



**2.3.1 Student Centric Methods, such as experiential learning, participative learning and problem-solving methodologies are used for enhancing learning experience**

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## Experiential Learning

### Vocational Project/Field Work/Internships in 2023-24

Summary Table

Programme	Field Projects/Vocational Projects	Internships	Total
B. Com	45	-	45
BBA FT	84	-	84
BBA	172	-	172
MBA	-	132	132
Total			433





Field Projects



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## INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2023-2026

Project

On

" Study of Satyam Biotech Industry"  
(Organising)

Research Scholar

Sakshi Thakur  
Shruti Thakur  
Jivita Maheshwari  
Visahka Sharma  
Rashika Sule



Research Guide

Dr. Simnalika Kushwaha

Principal

External Examiner





# Indore Institute of Management & Research

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## Satyam Bio Tech®

74-A, Industrial Area RAU, Rangwasa (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 1<sup>st</sup> January 2024 to 10<sup>th</sup> 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





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## 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 FT 1ST YEAR

Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
Study of "Logan Woods Industry" (Organising)	24-12-23	asking about project list	Shruti	ST
		what to do	Rashika	RS
		How to do	Sakshi	ST
	30-12-23	asking about Company	Vishika	VS
		telling about	Jivita	JS
	1-1-24	Company details	Shruti	ST
	10-1-24	lets to learn that our study will be done	Rashika	RS
24-1-24	show me project to learn	Sakshi	ST	



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 Raurkela agriculture industry area for insights. After identifying 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, Nimbu Food Ltd, and Satyam Biotech. We select 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 resource, aligning with goal of promoting sustainable agricultural practices.





**Satyam Bio Tech**

74-A Industrial Area RAU Rangwasa (M.P.)  
Contact: +91 8889998989, 8889998080  
Email: satyambiotech123@gmail.com  
Web: www.satyambiotechindore.com

*Come Together Growth Together* Formar: 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.

Signature  
Date



*[Signature]*  
Signature of Head



Date \_\_\_/\_\_\_/\_\_\_  
Page 1

## INTRODUCTION

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

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

They provide agricultural services in Indore or (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. Their product range includes micro nutrient mixture, propiconazole, broad spectrum insecticide, M45 satya, 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 on 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





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**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*

*Tejesh Mishra*

**(03) BBA II Field**

**PRO. 2022-25**





## 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, Deepesh, Kabir, Nishu & Rishika... Number of  
students of Indore Institute of Management and Research, Indore in  
organization/Personal Supervision.



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 : IMR  
 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

*[Handwritten Signature]*

Seal



# INTRODUCTION

## Journey of the Project

In the simplest of terms, 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 redesigning 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



# REFERANCE

Aijaz Khan - plant manager

→ Konstruct construction @ gmail.com

→ Instagram account  
Konstruct Counstruction

→ CONTACT No.  
9039739119





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Vocational Projects

**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

**(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



## 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 owned 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 delve into the intricacies of income tax exploring 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%





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**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)**





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## CERTIFICATE

This is to certify that the Project Work entitled "" has been accomplished by Aman patel. 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.



*Smile*

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 is 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 <https://www.researchandmarkets.com/reports/4018807/reliance-jio-marketing-strategies-to-drive-market>
- Reliance Jio Infocomm Limited  
Company profile <https://www.emis.com/phi/company-profile/IN/reliance-jio-infocomm-limited-en-2545008.h>





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*Internships Certificates*

**CERTIFICATE**

		272, Apollo Square, Janjeerwala Square Indore 457001 Ph: 0731 3919300, Mob: 9300555512, 9753555512 Email: corporatefinance123@gmail.com
DEALS IN: HOME LOAN * LOAN AGAINST PROPERTY		
Ref. No	Date	
	Date: 08.01.2024	
TO WHOMSOEVER IT MAY CONCERN		
<p>This is to certify that Ms. ISHA JOSHI Student of M.B.A. from Indore Institute of Management &amp; 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.</p> <p>Her Internship activities includes, the understanding of interest rates, eligibility criteria, documentation requirements, and various loan products available in the 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.</p> <p>She has Exemplary dedication, diligence through their work during the internship have been invaluable.</p> <p>Wish You continued success as you carry passion and skills into future endeavors.</p>		
		Sincerely, Corporate Finance Distributors for Corporate Finance Distributors Proprietor







## 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





**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

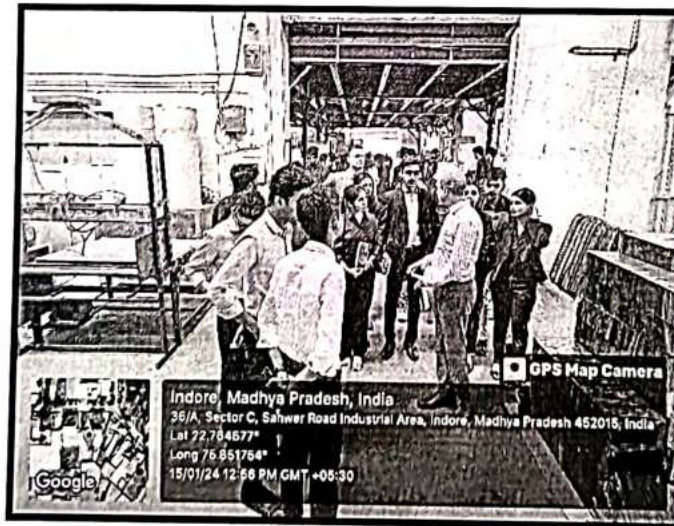


Industry visits Organized by IIMR in the year 23-24

Date	Company	Number of Students
Jan 15, 2024	Industrial Visit to Pragati Systems and expert session cum interaction with CEO	50
Feb 23, 2024	Industry Visit- SRF Limited, Pithampur	51

Glimpse of the visit

**Pragati Systems**



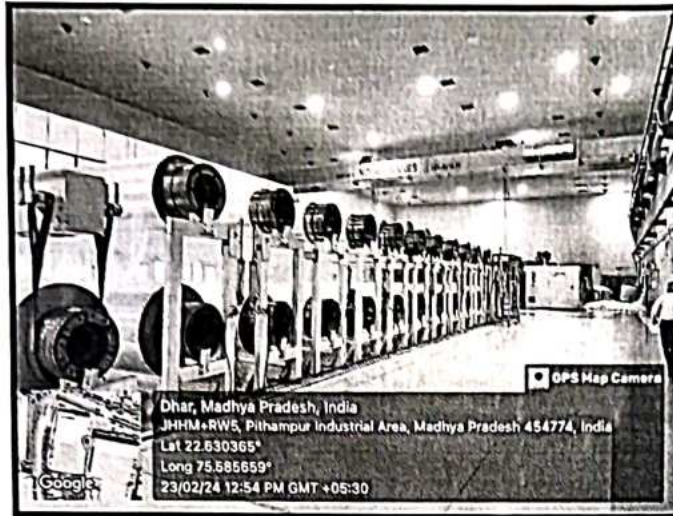
SRF limited





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# Indore Institute of Management & Research

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Sample Report

**INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**

Event Report

Academic Year: 2023-24

Name of Event: Industry Visit to Pragati Enterprises Pvt Ltd

Date of Event: 15<sup>th</sup> January 2024

Number of Participants: 50

Event Coordinator: Ms. Dimple Sukhija, Dr Reshu Agarwal

Student Coordinator: Arham Ali Rizvi

In order to celebrate National Startup Day The institute organized an Industry Visit to Pragati Enterprises Pvt. Ltd. on Jan 15, 2024 for the students of MBA, BBA, BFI and B.Com. The visit aimed to provide students with a practical understanding of industrial operations and management. Students got the opportunity to interact with the founder of the industry so as to get insights on the field on Entrepreneurship.


Upon arrival, students were warmly welcomed by the company representatives who guided them through their manufacturing facility. The tour offered a comprehensive view of the production process, quality control measures, and the integration of technology in their operations. It was fascinating to witness firsthand how theoretical concepts learned in the classroom are applied in a real-world setting.

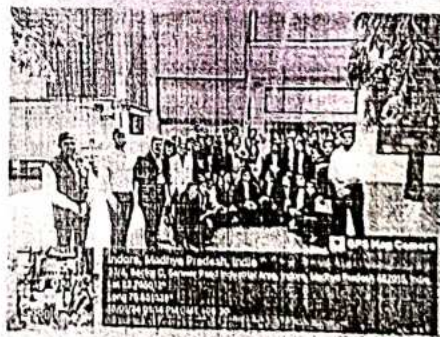
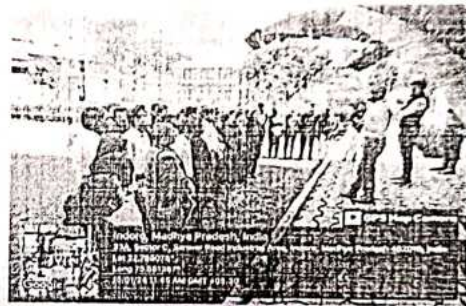
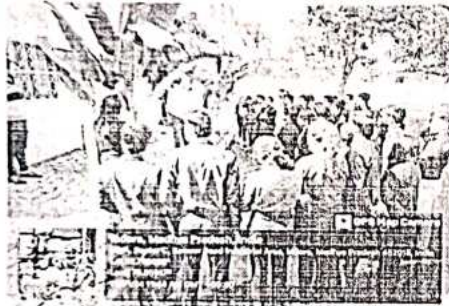
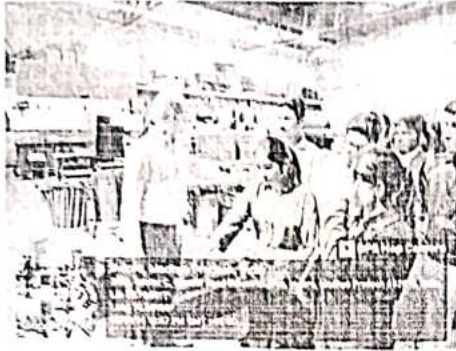
The management team at Pragati Enterprises generously shared their experiences and challenges, emphasizing the importance of adaptability in the dynamic business landscape. Discussions on market trends, customer relations, and sustainability practices provided valuable insights that complemented students' academic knowledge.

One notable aspect was the emphasis on employee welfare and skill development programs implemented by the company for their employees. This highlighted the significance of a motivated and skilled workforce in achieving organizational success.

Concluding, the visit to Pragati Enterprises was enriching, bridging the gap between theoretical learning and practical application. Witnessing the inner workings of a successful enterprise broadened students perspective on business operations and management.

*Dimple*



*Simple*





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Indore Institute of Management & Research, Indore

Event Name: Annual Report to Council of Examiners Date: 15/01/2024

no.	Name of Student	Institute	Branch/ Program	Year	Signature
1	Prajwal Patidar	IIMR	B.com	Third Year	
2	Sakshi Thakur	IIMR	BBA (Foreign Trade)	First Year	
3	Krishna Chouhan	IIMR	BBA	First Year	
4	Pratham Panchar	IIMR	BBA	First Year	
5	Rahul Jain	IIMR	BBA plain	First Year	
6	Dhruv Pawar	IIMR	BBA	First Year	
7	Aditya Roy	IIMR	BBA Plain	First Year	
8	Khushi tanwar	IIMR	Bba plain	First Year	
9	Palak Yadav	IIMR	Bba	First Year	
10	Ritik Raghuvanshi	IIMR	BBA	First Year	
11	Anshpreet kaur	IIMR	BBA plain	First Year	
12	HARSHITA PATIDAR	IIMR	BBA plain	First Year	
13	Harshal Tiwari	IIMR	BBA PLAIN	First Year	
14	Himanshu Batham	IIMR	MBA	First Year	
15	Nrasingh Dhar Dwivedi	IIMR	MBA	First Year	
16	Shaurya Tiwari	IIMR	MBA	First Year	
17	Talha Siddiqui	IIMR	BBA PLAIN	First Year	
18	Dhirajkhandelwal	IIMR	BBA-FT	Second Year	
19	Anul Haque Qureshi	IIMR	MBA	First Year	
20	Amisha Patil	IIMR	MBA	First Year	
21	Manasvi Joshi	IIMR	MBA	First Year	
22	Arundhati Dehadraya	IIMR	MBA	First Year	
23	Diya Mundra	IIMR	BBA (Plain)	First Year	
24	Manish prajapat	IIMR	MBA	First Year	
25	Arshpreet kaur rakhra	IIMR	Mba	First Year	
26	Ishika Singh	IIMR	BBA (plain)	First Year	
27	Labdhi kothari	IIMR	Bba plain	First Year	
28	Nishpreet kaur chhabra	IIMR	Mba	First Year	
29	Lucky dhurve	IIMR	MBA	Second Year	
30	Jayesh bhale	IIMR	MBA	Second Year	
31	Tanu maltare	IIMR	MBA	First Year	
32	Priyanka Joshi	IIMR	MBA	First Year	
33	Ayush Pal	IIMR	MBA	First Year	
34	Hardik ral	IIMR	BBA-FT	First Year	
35	Prem sachdev	IIMR	Mba	First Year	
36	Khushi m. Gupta	IIMR	Mba	First Year	
37	Rimpy Nasha	IIMR	MBA	First Year	





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Ka Pancholi	IIMR	BBA	First Year	
Khushi Gupta	IIMR	M.B.A	First Year	Tshika
40 Kanchi shakya	IIMR	MBA	First Year	
41 Arpita Patidar	IIMR	BBA	First Year	
42 Ashika raj	IIMR	BBA-FT	Second Year	
43 Mansi Varma	IIMR	Bba Ft	Second Year	
44 Vivek Soni	IIMR	BBA - FT	Second Year	
45 Dev Jagwani	IIMR	BBA FT	Second Year	
46 Arpit Singh Baghel	IIMR	MBA	First Year	
47 REHAN KHAN	IIMR	IIMR	First Year	
48 Taniya chouhan	IIMR	MBA	First Year	
49 Raj sharma	IIMR	MBA	First Year	
50 Praveen Chouhan	IIMR	MBA	First Year	
51 Arham Ali Rizvi	IIMR	BBA	Second Year	
52 Aastha Mishra	IIMR	Bba plain	First Year	
53 Ashwini	IIMR	Mba	First Year	

54 Ishaan Badolkar IIMR BBA plain  
 55t Agoni Pedwa IIMR MBA  
 56 Darshika Patidar IIMR MBA  
 57 Chetan Thakur IIMR MBA

Handwritten signatures and initials corresponding to the student entries.



Handwritten signature: Dimple





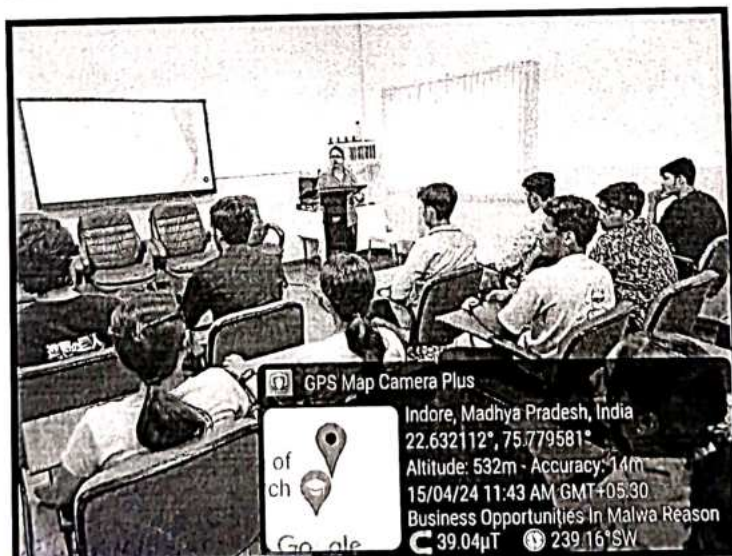


**Workshops/Training**

Date	Activity
Dec 04-06, 2023	Workshop on "Relaxation and Meditation"
Dec 04-08, 2023	CDC Workshop for MBA 1 Sem
Dec 27, 2023	Certification Course on Banking Finance & Insurance by Mr. Gunjan Chandrayan
Jan 12, 2024	Sahaj Marg session
Jan 16-18, 2024	3-day workshop on " Aptitude and Reasoning" for UG II and III year
Mar 15-16, 2024	Business opportunity in Malwa region

Glimpse of the event

**Business opportunities in Malwa region**





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**Participative Learning**

**PowerPoint Presentations**

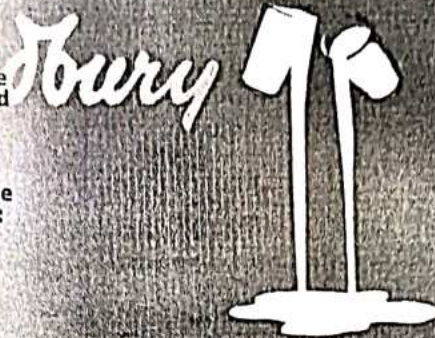
The cover slide features the NAAC Accredited with Grade A logo and the iMR Indore Institute of Management & Research logo at the top left. The text on the slide reads: "Indore Institute of Management & Research", "Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)", "MBA 3<sup>rd</sup> SEM", "2022-24", "SUBJECT - ADVERTISING AND DIGITAL MARKETING", "SUBMITTED BY : SIYA PATIDAR SAGAR PATIDAR", and "SUBMITTED TO: DR. RAKSHITA PURANIK".

The advertisement shows a family celebrating. Text on the ad includes "Celebrations", "Title: Spreading Happiness with Cadbury Dairy Milk", "An Analysis of Generosity and celebration", and the slogan "इस खिली, कुछ अच्छा हो जाये, कुछ मीठा हो जाये". A Cadbury Dairy Milk logo and the hashtag "#BackFamilyBackHome" are also visible.



## INTRODUCTION

- Cadbury Dairy Milk Chocolate is one of the major stories for Cadbury and one of the world's most famous chocolate brands.
- Chocolate confectionery is sold internationally under Cadbury name and includes power brands such as:
- Cadbury's Dairy Milk
- Cadbury's Time out
- Picnic and
- Roses.



## Appeal used



- Emotional Appeal : The advertisement taps into emotions of warmth, empathy, and happiness, resonating with viewers on a personal level.
- Social Appeal : It emphasizes the importance of inclusivity and connection, encouraging viewers to celebrate and share in the joy of others.
- Audience Engagement : A scene where a person tears up with joy as they witness a heartwarming moment of generosity, encouraging viewers to empathize and engage emotionally with the content.



## Colour Theme

- **Vibrant Color Palette:** The advertisement features a vibrant array of colors such as bright yellows, oranges, and reds, symbolizing the exuberance and festivity of celebration.
- These colors evoke feelings of happiness and excitement, enhancing the emotional impact of the advertisement.

## VARIATION IN DAIRY MILK



## Creative Execution

- **Visual Presentation:** The advertisement employs vibrant visuals, lively music, and dynamic choreography to create an engaging and memorable experience.
- **Symbolism:** Visual elements such as confetti, balloons, and colorful attire symbolize the exuberance and festivity associated with celebration.





## Punch Line Analysis



- Tagline:
- "#KuchAchhaHoJaayeKuchMeethaHoJaaye"
- Translation: "Let's Make Something Good Happen, Let's Make Something Sweet Happen"
- Analysis:
- The punch line reinforces the brand's message of spreading happiness and sweetness, inviting viewers to participate in moments of celebration and generosity.
- It effectively encapsulates the essence of the advertisement, resonating with the audience long after viewing.

## Our Suggestions

- Enhance Emotional Connectivity: - Incorporate additional storytelling elements or relatable scenarios to deepen emotional resonance with viewers.
- Extend Social Reach: - Leverage social media platforms to encourage audience participation and facilitate meaningful connections beyond the advertisement.
- Interactive Campaigns: - Launch interactive campaigns inviting consumers to share their stories of generosity and celebrate moments of happiness together.
- Amplify Visual Impact: - Experiment with innovative visual techniques or interactive elements to further captivate and engage the audience.
- Amplify Social Impact: - Partner with charitable organizations or social causes to promote acts of generosity and kindness.
- Example: Collaborating with a children's charity to distribute Cadbury Dairy Milk chocolate bars to underprivileged communities, spreading joy and kindness.



## ASSIGNMENT

Ques 2 Choose a multinational company and analyze how it manages foreign exchange risks in its operations.

Samsung Electronic Co. Ltd manages foreign exchange risks in its operations through various strategies :-

\* **Natural Hedging** :- Samsung has operations in multiple countries, which allows it to match revenues in one currency with expenses in another, naturally offsetting some currency risk.

\* **Financial Hedging** :- Samsung may use financial instruments such as forward contracts, options, or currency swaps to hedge against currency fluctuations. These tools allow Samsung to lock in exchange rates for future transactions, reducing uncertainty.

\* **Diversification** :- By diversifying its revenue streams across different geographic regions,



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Samung can mitigate the impact of adverse currency movements in any single market.

\* **Netting** :- Samung may centralize its treasury functions and out foreign currency exposures across different subsidiaries, reducing the overall risk exposure to currency risks.

\* **Operation Efficiencies** :- Samung continuously evaluates its supply chain and production process to identify opportunities for cost savings, including those related to currency risks.

\* **Monitoring and Analysis** :- Samung closely monitors currency markets and economic indicators to anticipate potential currency fluctuations and adjusts its strategies accordingly.

Overall, Samung employs a combination of operational, financial, and strategic measures to manage foreign exchange risks effectively in its global operations.



Q.2 Evaluate the impact of exchange control policies on Samsung's financial strategies.

Ans. Exchange control policies can have significant implications for Samsung's financial strategies, particularly in its international operations. Hence, an evaluation of the impact is:-

\* **Transaction Costs and Administrative Burden :-**

Compliance with exchange control regulations often entails additional transaction costs and administrative burden for Samsung, such as obtaining approvals, submitting documentation and navigating complex regulatory frameworks. These costs can erode profitability and resource allocation efficiency.

\* **Restrictions on Currency Conversion and Repatriation :-**

Exchange control policies that restrict the conversion of local currency





into foreign currency or impose limitations on the repatriation of profits and dividends can hinder Samsung's ability to access its funds and efficiently manage cashflows across borders. This can affect its liquidity management and capital allocation decisions.

#### \* Risk Management Challenges :-

Exchange control policies can complicate Samsung's foreign exchange risk management strategies by limiting the availability of hedging instruments or introducing uncertainties related to currency conversion or liquidity. This can increase the company's exposure to currency fluctuations and financial market risks.

#### \* Market Access and Expansion Constraints :-

Stringent exchange controls may restrict Samsung's ability to invest in new markets, repatriate earnings, or engage in cross-border mergers or acquisitions. This can limit its growth opportunities.



Date: \_\_\_\_\_ Page: 5

and competitive advantage in the global marketplace, especially in regions with strict capital controls.

### \* Adaptation and Compliance efforts :-

Samsung may need to adapt its financial strategies and operational practices to comply with evolving exchange control policies, such as localization requirements, currency restrictions, or reporting obligations. This could involve restructuring supply chains, establishing local subsidiaries, or diversifying funding sources to mitigate regulatory risks.

In conclusion, exchange control policies can pose challenges for Samsung's financial strategies by impeding capital mobility, increasing transaction costs, and limiting market access. To navigate these challenges effectively, Samsung may need to prioritize regulatory compliance, enhance risk management capabilities, and explore alternative financing and investment avenues in affected jurisdictions.





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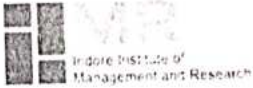
**Problem Solving**

**Major Research Projects (MRP)**

Programme	Major Research Projects
MBA	17

*Sample report*

**INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**

  
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”**

*12/03/2023*  
 Research Scholars  
**BRASHTI JAIN**

*Dr. Aradhana Chouksey*  
 Principal  
**DR. ARADHANA CHOUKSEY**

Research Guide  
**DR. ARADHANA CHOUKSEY**

External Examiner







## 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 DESHI 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

*(Signature)*  
Dr. Anandhama Chouksey

Dr. Anandhama Chouksey

Designation

Principal





## 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 **DRASHTI 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**





### 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 talented 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



50





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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:

*Dr. Aradhana Chouksey*  
 (DR. ARADHANA CHOUKSEY)







## CERTIFICATE

This is to certify that the Project Work entitled "Challenges in scaling up of small 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

*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.





## Case Study

### Case 1: Pre-shipment Financing

ABC Traders, an Indian company, has received a large export order for spices from a European buyer. To fulfil the order, ABC Traders need to procure a significant quantity of spices from various local suppliers.

#### Questions:

What challenges might ABC Traders face in fulfilling this export order without pre-shipment financing?

How does pre-shipment financing help ABC Traders overcome these challenges?

What are the potential risks associated with pre-shipment financing for both ABC Traders and the financing institution?

### Case 2: Letter of Credit (L/C) in Export

XYZ Electronics, an Indian electronics manufacturer, has secured an export contract with a U.S. retailer. They decide to use a Letter of Credit for the transaction.

#### Questions:

Explain the purpose of using a Letter of Credit in this export transaction.

What benefits does a Letter of Credit provide to both XYZ Electronics and the U.S. retailer?

What documents would XYZ Electronics need to present to their bank to receive payment under the Letter of Credit?

### Case 3: Import Financing with Open Account Terms

LM Textiles, an Indian textile importer, has a long-standing relationship with a Chinese textile supplier. The supplier is willing to offer open account terms.

#### Questions:

What does it mean for LM Textiles to have open account terms with their Chinese supplier?

What are the potential advantages and risks for LM Textiles in using open account terms?

How might LM Textiles manage their cash flow effectively while using open account terms?





# ASSIGNMENT

NAME → Pahal Purohit

Class → BBA-FT, 2<sup>nd</sup> Year

SUBJECT → EXPORT-IMPORT FINANCE

✓  $\frac{17}{20}$  18.5%

Dr. Shubhangi Jain Mbm

SUBMITTED TO

Pahal Purohit

SUBMITTED BY



DATE /  
PAGE 01

CASE STUDY

1. ABC Traders ----- Suppliers  
 1. What challenges might ABC Traders face in fulfilling this export order without pre-shipment financing?
- Sms- Challenges without pre-shipment financing
- (i) Working Capital Constraints → ABC Traders might face difficulties in procuring the required quantity of spices from local suppliers due to limited working capital. The bulk purchase necessary for a large export order could strain their financial resources.
  - (ii) Supplier Relations → Sourcing a significant quantity from various local suppliers may strain relationships if ABC Traders cannot make prompt payments, potentially impacting the quality & timely delivery of the spices.
  - (iii) Price Fluctuations → The prices of spice can be subject to fluctuations. Without pre-shipment financing, ABC Traders might be exposed to price changes, affecting their profit margins.
  - (iv) Timely Procurement → Without adequate funds, ABC Traders may struggle to secure the necessary spices on time, leading to delays in fulfilling the export order.



2. How does pre-shipment financing help ABC Traders overcome these challenges?

- Ans - Pre-shipment financing helps :-
- i) Working Capital Support → Pre-shipment financing provides ABC Traders with the necessary funds to procure spices in advance, ensuring they have the working capital needed to fulfill the order.
  - ii) Negotiating Power → With pre-shipment financing, ABC Traders can negotiate better terms with local suppliers, securing discounts or favourable payment terms due to their ability to make prompt payments.
  - iii) Price stability → By having the funds upfront, ABC Traders can hedge against price fluctuations by locking in prices with suppliers, reducing the risk of unexpected cost increases.
  - iv) Timely Fulfillment → Pre-shipment financing enables ABC Traders to procure the required spices on time, ensuring the timely fulfillment of the export order & maintaining a positive relationship with the European buyer.



DATE  
PAGE 03

Q.

What are the potential risks associated with pre-shipment financing for both ABC Traders & the financing institutions?

Ans.

Risks associated with pre-shipment financing are :-

- 1) Credit Risk → ABC Traders may default on the pre-shipment loan, posing a credit risk to the financing institution.
- 2) Market Risks → If there are significant price fluctuations in the spot market, ABC Traders might face challenges in repaying the loan if they cannot realize the expected profit margins.
- 3) Delivery Risks → If the export order faces unforeseen issues or cancellations, ABC Traders may struggle to repay the pre-shipment financing.
- 4) Interest Rate Risks → Fluctuations in interest rates can affect the cost of pre-shipment financing for ABC Traders, impacting their overall expenses.
- 5) Currency Exchange Risks → If the financing is in a different currency than the export proceeds, ABC Traders may face exchange rate fluctuations that can affect their repayment obligations.
- 6) Quality & Quantity Risks → Pre-shipment financing assumes that the provided goods meet the quality & quantity standards. If there are issues with the delivered





DATE \_\_\_\_\_  
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spies, it can pose a risk for both  
ABC Traders & the financing institution.

Managing these risks requires careful  
planning, risk assessment, & possibly  
the use of risk mitigation tools such  
as insurance or hedging strategies.

