarthak Phadke	Employee Productivity and Motivation	Mr. Nayan Bhidodiya
32	213510206	Sejal Jain	A Study on Consumer Perception towards Green Marketing	Mr. Nayan Bhidodiya





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33	213510207	Shashank Shukla	Comparative study on OTT vs Theatre	Mr. Nayan Bhidodiya
34	213510210	Siya Patidar	Attitude and Behaviour towards Organic Products	Mr. Nayan Bhidodiya
35	213510211	Sonu Saini	To Understanding Purchasing Behaviour of Millennial and Gen Z with respect to Purchasing clothing Brands	Mr. Nayan Bhidodiya
36	213510212	Suman Singh	To Understanding Purchasing Behaviour of Millennial and Gen Z with respect to Purchasing clothing Brands	Mr. Nayan Bhidodiya
37	213510213	Tanishka Chouhan	To Understanding Purchasing Behaviour of Millennial and Gen Z with respect to Purchasing clothing Brands	Mr. Nayan Bhidodiya
38	213510214	Umang Maita	A Study on Consumer Perception towards Green Marketing	Mr. Nayan Bhidodiya
39	213510215	Vidya Sagar	To Understanding Purchasing Behaviour of Millennial and Gen Z with respect to Purchasing clothing Brands	Mr. Nayan Bhidodiya
40	213510238	Sakshi Ajmeria	A Study on Shakti Pump India Ltd	Mr. Nayan Bhidodiya
41	213510241	Sanju Sharma	A Study on Shakti Pump India Ltd	Mr. Nayan Bhidodiya
42	213510244	Uzma Alam	Study on Marketing Strategy on ZARA	Mr. Nayan Bhidodiya





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**INDORE INSTITUTE OF MANAGEMENT
AND RESEARCH**



**Batch 2021- 2024
Major Project**

On

“A Study on Shakti Pump India Ltd.”

Submitted in the partial fulfilment for the
Requirements of the degree of BBA
DAVV, Indore

Research Guide
Dr. Nayan Bhadhoriya



Research Scholar
Mahi Jaiswal
Indrajeet Rout
Sakshi Ajmeria
Ritesh Choudhary
Sanju Sharma

(02) BBA. III Field

PRO. 2021-24





CERTIFICATE

This is to certify that the Project Work entitled "A Study on Shakti Pump India Ltd." has been accomplished by Mahi Jaiswal, Indrajeet Rout, Sakshi Ajmeria, Ritesh Choudhary, Sanju Sharma under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Business Administration from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.



Date:

Signature: Project Guide
Dr. Nayan Bhadhoriya

Place:





Indore Institute of Management & Research

Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)

Format - G1
Date : 29/02/24

No. _____

To.

Shakti Kemp
limited India
Pithampur

Subject : Information of project work under your supervision.

Dear Sir/Madam.

Madhya Pradesh Higher Education Department has issued instructions for subject project work under. The supervision of a competent authority.

In this regard, your supervision is important as our students interested in pursuing their project work in your esteemed organization. I humbly request you to please provide information regarding your organization/business in the enclosed format.

Thanking you

Enclosed - Format G2

Professor In-charge
Project Work



Principal
Seal





Indore Institute of Management & Research

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Format - G4

Feedback Form

To be filled by the trainer/ supervisor

Name of the trainee student : Sakshi, Mahi, Indrajit, Sanju, Ritish.
Name of the college or Institution : Indore Institute of Management & Research
Class : BBA Plain (IIIrd Year)
Section & Enrollment Number :

S. No.	Basis of Evaluation	Valuation Grade (A/B/C) #	Remark
1	Student regular attendance	A	100% ✓ Excellent
2	knowledge gained by the student theoretical	B	V. good
3	Skill/ practical knowledge gained by student during the project duration	A	V. good
4	Student's interest & seriousness in project work	B	V. good
5	Attitude & behavior of student for learning during the project duration	A	V. good
6	Ability of student to work as a team with collegeous & other members	A	Excellent
7	Overall grade of the student	A	Excellent

Grade A-> excellent, B-> Good, C-> Average

Date :

Place :

Shakti Pumps India
Limited (Athampur)

Signature of the supervisor

Name :

Seal





Format: P1

First Progress report of Project Work

(Handwritten 500 words)

1. Introduction of Project Work and related area- Shakti Pump Ltd. area manufacture of energy efficiency pumps and motor. Since 1982 over 100 product owner Aresh Patidar.
Address :- Section No.3 Rau, Bithampur.
2. Project work Plan- we all sit together and make plan before executing anything on 2 Jan we decided company and on 04 Feb 2024 then we decide our task.
3. Division of work among Students- Kapil Yadav - Introduction research, Sakshi Ajmera - writing of content
Mahi Jaiswal - Idea
Indrajit Rout - Pictures and Photograph.
Ritesh Choudhary - content editing.
4. Name of the Organization to be visited for Project related work-
Shakti Pump India Limited.
5. Objective and Rationale of the Study- • Overview.
 - Geographical Present.
 - Manufacturing Facilities.
 - Central decision.
 - Backward intigate.



INTRODUCTION

Shakti Pumps (INDIA) Limited, a Pioneer in Manufacturing of energy-efficient Pumps and Motors since 1982. The Company is at the forefront of providing a variety of Renewable energy solutions, primarily for the agriculture sector. The Company has over 1200 Product Portfolio, which have been indigenously developed by their Research & Development department. With an investment of 3-4% of the Company's net profit towards Research & Development, Innovation is the backbone of their operations. The Company has a strong commitment to innovate and develop technologically advanced products to meet India's irrigation requirements.

Shakti Pumps has a sprawling state of the art Manufacturing facility with an installed capacity of 5 Lakh Pumps per annum which is strategically situated in Central India at Pithampur in the state of Madhya Pradesh. Over the years, Shakti Pumps has seen a steady growth

// Date: 11/3/8 // Page no: //

Bibliography :-

- ① WWW.Shaktipumps.com
- ② https/ WWW. Justdial.com
- ③ WWW. Indiamart.com
- ④ WWW. nseindia.com
- ⑤ WWW. wikipedia.com

And other information was collected by Vikas Sharma (Supervisor in financial management) in company are proper guiding our team located in Sector-3, Pithampur, Madhya Pradesh.





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**INDORE INSTITUTE OF MANAGEMENT
AND RESEARCH**



Batch 2021-2024
Major Research Project

On

**“A Study on Consumer Perception towards Green
Marketing”**

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

SUBMITTED TO:
Mr. Nayan Bhidodiya



SUBMITTED BY:

Parth Atre
Dipak Patel
Sejal Jain
Ishika Gupta
Kumari Sakshi Mishra
Umang Matta
BBA 3rd Year

**(01) BBA. III Field
PRO. 2021-24**

Page 1





CERTIFICATE

This is to certify that the Project Work entitled "A Study on Consumer Perception towards Green Marketing" has been accomplished by Parth Atre, Dipak Patel, Sejal Jain, Ishika Gupta, Kumari Sakshi Mishra, and Umang Matta under my guidance and supervision.

This project is being submitted by them as the partial fulfillment of requirements for the award of BBA Plain from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.



Research Guide:
Mr. Nayan Bhidodiya



Date: / / Page no: _____

INTRODUCTION

Green marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising.

Green marketing can involve a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices or focusing marketing efforts on messages that communicate a product's green benefits.

Modern business is large and complex, catering to national or international markets. It exerts a definite and extensive influence on our economic and social life styles. As a socio-economic institution, a market-oriented company has to perform all tasks involved in the development and delivery of goods & services from production to consumption. As a social institution, marketing is responsible to deliver a standard of living and maximize life quality. Now, life quality means not only the quantity and quality of consumer goods and services, but also the enriched quality of environment.





Format: P3

Third Progress report of Project Work

(Handwritten 500 words)

1. Work completed by each student (To be written by each student)

- Pooth atir - introduction
- Srijal Jain - Preference
- Umang Malla - objectives.
- Dipak Patel - findings
- Ishika Gupta - Rational of study
- Sakshi Mishra - Suggestions

2. Collected information (Statistical, if any)

3. Research Methodology/Tools for Data Analysis-

- Primary data (survey)
- Secondary data (webpages, published reports)

4. Challenges during Project work-

No as such big hurdles were there.
but small small problems were there
such as

• collecting information from secondary
data.

• Getting feedback from direct consumers





**Indore Institute of
Management & Research**
Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)

**INDORE INSTITUTE OF MANAGEMENT
AND RESEARCH**



Batch 2021- 2024

Project

On

**“Attitude And Behaviour towards organic products
‘post covid study in India’”**

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

Research Guide

Ms. Nayan Bhilodeiya

Research Scholar

Divyani Lokhande
Mahendra Singh Pawar
Muskan Patel
Pratap Banik
Siya Patidar

**(03) BBA. III Field
PRO. 2021-24**





DECLARATION

I hereby declare that the Project Work entitled "Attitude And Behaviour towards organic products 'post covid study in India'", has been carried out by me under the guidance of Mr. Nayan Bhidodiya 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.

S. No.	Students Name	Class	Enrollment No.	Signature with date
1.	Divyani Lokhande	BBA (Plain) 3 rd year	DX2114018	Divyani
2.	Mahendra Singh Pawar	BBA (Plain) 3 rd year	DX2114030	AD
3.	Muskan Patel	BBA (Plain) 3 rd year	DX2114034	Muskan
4.	Pratap Barik	BBA (Plain) 3 rd year	DX2114033	Pratap
5.	Siya Patidar	BBA (Plain) 3 rd year	DX2114055	Siya

Place: Indore

Date: 14/03/2024





Indore Institute of Management & Research

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CERTIFICATE

This is to certify that the Project Work entitled "Attitude And Behaviour towards organic products 'post covid study in India'" has been accomplished by (Divyani Lokhande, Mahendra Singh Pawar, Muskan Patel, Pratap Banik, Siya Patidar) under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA) from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date: 14/03/2024

Signature: Project Guide

Place: Indore





Format - G3

No. _____

Date: 23/10/24

To:

Jasvika Sethi,
Pegati Vihar,
Indore

Subject: Project work in your supervision


Dear Sir/Madam,

Madhya Pradesh Higher Education Department has issued instructions for subject project work for the college student under the supervision of a competent authority.

In this regard your supervision is important as our students are interested in pursuing their project work in your esteemed organization. We request your cooperation in providing training/project work to our student and also provide feedback in the enclosed format after the training/project work, with information on the training knowledge and skill so as to provide basis of evaluation of student performance after the training.

Thank you

Enclosed: 1. Feedback form (Format G4)
2. Student list for training


Professor In-charge
Project Work



Principal
Seal





Format - G2

Organization Information & consent for the project work

1. Name of organization and registration : *Jaivik Setu*
2. Type of (Private/Govt/Semi Govt/ Other : *Private*
3. Department of the organization where
Supervision will be done : *Sales Department*
4. No. of people working in the organization
in different posts. : *11*
5. Expected maximum number of student
which can be trained in the organization : *05*
6. Possibility of getting employment in
organized/unorganized sector after
training in the organization : *No*
7. Any other special information :

I agree to provide training to *05* Number of
students of Indore Institute of Management and Research, Indore in
organization/Personal Supervision.

23/01/24
Date



JAIVIK SETU

Signature of Head

S Jain





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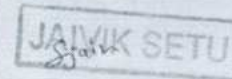
Jaivik Setu

66, Bicholi Mardana Rd, rajshahi resort Indore, Pragati Vihar, Indore, Madhya Pradesh 452016

Date:- 23/01/2024

Certificate of Training

This is to certify that Ms. Divyani Lokhande, Mr. Mahendra Singh Pawar, Ms. Muskan Patel, Mr. Pratap Banik, Ms. Siya Patidar, students of BBA(PLAIN) of INDORE INSTITUTE OF MANAGEMENT AND RESEARCH, INDORE M.P, has conducted research work on "Attitude And Behaviour towards organic products 'post covid study in India" from 16/01/2024-20/01/2024 at JAIVIK SETU, INDORE BRANCH.



JAIVIK SETU





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INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: Divyani Lokhande, Mahendra Singh Pawar, Muskan Patel, Pratap Banik, Siya Patidar

Class: BBA 'Plain'

Enrollment No.: DX2114018, DX2114030, DX2114034, DX2114038, DX2114055.

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
"Attitude and Behaviours towards Organic Products 'Post Covid Study in India'"	31/01/24	Questionner	Divyani	
	01/02/24	Introduction	Divyani	
	02/02/24	Literature Review	Pratap Banik	
	03/02/24	Rational	Pratap Banik	
	03/02/24	Objective	Muskan	
	04/02/24	Research Method	Siya	
	04/02/24	Data Interpretation	Divyani	
	05/02/24	Findings	Pratap Banik	
	07/02/24	Limitations	Muskan	
	06/02/24	Scope	Muskan	
08/02/24	Suggestion	Siya		
08/02/24	Conclusion	Muskan		
08/02/24	Reference	Muskan		
31/01/24	Questionner	Siya		





Format: P3

Third Progress report of Project Work

(Handwritten 500 words)

1. Work completed by each student-(To be written by each student)

Dnyani :- Introduction, Literature Review, Reference

Mahendri :- Rational of the Study & Objective

Muskan :- Research Methodology, Limitations, Questionnaire

Pratibha :- Survey Form, Data Interpretation, Reference

Sanya :- Scope, Suggestion & Conclusion

2. Collected information (Statistical, if any)-

For a comparative study, 70 sample size is collected

95.7% respondents are aware about organic products

58.8% buy organic products due to health concern

3. Research Methodology/Tools for Data Analysis-

Explorative and Descriptive type of research is conducted

Survey Sample was 70 +

Both Primary & Secondary data is used.

4. Challenges during Project work-

- Sample Size was restricted to 70 respondents
- Limited geographical area that is Indore in which research is conducted
- Sample Size is too small the result may not be statistically right or significant
- Study is conducted in a short period of time.





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Chapter 4.	IMPLICATIONS OF STUDY	
	4.1 Limitation of the Study	37-38
	4.2 Scope of the Study	39-40
Chapter 5.	Suggestion AND CONCLUSION	41-45
	REFERENCE	46
	QUESTIONNER	47-52



INTRODUCTION

ATTITUDE AND BEHAVIOUR TOWARDS ORGANIC PRODUCTS 'POST COVID STUDY IN INDIA'

In the era of modern and healthy lifestyle, the world is lacking some important factors that will benefit them in this further more in future. Nowadays, air and water is polluted and that's the main reason of poor immunity amongst human.

There are many products available in the market which claim to build and boost immunity but on the other hand they can be hazardous to human health and the repercussions can be seen after a certain age.

Considering the recent scenario in frame the world along with our country has faced deadly and hazardous situation that has affected our economy in some way or the other. One of the most important factor for this disaster has been the weak immune system of the humans and to improve the immune system people have realized the value of food post COVID.



QUESTIONNAIRE

ATTITUDE AND BEHAVIOUR OF CONSUMER TOWARDS ORGANIC PRODUCTS

1. Are you aware of category of Organic Products available in the market space?
 - o Yes
 - o No

2. Do you prefer buying Organic Products?
 - o Yes
 - o No
 - o Maybe

3. What is your source of information on Organic products?
 - o Friends / Relatives
 - o Television / Newspaper / Magazines / Advertisements
 - o Education events
 - o Self Motivation
 - o Retail Stores
 - o Other

4. Indicate the primary reasons of buying Organic Products?
 - o Environmental concerns.
 - o Concern for the welfare of animals.
 - o Health





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List of Students undertaking vocational projects in BBA III Year

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH
BBA III year Vocational Project Details Batch 2021-24

S. No.	Roll No.	Name of Student	Project Title	Guide
1	213510168	Akshay Mehra	A Project Report on Tata Motors	
2	213510169	Alankar Sahane	A Project Report on Export Procedure and Documentation of Narsim Bags Pvt Ltd	Dr. Ajay Patil
3	213510172	Arpit Gupta	Study of Import and Export Procedure and Documentation of Narsim Bags Pvt Ltd	Dr. Ajay Patil
4	213510175	Dhananjay Choudhary	Report on Export Procedure of Tata Motors	Dr. Ajay Patil
5	213510176	Dipak Patel	Export Import Management of Godrej Group	Dr. Ajay Patil
6	213510177	Divyani Lokhande	A Project Report on Balaji Wafers	Dr. Ajay Patil
7	213510178	Divyansh Gupta	Study of Import and Export Procedure of Serum Institute of India Ltd	Dr. Ajay Patil
8	213510179	Harshita Saini	Study of Import and Export Procedure of Nestle	Dr. Ajay Patil
9	213510180	Hemang Kataria	From Factory to Fridge- Cadbury's Sweet Import-Export Symphony	Dr. Ajay Patil
10	213510181	Indrajeet Rout	Analysis of the Export Potential of Stainless Steel of Jindal Strips Limited	Dr. Ajay Patil
11	213510182	Isha Banarsi	A Project Report on Tata Motors	Dr. Ajay Patil
12	213510183	Ishaan Badojkar	Export Procedure of Rajesh Exports Ltd	Dr. Ajay Patil
13	213510184	Ishika Gupta	Import and Export Management of Tata Group	Dr. Ajay Patil
14	213510185	Kanani Pancholi	A Project Report on Cadbury	Dr. Ajay Patil
15	213510186	Kumari Sakshi Mishra	A Project Report on Export Procedure and Documentation of Narsim Bags Pvt Ltd	Dr. Ajay Patil
16	213510188	Mahendra Singh Pawar	A Project Report on Force motors limited	Dr. Ajay Patil
17	213510189	Malu Jaiswal	A Study on Export of Petroleum Products by Reliance	Dr. Ajay Patil
18	213510190	Mayuri Pawar	A Project Report on Krishi Rasayan Group	Dr. Ajay Patil
19	213510191	Mohit Sharma	Report on Export Procedure and Documentation of Tata Motors	Dr. Ajay Patil
20	213510192	Muskan Patel	Import and Export Procedure of Balaji Wafers	Dr. Ajay Patil
21	213510194	Parthi Atre	Export Import Management of Dabur India Ltd	Dr. Ajay Patil
22	213510195	Piyush Panchal	A Project Report on Safeflex international ltd	Dr. Ajay Patil
23	213510196	Pratap Banik	A Project Report on Force motors limited	Dr. Ajay Patil
24	213510197	Pratik Jain	Study on Import and Export Procedure of Lupin Pharmaceuticals	Dr. Ajay Patil
25	213510198	Raj Patidar	A Study on ITC	Dr. Ajay Patil
26	213510199	Rajat Pathuriya	A Project Report on Nestle	Dr. Ajay Patil
27	213510201	Rishi Singh	A Project Report on Export Procedure of Honda Motors	Dr. Ajay Patil
28	213510202	Ritesh Choudhary	A Project Report on Export of petroleum products	Dr. Ajay Patil
29	213510203	Ritik Sah	A Project Report on Serum Institute of India	Dr. Ajay Patil
30	213510204	Ritika Manke	Study of Import and Export Procedure of Adani Ports and Special Economic Zone Ltd	Dr. Ajay Patil
31	213510205	Sarthak Phadke	Export Procedure of TATA Motors	Dr. Ajay Patil
32	213510206	Sejal Jain	Project on Export-Import Management of HUL	Ms. Simnalika Kushwaha
33	213510207	Shashank Shukla	Study of Import and Export Procedure of Hyundai Motors	Ms. Simnalika Kushwaha
34	213510210	Siya Patidar	Import and Export Procedure of Balaji Wafers	Ms. Simnalika Kushwaha
35	213510211	Sonu Saini	Study of Import and Export of Honda Automobiles	Ms. Simnalika Kushwaha
36	213510212	Saman Singh	Study of Import and Export Procedure and Documentation of Asexporters	Ms. Simnalika Kushwaha
37	213510213	Tanishka Chouhan	Report on Export Procedure of Chai Sutta Bar	Ms. Simnalika Kushwaha





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38	213510214	Umang Mata	Import Export of Sill	
39	213510215	Vidya Sagar	Study of Import and Export of Honda Automobiles	Ms. Simralika Kushwaha
40	213510238	Sakshi Ajmeria	Project Report on Export and Import of Grasim Bhiwani Textile Ltd	Ms. Simralika Kushwaha
41	213510241	Sanju Sharma	A Project Report on Force motors limited	Ms. Simralika Kushwaha
42	213510244	Uzma Alam	Import/Export Management	Dr. Ajay Patil

For Signature





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Sample Reports





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**INDORE INSTITUTE OF
MANAGEMENT AND RESEARCH**



Batch 2021- 2024

Project

On

“Study on Import And Export Procedure Of Lupin Pharmaceuticals ”

Submitted in the partial fulfillment for the

Requirements of the degree of BBA

DAVV, Indore

Research Guide
Dr Ajay Patil



Research Scholar
Pratik Jain

Pratik Jain

RW9h

(25) BBA. III VOC.
2024





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CERTIFICATE

This is to certify that the Project Work entitled "Study on Import And Export Procedure Of Lupin Pharmaceuticals" has been accomplished by Pratik Jain under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Business Administration from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.



Date: 28/02/24

Signature: Project Guide

Place: Indore





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ACKNOWLEDGEMENT

The most awaited moment of successful completion of endeavor is always a result of persons involved explicitly or implicitly there in. It is impossible without the help and guidance of the people around to carry on this research work. I take the opportunity to express my sincere gratitude to each and every person who gave me the guidance and help for preparing the report.

I take this opportunity to thanks Dr. Aradhana Chouksey

Principal, Indore Institute of Management and Research for providing me an opportunity to work for this research.

I am also desirous of placing on record profound indebtedness to (Research Guide) and all the members of faculty of Indore Institute of Management and Research, Indore, for the valuable advice, guidance, precious time and support that they offered.

Last but not the least; I would also like to thanks all the respondents for giving me their precious time and relevant information.

My strength and inspiration are the blessings of my parents and my friends. I owe all my success and achievements to them.

Place: *Indore*



Name of the Student

Pratik Jain

Date: *22/02/24*

Class *BBA Blain*





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Chapter 3.	FINDINGS AND SWOT Analysis	
Chapter 4.	IMPLICATION of the Study	
	4.1 Mision and Vision	
Chapter 5	4.2 Suggestion and Conclusion	



⇒ Introduction

Lupin Limited is an Indian multinational company that specializes in the production of generic drugs. Founded in 1968 by Dr. Desh Bandhu Gupta, Lupin has grown to become one of the largest pharmaceutical industry. With operation in over 100 countries, Lupin has a portfolio of over 2,500 products in various therapeutic categories such as Cardiovascular, Diabetology, Asthma, Pediatrics, CNS, GI, Anti-Infectives and NSAIDs.

History and Background

Lupin was founded in 1968 in Mumbai, India, by Dr. Desh Bandhu Gupta, a visionary entrepreneur who saw an opportunity to create a company that could provide high-quality yet affordable pharmaceutical to the masses. The company started as a small manufacturing unit producing tuberculosis drugs and gradually expanded its operation to other therapeutic categories.





CLASSMATE
Date: _____
Page: _____

Be transparent : Be transparent about your methodology and assumptions when conducting your analysis, and be open to feedback and critique.

Consider the broader context : Consider the broader context in which Lupin Ltd. operates, including global trends in the pharmaceutical industry, economic conditions, and regulatory developments.

Make actionable recommendations : Finally, make actionable recommendations based on your analysis, and provide a road map for Lupin Ltd. to improve its performance and achieve its goals.

CONCLUSION

In conclusion, conducting a research project on Lupin Ltd. can be an insightful and rewarding experience, providing valuable insights into the performance, strategies, and challenges of a leading pharmaceutical company. To ensure the success of your project, it's important to define a clear research question or hypothesis, gather and organize relevant data, and use appropriate tools and methods to analyze the data. However, it's also important to be aware of the potential limitations and challenges that you





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MBA

List of students undertaking Major Research Projects in MBA III Semester

Indore Institute of Management and Research
MBA III Semester (Batch 2022-2024)
 List of students undertaking MRP

S.No.	enroll. no.	completeName	Internship/MRP	Title	Guide
1	DK2212240	JAYUJAY GUIN	MRP	Comparative Study on Financial Performance of SBI & HDFC Bank Unified Payment Interface	Mr. Nishant Bhadaniya
2	DK2212265	ARIT KUMARIA	MRP	Stress Management & Work Balance in IT Sector	Dr. Vashai Geete
3	DK2212263	NAVYUSHI SURYAVANSHI	MRP	Impact of Social Media on the Student's Performance	Mr. Nishant Bhadaniya
4	DK1309253	UNFERAL SINGH	MRP	A Study of L'oreal Cosmetics Amongst Indian Youth	Dr. Anuraagha Pathak
5	DK1099276	ANITUJAY SANGI	MRP	Study on the Effect of Online Advertisement On Customer Buying Behaviour	Dr. Anuraagha Pathak
6	DK1005178	HARSHI UPADHYAY	MRP	Factors Influencing the Selection Of Chocolates	Dr. Asha Mishra
7	DK1309240	HARSHI ANUSKA	MRP	A comparative study between Amazon and Flipkart	Dr. Asha Mishra
8	DK1005167	MAPRU BILU	MRP	Analysis on Chocolate Brand Nestle	Dr. Shubhangi Jain
9	DK2212276	HIMTA GUPTA	MRP	A Study On Online Payment Application In India	Dr. Shubhangi Jain
10	DK2212269	RIYA KARANINGO	MRP	A study of customer preference towards sports bikes of Bajaj and Hero Motocorp	Dr. Asha Mishra
11	DK1006632	NAVISH PATEL	MRP	HIMALAYA DRUG COMPANY	Mr. Hansh Kulkarni
12	DK1922064	CHEEKAN YADAV	MRP	A COMPARITIVE STUDY OF CONSUMER PREFERENCE BETWEEN SWIGGY AND ZOMATO	Dr. Geetanjali Bhambhani
13	DK1922109	MISHANT VERMA	MRP	To determine the importance of financial services provided by ICICI bank and Bajaj finance	Dr. Geetanjali Bhambhani
14	DK1322037	NAVI PATHARIYA	MRP	Job Stress Among Employees in Banking Sector	Dr. Geetanjali Bhambhani
15	DK1809271	ANIKET KASLIWAL	MRP	SG Gurukul in the Field of Human Resource Management	Dr. Reshu Agarwal
16	DK1809254	SHALINDRA PARMAR	MRP		Ms. Dimple Saktija
17		KALOL BANERJEE	MRP		Dr. Vashai Geete

(Handwritten signature)
 Indore Institute of Management & Research





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Sample Reports





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INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2022 - 2024

Major Research Project

On

“Challenges in scaling up of social enterprise; A case study of ebay”

Research Scholars
Shruti Papde

Research Guide
Dr. Aradhana Chouksey

Principal
Dr. Aradhana Chouskey

External Examiner

Date:





Indore Institute of Management & Research
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CERTIFICATE

This is to certify that the Project Work entitled "Challenges in scaling up of social enterprise; A case study of ebay" has been accomplished by Shruti Papde under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Master of Business Administration (MBA) from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Research Guide

Dr. Aradhana Chouksey
(Dr. Aradhana Chouksey)

Dr. Aradhana Chouksey

Designation (Principal, IIMR)





10. How do you usually resolve any issues or disputes with eBay transactions?

- Contacting customer support
 - Opening a case through eBay's resolution center
 - Direct communication with the seller
 - Other (please specify)
- =Contacting customer support
=Opening a case through eBay's resolution center
=Direct communication with the seller

11. How would you rate the shipping and delivery times for items purchased on eBay?

- Excellent
 - Good
 - Fair
 - Poor
 - Very poor
- =Good

12. Overall, how satisfied are you with your eBay shopping experience?

- Very satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Very dissatisfied
- =Satisfied
=Neutral

Thank you for taking the time to complete this questionnaire. Your feedback is valuable in helping us improve our services.





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INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2022 - 2024

Major Research Project

On

“A study of problems of female techpreneurs in expansion of venture abroad”

[Signature]
 Research Scholars
GRASHTI JAIN

Research Guide
DR. ARADHANA CHOUKSEY

[Signature]
 Principal
DR. ARADHANA CHOUKSEY

External Examiner





Indore Institute of Management & Research
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CERTIFICATE

This is to certify that the Project Work entitled "A study of problems of female entrepreneurs in expansion of venture abroad" has been accomplished by **BRASHTI JAIN** under my guidance and supervision.

This project is being submitted by her as the partial fulfillment of requirements for the award of Master of Business Administration (MBA) from Indore Institute of Management and Research, Indore.

This work has not been submitted by her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Research Guide

Dr. Aradhana Chouksey
DR. ARADHANA
CHOUKSEY

Dr. Aradhana Chouksey

Designation

Signature





ABSTRACT

Purpose: A techpreneur is a development driver. It aids in maintaining the economic growth process going. The economic growth of each country decides the status of its citizens. The development of the economy will remain incomplete without the development of entrepreneurs or techpreneurs.

Women are also a part of the entrepreneurship movement in the country. There is a shift in the role played by a woman in the economy. In recent decades, the study of women's entrepreneurship has increased, mainly in IT sector. Women encounter several challenges national and internationally in engaging in commercial activities or conducting entrepreneurial tasks. As entrepreneurs, women confront various socio-economic and other issues. This article adds a literature review on the problems and challenges of women entrepreneurs.

Design/Methodology/Approach: Literature research to examine the notion of entrepreneurship in IT, women techpreneurs, determinants, concerns, and challenges of women techpreneurs. The data from textbooks, articles published in Google scholar, Research Gate, and Academia databases.

Findings/Result: As per the study, women are playing multi-role and facing different challenges, from setting up the business to its continuation. The government takes various measures to motivate women's entrepreneurship in the country as well as outside the country. The work-life balance of women entrepreneurs is very challenging. Digitalization has brought challenges and opportunities to women in continuing their businesses internationally. Highly educated women must be encouraged to run their businesses instead of working under someone.

Paper Type: Conceptual Research.

Keywords: Entrepreneurs, Women techpreneurs, Issues, Challenges faced in entrepreneurship, Empowerment





- Slightly Challenging
- No Challenging

How much do political issues in potential foreign markets inhibit your decision to expand your IT venture internationally?

- Extremely inhibiting
- Moderately inhibiting
- Neutral
- Slightly inhibiting
- Not at all inhibiting

How challenging do you find understanding and complying with local laws when considering an international expansion?

- Extremely challenging
- Moderately challenging
- Neutral
- Slightly challenging
- Not at all challenging

How difficult do you anticipate securing international funding for expanding your venture abroad?

- Extremely difficult
- Moderately difficult
- Neutral
- Slightly difficult
- Not at all difficult

Has the use of IT services and products resulted in cost savings for your company?

- Significant cost savings
- Minor cost savings
- No noticeable cost savings
- Increased our costs





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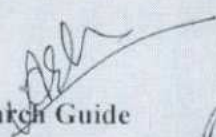
Batch 2022 - 2024

Major Research Project

On

**“STUDY ON THE EFFECT OF ONLINE ADVERTISEMENT ON
CUSTOMER BUYING BEHAVIOUR ”**

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


Research Guide
Dr. Asha mishra



Research Scholar
Harsh upadhyay





Indore Institute of Management & Research
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CERTIFICATE

This is to certify that the Project Work entitled "study on the effect of online advertisement on customer buying behaviour" has been accomplished by (Harsh Upadhyay) under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Master of Business Administration (MBA) from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Research Guide : Dr.Asha mishra mam

Designation





Chapter:- 1

Introduction

- Meaning of online advertisements
- Benefits of online advertisements
- Types of online advertisements
- Meaning of consumer buying behavior
- Stages of consumer buying behavior
- The relationship between online advertisement and consumer buying behavior





10. Which of these factors influenced your purchasing?

- The advertisement was interested
- Curious about the product or brand
- It was familiar product or brand
- The price discount they offered
- Other

13. Have you recently changed your mind after seeing an online advertising and have decided that. "I should buy it!!"

- Yes
- May be
- No

14. What kind of goods do you purchase by influenced by online advertising?

- Clothing items
- Grocery products
- House hold items
- Other

15. Level of satisfaction regarding the purchase of any product by seeing online advertisement?

- 1 star
- 2 star
- 3 star
- 4 star
- 5 star

16. Do you think online advertisement is an effective decisive factor for online shopping?

- Yes
- Maybe
- No

B. Secondary data collection method:-

The secondary data is collected through the book (Kothari), internet and etc.





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List of students undertaking Internship in MBA III Semester

Indore Institute of Management and Research
 MBA III Semester (Batch 2022-2024)
 List of students undertaking Internship

S.No.	enroll_no	completerName	Internship/MP	Titlo	Guide
1	DX1918227	SAKSHI JARMA	Internship	HR and Marketing at TrachNance	Mr. Nayan Bhidodiya
2	DX1909402	JANSHWA KASURVAL	Internship	Tradesphre Research & Services	Mr. Nayan Bhidodiya
3	DX1909520	MEHWISH AHMED	Internship	Enware by Sayfi	Dr. Asha Mishra
4	DX1909527	PAWAN BAGHUWANSHI	Internship	Human Resource at ACG Associates Capaulis	Mr. Nayan Bhidodiya
5	DX1905885	BRAGYA SHREE DUREY	Internship	Business Development and Marketing	Dr. Rakshita Purohit
6	DX1905945	PRATHMESH DUBFY	Internship	Accounting and Finance	Dr. Asha Mishra
7	DX1904895	GOURAV KURIL	Internship	Marketing Strategies and Techniques	Dr. Rakshita Purohit
8	DX2112751	ADARSH MISHRA	Internship	L&T Finance Ltd. Sales Executive	Dr. Rakshita Purohit
9	DX2112753	AMAN PANDEY	Internship	HR Executive of Net Ambit	Dr. Rakshita Purohit
10	DX2112754	AMAN YADAV	Internship	Accounting in Sares Hotel	Dr. Asha Mishra
11	DX2112756	ANUPAM SINGH CHAUDEL	Internship	Sales and Marketing Strategies	Dr. Rakshita Purohit
12	DX2112757	AVISHREE VISHWAKARMA	Internship	Data Migration and Conversion of Data into Accounting Software	Dr. Reshu Agarwal
13	DX2112758	AHMT BAGDI	Internship	TDS and Accounting	Dr. Vishal Geete
14	DX2112759	ARHIT KHARE	Internship	HR Management in Bajaj	Dr. Vishal Geete
15	DX2112762	RAVYIKA JAIN	Internship	Public Relation at Shekurg	Dr. Vishal Geete
16	DX2112763	BULBUL SYAENA	Internship	HR Department of Auliya Bria Grasm Nagda	Mr. Nayan Bhidodiya
17	DX2112764	DEEKSHA GOUR	Internship	HR Department of REVA Infotech Solution PVT LTD.	Mr. Nayan Bhidodiya
18	DX2112765	DIVAS VISHWAKARMA	Internship	L&T Ltd. Sales Executive	CS. Aastik Dave
19	DX2112767	GARVITAGRAWAL	Internship	Relias India Pvt Ltd	Dr. Vishal Geete
20	DX2112768	GOURAV KUMARAWAT	Internship	HRD Training in Copic	Dr. Vishal Geete
21	DX2112769	HARISH TIWARI	Internship	Digital Marketing at Autoclavico Manufacturing Pvt. Ltd	Dr. Reshu Agarwal
22	DX2112770	HIRANSHU HIRASKAR	Internship	Internship in MP Travillas	Dr. Vinayak Khare
23	DX2112772	SHIKHA CHOUHAN	Internship	Life Insurance Sales At Investouse	Dr. Asha Mishra
24	DX2112774	SHIKHA GUPTA	Internship	Exploring the role of Sales Return	CS. Aastik Dave
25	DX2112775	SHITA MEHTA	Internship	Human Resource Trainee at LUIGONG INDIA	Mr. Nayan Bhidodiya
26	DX2112774	JAYESH BHALE	Internship	Digital Marketing Strategies for Enhanced Brand Visibility & Engagement	Ms. Dimple Sukhija
27	DX2112775	PRISHREE NAREKOLE	Internship	Srini Sunil & Associates (Finance)	Dr. Vishal Geete



11/11/2023



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28	DX2212276	KAMAL TIWARI	Internship	H and H Health Care and Cosmetics P V T L D	Dr. Asha Mishra
29	DX1910320	GANGITA PATIDAR	Internship	Financing Internship	Dr. Vinayak Khare
30	DX2212277	KANAK BAI	Internship	HR recruitment of R Dot Ventures	Dr. Reshu Agarwal
31	DX2212278	PRASHANTH JAIN	Internship	Human Resource Management at Task Source	Mr. Nayan Bhudoliye
32	DX2212279	KAUSHIK BHUJADE	Internship	GST under CA Moha Koltra & Co. CA	Ms. Dimple Sukhija
33	DX2212280	KRISHNA BATHORE	Internship	Training and Development in Banking Sector	Dr. Vishal Geete
34	DX1909288	ANSHU JANT	Internship	CA Rithech Agrawal & Co	Dr. Vishal Geete
35	DX1307412	POPA JOSHI	Internship	Non-paying Finance: Insights in Corporate Loan Management and Analysis	Dr. Vishal Geete
36	DX1909294	VAISHALI PATIDAR	Internship	GST and Accounting	Dr. Vishal Geete
37	DX1909318	SHUJHAM RAGHUVANSRI	Internship	Shrivard Poly Lab Pvt. Ltd.	Dr. Anuradha Pathak
38	DX1909367	RITU VIHAY AHIR	Internship	Unichem Laboratories	Dr. Anuradha Pathak
39	DX1909638	MITIKA METWARI	Internship	HR Recruitment at R Dot Ventures	Dr. Vishal Geete
40	DX1909647	VAISHIKA SHARMA	Internship	Walkin Manpower Solutions Pvt. Ltd.	Dr. Vishal Geete
41	DX1909778	KRITI GUPTA	Internship	A Study of Marketing Strategies of Colors Packaging Solutions India Ip	CS Aashik Dave
42	DX1908444	PRACHI SHEKHAR	Internship	Recruitment Strategies at International Learning Planners	Dr. Vaibhav Modak
43	DX1909628	PIPIYA SARI	Internship	Human Resources Management in SG Gurukul	Dr. Anuradha Pathak
44	DX1909628	DIKSHA KESWANI	Internship	Human Resource Management in Bright Energies Solar	Dr. Anuradha Pathak
45	DX1909172	PRADHANA PATHAK	Internship	A Study of Credit Department of Fusion Micro Finance	Dr. Shubhangi Jain
46	DX1909128	POOJA CHOUDHARY	Internship	Accounting and finance	Dr. Vaibhav Modak
47	DC1942624	URVISHI SHRIWAS	Internship	A Study of Accounting and Taxation work in Vippy Industries Limited	Dr. Shubhangi Jain
48	DC1944377	CHANCHAL MAKODE	Internship	Study of Marketing Strategies of Durya Engineering Pvt. Ltd.	Dr. Vaibhav Modak
49	DC1921014	NIRMAL GURJAR	Internship	Equity Research Intern in Millennium Money Finance	Dr. Vaibhav Modak
50	DX1905271	AMISHKA KOTHARI	Internship	Human Resource Management of InTouch Software Solution	Dr. Shiji Shukla
51	DX1905792	DEEPAK BHODOL	Internship	Alpa Laboratories Ltd	Dr. Shubhangi Jain
52	DX1905079	SACHIN JAT	Internship	Nurturing Communities	Dr. Vinayak Khare
53	DX2212281	MANOJ JAT	Internship	Exploring the role of sales intern	Dr. Shiji Shukla
54	DX2212283	MOHIT KUMAWAT	Internship	Equity Research intern in Millennium Money Finance	Dr. Shiji Shukla
55	DX2212284	NANDINI DUBEY	Internship	Stock Market Analyst at Millennium Advisory Pvt. Ltd	Dr. Shiji Shukla
56	DX2212285	NIDHI BHISE	Internship	Human Resource Department	Dr. Vinayak Khare
57	DX2212287	NILESH SOLANKI	Internship	Financial services in Millennium Money Finance	Dr. Vaibhav Modak
58	DX2212288	PIYUSHI VEJMA	Internship	Accounting and Finance in Anna Sahit Sahakar Sanstha, Marayadi	Dr. Shubhangi Jain





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59	DX2212289	IPRACHI TRIVEDI	Internship	Human Resource Management at Grassini Industries Limited	Dr. Shubhang Jain
60	DX2212290	FRASHANSHA JAIN	Internship	Jai Jindra Credit Co-operative Society Ltd. Indore	Dr. Shiji Shukla
61	DX2212291	FRIYANKA SONI	Internship	Training and Development at SRF Ltd	Dr. Shubhang Jain
62	DX2212292	RADHIKA GOYAL	Internship	Accounting and Finance	Dr. Shiji Shukla
63	DX2212293	BAKSHAYADA PARMAR	Internship	Financial Management and Taxation	Dr. Shiji Shukla
64	DX2212294	RAVI PATIDAR	Internship	Equity Research Intern in Millennium Money Finance	Dr. Shiji Shukla
65	DX2212295	RISHABH JAIN	Internship	Master Mind Digital Marketing Department	Dr. Vinayak Khare
66	DX2212296	HISHI TIWARI	Internship	Digital Marketing at Sbey India Pvt Ltd	Dr. Vinayak Khare
67	DX2212297	RISHIHAJI PANDY	Internship	HR recruitment at Bakets Vides India Pvt Ltd	Dr. Asha Mishra
68	DX2212298	BITIKA MANWAR	Internship	Quality Webs as HR Recruiter	Ms. Simmalika Kushwah
69	DX2212299	SHRADHA SHARMA	Internship	A Study on Talent Management Strategies at Arianant Capital	Ms. Simmalika Kushwah
70	DX2212300	SHRUTI PAPERI	Internship	HRM Practices in Bajaj Finance	Ms. Simmalika Kushwah
71	DX2212301	SHUBHAM PATIDAR	Internship	Equity Research Intern in Millennium Money Finance	Dr. Shiji Shukla
72	DX2212302	SNEHA GARG	Internship	HR recruitment of R-DoF Ventures	Dr. Reshu Agarwal
73	DX2212303	SOUBHABH	Internship	Stock Market Analyst at Millennium Money Finance Pvt. Ltd	Dr. Rakshita Purnik
74	DX2212304	TANU INDRAN	Internship	Finance Internship	Dr. Vinayak Khare
75	DX2212305	VAIBHAV ABUKATI	Internship	Optimizing Financial Operations	Dr. Shiji Shukla
76	DX2212306	VAIBHAV K. VARSHNEY	Internship	Data Migration and Conversion of data into Accounting software	Mr. Hanish Kukreja
77	DX2212307	VAISHNAVI SHINGANE	Internship	HRM Practices at Smart Learning Destination Pvt. Ltd	Dr. Shiji Shukla
78	DX2212308	VIAAY KUMAR SHARMA	Internship	Human Resource Management	Ms. Simmalika Kushwah
79	DX2212309	VISHAL DHAKAD	Internship	Digital Marketing at Sbey India Pvt Ltd	Dr. Asha Mishra
80	DX2212310	VIVEK SHARMA	Internship	Sales at SFA Sporting Services Pvt Ltd	Dr. Vinayak Khare
81	DX2212311	VIVEK TIWARI	Internship	Accounting and Taxation at MJPM and Associates	Mr. Hanish Kukreja
82	DX2212312	VISHAL PANWAR	Internship	Exploring the role of Sales Intern	Dr. Ajay Patil
83	DX2212313	TANUSHREE DHEPTE	Internship	Human Resource Management of In Touch Software Solution	Ms. Simmalika Kushwah
84	DX2212314	GAUTAM KASERA	Internship	Accounting and Finance Internship at TEN	Mr. Hanish Kukreja
85	DX2212315	KOMAL YADAV	Internship	Finance Department at Bajaj Finance Ltd	Ms. Simmalika Kushwah
86	DX2212316	DEEPAK GOZWAMI	Internship	Human Resource Training	Ms. Simmalika Kushwah
87	DX2212317	RISHITA JAIN	Internship	Human Resource Department in MTL Pops India Ltd	Ms. Simmalika Kushwah
88	DX2212318	DEEPIKA PANDY	Internship	Sales and Marketing at The Right Way	Mr. Hanish Kukreja
89	DX2212319	JATIN DAMWAR	Internship	A Study of Consumer Durable Overdraft Loan in Bajaj Finserv	Ms. Simmalika Kushwah



Handwritten initials/signature





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90	DC1941830	SHUBHAM SONI	Internship	Marketing And Sales at Shwad Life Medicare	Dr. Vinayak Khare
91	DC1922692	SHIVANI SHANKARDIYA	Internship	Tax planning and Management	Mr. Himanshu Kukreja
92	DC1929646	MUSKAM GUPTA	Internship	My CA Firm Exploration "Unlocking Accounting Realities"	Mr. Himanshu Kukreja
93	DC1930075	KOHIT BIRLA	Internship	HRM in Bajaj Securities	Mr. Himanshu Kukreja
94	DC1927657	BEEPAK SINGH KACHWAYA	Internship	Human Resources Department in Lugong India	Mr. Himanshu Kukreja
95	DC1869717	AASHISH SALLINKE	Internship	IFBIS Corporate	Dr. Reshu Agarwal
96	DC1943111	YOGINI JOSHI	Internship	Venturing into Corporate Finance: Internship Perspectives on Loan Department Operations	CS. Aastik Dave
97	DC1805178	TARISHA SHARMA	Internship	Tax Planning and Management	CS. Aastik Dave
98	DC1939258	BIJAN BISWAS	Internship	Tax Planning and Management	CS. Aastik Dave
99	DC1939105	SIYA PATIL	Internship	Training and Development	CS. Aastik Dave
100	DC1965282	DIPIKA PUSHPAD	Internship	HRM in Mankind Securities	Dr. Geetanjali Bhambhani
101	DC1905278	CHETALI GAVLI	Internship	Basic of Accounts and GST	Ms. Dimple Sukhija
102	DC1809634	AJISA BARWA	Internship	Walkin Manpower Solutions	Dr. Vinayak Khare
103	DC1810128	PRADEEP KUMAR GUPTA	Internship	Graphic Designer	Dr. Reshu Agarwal
104	DC1703649	HARSHITA JAIN	Internship	CRM in Rubber Siddhis Offset Printers	Dr. Anshu Mishra
105	DC1903184	MAITRA SULTANA	Internship	Human Resources Management	Dr. Reshu Agarwal
106	DC1705448	NHITA VERMA	Internship	Accounts and Finance	Dr. Vinayak Khare
107	DC1708489	HARSHITA KASLIWAL	Internship	Accountant in E-Vitamin Business Consulting Pvt. Ltd	Dr. Vinayak Khare
108	DC1943008	MEETAL CHODHARY	Internship	Direct Sales and Digital Marketing	CS. Aastik Dave
109	DC1943027	ASHWINI RATHORE	Internship	HRM sawariya appraisals	CS. Aastik Dave
110	DC1809173	ASHWINI NAVIABHIE	Internship	Study of Marketing Strategies of Surya Engineering Pvt. Ltd	Dr. Ajay Patil
111	DC1817234	PIYANKA YADAV	Internship	Recruitment & Selection, Staff Limited PFB Company, Pithampur Management	CS. Aastik Dave
112	DC1929932	LUCKY DHURVY	Internship	Training and Development	Ms. Dimple Sukhija
113	DC1920047	HUMERA QUEREASHE	Internship	Human Resource Operation Department in Raison Tyres Ltd	Ms. Dimple Sukhija
114	DC1916371	KRISHNA RATHORE	Internship	SC Gurukul in the Field of Human Resource Management	Dr. Vinayak Khare
115	DC1912605	PRACHI ARYA	Internship	Business Development and Marketing	Dr. Anuradha Patil
116	DC1905880	JAMAN VERMA	Internship	Exploring the role of Sales Return	Ms. Dimple Sukhija
117	DC1909702	LAMARTH GUPTA	Internship	A Study of Accounting & Auditing Procedures in Anmol Jain and Associates	Dr. Rakshita Purani
118	DC1908950	MEGHNA SONI	Internship	Human Resource Executive of Walkin Manpower Solution	Dr. Vaibhav Modak
119	DC1909026	PODJA JHAWAR	Internship	Internship in Teamwork Financial Solution	Dr. Vaibhav Modak
120	DC1909403	GOURAV SINGH	Internship		Dr. Vaibhav Modak

5/12/2019



Signature





Sl. No.	Roll No.	Name	Company	Department	Faculty
122	DCN290115	ESMI JAIN	MMC Convert	Internship	Dr. Vaibhav Modak
123	DC223262	AKASHI MISHRA	Sales and Marketing Intern at Smart Learning Destination Pvt. Ltd	Internship	CS. Aastik Dave
124	DS1913471	SOMALI YADAV	Sweetashi Farm Marketing Division	Internship	Dr. Rakshita Purohit
125	DC1943072	UHANSHREE DESAI	Human Resource	Internship	Dr. Geetanjali Bhambhani
126	DC1943070	DIXI PAU PATIDAR	Human Resource Management Lertix	Internship	Dr. Geetanjali Bhambhani
127	DC1943042	SAGAR PATIDAR	Human Resource Management in Recruit Daddy. In	Internship	Dr. Geetanjali Bhambhani
128	DC1943114	ADISHHEK RAGHUVANSHI	Sales and Marketing	Internship	Dr. Ajay Patil
129	DC1938216	AKRAM MANSURI	Human Resource	Internship	Dr. Geetanjali Bhambhani
130	DC1943095	POOJA VASANE	Digital Marketing through Social Media Ads	Internship	Dr. Ajay Patil
131	DC1826172	PRASHANT JAIN	Role of HR in ACG Company	Internship	Dr. Geetanjali Bhambhani
132	DA1917632	ALEPIYA	Digital Marketing in Lertix	Internship	Ms. Simranika Kushwah
			Sales and Marketing	Internship	Dr. Ajay Patil

Handwritten signature and stamp of Indore Institute of Management & Research.





Sample Certificates

CERTIFICATE

		272, Apollo Square, Janjeerwala Square Indore 452001 Ph: 0731 3919300, Mob: 9300555512, 9793555512 Email: corporatefinance123@gmail.com
DEALS IN: HOME LOAN * LOAN AGAINST PROPERTY		
Ref. No.	Date	
	Date: 08.01.2024	
TO WHOMSOEVER IT MAY CONCERN		
This is to certify that Ms. ISHA JOSHI Student of M.B.A from Indore Institute of Management & Research has successfully completed her 4 weeks of an internship program from 04.12.2023 to 5.01.2024 in the finance department of our Organization.		
Her Internship activities includes, the understanding of interest rates, eligibility criteria, documentation requirements, and various loan product available in market. Effective communication and transparency are key when explaining terms, conditions, and potential risks associated with these types of loans. Continuous learning about the real estate market and economic factors impacting interest rates for a finance distributor in this field.		
She is Exemplary dedication, diligence through their work during the Internship have been invaluable.		
Wish You continued success as you carry passion and skills into future endeavors.		
		Sincerely, Corporate Finance Distributors Proprietor



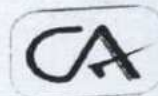
5





COMPLETION CERTIFICATE

RISHABH AGRAWAL & CO.
Chartered Accountants
492, CANNAUGHT ROAD, MHOW (M.P.)
Mob No: +91-98938-38638
Email: caagrawalrishabh@gmail.com



06 December 2023

TO WHOM IT MAY CONCERN

This is to certify that Mr. Nishant, a student of MBA, INDORE INSTITUTE OF MANAGEMENT & RESEARCH has successfully completed 60 days internship (in two segments, First from September 01, 2023 to September 30, 2023 and second from November 5, 2023 to December 4, 2023) at Rishabh Agrawal & Co.

During this period, he has worked on Filing GST Returns, Accounting and has done TDS work, and was part of the Internal Auditing team.

He has worked under the guidance of CA Rishabh Agrawal

Nishant showed a lot of skills in his work, and we found him to be diligent, hardworking, and inquisitive. His association with us was beneficial.

We wish him every success in his life and career.



RISHABH AGRAWAL & CO.

CHARTERED ACCOUNTANT





Indore Institute of Management & Research

Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)

INTERNSHIP CERTIFICATE



RELSUS INDIA PRIVATE LIMITED

Date : 15/November/2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Garvit Agrawal**, pursuing (Master of business Administration) from **Indore Institute of Management and Research, Indore** has successfully completed his internship in the field of Marketing and Supply chain Management of 45 days from 26 August 2023 to 25 October 2023, under my guidance.

During his internship he was found punctual, hardworking and he is able to complete the target on time.

I wish him all the best for his upcoming career.

From Relsus India Pvt. Ltd.


Mr. Dharmendra Singh

MPIDC Commercial Complex,
Pharma cluster, Betma tehsil,
Indore - 453001
Dharmendra.singh@relsus.com
www.relsus.com





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INTERNSHIP CERTIFICATE



Proudly Presented to

Bhavika Jain

*for successfully completing 45 Days Sales and Marketing Internship
 at R Dot Ventures Pvt. Ltd. from 4th December'23 to 30th January'24.*



Certificate ID: 211RdR0723

Powered By

RBhargava
 Rahul Bhargava
 Managing Director



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CERTIFICATE

Partani Badjatya & Associates
Chartered Accountants

201, Shree Nath Avenue, 15B Kibe Compound,
 RNT Marg Indore, (M.P.) 452001
 Mob: 9329772727 Email-ID: ccsunil78@yahoo.co.in

TO WHOM SO EVER IT MAY CONCERN INTERSHIP CERTIFICATE

This is to certify that Mr. Arpit Bagdi S/o Mr. Santosh Bagdi R/o at Ram Mandir Murg, Khategaon (M.P.) worked as Finance, Accounting and Taxation Assistant in our firm from 06th December, 2023 to 15th February, 2024 with our entire satisfaction. During his working period we found him a sincere, honest, hardworking, dedicated intern with a professional attitude and very good knowledge. He is amiable in nature and character as well.

We wish him every success in life and all the best for endeavors.

Place: Indore

Date: 17/02/2023

For Partani Badjatya & Associates



Sunil Badjatya
 Partner





Indore Institute of Management & Research

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CERTIFICATE

To whomsoever it may concern

31st January, 2024

This is to certify that **Ms. Humera Qureshi**, Second year student of Masters of Business Administration Indore Institute of Management and Research, Indore undergone **02 Months** Industrial training in IHR department from 01/12/23 to 31/01/24 under the guidance of **Ms. Aparva Singh -Manager- People Capability**.

She has successfully completed the training & project work on "Mental Health Occupational Stress Index and Training & Development Department".

We found her sincere and hardworking during the training and wish her tremendous success in all future endeavors.

Thanking you,
Yours faithfully

For SRF LIMITED

Aparva Singh
Manager- People Capability

SRF LIMITED
Block - C Sector-45
Gurgaon 122 001
Haryana India
Tel: +91-124-4054400
Fax: +91-124-4054500
E-mail: info@srf.com
Website: www.srf.com

Regd. Office:
2nd No. 238 & 237, 2nd Floor
D.P. Gehlot, Mayapal Place
Noida Link Road
Mayapal (Noida) - 201301
Delhi 110091

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Corporate Identity No. 118/D/DL/19/KPLCKS/197





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CERTIFICATE

To whomsoever it may concern

31st January, 2024

This is to certify that **Ms. Humera Qureshi**, Second year student of Masters of Business Administration Indore Institute of Management and Research, Indore undergone **02 Months** Industrial training in HR department from 01/12/23 to 31/01/24 under the guidance of **Ms. Apurva Singh -Manager- People Capablilty**.

She has successfully completed the training & project work on "Mental Health Occupational Stress Index and Training & Development Department".

We found her sincere and hardworking during the training and wish her tremendous success in all future endeavors.

Thanking you,
 Yours faithfully

For SRF LIMITED

Apurva Singh
 Manager- People Capability

SRF LIMITED
 Block C Sector 4B
 Gurgaon-122 002
 Haryana India
 Tel: +91-124-4354400
 Fax: +91-124-4354500
 E mail: info@srf.com
 Website: www.srf.com

Regd. Office:
 Unit No. 23A & 23B, 2nd Floor
 G.P. Golecha, Mayap Place
 Roadside Link Road
 Mayapuri (Phase-I) DELHI-110029
 Delhi 110029

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Company Identity No. L18-21DL1970PLC05197





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Certificate of Organization



Alpa Laboratories Ltd.

33/2, Pigdamber A.B. Road - 453 446 Distt. Indore - (M.P.) India

Phone No. : +91 731-429 4567 Fax No. : +91 731-429 4444

Email : mail@alpalabs.in

CIN : L85195MP1988PLC004446

Date- 12/02/2024

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Deepak Bali Bhool S/o Mr. Bali Bhool a student of, Indore Institute of Management & Research, Indore (M.P) Pursuing M.B.A (Marketing & Finance) has undergone Training in Account Department (Finance) from 12.12.2023 to 09.02.2024.

During his training period with us we found him sincere and hard working. We wish him all the success for future.

For: Alpa Laboratories Ltd.

Mahendra
Mahendra Singh Chawla
Director
DIN-00362058



05





VIPPY INDUSTRIES LTD.

Date: 16/10/2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Urvasi Shrivastava has done her internship at Vippy Industries Ltd, Dewas from 2nd Sept 2023 to 16th Oct 2023.

She has worked on a project at our Finance department as a Finance Intern.

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

We wish all the best for her upcoming career.

Vippy Industries Ltd


Sr. Administrative Officer



Regd. Office : 28, Industrial Area A.B Road, Dewas 455 001, (M.P) India.
Phone : 91-7272 254545, 46 | Fax : 91-7272 254952 | Email: admin@vippyindia.com
Web : www.vippyindia.com | CIN No. : U15142MP1973PL0001225





CERTIFICATE



Dated: - 01/08/2023

To Whom It May Concern

This Is Certified That Ms. Rishita Jain D/O Mr. Pankesh Jain a student of MBA -HR & Finance (Major in Finance) C1st Year (02nd Semester) from Indore Institute of Management and Research Indore, has successfully completed 45 Days from (15th June 2023 to 31st July 2023), Long internship at MTL Pipes India Limited.

During the internship she efficiently contributed to the work and was found to be hard working. Keen to learn and ready to accept responsibilities.

We wish her all the best in future endeavors.

For: - MTL Pipes India Limited


(Pravin Kumar)
(Sr. Manager - HR & Admin)

MTL PIPES (I) LTD.

Formerly known as
MAAN TUBES LTD.

Tubes & Pipes

Corporate Office : Plot No. 817, Sector 7, Industrial Area, Bhopal, M.P. - 464775

Website : mtlpipes.com

CIN No. U28100MP1999PLCC10001





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Curriculum displaying Field Projects/Internships/Major Research Projects

MBA Internship/MRP

MBA Full Time Revised Syllabus for Affiliated Institutions of Devi Ahilya Vishwavidyalaya, Indore

Devi Ahilya Vishwavidyalaya, Indore



Syllabus

M.B.A (Full-Time) 2 Years Programme

Semester- I to IV

w.e.f. Academic year 2019-2020

w.e.f. Academic year 2019-20





MBA Full Time Revised Syllabus for Affiliated Institutions of Devi Ahilya Vishwavidyalaya, Indore

Subject code	Subject Name	Credit Hours
FT 403P	LOGISTICS MANAGEMENT	3
FT 404P	TOTAL QUALITY MANAGEMENT	3
FT 405P	ENTERPRISE RESOURCE PLANNING	3
ELECTIVE-VI: BUSINESS ANALYTICS		
Subject code	Subject Name	Credit Hours
FT 403B	DATA VISUALISATION FOR MANAGERS	3
FT 404B	SPREAD SHEET MODELING	3
FT 405B	APPLICATIONS OF MODELING IN BUSINESS	3
FT 406	COMPREHENSIVE VIVA-VOCE	4
Total Credits: 104		

Total Credits:

(1) For Core (Compulsory Subjects):	60
(2) For Elective Courses:	36
(3) For MRP/ INTERNSHIP/ FIELD WORK :	04
(4) For COMPREHENSIVE VIVA-VOCE:	04
Grand total	104

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MBA Full Time Revised Syllabus for Affiliated Institutions of Devi Ahilya Vishwavidyalaya, Indore

Subject code	Subject Name	Credit Hours
FT 303B	INTRODUCTION TO BUSINESS ANALYTICS	3
FT 304B	PREDICTIVE MODELING	3
FT 305B	STATISTICAL PROGRAMMING IN 'R'	3
FT 306	MRP/INTERNSHIP/FIELD WORK	4

MBA (Full-Time) Fourth Semester

Fourth Semester			
Subject code	Subject Name	Credit Hours	Cumulative Credit Hours
COMPULSORY SUBJECTS			
FT 401C	BUSINESS LEGISLATION	3	57
FT 402C	STRATEGIC MANAGEMENT	3	60

ELECTIVES COURSES (SELECT ANY TWO ELECTIVE GROUPS)

ELECTIVE GROUP -I: MARKETING MANAGEMENT				
Subject code	Subject Name	Credit Hours	Credits for core subjects up to IV sem.: 60	
FT 403M	INTERNATIONAL MARKETING	3		
FT 404M	SERVICE AND RETAIL MARKETING	3		
FT 405M	CONSUMER BEHAVIOR AND RURAL MARKETING	3		
ELECTIVE GROUP -II: FINANCIAL MANAGEMENT				
Subject code	Subject Name	Credit Hours	Credits for Electives in IV sem.: 18	
FT 403F	INTERNATIONAL FINANCE	3		
FT 404F	FINANCIAL DERIVATIVES AND RISK MANAGEMENT	3		
FT 405F	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	3	Credits for Comp. VIVA: 04 Total Credits up to IV Sem.: 104	
ELECTIVE GROUP -III: HUMAN RESOURCE MANAGEMENT				
Subject code	Subject Name	Credit Hours		
FT 403H	COMPENSATION MANAGEMENT	3		
FT 404H	TRAINING AND DEVELOPMENT	3		
FT 405H	ORGANISATION DEVELOPMENT	3		
ELECTIVE GROUP -IV : INFORMATION TECHNOLOGY				
Subject code	Subject Name	Credit Hours		
FT 403I	OPERATING SYSTEM & AND THEIR UTILITIES	3		
FT 404I	PHP PROGRAMMING AND JAVA SCRIPTS	3		
FT 405I	MOBILE COMPUTING AND ITS APPLICATIONS	3		
ELECTIVE-V: PRODUCTION AND OPERATIONS				

w.e.f. Academic year 2019-20





**FT306 MAJOR RESEARCH PROJECT/ INTERNSHIP/FIELD
WORK**

Objective

The objective of Major Research Project / Internship/Field Work is to enable and develop the understanding of given problem and enhance the analytical skills, problem solving ability, implementation capabilities of students to understand research process and practical knowledge of the Business and industry with practical exposure.

Examination

The Major Research Project (MRP) or Internship or Field work shall be compulsory for all students. Major Research Project (MRP)/Internship/Field work shall be allotted to the students at the end of second semester, Students will be required to submit the final MRP Project / Internship/Field work Report in the hard bound form in the required number of copies specified by the University, fifteen days before beginning of III Semester examination. Major Research Project (MRP)/ Internship/Field work shall be of maximum 100 marks - out of which, 50 marks will be for the report and its contents and 50 marks will be for the presentation/viva-voce. A panel of external and internal examiners will jointly award both of these components of marks. The University shall appoint the external examiner and the Director/Head of the Institution shall appoint the internal examiner. A panel of external and internal examiners shall evaluate the student's performance.

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**Indore Institute of
Management & Research**
Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)

Ordinance for UG Programmes (NEP) for Field Projects and Vocational Projects

मध्यप्रदेश शासन
उच्च शिक्षा विभाग
मंत्रालय

क्र. १५१/138/सीसी/21/38
प्रति,

भोपाल, दिनांक ०३/११/२०२१

1. आयुक्त,
उच्च शिक्षा संचालनालय,
सतपुडा भवन, भोपाल
2. कुलसचिव,
समस्त शासकीय एवं निजी विश्वविद्यालय,
मध्यप्रदेश।
3. प्राचार्य,
समस्त स्वशासी महाविद्यालय,
मध्यप्रदेश।

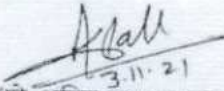
विषय:-राष्ट्रीय शिक्षा नीति, 2020 के परिप्रेक्ष्य में अध्यादेश 14 ए तथा 14 बी अनुसार कार्यवाही सुनिश्चित किये जाने के संबंध में।

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उपरोक्त विषयान्तर्गत लेख है कि राष्ट्रीय शिक्षा नीति, 2020 के परिप्रेक्ष्य में स्नातक पाठ्यक्रमों हेतु अध्यादेश 14 ए तथा 14 बी पर माननीय कुलाधिपति द्वारा विश्वविद्यालय समन्वय समिति के अनुसमर्थन की प्रत्याशा में अनुमोदन प्रदान किया गया है।

कृपया तदनुसार आवश्यक कार्यवाही सुनिश्चित किये जाने का अनुरोध है।

संलग्न : उपरोक्तानुसार


3.11.21
(प्रो. अनिल कुमार पाठक)
विशेष कर्तव्यस्थ अधिकारी
उच्च शिक्षा विभाग
मंत्रालय



निरन्तर.....





Ordinance 14 B

Ordinance for three/four years Undergraduate Degree (CBCS Annual Mode)

(As per the Guidelines for Multiple Entry and Exit in Academic Programmes offered in Higher Education Institutions issued by UGC, New Delhi under National Education Policy 2020)

1. The provisions of this Ordinance shall be applicable from the academic session 2021-22.
2. The provisions of this Ordinance shall apply to the three-year Bachelor's degree or four-year Bachelor's degree (Honours/Research) undergraduate programmes such as Bachelor of Arts (B.A.), Bachelor of Science (B.Sc.), Bachelor of Commerce (B.Com), Bachelor of Computer Application (B.C.A.), Bachelor of Business Administration (B.B.A.), Bachelor of Home Science (B.H.Sc.) and other similar Undergraduate programmes notified by the University.
3. The Ordinance shall be applicable to all such programmes being run by the University in its Teaching Departments (UTDs)/SOS (School of Studies) and its affiliated colleges including autonomous colleges for their regular as well as non-collegiate (private) students. Autonomous Colleges/UTDs may opt for semester system under Ordinance 14A.
4. Admission rules and guidelines for admission to these programmes will be framed by the State Government for admission in colleges and by the University for admission in its UTDs/SOS. Admission to the 4-th year (Level 8) shall be available only in the institutions which are offering 4-year Undergraduate Programme. Autonomous colleges with NAAC grade 'A' or above can frame their admission guideline completely based on merit subject to the reservation policy of the government.
5. Students who have successfully completed Grade 12 School Leaving Certificate from Board of Secondary Education, Madhya Pradesh, Bhopal or an equivalent examination from any other board recognised by the State Government/University will be eligible for admission to these undergraduate programmes.
6. The admission shall be made on merit calculated on the basis of criteria notified by the state government/university, as the case may be, keeping in view the guidelines/terms in this regard issued by the UGC and other statutory bodies concerned and taking into account the reservation policy issued by the government from time to time.
7. Student enrolment in a programme/course shall be restricted to the seats allotted by the University/State Government.

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8. The in-take capacity shall be determined in advance by the university/autonomous college in accordance with the guidelines/norms in this regard issued by the State Government/UGC and other statutory bodies concerned so that the same could be suitably incorporated in the admission guidelines for the information of all concerned and uploaded on the institutional website or admission portal of Department of Higher Education.
9. Depending upon the academic and physical facilities available, the university/college/autonomous college may control seats to a maximum of 10% of the seats sanctioned for the previous year of the programme for lateral entrants in the *second year/third year/fourth year* of a first-degree programme, if the student has successfully completed the first year/second year/third year of the same programme in any institution and wants to re-enter into the programme after a break in studies.
10. To enable multiple entry and exit points in the academic programmes, qualifications such as certificate, diploma, and degree are organized in a series of levels in an ascending order from level 5 to level 8. Level 5 represents certificate and level 8 represents Bachelor's Degree (Honours/Research) (Table 1). The four-year undergraduate programme shall comprise courses under following subjects categories:
 - i) Major Subject (56 credits)
 - ii) Minor Subject (26 credits)
 - iii) Generic Elective (18 credits)
 - iv) Skill Enhancement Courses/Vocational Courses (12 credits)
 - v) Ability Enhancement Courses/Foundation Courses (24 credits)
 - vi) Field projects/internship/apprenticeship/community engagement and service (24 credits)

N.B. For BBA/BCA/BH Sc and like programmes, a group subject shall be treated as Major/Minor/Generic Elective.

Qualification and Credit Requirements are given in Table 1. The *entry and exit* options for students, who enter the undergraduate programme, are as follows.

1st Year

Entry 1. The entry requirement for Level 5 is successful completion of Class 12 from M.P. Board of Secondary Education, Bhopal or an equivalent examination from any other board recognised by the State Government/University. A programme of study leading to entry into the first year of the Bachelor's degree is open to those who have met the admission requirements.

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12. TYPES OF COURSES

Each of the subject/category(ies) to (v) as specified in clause 10 shall comprise of courses. Courses are the basic units of education and/or training. Types of courses shall be as follows.

12.1. Core Course:

Such courses which shall compulsorily be studied by the student as a core requirement of the programme.

12.2. Elective Course:

Generally a course, which can be chosen by the student from a pool of courses, which is specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or which enables an exposure of some other discipline/subject/domain to measure the candidate's proficiency or skills is called an Elective Course.

12.2.1 Discipline Specific Elective (DSE) Course:

Elective courses offered from the main discipline/subject of study are referred to as Discipline Specific Elective. The University may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

12.2.2 Dissertation Project

An elective course designed to acquire special/advanced knowledge/skills supplement study/support study to a project/work, and student/undergraduate course on his/her own with an advisory support by a teacher/faculty member, is called dissertation project. It is considered as a special course involving application of knowledge in solving/analyzing/exploring a real life situation/difficult problem for bachelor degree with honours/research. A Project/Dissertation work would be of credit, as decided by the competent body. The student will do this work under the guidance of a faculty member.

12.2.3 Generic Elective (GE) Course

An elective course chosen generally from an unrelated discipline/subject with an intention to seek exposure of other field is called a Generic Elective course.
P.S. A core course offered in a discipline/subject may be treated as an elective for other discipline/subject and vice versa and such electives may also be selected as a Generic Elective Course.

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12.3. Ability Enhancement Courses (AEC):

The Ability Enhancement Courses (AEC) are of two types:

- Ability Enhancement Compulsory Courses (AECC) or Foundation Courses

- Skill Enhancement Courses (SEC) or Vocational Courses

"AECC" courses are the courses based upon the content that leads to Knowledge enhancement, such as:

- Environmental Education
- English/Hindi Communication are mandatory for all disciplines.

SEC courses are value-based/skill-based and may also be designed to focus on enhancement of skills pertaining to the Main Subject. They are aimed to develop hands-on training, competencies, skills, etc.

- 12.4. The syllabus for a specific programme will be decided by the concerned Board of Studies of the University/Autonomous college/Central Board of Studies (CBS) constituted as per Clause 34A of the M.P. University Act, 1973. The syllabus selected from the CBS prescribed syllabi for BOS of University/autonomous colleges will be 20% at the maximum.

13. STRUCTURE FOR UNDERGRADUATE PROGRAMME: ANNUAL SYSTEM

13.1. First Year (Level 5):

A student shall be declared to have successfully completed the Level 5 if he/she acquires 12 credits in core courses of the major subject, 6 credits in core courses of the minor subject, 6 credits in generic elective, 4 credits in Skill/Vocational Course, 8 credits in AEC/Foundation Course, and 4 credits in Project/Internship/ apprenticeship/ community engagement and service.

The student can choose his/her major, minor subjects and the generic elective subject if he/she fulfils the pre-requisites prescribed by the concerned Board of Studies. A student passing Grade 12 with science can take admission in Level 5 with major and minor subjects from science/arts/commerce faculty, a student passing grade 12 with commerce faculty can take major and minor subjects from commerce/arts faculty whereas a student passing grade 12h with arts faculty can choose major and minor subjects from arts faculty only. Major and Minor subjects shall belong to one same faculty (which will be called as the Main faculty) whereas generic elective subject can be chosen from any faculty. However, allotment of choices will be subject to the provisions of admission guidelines.

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