



**ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY**

Approved by AICTE, Ministry of HRD, Govt. of India & Affiliated  
to Dr. APJ Abdul Kalam Technical University, Lucknow



# **INTERNSHIP , PROJECT WORK AND FIELD WORK COMPLETION CERTIFICATE**

<b>S.NO</b>	<b>DOCUMENT</b>	<b>LINKS</b>
1	PROJECT WORK CERTIFICATE	<a href="#">VIEW</a>
2	INTERNSHIP CERTIFICATE	<a href="#">VIEW</a>
3	FIELD WORK CERTIFICATE	<a href="#">VIEW</a>

**Director**  
Accurate Institute of Management & Technology  
Greater Noida

A  
Project Report  
On  
**Smart Attendance System**  
*Submitted In Partial Fulfilment Of Requirements*  
**For The Degree Of**  
**Bachelor of Technology**  
In  
**Computer Science & Engineering**

Submitted by  
**ASHHAR KAUNAIN KHAN[1902250100033]**  
**AZHAR ALI KIHAN[1902250100043]**  
**MD SAHEBAJ ALAM [1902250100080]**

Under the Supervisor of  
**Mr. Sunil Kr. Yadav**  
**(Assistant Professor)**



**Department of Computer Science and Engineering**  
**Accurate Institute Of Management and Technology, Greater Noida**  
**Affiliated to Dr. A.P.J Abdul Kalam Technical University Uttar Pradesh**  
**May, 2023**

A handwritten signature in green ink, likely belonging to the Director of the Accurate Institute of Management &amp; Technology.

**Director**  
Accurate Institute of Management & Technology  
Greater Noida



## DECLARATION

I hereby declare that this submission is our own work and that to the best of our knowledge and beliefs. It contains no material previously published or written by neither any person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgement has been made in the text.

Signature: *Ashhar Kaunain Khan*

Name: Ashhar kaunain Khan

Roll No. : 1902250100033

Date: *30/05/2023*

Signature: *Azhar Ali Khan*

Name: Azhar Ali Khan

Roll No. : 1902250100043

Date: *30/05/2023*

Signature: *Md. Sahebaj Alam*  
*30/05/2023*

Name: Md Sahebaj Alam

Roll No. : 1902250100080

Date: *30/05/2023*



## CERTIFICATE

This is to certify that Project report "Smart attendance system" is the Bonafide work of " Ashhar Kaunain Khan, Azhar Ali Khan , and Md Sahebaj Alam " who carried out the project work under my supervision certified further that to the best of my knowledge the work reported here in does not form part of any other thesis or dissertation on the basis of which degree or award was conferred on an earlier occasion on this or any other candidate.

20.08.2023

Signature of supervisor

Mr. Nawneet Kumar Pandey  
Mr. Sandeep Kumar Singh



Signature of Head Department

Mr. Sanil Kumar Yadav

Director  
Accurate Institute of Management & Technology  
Greater Noida

# **CROPS PREDICTION USING PYTHON**

**A Project Submitted  
In Partial Fulfillment of the  
Requirements for the Degree of**

## **BACHELOR OF TECHNOLOGY**

**by**

**MUKUND KUMAR JHA**  
(1902250100088)

**TARUN VIKRAM SINGH**  
(1902250100150)

**VARUN UPADHYAY**  
(1902250100151)

**Under the Supervision of  
Mr. SANDEEP KUMAR  
(ASSISTANT PROFESSOR)**



**Dr APJ ABDUL KALAM TECHNICAL UNIVERSITY LUCKNOW**

**MAY, 2023**



**Director**  
Accurate Institute of Management & Technology  
Greater Noida

**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING  
ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

## DECLARATION

This is to certify that Reports entitled "CROPS PREDICTION USING PYTHON" which is submitted by me in partial fulfillment of the requirement for the award of degree B.Tech in Computer Science and Engineering at Accurate Institute of Management and Technology, Greater Noida, Dr. A.P.J. Abdul Kalam Technical University, Lucknow comprises only my own and due acknowledgement has been made in the text to all other material used.

Date: 31/05/23

### **Name of Student:**

Mukund Kumar Jha(1902250100088)

Tarun Vikram Singh(1902250100150)

Varun Upadhyay (1902250100151)

Approved By :



HOD  
CSE Dept.  
AIMT, Gr. Noida

31/05/2023

**Director**  
Accurate Institute of Management & Technology  
Greater Noida

31.05.2023

### **Project Coordinator**

Mr. Nawneet Kr. Pandey

Assistant Professor

CSE Dept.

## CERTIFICATE

This is to certify that Report entitled "CROPS PREDICTION USING PYTHON" which is submitted by Mukund Kumar Jha, Tarun Vikram Singh, Varun Upadhyay is partial fulfillment of the requirement for award of degree B.Tech in Computer Science and Engineering at Accurate Institute of Management and Technology, Greater Noida, Dr. APJ Abdul Kalam Technical University, Lucknow is a record of the candidate own work carried out by him under my/our supervision. This matter embodied in this report original and has not been submitted for the award of any other degree.

Date: 31/05/23



**Supervisor Name & Signature**

Mr. Sandeep Kr. Singh  
Assistant Professor

**Director**  
Accurate Institute of Management & Technology  
Greater Noida



# **Online Flight booking Management System**

**A Project Submitted  
in Partial Fulfillment of the Requirements  
for the Degree of**

## **BACHELOR OF TECHNOLOGY**

**in**

## **COMPUTER SCIENCE**

**by**

**Montee Kumar Naubahar**


**(Roll no - 1902250100087)**

**Under the supervision of**

**Prof. Sandeep Kumar Singh**

**Accurate Institute of Management & Technology**

**Greater Noida**



**Director**  
Accurate Institute of Management & Technology  
Greater Noida



**DR APJ ABDUL KALAM TECHNICAL UNIVERSITY**

**(Formerly Uttar Pradesh Technical University)**

**LUCKNOW**

**May 2023**



## DECLARATION

I hereby declare that this submission is our own work and that to the best of our knowledge and beliefs, it contains no material I previously published or written by neither any person nor material which to a substantial till extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except here due acknowledgement has been made in the text

NAME - MONTEE KUMAR NAUBAHAR

ROLL NO - 1902250100087

*MonTEE*



Director  
Accurate Institute of Management & Technology  
Greater Noida

### CERTIFICATE

Certified that Montee Kumar Naubahar(1902250100087) has carried out the researchwork presented in this thesis entitled "Online Flight booking Management System"for the award ofBachelor of Technologyfrom Dr APJ Abdul Kalam Technical University, Lucknowunder my/our (print only that is applicable) supervision. The thesis embodies results oforiginal work, and studies are carried out by the student himself/herself (print only that isapplicable) and the contents of the thesis do not form the basis for the award of any otherdegree tothe candidateortoanybodyelsefromthis oranyotherUniversity/Institution.

Signature

Prof. Sandeep Kumar Singh  
Professor of Computer Science  
Greater Noida

Date:

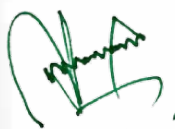


21/05/2023  
Prof. Sunil Yadav  
HOD

Director  
Accurate Institute of Management & Technology  
Greater Noida

Mr. Nawneet K. Pandey  
Faculty of CS

A  
Project Report  
On  
**YelpCamp**  
*Submitted In Partial Fulfillment Of Requirements*  
**For The Degree Of**  
**Bachelor of Technology**  
**In**  
**Computer Science & Engineering**  
Submitted by  
**ABHISHEK YADAV [1902250100010]**  
**AFFAN ALAM [190225100016]**  
**YASH MANOJ AGRAWAL [190250130002]**  
Under the Supervisor of  
**Mr. Sunil Kr. Yadav**  
**(Head of Department)**



**Director**  
Accurate Institute of Management & Technology  
Greater Noida



**Department of Computer Science and Engineering**  
**Accurate Institute Of Management and Technology, Greater Noida**  
**Affiliated to Dr. A.P.J Abdul Kalam Technical University Uttar Pradesh**  
**May, 2023**

## DECLARATION

I hereby declare that this submission is our own work and that to the best of our knowledge and beliefs, It contains no material previously published or written by neither any person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgement has been made in the text.

Signature: *Abhishek Yadav*

Name: Abhishek Yadav

Roll No. : 1902250100010

Date: *31<sup>st</sup> May 2023*

Signature: *Yash*

Name: Yash Manoj Agrawal

Roll No. : 1902250130002

Date: *31/05/23*



Signature: *Affan*

Name: Affan Alam

Roll No. : 1902250100016

Date: *31/05/2023*

Director  
Accurate Institute of Management & Technology  
Greater Noida

## CERTIFICATE

This is to certify that Project report "YelpCamp" is the Bonafide work of "Abhishek Yadav, Yash Manoj Agrawal , and Affan Alam "who carried out the project work under my supervision certified further that to the best of my knowledge the work reported here in does not form part of any other thesis or dissertation on the basis of which degree or award was conferred on an earlier occasion on this or any other candidate.

  
31.05.2023

Signature of supervisor

Mr. Nawneet Kumar Pandey  
Yadav Mr. Sandeep Kumar Singh

.....  
Signature of Head Department

Mr. Sunil Kumar



Director

Accurate Institute of Management & Technology  
Greater Noida



A  
Project Report  
On  
**Automated Generation Of Exam Paper**  
*Submitted In Partial Fulfilment Of Requirements*  
**For The Degree Of**  
**Bachelor of Technology**  
In  
**Computer Science & Engineering**

Submitted by

INTKHAB KHAN[1902250100066]

MD MISBAHUL HODA KHAN[1902250100079]

MD SAIF ALAM [1902250100081]

SARIKA SINGH [1902250100127]

Under the Supervisor of  
Mr. Sunil Kr. Yadav  
(Assistant Professor)



Director  
Accurate Institute of Management & Technology  
Greater Noida



Department of Computer Science and Engineering  
Accurate Institute Of Management and Technology, Greater Noida  
Affiliated to Dr. A.P.J Abdul Kalam Technical University Uttar Pradesh

May, 2023



## DECLARATION

I hereby declare that this submission is our own work and that to the best of our knowledge and beliefs. It contains no material previously published or written by neither any person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgement has been made in the text.

Signature: 

Name: Intkhab Khan

Roll No. : 1902250100066

Date: 31-05-2023



Director

Accurate Institute of Management & Technology  
Greater Noida

Signature: 

Name: Misbahul Hoda

Roll No. : 1902250100079

Date: 31-05-2023




Signature: 

Name: Saif Alam

Roll No. : 1902250100081

Date: 31-05-23

Signature: 

Name: Sarika Singh

Roll No. : 1902250100127

Date:

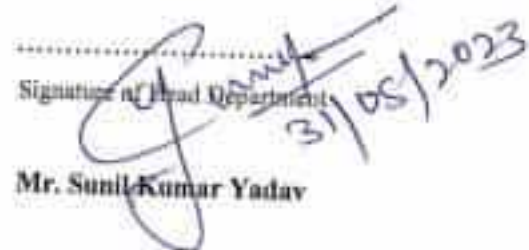
## CERTIFICATE

This is to certify that Project report "Automatic Generation Of Exam Paper" is the Bonafide work of " Sarika Singh, Intkhab Khan , Saif Alam and Misbahul Hoda" who carried out the project work under my supervision certified further that to the best of my knowledge the work reported here in does not form part of any other thesis or dissertation on the basis of which degree or award was conferred on an earlier occasion on this or any other candidate.

  
31.05.2023  
Signature of supervisor

Mr. Nawneet Kumar Pandey  
Mr. Sandeep Kumar Singh



  
31/05/2023  
Signature of Head Department  
Mr. Sunil Kumar Yadav

  
Director  
Accurate Institute of Management & Technology  
Greater Noida

# INSTAGRAM CLONE

A Project Submitted  
In Partial Fulfillment of the Requirements  
for the Degree of

## BACHELOR OF TECHNOLOGY

in  
Computer Science and Engineering  
by

Ayush Singh - 1902250100039

Mayank Kumar-1902250100074

Ritesh Pandey - 1902250100116

*Under the Guidance of*

**Nawneet Kumar sir**  
(ASSISTANT PROFESSOR)



Director  
Accurate Institute of Management & Technology  
Greater Noida



**Department of Computer Science and Engineering**

**Accurate Institute Of Management and Technology, Greater Noida**

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW,**

**UTTAR PRADESH**

**November 2022-23**

## CERTIFICATE

This is to certify that Project Report entitled "Instagram Clone" which is submitted by I Ayush Singh, Mayank Kumar and Ritesh Pandey in partial fulfillment of the requirement for the award of degree B. Tech. in Department of Computer Science and Engineering of Dr. A.P.J. AbdulKalam Technical University, is a record of the candidate own work carried out by them under my/our supervision. The matter embodied in this thesis is original and has not been submitted for the award of any other degree.

Date:

21.05.23  
Supervisor/Guide



**Director**  
Accurate Institute of Management & Technology  
Greater Noida



## DECLARATION

We hereby declare that this submission is our own work and that, to the best of our knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

*Signature*

**Name - 1. AYUSH SINGH**

**2. MAYANK KUMAR**

**3. RITESH PANDEY**

**Roll No. - 1. 1902250100039**

**2. 1902250100074**

**3. 1902250100116**



**Date** 08-05-2023

**Director**  
Accurate Institute of Management & Technology  
Greater Noida





**Project Report**  
**On**  
**LIFESPEED**  
*Submitted In Partial Fulfilment of the Requirement*  
**For the Degree of**  
**BACHELOR OF TECHNOLOGY**  
**In**  
**Computer Science and Engineering Department**  
**By**

**SIMRAN SHARMA**  
(1902250100141)

**Under the Supervision of**  
**Prof. Nawneet Kr Pandey**

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY,  
GREATER NOIDA -201310**



**Director**  
Accurate Institute of Management & Technology  
Greater Noida



**AFFILIATED TO**  
**Dr. A.P.J ABDUL KALAM TECHNICAL UNIVERSITY,**  
**UTTAR PRADESH, LUCKNOW**  
**(MAY-2023)**



## DECLARATION

I hereby declare that this submission is my own work and that, to the best of our knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.


Signature: *Simran Sharma*  
Name: SIMRAN SHARMA  
Roll No.: 1902250100141



**Director**  
Accurate Institute of Management & Technology  
Greater Noida

## CERTIFICATE

This is to certify that SIMRAN SHARMA (1902250100141) has carried out the research work presented in this thesis entitled "LIFESPEED" for the award of Bachelor of Technology from APJ Abdul Kalam Technical University, Lucknow under my/our supervision. The thesis embodies results of original work, and studies are carried out by the student herself and the contents of the thesis do not form the basis for the award of any other degree to the candidate or to anybody else from this or any other University / Institution.

Signature:   
Date: 31.05.2023

Name of supervisor: Prof. Nawneet Kumar Pandey



Director  
Accurate Institute of Management & Technology  
Greater Noida

# **ELECTRICITY BILLING SYSTEM**

A Project Submitted

In Partial Fulfillment of the Requirements

for the Degree of

## **BACHELOR OF TECHNOLOGY**

in

**Computer Science and Engineering**

by

**Prabhat Kumar (1902250100098)**

**Rajeev Kumar Verma (1902250100107)**

**Ritesh Kumar Singh (1902250100115)**

**Rohit Kumar Narayan (1902250100122)**



**Director**

Accurate Institute of Management & Technology  
Greater Noida



**DR APJ ABDUL KALAM TECHNICAL UNIVERSITY**

**(Formerly Uttar Pradesh Technical University)**

**LUCKNOW**

MAY, 2023

## DECLARATION

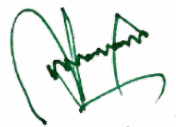
This is to certify that Reports entitled "Electricity Billing System" which is submitted by me in partial fulfillment of the requirement for the award of degree B.Tech in Computer Science and Engineering at Accurate Institute of Management and Technology, Greater Noida, affiliated at Dr. A.P.J. Abdul Kalam Technical University, Lucknow comprises only my own and due acknowledgement has been made in the text to all other material used.

### **Name of Student:**

Prabhat Kumar	(1902250100098)	Prabhat Kumar
Rajeev Kumar Verma	(1902250100107)	Rajeev Kumar Verma
Ritesh Kumar Singh	(1902250100115)	Ritesh Kumar Singh
Rohit Kumar Narayan	(1902250100122)	Rohit Kumar Narayan

Date: 31/05/2023

Approved By :



Director

Accurate Institute of Management & Technology  
Greater Noida

Project Coordinator

31.05.2023  
Mr. Nawneet Kr. Pandey  
Assistant Professor  
CSE Dept.

HOD

31/08/2023  
CSE Dept.  
AIMT, Gr. Noida



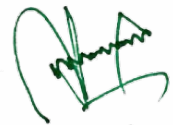


## CERTIFICATE

This is to certify that Report entitled "Electricity Billing System" which is submitted by **Prabhat Kumar, Rajeev Kumar Verma, Ritesh Kumar Singh, Rohit Kumar Narayan** is partial fulfillment of the requirement for award of degree **B.Tech in Computer Science and Engineering** at **Accurate Institute of Management and Technology, Greater Noida**, affiliated at **Dr. APJ Abdul Kalam Technical University, Lucknow** is a record of the candidate own work carried out by him under my/our supervision. This matter embodied in this report original and has not been submitted for the award of any other degree.

Supervisor Name & Signature

Mr. Sandeep Kr. Singh  
Assistant Professor



Director  
Accurate Institute of Management & Technology  
Greater Noida

Date: 31/05/2023



**Project Report**  
**on**  
**Online Book Store**  
*Submitted In Partial Fulfillment of the Requirement*  
**For the Degree of**  
**Bachelor of Technology**  
**In**  
**Computer Science and Engineering Department**  
**By**

AYUSHI SHARMA(1902250100042)

KRISHNA SHARMA (1902250100071)

SANSKRITI CHAUDHARY (1902250100126)

**Under the Supervision of**

**Prof. Navneet Kumar**

**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY**

**GREATER NOIDA**



**AFFILIATED TO**

**Dr A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, UTTAR  
PRADESH, LUCKNOW**

**(MAY-2023)**



## DECLARATION

We hereby declare that this submission is our own work and that to the best of our knowledge and belief. It contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Signature: Ayushi Sharma

Name: Ayushi Sharma

RollNo: 1902250100042

Date: 31/05/23

Signature: Krishna Sharma  
31/5/23

Name: Krishna Sharma

RollNo: 1902250100071

Signature: Sanskriti

Name: Sanskriti Chaudhary

RollNo: 1902250100126

Date: 31/05/23



## CERTIFICATE

This is to certify that Project Report entitled "ONLINE BOOK STORE" which is submitted by Ayushi Sharma, Krishna Sharma, Sanskriti Chaudhary in partial fulfillment of the requirement for the award of degree B.Tech in Department of Computer Science & Engineering from Accurate Institute of Management and Technology of Dr. A. P. J. Abdul Kalam Technical University, is a record of the candidate's own work carried out by them under our supervision. The matter embodied in this thesis is original and has not been submitted for the award of any other degree.

Date:

Supervisor

Prof. Nawneet Kumar

31.05.2023

Head of Department (CS & E)  
Prof. Sandeep Yadav

31/05/2023



# **RESTAURANT MANAGEMENT SYSTEM**

A Project Report Submitted  
In Partial Fulfilment of the Requirement  
For the award of the Degree of

## **BACHELOR OF TECHNOLOGY In COMPUTER SCIENCE AND ENGINEERING**

By  
**HARSH KUMAR SINGH** (1902250100061)  
**JAGRIT SHARMA** (1902250100067)  
**ROHAN KAUSHIK** (1902250100121)

Under the Supervision of  
**PROF. NAVNEET PANDEY**



**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING  
ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
GREATER NOIDA**

**Affiliated To Dr A.P.J. Abdul Kalam Technical University,  
Uttar Pradesh, Lucknow**

**(MAY-2023)**

## CERTIFICATE

This is to certify that Project Report entitled "**Restaurant Management System**" which is submitted by **Harsh Kumar Singh, Jagrit Sharma, Rohan Kaushik** in partial fulfilment of the requirement for the award of degree B.Tech. in Department of Computer Science & Engineering of Dr.A.P. J Abdul Kalam Technical University, is a record of the candidate own work carried out by him under my/our supervision. The matter embodied in this thesis is original and has not been submitted for the award of any other degree.

Date:

30.05.2023

Supervisor

Prof. Nawneet Pandey



Head of Department (CSE)  
Prof. Shikha Kumar Yadav

30/05/2023

## DECLARATION

We hereby declare that this submission is our own work and that to the best of our knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Signature: Harsh Kumar Singh

Name: Harsh Kumar Singh

Roll No: 1902250100061

Date:

Signature: Jagrit Sharma

Name: Jagrit Sharma

Roll No: 1902250100067

Date:

Signature: Rohan Kaushik

Name: Rohan Kaushik

Roll No: 1902250100121

Date:





# **Ecommerce Website**

A Project Submitted  
in Partial Fulfillment of the requirements  
for the Degree of

## **BACHELOR OF TECHNOLOGY**

in

Computer Science and Engineering

by

ABHINAV KUMAR (1902250100007)

ANOOPI YADAV (1902250100026)

Under the Supervision of

Mr. Sandeep Singh

(Assistant Professor)

**Accurate Institute of Management and Technology, Greater Noida**



to the

Department of Computer Science and Engineering

**Dr. A.P.J. Abdul Kalam Technical University, Lucknow**

**May 2023**

# DECLARATION

We hereby declare that this submission is our own work and that, to the best of our knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Signature:

Name : ABHINAV KUMAR

Roll No : 1902250100007

Date :

Signature:

Name : ANOOP YADAV

Roll No : 1902250100026

Date :



# CERTIFICATE

This is to certify that Project Report entitled "ECOMMERCE WEBSITE" which is submitted by

ABHINAV KUMAR (1902250100007)

ANOOP YADAV (1902250100026)

partial fulfillment of the requirement for the award of degree B. Tech. in the department of **Computer Science and Engineering** of Accurate Institute of Management and Technology affiliated to Dr. A.P.J. Abdul Kalam Technical University, is a record of the candidate's own work carried out by him under my/our supervision. The matter embodied in this thesis is original and has not been submitted for the award of any other degree.



**Head of Department Signature**

**Name:** Mr. Sunil Kumar Yadav

**Guide Signature**

**Name:** Mr. Sandeep Singh

# EMAIL SPAM DETECTION

A Project Submitted  
in Partial Fulfillment of the requirements  
for the Degree of

## BACHELOR OF TECHNOLOGY

in

Computer Science and Engineering

by

AMAN BALUNI	(1902250100019)
ARMAN ALAM	(1902250100031)
VINAY BHARDWAJ	(1902250100156)
PRIYANSH DOGRA	(1902250100104)

Under the Supervision of  
Mr. Sandeep Singh  
(Assistant Professor)

Accurate Institute of Management and Technology, Greater Noida



to the

Department of Computer Science and Engineering

Dr. A.P.J. Abdul Kalam Technical University, Lucknow

May 2023

## DECLARATION

We hereby declare that this submission is our own work and that, to the best of our knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Signature:

Name : AMAN BALUNI

Roll No : 1902250100019

Date :

Signature:

Name : ARMAN ALAM

Roll No : 1902250100031

Date :



Signature:

Name : PRIYANSH DOGIRA

Roll No : 1902250100104

Date :

Signature:

Name : VINAY BHARDWAJ

Roll No : 1902250100156

Date :



# CERTIFICATE

This is to certify that Project Report entitled **EMAIL SPAM DETECTION** which is submitted by

AMAN BALUNI	(1902250100019)
ARMAN ALAM	(1902250100031)
PRIYANSH DOGRA	(1902250100104)
VINAY BHARDWAJ	(1902250100156)

in partial fulfillment of the requirement for the award of degree B. Tech. in the Department of Computer Science and Engineering of Accurate Institute of Management and Technology affiliated to Dr. A.P.J. Abdul Kalam Technical University, is a record of the candidate's own work carried out by him under my/our supervision. The matter embodied in this thesis is original and has not been submitted for the award of any other degree.

**Head of Department Signature**

**Name: Mr. Sunil Kumar Yadav**



**Guide Signature**

**Name: Mr. Sandeep Singh**

**Project Report**  
**On**  
**Just PDF Editor APP**  
Submitted In Partial Fulfillment of the Requirement  
**For the Degree of**  
**Bachelor of Technology**  
**In**  
**Computer Science and Engineering Department**  
**By**  
AYUSH SHRIVASTAVA (1902250100041)  
ASHISH SHRIVASTAV (1902250100034)  
**Under the Supervision of**  
**Prof. Mr. Sandeep Kumar , Mr. Nawneet Kumar**  
**GREATER NOIDA COLLEGE OF TECHNOLOGY**  
**GREATER NOIDA**



**AFFILIATED TO**  
**Dr A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY,**  
**UTTAR PRADESH, LUCKNOW**  
**(MAY-2023)**

## DECLARATION

We hereby declare that this submission is our own work and that, to the best of our knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Signature: Ayush  
Name: Ayush Shrivastava  
Roll No.: 1902250100041

Signature: Ashish  
Name: Ashish Shrivastava  
Roll No.: 1902250100034



## CERTIFICATE

Certified that Ayush shrivastava(1902250100041), Ashish Shrivastav (1902250100034) has carried out the research work presented in this thesis entitled "*Just PDF Editor*" for the award of **Bachelor of Technology (cse)** from Uttar Pradesh Technical University, Lucknow under our supervision. The thesis embodies results of original work, and studies as are carried out by the student himself and the contents of the thesis do not form the basis for the award of any other degree to the candidate or to anybody else from this or any other University/Institution.

**SIGNATURE:**

Mr. Sandeep Kumar  
Assistant Professor  
AIMT, Gr. Noida



**SIGNATURE:**

Mr. Nawneet Kumar  
Assistant Professor  
AIMT, Gr. Noida

Date: 31/05/2023



A  
Project Report  
On  
**Aawaz-The News App**  
*Submitted In Partial Fulfillment Of Requirements*  
**For The Degree Of**  
**Bachelor of Technology**  
In  
**Computer Science & Engineering**  
Submitted by  
**SHRUTI PANCHAL [1902250100138]**  
  
Under the Supervisor of  
**Mr. Sunil Kr. Yadav**  
**(Head of Department)**

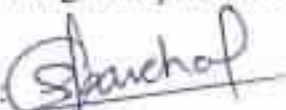


Department of Computer Science and Engineering  
Accurate Institute Of Management and Technology, Greater Noida  
Affiliated to Dr. A.P.J Abdul Kalam Technical University Uttar Pradesh  
May, 2023



### DECLARATION


I hereby declare that this submission is our own work and that to the best of our knowledge and beliefs. It contains no material previously published or written by neither any person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgement has been made in the text.

Signature: 

Name: Shruti Panchal

Roll No. : 1902250100138

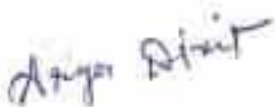
Date: 31/05/2023

Signature: 

Name: Dhruv Kumar Azad

Roll No. : 1902250100050

Date: 31/05/2023

Signature: 

Name: Arya Dixit

Roll No. : 1902250100032

Date: 31/05/2023

Signature: 

Name: Gulam Askari

Roll No. : 1902250100057

Date: 31/05/2023



### CERTIFICATE

This is to certify that Project report "Aawaz – The News App" is the Bonafide work of "Shruti Panchal, Dhruv Kumar Azad, Arya Dixit and Gulam Askari" who carried out the project work under my supervision certified further that to the best of my knowledge the work reported here in does not form part of any other thesis or dissertation on the basis of which degree or award was conferred on an earlier occasion on this or any other candidate.

31.05.2023

Signature of supervisor

Mr. Nawneet Kumar Pandey

Mr. Sandeep Kumar Singh

Signature of Head Department

Mr. Sunil Kumar Yadav



# **Car Care System**

A project Submitted

In partial Fulfillment of the Requirements

for the Degree of

## **BACHELOR OF TECHNOLOGY**

In

**Computer Science and Engineering**

By

RITIK KUMAR  
RAUSHAN KUMAR  
SHIVAM SHARMA  
SACHIN KUMAR MISHRA



**DR APJ ABDUL KALAM TECHNICAL UNIVERSITY**

*(Formerly Uttar Pradesh Technical University)*

**LUCKNOW**

June, 2023

## DECLARATION

I hereby declare that this submission is our own work and that to the best of our knowledge and beliefs. It contains no material previously published or written by neither any person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgement has been made in the text.

Submitted By:

Name: Ritik Kumar (1902250100117)

Name: Raushan Kumar (1902250100110)

Name: Shivam Sharma (1902250100136)

Name: Sachin Kumar Mishra (1902250100124)



## CERTIFICATE

This is to certify that Project report entitled "**Car Care System**", submitted by **Ritik Kumar, Raushan Kumar, Shivam Sharma & Sachin Kumar Mishra** for partial fulfilment of the requirement for the award of degree Bachelors of Technology in Department of Computer Science & Engineering of Dr. A.P.J Abdul Kalam Technical University, Lucknow is a record of the candidates' own work carried out by them under my supervision. The matter embodied in this report is original and has not been submitted for the award of any other degree.

**Date:**  
04/05/2022



**Supervisor**  
Mr. Sandeep Kumar Singh



# **SHOPING MART**

A Project Submitted  
In Partial Fulfillment of the Requirements  
for the Degree of

## **BACHELOR OF TECHNOLOGY**

in

**Computer Science and Engineering**

by

**Govind Kumar (1902250100056)**



**DR APJ ABDUL KALAM TECHNICAL UNIVERSITY**

**(Formerly Uttar Pradesh Technical University)**

**LUCKNOW**

MAY, 2023



## DECLARATION

This is to certify that Reports entitled "**Shoppi**" which is submitted by me in partial fulfillment of the requirement for the award of degree **B.Tech** in **Computer Science and Engineering** at **Accurate Institute of Management and Technology, Greater Noida**, affiliated at **Dr. A.P.J. Abdul Kalam Technical University, Lucknow** comprises only my own and due acknowledgement has been made in the text to all other material used.

Date:

**Name of Student:**

Govind kumar

(1902250100056)

Approved By :

**HOD**

CSE Dept.  
AIMT, Gr. Noida



**Project Coordinator**

Mr. Nawneet Kr. Pandey

Assistant Professor

CSE Dept.

## CERTIFICATE

This is to certify that Report entitled "**Shopping-Mart**" which is submitted by **Govind Kumar** is partial fulfillment of the requirement for award of degree **B.Tech in Computer Science and Engineering** at **Accurate Institute of Management and Technology, Greater Noida**, affiliated at **Dr. APJ Abdul Kalam Technical University, Lucknow** is a record of the candidate own work carried out by him under my/our supervision. This matter embodied in this report original and has not been submitted for the award of any other degree.

Date :



Supervisor Name & Signature

Mr. Sandeep Kr. Singh  
Assistant Professor

# **COLLEGE MANAGEMENT SYSTEM APPLICATION**

A Project Report Submitted  
in Partial Fulfillment of the Requirements  
for the Degree of

## **BACHELOR OF TECHNOLOGY**

in

Computer Science and Engineering

by

SATYAM KUMAR (19022501000129)  
SHUBHAM SINGH RAWAT (19022501000139)

Under the Supervision of

Mr. Sandeep Singh  
(Assistant Professor)

**Accurate Institute of Management and Technology, Greater Noida**



to the

Department of Computer Science and Engineering

**Dr. A.P.J. Abdul Kalam Technical University, Lucknow**

**May 2023**

## DECLARATION

We hereby declare that this submission is our own work and that, to the best of our knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Signature:

Name : SHUBHAM SINGH RAWAT

Roll No : 19022501000139

Date : 31-05-2023

Signature:

Name : SATYAM SINGH

Roll No : 19022501000129

Date : 31-05-2023





## CERTIFICATE

This is to certify that Project Report entitled "**COLLEGE MANAGEMENT SYSTEM APPLICATION**" which is submitted by

**SATYAM KUMAR**

(19022501000129)

**SHUBHAM SINGH RAWAT**

(19022501000139)

in partial fulfillment of the requirement for the award of degree B. Tech. in the Department of **Computer Science and Engineering** of Accurate Institute of Management and Technology affiliated to Dr. A.P.J. Abdul Kalam Technical University, is a record of the candidate's own work carried out by ~~him~~ under my/our supervision. The matter embodied in this thesis is original and has not been ~~submitted~~ for the award of any other degree.

Head of Department Signature

Name: Mr. Sunil Kumar Yadav



Guide signature

Name: Mr. Sandeep Singh

A  
Project Report  
On  
**Investigation of Mechanical Properties of AA 6061/TiC  
Composite Fabricated By Friction Stir Additive Manufacturing Technique**  
*Submitted In Partial Fulfilment Of Requirements*  
For The Degree Of  
**Bachelor of Technology**  
In  
**MECHANICAL ENGINEERING**  
Submitted by

MD. Tabrej Ali [1902250400006]

Shahid Akram [1902250400012]

Shabbaz Alam [1902250400011]

Dhananjay Kumar Tiwari [1902250400003]

Under the Guidance of  
**Mr. Manish Maurya**  
(Assistant Professor)



Department of Mechanical Engineering  
Accurate Institute Of Management and Technology, Greater Noida  
Affiliated to Dr. A.P.J Abdul Kalam Technical University Uttar Pradesh  
May, 2023

## CERTIFICATE

This is to certify that Project Report entitled "Investigation of Mechanical Properties of AA 6061 /Tic composite Fabricated by Friction Stir Additive Manufacturing Technique" which is submitted by MD. Tabrej Ali, Shahbaz Alam, Shahid Akram and Dhananjay Kumar Tewari in partial fulfillment for award of degree B. Tech. in Department of Mechanical Engineering to Accurate Institute of Management and Technology Affiliated to Dr. A.P.J. Abdul Kalam Technical University Lucknow, Comprises only our own work and due acknowledgement has been made in the text to all other material used.

  
31/05/2023  
Signature of Guidance

Mr. Manish Maurya

  
31/5/23  
Signature of Head Department

Mr. Akhileshwar Mani Tripathi



## DECLARATION

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Signature: MD Tabrej Ali

Name: MD. Tabrej Ali

Roll No: 1902250400006

Signature: Shahid

Name: Shahid Akram

Roll No: 1902250400012

Signature: Shahbaz Alam

Name: Shahbaz Alam

Roll No: 1902250400011

Signature: Dhananjay Kumar Tiwari

Name: Dhananjay Kumar Tiwari

Roll No: 1902250400003



# **“SMART DUSTBIN”**

A Project Submitted  
In Partial Fulfilment of the Requirements for the  
Degree of

**BACHELOR OF TECHNOLOGY**  
in  
**Electronics and Communication Engineering**

by  
Ashutosh Rawat (1902250310001)  
Rohit Kumar (1902250310004)  
Vaibhav Sharma (1902250310005)  
Md. Sharukh khan (2002250319001)

Under the Guidance of  
**Mr. Jogendra Singh (ASSISTANT PROFESSOR)**



**Dr. A.P. J. Abdul Kalam Technical University, Lucknow,  
Uttar Pradesh**



**Department of Electronics & Communication Engineering**  
**Accurate Institute of Management and Technology, Greater Noida**

**May, 2023**



## CERTIFICATE

This is to certify that Project Report entitled **"SMART DUSTBIN"** which is submitted by Ashutosh Rawat( 1902250310001), Rohit Kumar (1902250310004), Vaibhav Sharma(1902250310005), Md. Sharukh khan (2002250319001), In partial fulfilment of the requirement for the award of degree B.Tech. in Department of Electronics and Communication. Engineering of A.K. Technical University, is a record of the candidate own work carried out by him under our supervision. The matter embodied in the thesis is original and has not been submitted for the award of any other degree.



**Submitted By:**

**Guide: Mr. Jogendra Singh**

Ashutosh Rawat (1902250310001)  
Rohit Kumar (1902250310004)  
Vaibhav Sharma (1902250310005)  
Md. Sharukh Khan (2002250319001)

**Date:**

## DECLARATION

We hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.



**Submitted By:**

Ashutosh Rawat (1902250310001)  
Rohit Kumar (1902250310004)  
Vaibhav Sharma (1902250310005)  
Md. Sharukh Khan (2002250319001)

**Signature:**

**Date:**

# **Earthquake Resistant Analysis and Design of Multi-Storeyed Residential Building**

A Project Submitted  
In Partial Fulfillment of the Requirements  
for the Degree of

## **BACHELOR OF TECHNOLOGY**

in  
**Civil Engineering**  
by

Name 1- Abhishek Kumar  
Name 2- Prayatna Pratap Singh  
Name 3- Anzar Neyaz Khan

*Under the Guidance of*

**Mr. A.M Tripathi**  
(ASSISTANT PROFESSOR)



**Department of Civil Engineering**

**Accurate Institute Of Management and Technology, Greater Noida**  
**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW,**  
**UTTAR PRADESH**

## ***DECLARATION***

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

*Signature*

*Name Anzar Noyaz Khan*

*Abhishek Kumar*

*Prayatna Pratap Singh*

*Roll No. 1902250000002*

*1902250000001*

*2002250009002*

*Date*



## CERTIFICATE

This is to certify that Project Report entitled "Earthquake Resistant Analysis and Design of Multi- storeyed Residential Building," which is submitted by Prayatna Pratap Singh, Abhishek Kumar, Anzar Neyaz Khan in partial fulfillment of the requirement for the award of degree B. Tech. in Department of Civil Engineering of A. K. Technical University, is a record of the candidate own work carried out by him under my/our supervision. The matter embodied in this thesis is original and has not been submitted for the award of any other degree.

Date:



Supervisor/Guide



# ***AIR WRITING USING AI AND ML***

A Project Submitted  
In Partial Fulfillment of the  
Requirements for the Degree of

## **BACHELOR OF TECHNOLOGY**

in

**Computer Science and  
Engineering**

by

Diksha Singh  
Pranshu Singh  
Adwita Rastogi  
Aakriti Shahi

*Under the Guidance of*  
Nawneet Kumar sir

(ASSISTANT PROFESSOR)



**Department of Computer Science and Engineering**  
**Accurate Institute Of Management and Technology, Greater Noida**

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY**  
**LUCKNOW, UTTAR PRADESH**  
**May 2022-23**

## DECLARATION

We hereby declare that this submission is our own work and that, to the best of our knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Signature:

*Diksha Singh*

Name: Diksha Singh

Roll No.: 1902250100051

Name: Pranshu Singh

Roll No.: 1902250100100

*Pranshu*

Name: Adwita Rastogi

Roll No.: 1902250100015

*Adwita Rastogi*

Name: Aakriti Shahi

Roll No.: 1822510050

*Aakriti Shahi*

Date - 31-05-2023



## CERTIFICATE

Certified that **ADWITA RASTOGI**(Roll No.: 1902250100015), **PRANSHU SINGH**(Roll No.: 1902250100100), **DIKSHA SINGH**(Roll No.: 1902250100051), **AAKRITI SHAHI**(Roll No.: 1822510050) has carried out the research work presented in this thesis entitled "**AIR WRITING USING AI AND ML**" for the award of **Bachelor of Technology (cse)** from Uttar Pradesh Technical University, Lucknow under our supervision. The thesis embodies results of original work, and studies as are carried out by the student himself and the contents of the thesis do not form the basis for the award of any other degree to the candidate or to anybody else from this or any other University/Institution.



SIGNATURE:

Mr. Nawneet Kumar  
Assistant Professor  
AIMT, Gr. Noida

Date: 31-05-2023



SIGNATURE:

Mr. Nawneet Kumar  
Assistant Professor  
AIMT, Gr. Noida



**Project Id:**

**Project Report on**

**E-COMMERCE WEBSITE**

***Submitted In Partial Fulfillment of the Requirement***

**For the Degree of**

**Bachelor of Technology**

**In**

**Computer Science and Engineering Department**

**By**

**OM SINGH (1902250100095)**

**PINTU KUMAR (1902250100096)**

**NEERAJ KUMAR (1902250100089) HARSH KUMAR(1902250100060)✓**

**Under the Supervision of**

**Mr. SUNIL KUMAR YADAV**

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**GREATER NOIDA**



**AFFILIATED TO**

**Dr. A.P.J ABDUL KALAM TECHNICAL UNIVERSITY,**

**UTTAR PRADESH, LUCKNOW**

**Project Report**  
**on**  
**AUTOMATED TRANSPORTATION SYSTEM**

**Submitted in partial fulfilment of the requirements**  
**for the award of the degree of**  
**Bachelor of Technology**  
**in**  
**Computer Science and Engineering**

**By**  
**MUKUL TIWARI- 2002250109001**  
**SEMESTER -VIII**  
**Under the Supervision of**  
**Mr Sandeep Kumar Singh**



**Accurate Group Of Institutions**  
**Greater Noida 201301**



**Affiliated to**  
**Dr. APJ Abdul Kalam Technical University, Lucknow**





**ACCURATE GROUP OF INSTITUTIONS**

**GREATER NOIDA - 201301, UTTAR PRADESH, INDIA**


**CERTIFICATE**

This is to certify that the project report entitled "**AUTOMATED TRANSPORTATION SYSTEM USING .NET**" submitted by "**MUKUL TIWARI**" to the

"**ACCURATE GROUP OF INSTITUTIONS**" Uttar Pradesh in partial fulfillment for the award of the Degree of Bachelor of Technology in Computer science & Engineering is a bonafide record of the project work carried out by him under my supervision during the year 2022-2023

**Mr Sunil Kumar Yadav**  
Professor and Head  
Deptt. of CSE



**Mr Sandeep Kumar Singh**   
Assistant Professor  
B.Tech CSE and IT Coordinator,  
Deptt. of CSE

**Project Report**  
**On**  
**LIFESPEED**  
*Submitted In Partial Fulfilment of the Requirement*  
**For the Degree of**  
**BACHELOR OF TECHNOLOGY**  
**In**  
**Computer Science and Engineering Department**  
**By**

SUMIT KUMAR  
(1902250100144)

Under the Supervision of  
Prof. Nawneet Kr Pandey

ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY,  
GREATER NOIDA -201310



AFFILIATED TO

**Dr. A.P.J ABDUL KALAM TECHNICAL UNIVERSITY,**  
**UTTAR PRADESH, LUCKNOW**

(MAY-2023)



## DECLARATION

I hereby declare that this submission is my own work and that, to the best of our knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.



Signature:

Name: SUMIT KUMAR

Roll No.: 1902250100144

## CERTIFICATE

This is to certify that SUMIT KUMAR (1902250100144) has carried out the research work presented in this thesis entitled "LIFESPEED" for the award of Bachelor of Technology from APJ Abdul Kalam Technical University, Lucknow under my/our supervision. The thesis embodies results of original work, and studies are carried out by the student herself and the contents of the thesis do not form the basis for the award of any other degree to the candidate or to anybody else from this or any other University / Institution.



Signature : [Signature]

Date: 21.05.2023

Name of supervisor: Prof. Nawneet Kumar Pandey

# **E-Learning Platform**

A Project Submitted  
In Partial Fulfillment of the Requirements  
for the Degree of

## **BACHELOR OF TECHNOLOGY**

in

**Computer Science and Engineering**

by

**Harsh Prakash Tiwari (1902250100062)**

**Abhijeet Kumar (1902250100005)**

**Ambuj Singh (1902250100021)**

**Amit Kumar Thakur (1902250100022)**



**DR APJ ABDUL KALAM TECHNICAL UNIVERSITY**

**(Formerly Uttar Pradesh Technical University)**

**LUCKNOW**

MAY, 2023



## DECLARATION

This is to certify that Reports entitled "E-Learning Platform" which is submitted by us in partial fulfillment of the requirement for the award of degree **B.Tech in Computer Science and Engineering** at Accurate Institute of Management and Technology, Greater Noida, Dr. A.P.J. Abdul Kalam Technical University, Lucknow comprises only my own and due acknowledgement has been made in the text to all other material used.

Date:

**Name of Student:**

Harsh Prakash Tiwari (1902250100062)	<i>Harsh</i>
Abhijeet Kumar (1902250100105)	<i>Abhijeet</i>
Ambuj Singh (1902250100021)	<i>Ambuj</i>
Amit Kumar Thakur (1902250100022)	<i>Amit</i>

Approved By:



*[Signature]*  
HOD  
CSE Dept.  
A.P.J. K.T.U. Gr. Noida  
31/05/23

*[Signature]*  
**Project Coordinator**

Mr. Nawneet Kr. Pandey

Assistant Professor

CSE Dept.

## CERTIFICATE

This is to certify that Report entitled "E-Learning Platform" which is submitted by **Harsh Prakash Tiwari, Abhijeet Kumar, Ambuj Singh, Amit Kumar Thakur** is partial fulfillment of the requirement for award of degree **B.Tech in Computer Science and Engineering** at **Accurate Institute of Management and Technology, Greater Noida, Dr. APJ Abdul Kalam Technical University, Lucknow** is a record of the candidate own work carried out by him under my/our supervision. This matter embodied in this report original and has not been submitted for the award of any other degree.

Date :



Supervisor Name & Signature:

Mr. Sandeep Kr. Singh  
Assistant Professor

**Project Report**  
**On**  
**LIFESPEED**  
*Submitted In Partial Fulfilment of the Requirement*  
**For the Degree of**  
**BACHELOR OF TECHNOLOGY**  
**In**  
**Computer Science and Engineering Department**  
**By**

**SIMRAN SHARMA**  
(1902250100141)  
**SUMIT KUMAR**  
(1902250100144)

**Under the Supervision of**  
**Prof. Nawneet Kr Pandey**

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY,**  
**GREATER NOIDA -201310**



**AFFILIATED TO**

**Dr. A.P.J ABDUL KALAM TECHNICAL UNIVERSITY,**  
**UTTAR PRADESH, LUCKNOW**  
**(MAY-2023)**



## CERTIFICATE

I hereby declare that this submission is my own work and that, to the best of our knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.



Signature:

Name: SIMRAN SHARMA

Roll No.: 1902250100141

Name: SUMIT KUMAR

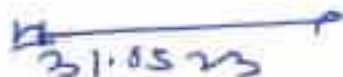
Roll No.: 1902250100144

सुमील कुमार

## CERTIFICATE

This is to certify that SIMRAN SHARMA (1902250100141), SUMIT KUMAR (1902250100144) has carried out the research work presented in this thesis entitled "LIFESPEED" for the award of Bachelor of Technology from APJ Abdul Kalam Technical University, Lucknow under my/our supervision. The thesis embodies results of original work, and studies are carried out by the student herself and the contents of the thesis do not form the basis for the award of any other degree to the candidate or to anybody else from this or any other University / Institution.

Signature :



Date:

Name of supervisor: Prof. Nawneet Kumar Pandey





# **A PROJECT REPORT**

**On**

**PLantify**

---

**For the partial fulfillment for the  
award of the degree of**

## **BACHELOR OF TECHNOLOGY**

**In**

## **COMPUTER SCIENCE AND ENGINEERING**

**Submitted by**

<b>Harsh Bhati</b>	<b>(1902250100059)</b>
<b>Harinder Kasana</b>	<b>(1902250100058)</b>
<b>Deepali Kumari</b>	<b>(1902250100048)</b>
<b>Ayush Dhama</b>	<b>(1902250100038)</b>

**Under the Supervision of  
Dr. Sunil Kumar Mishra**



**Accurate Institution of Management & Technology  
Affiliated to**

**DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,  
LUCKNOW**

**2022-23**

## Declaration

---

We hereby declare that the project works presented in this report entitled **"Plantify"**, in partial fulfilment of the requirement for the award of the degree of Bachelor of Technology in Computer Science & Engineering, submitted to A.P.J. Abdul Kalam Pradesh Technical University, Lucknow, is an authentic record of my/own works carried out in Department of Computer Science & Engineering, Accurate Institute of Management & Technology, Greater Noida. It contains no material previously published or written by another person except where due acknowledgement has been made in the text. The project works reported in this report has not been submitted by me/us for a award of any other degree or diploma.

Signature:

Name: Harsh Bhati

Roll No : 1902250100059

Signature: *Harinder Kasana*

Name: Harinder Kasana

Roll No : 1902250100058

Signature: *Deepali*

Name: Deepali Kumari

Roll no: 1902250100048

Signature: *Ayush*

Name: Ayush Dhama

Roll No: 1902250100038



## Certificate

This is to certify that the project entitled "Plantify" done by **Harsh Bhati** (1902250100059), **Harinder Kasana** (1902250100058), **Deepali Kumari** (1902250100048), **Ayush Dhama** (1902250100038) is an authentic works carried out by him/them in Department of Computer Science & Engineering, Accurate Institute of Technology & Management, Greater Noida undermy guidance. The matter embodied in this project works has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and brief.

Date :



Supervisor  
Mr. Nawneet Kumar  
Mr. Sundeep Kumar

A handwritten signature in blue ink, likely belonging to one of the supervisors mentioned above.

Head of the Department  
Dr. Sunil Kumar Yadav

A handwritten signature in blue ink, followed by the date "5/05/20" written vertically.



**Project Report**

on

**PLUTOPE FURNITURE E-COMMERCE**

*Submitted In Partial Fulfillment of the Requirement*

**For the Degree of**

**Bachelor of Technology**

**In**

**Computer Science and Engineering Department**

**By**

ANSH RAJ (1902250100027)

AMAN KUMAR SINGH (1902250100020)

ADARSH SINGH (1902250100013)

MAYANK SHARMA (1902250100075)

**Under the Supervision of**

**Sandeep Kumar**

**ACCURATE INSTITUTE OF MANAGEMENT AND**

**TECHNOLOGY, GREATER NOIDA**



**AFFILIATED TO**

**Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY,**

**UTTAR PRADESH, LUCKNOW**

**(MAY-2023)**

## DECLARATION

We hereby declare that this submission is our own work and that to the best of our knowledge and belief. It contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Signature: *Ansh Raj*

Name: Ansh Raj

Roll No: 1902250100027

Signature: *Adarsh Singh*

Name: Adarsh Singh

Roll No: 1902250100013

Signature: *Aman*

Name: Aman Kumar Singh

Roll No: 1902250100020

Signature: *Mayank*

Name: Mayank Sharma

Roll No: 1902250100075







**Project Report**

on

**PLUTOPE FURNITURE E-COMMERCE**

*Submitted In Partial Fulfillment of the Requirement*

**For the Degree of**

**Bachelor of Technology**

**In**

**Computer Science and Engineering Department**

**By**

ANSH RAJ (1902250100027)

AMAN KUMAR SINGH (1902250100020)

ADARSH SINGH (1902250100013)

MAYANK SHARMA (1902250100075)

**Under the Supervision of**

**Sandeep Kumar**

**ACCURATE INSTITUTE OF MANAGEMENT AND**

**TECHNOLOGY, GREATER NOIDA**



**AFFILIATED TO**

**Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY,**

**UTTAR PRADESH, LUCKNOW**

**(MAY-2023)**

## DECLARATION

We hereby declare that this submission is our own work and that to the best of our knowledge and belief. It contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Signature: *Ansh Raj*

Name: Ansh Raj

Roll No: 1902250100027

Signature: *Adarsh Singh*

Name: Adarsh Singh

Roll No: 1902250100013

Signature: *Aman*

Name: Aman Kumar Singh

Roll No: 1902250100020

Signature: *Mayank*

Name: Mayank Sharma

Roll No: 1902250100075



## CERTIFICATE

This is to certify that Project Report entitled "PLUTOPE FURNITURE E-COMMERCE" which is submitted by Ansh Raj, Aman Kumar Singh, Adarsh Singh, Mayank Sharma in partial fulfillment of the requirement for the award of degree B.Tech in Department of Computer Science & Engineering from Greater Noida College of Technology of Dr. A. P. J. Abdul Kalam Technical University, is a record of the candidate's own work carried out by them under our supervision. The matter embodied in this thesis is original and has not been submitted for the award of any other degree.

Date:

Supervisor  
Sandeep Kumar



Head of Department (CSE)  
Sunil Kumar Yadav

31/05/21

**“AUTOMATIC SIDE STAND”**

A Project Submitted  
In Partial Fulfilment of the Requirements for the  
Degree of

**BACHELOR OF TECHNOLOGY**  
in

**Mechanical Engineering by**  
DEEPAK (1902250400002)  
MD KASHIF IQUBAL (1902250400004)  
MD KAUSHAR (1902250400005)  
MUKUL SHARMA (1902250400007)  
AMAN BHARDWAJ (2002250409001)

Under the Guidance of  
**Mr. MANISH MAURYA**  
(ASSISTANT PROFESSOR)



**Dr. A.P.J. Abdul Kalam Technical University, Lucknow,**  
**Uttar Pradesh**



**Department of Mechanical Engineering,**  
**Accurate Institute of Management and Technology, Greater**  
**Noida May, 29**

### CERTIFICATE

This is to certify that Project Report entitled "AUTOMATIC SIDE STAND" which is submitted By DEEPAK (1902250400002),MDKASHIFIQUBAL(1902250400004),MDKAUSHAR (1902250400005),MUKUL SHARMA (1902250400007), AMANBHARDWAJ (2002250409001), In partial fulfilment of the requirement for the award of degree B.Tech. in Department of Mechanical Engineering of A.K. Technical University, is a record of the candidate own work carried out by him under our supervision. The matter embodied in the thesis is original and has not been submitted for the award of any other degree.

Submitted By:

Guide: Mr. MANISH MAURYA

DEEPAK (1902250400002)  
MD KASHIF IQUBAL (1902250400004)  
MD KAUSHAR (1902250400005)  
MUKUL (1902250400007)  
AMAN BHARDWAJ (2002250409001)

Date:





### DECLARATION

We hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.



**Submitted By:**

DEEPAK (1902250400002)

MD KASHIF IQUBAL (1902250400004)

MD KAUSHAR (1902250400005)

MUKUL (1902250400007)

AMAN BHARDWAJ (2002250409001)

**Signature:**

Deepak

Kashif

md-Kaushar

Mukul Sharma

Amay

**Date:**

A  
Project Report

On

**SOCIAL MEDIA APPLICATION**

*Submitted In partial fulfillment of Requirement  
for the degree of  
Bachelor of Technology*

In

**Computer Science & Engineering Department**  
**Submitted by**

RADHIKA KUMARI (1902250100105)

REEZAYUL HUSSAIN (1902250100113)

RITIK KUMAR (1902250100118)

TANU KUMARI (1902250100149)

*Under the Supervision of*

**Prof. Nawneet Kr. Pandey**  
**Accurate Institute of Management and Technology**  
**Greater Noida**



**AFFILIATED TO**

**DR. A.P.J. ABDUL KALAM TECHNICAL  
UNIVERSITY**

**UPPER GRADE COLLEGE, LUCKNOW**

## DECLARATION

hereby declare that this submission is our own work and that, to the best of knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Signature:- Radhika Kumari  
Name:- Radhika Kumari  
Roll No.:- 1902250100105  
Date:- 31/05/2023

Signature:- Reezayul Hussain  
Name:- Reezayul Hussain  
Roll No.:- 1902250100113  
Date:- 31/05/2023

Signature:- Ritik Kumar  
Name:- Ritik Kumar  
Roll No.:- 1902250100118  
Date:- 31/05/2023

Signature:- Tanu Kumari  
Name:- Tanu Kumari  
Roll No.:- 1902250100149  
Date:- 31/05/2023



## CERTIFICATE

ified that **RADHIKA KUMARI** (1902250100105), **Reezayul Hussain** (1902250100113), **RITIK KUMAR** (1902250100118) and **TANU KUMARI** (1902250100149), has carried out the research work presented in this thesis titled "Social Media Application" for the award of **Bachelor of Technology** from Uttar Pradesh Technical University, Lucknow under our supervision. This thesis embodies results of original work, and studies as are carried out by the student himself and the contents of the thesis do not form the basis for the award of any other degree to the candidate or to anybody else from this or any other University/Institution.

H  
31.05.2023

**SIGNATURE:**

Mr. Nawneet Kr. Pandey  
Assistant Professor  
AIMT, Gr. Noida



**Date:**  
31/05/2023

**SIGNATURE:**

Mr. Sandeep Kr. Singh  
Assistant Professor  
AIMT, Gr. Noida

# **A PROJECT REPORT**

**On**

## **PAYMENT GATEWAY**

For the partial fulfillment for the  
award of the degree of

*Light  
Blue*

## **BACHELOR OF TECHNOLOGY** **In** **COMPUTER SCIENCE AND ENGINEERING**

Submitted by

Vikrant Vikram Singh (1902250100154)  
Deependra Singh (1902250100049)  
Adarsh Singh (1902250100012)  
Sonali Lodhi (1902250100142)

*(5)*

Under the Supervision of  
Dr. Sunil Kumar Mishra



**Accurate Institution of Management & Technology**  
Affiliated to


**DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,**  
**LUCKNOW**

2022-23



## Declaration

We hereby declare that the project works presented in this report entitled **"Payment gateway"**, in partial fulfilment of the requirement for the award of the degree of Bachelor of Technology in Computer Science & Engineering, submitted to A.P.J. Abdul Kalam Pradesh Technical University, Lucknow, is an authentic record of my/own works carried out in Department of Computer Science & Engineering, Accurate Institute of Management & Technology, Greater Noida . It contains no material previously published or written by another person except where due acknowledgement has been made in the text. The project works reported in this report has not been submitted by me/us for a award of any other degree or diploma.

Signature: 

Name: Vikrant Vikram Singh

Roll No : 1902250100154

Signature: 

Name: Deependra Singh

Roll No : 1902250100049

Signature:

Name: Adarsh Singh 

Roll no: 1902250100012

Signature:

Name: Sonali Lodhi 

Roll No: 1902250100142



## Certificate

This is to certify that the project entitled "Payment Gateway" done by **Vikrant Vikram Singh (1902250100154)**, **Deependra Singh (190225010049)**, **Adarsh Singh (1902250100012)**, **Sonali Lodhi (1902250100142)** is an authentic works carried out by him/them in Department of Computer Science & Engineering, Accurate Institute of Technology & Management, Greater Noida under my guidance. The matter embodied in this project works has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and brief.

Date : /05/2023



Supervisor

Dr. Sunil Kumar Mishra

Head of the Department

Dr. Sunil Kumar Yadav

*[Handwritten signature and date]*  
30/05/2023

# **VIRTUAL GESTURE ENVIRONMENT**

**A Project Submitted  
in Partial Fulfillment of the Requirements  
for the Degree of**

## **BACHELOR OF TECHNOLOGY in COMPUTER SCIENCE & ENGINEERING**

**by**

**SUSHIL KUMAR MAURYA**

**(1902250100146)**

**SATYA DEV MAURY**

**(1902250100128)**

**VIKRANT CHAUHAN**

**(1902250100153)**

**Under the Guidance of**

**Dr. SUNIL KUMAR MISHRA**

**(PROFESSOR)**



**Department of Computer Science and Technology  
DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY  
LUCKNOW UTTAR PRADESH**

**MAY, 2023**

## CERTIFICATE

This is to certify that Project Report entitled "VIRTUAL GESTURE ENVIRONMENT" which is submitted by **SUSHIL KUMAR MAURYA (1902250100146)**, **SATYA DEV MAURY (1902250100128)** and **VIKRANT CHAUHAN (1902250100153)** in partial fulfilment of the requirement for the award of degree B.Tech in Department of **COMPUTER SCIENCE AND ENGINEERING** of **DR. A.P.J ABDUL KALAM Technical University**, is a record of the candidates own work carried out by them under my/our supervision. The matter embodied in the thesis is original and has not been submitted for the award of any other degree.



Date:

Supervisor/Guide

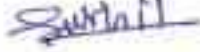
Dr. SUNIL KUMAR MISHRA  
(PROFESSOR)

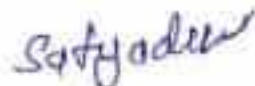
30/05/2022

## DECLARATION


We hereby declare that the submission is our own work and that to the best of our knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted or diploma of the university or other institute of higher learning, except Where due acknowledgement has been made in the text.

We also confirm that the report is only prepared for our academic requirement, not for any other purpose. It might not be used in the interest of the opposite party of the corporation.

Signature :   
Name : SUSHIL KUMAR MAURYA  
Roll No. : 1902250100146  
Date : 30/05/2023

Signature :   
Name : SATYA DEV MAURYA  
Roll No. : 1902250100128  
Date : 30/05/2023



Signature :   
Name : VIKRANT CHAUHAN  
Roll No. : 1902250100153  
Date : 30/05/2023



A  
Project Report  
On  
**Face Recognition**  
*Submitted In Partial Fulfilment Of Requirements*  
**For The Degree Of**  
**Bachelor of Technology**  
**In**  
**Computer Science & Engineering**  
Submitted by  
**ZEESHAN ZAFAR[1902250100160]**  
**MOHD FAIZAN[1902250100084]**  
**Under the Supervisor of**  
**Mr. Sandeep Kumar Singh**  
**(Assistant Professor)**



**Department of Computer Science and Engineering**  
**Accurate Institute Of Management and Technology, Greater Noida**  
**Affiliated to Dr. A.P.J Abdul Kalam Technical University Uttar Pradesh**  
**May, 2023**

## *DECLARATION*

I hereby declare that this submission is my own work and that best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Signature:

Name : ZEESHAN ZAFAR

Roll No : 1902250100160

Date :



Signature :

Name : MOHD FAIZAN

Roll No : 1902250100084

Date :

## CERTIFICATE

This is to certify that Project report "**Face Recognition**" is the Bonafidework of "Zeeshan Zafar and Mohd Faizan "who carried out the project work under my supervision certified further that to the best of my knowledge the work reported here in does not form part of any other thesis or dissertation on the basis of which degree or award was conferred on an earlier occasion on this or any other candidate.

.....  
Signature of supervisor

Mr. Sandeep Kumar Singh  
Mr. Nawneet Kumar Pandey



.....  
Signature of Head Department

Mr. Sunil Kumar Yadav

## ***CERTIFICATE***

This is to certify that Mr. Dinbandhu Kumar has partially completed / completed the 3-Month Industrial Training during the period from 08 Aug 2022 to 14 Nov 2022 in our Organization / Industry as a Partial Fulfillment of Degree of Bachelor of Technology in Computer Science Engineering. He was trained in the field of Web development using Spring Framework.



**Signature & Seal of Training Manager :**



PREPINSTA TECHNOLOGIES  
PVT. LTD.

100% EDUCATION-ORIENTED COMPANY

# INTERNSHIP CERTIFICATE

This award is presented to

**SARIKA SINGH**

for completing her internship as Web Developer Intern with us  
from 1 September, 2022 to 24 December, 2022.

Manish Agarwal  
Co-Founder & COO, Prepinsta





# CERTIFICATE OF INTERNSHIP



We are happy to certify that Mr Shivam Sharma has done internship as "Software Developer" during 11 March 2022 to 19 September 2022. We appreciate his work and contributions.



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

Course Director



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

Course Mentor



## CERTIFICATE

**Tech  
Mahindra**

Tech Mahindra Limited  
D-10/1, Block C, Sector  
Mediapark, Hyderabad 500080, India  
Tel: +91 80 2932 6182  
Fax: +91 80 2411 7011  
techmahindra.com  
Registered Office:  
Gateway Building, Agave, Sector 10, Gurgaon,  
Haryana 122002

July 06, 2021

To,

Anjali Nijhara,  
H. No. 2-J-10 N.I.T Faridabad.

Subject: Internship Completion Certificate

This is to certify that Anjali Nijhara (Associate ID - CB1074) has completed internship program with Tech Mahindra Ltd. (From 13/01/2021 to 30/06/2021). She worked on the project titled Phenom Development Under the guidance of Prafulla Kale.

Yours sincerely,  
For Tech Mahindra Limited,

*Vinay*

Vinay Agrawal  
Head- Business HR



## CERTIFICATE



#TL/PROG-01/0011

### WebTek Labs Pvt. Ltd. Project Completion Certificate

*This is to certify that Mr./Ms. ABHISHEK YADAV  
has successfully completed the Industry Oriented Training.*

Course Name CORE JAVA      Project Name Hotel Management System  
Training Date 10-JUNE-2022      To 10-AUG-2022  
Training Location DELHI

    IT - IWS SSC  
NABCOM

  
[www.webtekodl.com](http://www.webtekodl.com)



## ***CERTIFICATE***

This is to certify that Mr. Dinbandhu Kumar has partially completed / completed the 3-Month Industrial Training during the period from 08 Aug 2022 to 14 Nov 2022 in our Organization / Industry as a Partial Fulfillment of Degree of Bachelor of Technology in Computer Science Engineering. He was trained in the field of Web development using Spring Framework.



**Signature & Seal of Training Manager :**



PREPINSTA TECHNOLOGIES  
PVT. LTD.

www.prepinsta.com

# INTERNSHIP CERTIFICATE

This award is presented to

**SARIKA SINGH**

for completing her internship as Web Developer Intern with us  
from 1 September, 2022 to 24 December, 2022.

Manish Agarwal  
Co-Founder & COO, Prepinsta





# CERTIFICATE OF INTERNSHIP



We are happy to certify that Mr Shivam Sharma has done internship as "Software Developer" during 11 March 2022 to 19 September 2022. We appreciate his work and contributions.

A handwritten signature in blue ink, likely belonging to the Course Director.

Course Director

A handwritten signature in blue ink, likely belonging to the Course Mentor.

Course Mentor



## CERTIFICATE

**Tech  
Mahindra**

Tech Mahindra Limited  
D-1 Road, Block C, Sector  
M-1, Gurgaon, Haryana 122002, India  
Tel: +91 80 2932 6182  
Fax: +91 12 2411 7011  
techmahindra.com  
Registered Office:  
Gateway Building, Sector 29, Gurgaon, Haryana  
122002

July 06, 2021

To,

Anjali Nijhara,  
H. No. 2-J-10 N.I.T Faridabad.

Subject: Internship Completion Certificate

This is to certify that Anjali Nijhara (Associate ID - CB1074) has completed internship program with Tech Mahindra Ltd. (From 13/01/2021 to 30/06/2021). She worked on the project titled Phenom Development Under the guidance of Prafulla Kale.

Yours sincerely,  
For Tech Mahindra Limited,

*Vinay*

Vinay Agrawal  
Head- Business HR



## CERTIFICATE



#TL/PMO-01/0011

### WebTek Labs Pvt. Ltd. Project Completion Certificate

*This is to certify that Mr./Ms. ABHISHEK YADAV  
has successfully completed the Industry Oriented Training.*

Course Name CORE JAVA      Project Name Hotel Management System  
Training Date 10-JUNE-2022      To 10-AUG-2022  
Training Location DELHI

    IT - IWS SSC  
NABCOM

  
[www.webtekodl.com](http://www.webtekodl.com)



CERTIFICATE

**CERTIFICATE  
Of Completion**

This certificate is presented to

Adarsh Pratap Singh

For completing his internship program with the Cryptoseeders  
and developed the front-end of the platform from March 01 to  
June 30, 2022.

Ketut Susilo

HR Manager



Given this  
July of 2022





# RESEARCH PROJECT REPORT

On

## “MERGERS AND ACQUISITIONS”



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESS ADMINISTRATION*

By

KRITI TIWARI

(Roll No.: 2102250700018)

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Greater Noida



DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

Accurate Institute of Management & Technology,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2021-23)





## DIRECTOR'S CERTIFICATE

This is to certify that the project titled “ **MERGERS AND ACQUISITIONS** ” is carried out by **KRITI TIWARI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( ~~DIRECTOR~~ )

AIAM, Gr. Noida Date:





## PROJECT REPORT

on

**Electric Vehicle Market in India**

BY

**MAYANK KUMAR**

**2102250700021**

**Submitted to**

**Prof. FAIZ SIR**

*In partial fulfilment of the requirements for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION**

*Under the guidance of*

**Prof. FAIZ SIR**



## DECLARATION

I, MAYANK KUMAR , hereby declare that the project report on "Problems of Electric Vehicle *Market in India*" with reference to "World1 Solutions" prepared by me under the guidance of Prof. FAIZ SIR Faculty Of MBA Department AIMT Gr. Noida

I also declare that this project report is towards the partial fulfilment of the university regulations for the award of the degree of Master of Business Administration by AKTU

I have undergone an industry project for a period of Eight weeks. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of a degree/diploma from any other University / Institution.

Signature of Student

Place:

Date:

mayank kumar  
Greater Noida  
29/05/23



3

**SUMMER INTERNSHIP PROJECT REPORT  
ON  
"KANTAR"**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)  
Greater Noida-201306**

**For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION**

**BATCH 2021-2023**

**By  
MAYANK KUMAR**

**Under the Guidance of**

**Mr. Ajiz khan**



  
**Dr. APJ Abdul Kalam Technical University**



Date-09 November 2022

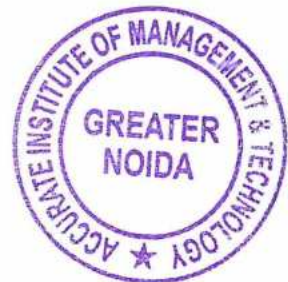
**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the student **MAYANK KUMAR** of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project **KAP** during the period 19th September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi



Kunal Kishan/Amit Kumar- Office Head.







## **RESEARCH PROJECT REPORT KMBN408**

**PROJECT NAME: HOW OTT IS AFFECTING  
TRADITIONAL CINEMA HOUSES**

**Master of Business Administration of  
ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
GREATER NOIDA, UTTAR PRADESH**

**SUBMITTED BY:**

**KANU PRIYA KAUR  
MBA 2nd YEAR  
Roll no.2102250700017**



**DIRECTOR**  
Accurate Institute of Advanced Manager  
Greater Noida

## **Declaration**

I therefore pronounce that this undertaking named "What OTT IS Meaning for TRADITIONAL CINEMA HOUSES" ready by me is a record of unique work submitted to a college, ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY.

The data and information given in the report is valid supposedly.

This venture isn't submitted to some other University/Institution for the honor of any degree, recognition or partnership or distributed any time previously.

Kanupriya Kaur  
2102250700017

Kanupriya



**MD. FAIZ SIDDIQUE**  
**MBA COORDINATOR**





# ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY

Approved by A.I.C.T.E., & Affiliated to Dr. A.P.J. Abdul Kalam Technical University

Plot No. 2, Knowledge Park III, Greater Noida,  
Distt. G.B.Nagar, U.P., India Pin-201306

## A SUMMER TRAINING PROJECT REPORT ON "RECRUITMENT AND SELECTION PROCESS IN HCL"

*HCL INFOSYSTEMS LTD.* | **HCL**

Submitted for the partial fulfillment towards the awards of the degree in

Master of Business Administration

of

Dr. A.P.J Abdul Kalam Technical University, Lucknow



Under the Guidance of:  
**Mr. FAIZ SIDDQUE**  
(Internal Supervisor)



*SA*  
Accurate Institute of Management & Technology  
Greater Noida

**Submitted By:**  
**Pooja Bansal**  
Roll No. 2002250700022



# **CERTIFICATE**

*This is to certify that Pooja Bansal has undertaken this summer training project work entitled "RECRUITMENT & SELECTION PROCESS IN HCL" for the partial fulfillment of the award of Master of Business Administration degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.).*

As per best of my knowledge this Research project work is an original piece of work and has not been submitted or published elsewhere.

I wish him/ her all the best for his/her bright future ahead.



Project Supervisor  
Assistant Professor  
Department of Management  
Studies



A  
RESEARCH  
PROJECT REPORT  
ON

**“A Study of Marketing Strategies of  
Hindustan Unilever L.T.D. (HUL)”**

SUBMITTED FOR THE PARTIAL  
FULFILLMENT OF THE REQUIREMENT FOR  
THE AWARD

OF  
MASTER OF BUSINESS  
ADMINISTRATION  
(BATCH-2020-2022)

AFFILIATED TO:

Dr. APJ Abdul Kalam Technical University,  
Lucknow

SUBMITTED TO:

BY:

MOHD. FAIZ SIDDIQUE  
( Faculty )

SUBMITTED

ARUNIMA SHARMA  
MBA 4th SEMESTER



ACCURATE INSTITUTE OF  
MANAGEMENT & TECHNOLOGY

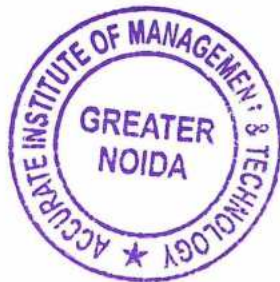


## DECLARATION

I, ARUNIMA SHARMA hereby declare that the project entitled "A Study of Marketing Strategies of Hindustan Unilever Ltd. (HUL)" has been carried.

Out by me under the guidance of **MR. MOHD. FAIZ SIDDIQUE**. This project is submitted to Dr. A.P.J. Abdul Kalam Technical University, Lucknow, In partial fulfilment of the academic year **2021-2022**.

This is the outcome of my own research work based on personal study and has not been submitted previously for award of any degree or diploma to this university or any other university.



(ARUNIMA SHARMA)

*Arunima*



## **RESEARCH PROJECT REPORT KMBN408**

PROJECT NAME: **HOW OTT IS AFFECTING  
TRADITIONAL CINEMA HOUSES**

**Master of Business Administration of  
ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
GREATER NOIDA, UTTAR PRADESH**

SUBMITTED BY:

KANU PRIYA KAUR  
MBA 2nd YEAR  
Roll no.2102250700017



  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

## Declaration

I therefore pronounce that this undertaking named "What OTT IS Meaning for TRADITIONAL CINEMA HOUSES" ready by me is a record of unique work submitted to a college, ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY.

The data and information given in the report is valid supposedly.

This venture isn't submitted to some other University/Institution for the honor of any degree, recognition or partnership or distributed any time previously.

Kanupriya Kaur  
2102250700017  
Kanupriya



**MD. FAIZ SIDDIQUE**  
MBA COORDINATOR





**RESEARCH PROJECT REPORT**  
**On**  
**HR OUTSOURCING IN INDIA**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE  
OF**

***MASTER OF BUSINESSADMINISTRATION***

**By SNEHA ERIC**

(Roll No.: 2102250700040 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2021-23)



## DIRECTOR'S CERTIFICATE

This is to certify that the project titled “ **HR OUTSOURCING IN INDIA** ” is carried out by **SNEHA ERIC** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIMT, Gr. Noida Date:





9.

# SUMMER TRAINING PROJECT REPORT

On

## A STUDY ON RETENTION MANAGEMENT SYSTEM AT TECH MAHINDRA



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESS ADMINISTRATION*

By ANISH KUMAR

(Roll No.: 2106860700003)

Internal Supervisor  
MD FAIZ SIDDIQUI

ASST. PROF.

AIAM, Greater Noida

Internal Supervisor  
MD FAIZ SIDDIQUI  
Asst. Prof. of Management  
Greater Noida



Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)

## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled “ **A STUDY ON RETENTION MANAGEMENT SYSTEM AT TECH MAHINDRA** ” is carried out by **ANISH KUMAR** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIAM, Gr. Noida

Date:



# A RESEARCH PROJECT REPORT

*Submitted in partial fulfillment of the Award of Master of Business*

*Administration for session*

**2021-2023**

## "OUTSOURCING BUSINESSES IN INDIA"



**ACCURATE INSTITUTE OF MANAGEMENT  
AND TECHNOLOGY, GREATER NOIDA 201310,  
UP (INDIA)**



*Handwritten signature and stamp of the institution.*

**SUBMITTED TO**

**SUBMITTED BY:**

**MR. MD. FAIZ SIDDIQUI**

**MANORANJAN KUMAR**

**ASST. PROF.  
MBA Department**

**MISHRA  
MBA-IIInd year  
Roll No. -  
2102250700020**



## DECLARATION

I, **MANORANJAN KUMAR MISHRA** hereby declare that the research project report entitled

**"OUTSOURCING BUSINESSES IN INDIA"**

submitted to Accurate Institute of Management And Technology Greater Noida 201310 UP, (INDIA) is partial fulfillment of the requirement for the degree of MBA is my original work and submitted for the Award of any other degree / diploma in Business Management.



**MANORANJAN KUMAR  
MISHRA**

MBA-IIInd year

Roll No. - 2102250700020

*Manoj Mishra*

# RESEARCH PROJECT REPORT

On

## “MERGERS AND ACQUISITIONS”



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESS ADMINISTRATION*

By

KRITI TIWARI

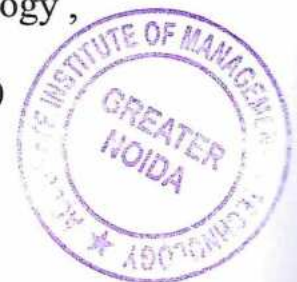
(Roll No.: 2102250700018)

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Greater Noida



**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2021-23)



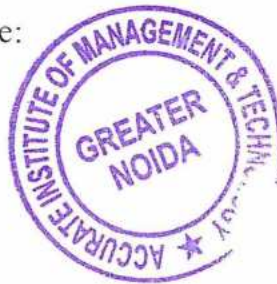


## DIRECTOR'S CERTIFICATE

This is to certify that the project titled “ **MERGERS AND ACQUISITIONS** ” is carried out by **KRITI TIWARI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

(  )  
( DIRECTOR )

AIAM, Gr. Noida Date:



## SUMMER TRAINING PROJECT REPORT

On

# STUDY OF WORKING CAPITAL MANAGEMENT OF AXIS BANK



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESSADMINISTRATION*

By SAMARTH SAXENA

(Roll No.: 2106860700023 )

Internal Supervisor

MD FAIZ SIDDIQUI

ASST. PROF.

AIAM, Grater Noida



  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

Accurate Institute of Advance Management ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)



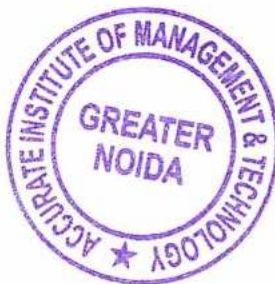
## SUPERVISOR'S CERTIFICATE

This is to certify that the Summer Training Project Report titled “ **STUDY OF WORKING CAPITAL MANAGEMENT OF AXIS BANK**” is an original work carried out by **Mr. SAMARTH SAXENA** under my supervision, in the partial fulfillment of the requirement for the award of MBA degree by the Dr. A. P. J. Abdul Kalam Technical University, Lucknow.

This is to further certify, to the best of my knowledge, that this work was neither published nor submitted to any other institution for award of any other degree or diploma.



Signature



Date:



## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled " **STUDY OF WORKING CAPITAL MANAGEMENT OF AXIS BANK** " is carried out by **SAMARTH SAXENA** , a student of MBA – II year at Accurate Institute of Advance Management , Gr. Noida, under the supervision of **FAIZ SIDDIQUI**. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

(DIRECTOR)

AIAM, Gr. Noida Date:



# SUMMER TRAINING PROJECT REPORT

On

## A STUDY OF RECRUITMENT AND SELECTION IN BHARTI AIRTEL



*SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF*

## *MASTER OF BUSINESSADMINISTRATION*

By SONAM KUMARI

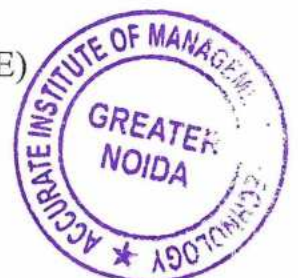
(Roll No.: 2102250700042 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)





20-10-2022

**TO WHOM IT MAY CONCERN**

This is to certify that **Ms. Sonam Kumari** student of **MBA** from **AIMT, Greater Noida** he has successfully completed the project at our organization for summer Internship w.e.f. **05<sup>th</sup> Sep.** to **20<sup>th</sup> Oct. 2022.**

She has worked with **"HR Department"**

She has completed her internship successfully. We wish her all the best in her bright future endeavours.

**For BHARTI AIRTEL LIMITED**

  
For Bharti Airtel Ltd.  
Parul Khullar Authorised Signatory  
Head L&D

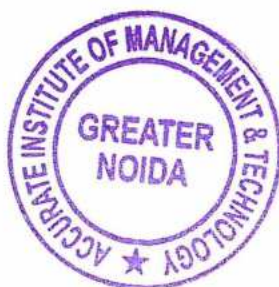


### *SUPERVISOR'S CERTIFICATE*

This is to certify that the Summer Training Project Report titled “ **A STUDY OF RECRUITMENT AND SELECTION IN BHARTI AIRTEL** ” is an original work carried out by **Mr. SONAM KUMARI** under my supervision, in the partial fulfillment of the requirement for the award of MBA degree by the Dr. A. P. J. Abdul Kalam Technical University, Lucknow.

This is to further certify, to the best of my knowledge, that this work was neither published nor submitted to any other institution for award of any other degree or diploma.

Signature



Date:

*DIRECTOR'S CERTIFICATE*

This is to certify that the Summer Training project titled “ **A STUDY OF RECRUITMENT AND SELECTION IN BHARTI AIRTEL** ” is carried out by **SONAM KUMARI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI**. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIAM, Gr. Noida Date:





**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**A**

**SUMMER TRAINING PROJECT REPORT**

**On**

**Human Resources policies**

**AT**

**JUBILANT LIFE SCIENCES**

**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF**

**MASTER OF BUSINESS ADMINISTRATION**



**Dr. A.P.J. Abdul Kalam Technical University**

**Under the Guidance of:**

**Mr. VIVEK JAIN  
HR HEAD**

**2102250700045**

**SUBMITTED BY:**

**SWATI MAURYA**

**ROLL NO:**

**SESSION: 2021-2023**

*[Handwritten signature and stamp of Mr. Vivek Jain, HR Head, Accurate Institute of Management & Technology, Greater Noida]*

*[Handwritten signature and date 3/3/23]*



February 09, 2023

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Swati Maurya** 1<sup>st</sup> year student of MBA -Accurate Group of Institutions, Greater Noida, has successfully completed her Internship in our organization from **19<sup>th</sup> September, 2022 to 2<sup>nd</sup> November 2022.**

She has undergone her internship in Human Resource department and understood HR Policies and the process of Performance management system and Talent Acquisition.

During the period of her Internship with us, she demonstrated sincerity & learning agility.

We wish her all the best for all her future endeavours.

**For Jubilant Enpro Pvt. Ltd.**



**Vivek Jain**  
HR Head





# CERTIFICATE

This is to certify that "**SWATI MAURYA**" has undertaken this summer training project work entitled "**PERFORMANCE MANAGEMENT SYSTEM AND TALENT ACQUISITION**" for the partial fulfillment of the award of **Master of Business Administration** degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.).

As per best of my knowledge this Research project work is an original piece of work and has not been submitted or published elsewhere.

I wish him all the best for his bright future ahead.



15

**PROJECT REPORT  
ON**

**Summer Internship**

**AT**

**KANTAR IMRB**

**SUBMITTED BY**

**VIKAS SINGH**

**ROLL NO-(2102250700047)**

**UNDER THE GUIDANCE OF**

**Mr.AMIT KUMAR**



*Handwritten signature in green ink.*  
*Director, Accurate Institute of Management & Technology, Greater Noida*

**DEPARTMENT OF MBA  
ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY  
SESSION-2021-23**





Date-09 November 2022

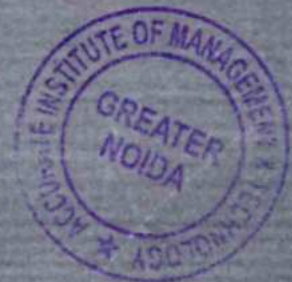
TO WHOM SO EVER IT MAY CONCERN

This is to certify that the student VIKAS SINGH of Accurate  
Institution of Management & Technology Uttar Pradesh- Greater Noida  
has satisfactorily completed project KAP during the period 19th  
September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi



Kunal Mishra/Amit Kumar- Office Head.



## DECLARATION

I am VIKAS SINGH a student of Accurate institute of management & technology, Greater Noida (Session- 2022-2023) do hereby declare that the Summer Project Report entitled DIGITAL ADAPTION & INTERNET USAGE, under KANTAR IMRB is of my own efforts and it has not been submitted to any other University or Institution before.

I have submitted this project for the practical fulfillment of MBA degree under Accurate institute of management & technology.



Date:

Signature



**RESEARCH PROJECT REPORT**

**ON**

**DETAIL ANALYSIS OF REDBULL CORPORATION**



**FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE**

**AWARD OF THE DEGREE**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SUBMITTED TO:**

**MOHD.FAIZ SIDDIQUE**

**(ASST. PROFESSOR)**

**SUBMITTED BY:**

**AMBIKESH TIWARI**

**ROLLNO - 2102250700007**

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, GREATER**

**NOIDA (U.P.)**

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW**



*Dr. Ambikesh Tiwari  
Accurate Institute of Management & Technology  
Greater Noida*





## INTERNSHIP PROJECT REPORT

On

**“Recruitment and Selection Process through Telephonic Interview and Time Office Management and Payroll Processing in “LUXOR INTERNATIONAL PVT. LTD.”**

*Submitted in the partial fulfilment of the requirement for the  
award of  
MASTER OF BUSINESS ADMINISTRATION*

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
PLOT NO 49, KNOWLEDGE PARK-3 GREATER NOIDA UP**

*ACADEMIC SESSION  
(2021 – 2023)*

*02/03/23*  
Under the Guidance of:  
Mr. Faiz Siddiqui



*gk*  
Submitted By:  
AKASH KUMAR SAH  
MBA – 3<sup>rd</sup> Semester  
Roll No- 2102250700005  
Date:-02-03-2023



Leadership since... 1963  
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OHSAS 18001 COMPANY

LUXOR INTERNATIONAL PVT. LTD.  
C-42, Phase - II, Noida Gautam Budh Nagar,  
Uttar Pradesh - 201305, India  
TEL : +91-120-4899100-4607400  
E-MAIL : export.enquiry@luxoroffice.com  
WEBSITE : www.luxorpen.com, www.worldofluxor.com  
CIN : U74899DL1980PTC010659

# CERTIFICATE OF COMPLETION

Employee ID:- LIPL/HRD/A001  
Date of Issue:- 11/01/2023

This is to certify that Mr. Akash Kumar Sah S/O Sh. Trilok Sah pursuing MBA from Accurate Institute of Management and Technology has Successfully Completed his Internship with Luxor International Pvt. Ltd. from 05/10/2022 To 19/11/2022. During the period, he worked as a Human Resource-Associate. During the course of his internship, Akash Kumar Sah showed considerable Interest in fulfilling his roles and responsibilities and his conduct was professional throughout.

We wish him all the best for his future endeavors.

Best Regards,

For Luxor International Pvt. Ltd.

MADAN  
SINGH  
CHHATOLA

Madan Singh Chhatola  
Senior Manager - HR & Admin

Digitally signed by Madan Singh Chhatola  
DN: cn=Madan Singh Chhatola, o=Luxor International Pvt. Ltd., ou=HR & Admin, email=madan.singh@luxoroffice.com, c=IN  
Date: 2023.01.11 12:55:58 +05'30'



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TEL : +91-120-4899100-4607400

E-MAIL : [export.enquiry@luxoroffice.com](mailto:export.enquiry@luxoroffice.com)

WEBSITE : [www.luxorpen.com](http://www.luxorpen.com), [www.worldofluxor.com](http://www.worldofluxor.com)

CIN : U74899DL1980PTC010659

# CERTIFICATE OF COMPLETION

Employee ID:- LIPL/HRD/A001  
Date of Issue:- 11/01/2023

This is to certify that Mr. Akash Kumar Sah S/O Sh. Triloki Sah pursuing MBA from Accurate Institute of Management and Technology has Successfully Completed his Internship with Luxor International Pvt. Ltd. from 20/11/2022 To 11/01/2023. During the period, he worked as a Human Resource-Senior Associate. During the course of his internship, Akash Kumar Sah showed considerable interest in fulfilling his roles and responsibilities and his conduct was professional throughout.

We wish him all the best for his future endeavors.

Best Regards,

For Luxor International Pvt. Ltd.

MADAN  
SINGH  
CHHATOLA

Madan Singh Chhatola  
Senior Manager - HR & Admin

Digitally signed by Madan Singh Chhatola  
DN: cn=Madan Singh Chhatola, o=Luxor International Pvt. Ltd., email=madan.singh@luxoroffice.com, c=IN  
Date: 2023.01.11 10:13:48 +05'30'



REGD. OFFICE : 229, OKHLA INDUSTRIAL ESTATE-III, NEW DELHI 110020 (INDIA)

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A  
Project Report

On

Summer Training undertaken at

**Mahindra & Mahindra Limited**

**“Customer satisfaction (Mahindra Bolero)”**

Submitted in the Partial fulfillment for the

Award of degree of

Master of Business administration



**Submitted By:-**

Manoranjan Kumar Mishra

Roll No- 2102250700020

MBA III SEM

**Submitted To:-**

Mr. Faiz Siddiqui

Associate Professor

**2022-2023**

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, (AIMT),  
GREATER NOIDA, KNOWLEDGE PARK 3)**

**Greater Noida-201306**

*Handwritten signature and date: 2/3/23*



*Faint handwritten text at the bottom right, possibly a date or reference number.*





Siwan Tractors limited  
Babuniya More, Station  
Road, Siwan, Bihar –  
841226, India  
Tel: +91 9334034203  
Fax: +91 40 2311 7011  
info@siwantractors.com

Registered Office:  
Siwan, Bihar 841226, India  
CIN U50300BR2005PTC011741

Date: January 18, 2023

Ref: BPS/BR/2023/913221

Name : MANORANJAN KUMAR MISHRA  
GID No : 913221  
Band : U1  
Designation : Associate-Customer Support  
Circle : BSGDOM2  
Location : Siwan, 841226-841227

Dear MANORANJAN KUMAR MISHRA,

This has reference to your employment with Mahindra and Mahindra Ltd.

Your Full and Final settlement has been completed and you are relieved from the services of our Company effective from the closing hours of **October 26, 2022**.

We wish you all the best in your future endeavours.

For Mahindra And Mahindra Limited,

Prashant Gosi  
Manager (Support) - Human Resource.



**ACCURATE INSTITUTE OF MANAGEMENT  
& TECHNOLOGY, GREATER NOIDA**



**A  
MINI PROJECT REPORT ON  
" ONLINE BOOK STORE"**

**Submitted towards the partial fulfillment for the award  
of Degree  
in  
MASTER OF BUSINESS ADMINISTRATION  
(2022-2024)**

**SUBMITTED TO:**  
**PROF. Mohd. Faiz Siddhiqui**


**SUBMITTED BY:**  
**RITIK BHATI**  
**MBA 1st Semester**




## COLLEGE CERTIFICATE

This is to certify that **RITIK BHATI** has undertaken this project report work entitled "**ONLINE BOOK STORE**" for the partial fulfillment of the award of **Master of Business Administration** degree from AIMT. As per best of my knowledge this project report work is an original piece of work and has not been submitted or published elsewhere.

I **Mohd. Faiz Siddiqui** wish him/ her all the best for his/her bright future ahead.

  
(Director)

  
15/3/23  
(Assistant Professor)





## DECLARATION

The Mini project on " **ONLINE BOOK STORE**" has been undertaken as a partial fulfillment of the requirement for the award of the degree of Master of Business Administration of AIMT, GREATER NOIDA. I hereby declare that this Project is my original work and the analysis and findings are for academic purposes only. This project has not been submitted by the any student earlier to any other institution/ university.



RITIK BHATI





MINI PROJECT- 1 REPORT  
On  
"LIVE - AUTO FINDER"



SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION



ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW  
AND APPROVED BY AICTE)  
Batch (2022-24)

SUBMITTED BY

**AKSHIT SINGHAL**  
(Roll No- PREERN220061082)



SUBMITTED TO

**MOHD FAIZ SIDDIQUE**  
(HOD)

## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "**LIVE-AUTO FINDER**" is carried out by **Mr AKSHIT SINGHAL** (roll no.), a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date: 15/03/2023





**A MINI PROJECT REPORT**

*ON*

**"SMART DUSTBIN"**

**For the partial fulfillment of the requirement**

**for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**SUBMITTED TO:**

**MOHD.FAIZ SIDDIQUE**

**(Asst. Professor)**

**SUBMITTED BY:**

**SURAJIT JANA**

**Roll No:- 2206860700111**





## CERTIFICATE

This is to certify that **SURAJIT JANA**, University Roll No.-2206860700111, is a regular student of MBA 1st year, full time degree course at our institute. His/her Project Report work titled, 'SMART DUSTBIN' submitted as part of the curriculum for the award of the degree of MASTER OF BUSINESS ADMINISTRATION from **Dr. A.P.J. Abdul Kalam Technical University, Lucknow**, is an original work done by him. This work has not been submitted earlier in any form partially or fully to this or any other Institute/University for any degree or diploma.

  
Supervisor



  
Director



**A MINI PROJECT REPORT**  
**ON**  
**“SENSOR-BASED GAS LEAKAGE DETECTOR SYSTEM”**



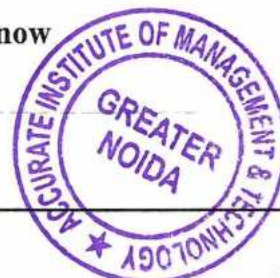
**For the partial fulfillment of the requirement**  
**for the award of the degree of**  
**MASTER OF BUSINESS ADMINISTRATION (MBA)**  
**ACADEMIC YEAR-(2022-2024)**  
**SEMESTER-01**  
**COLLEGE-A.I.M.T**

**SUBMITTED TO:**  
**Mr. FAIZ SIDDIQUE**  
(Asst. Professor)

**SUBMITTED BY:**  
**SIDDHASWAR PRADHAN**  
Roll No:- 2206860700107

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY,**  
**GREATER NOIDA (U.P.)**

**Dr. A.P.J. Abdul Kalam Technical University, Lucknow**



## CERTIFICATE

This is certify that **SIDDHASWAR PRADHAN**, University Roll No. **2206860700107** , is a regular student of MBA 1st year, full time degree course at institute A.I.M.T. His Project Report work titled, '**SENSOR-BASED GAS LEAKAGE DETECTOR SYSTEM**' submitted as part of the curriculum for the award of the degree of **MASTER OF BUSINESS ADMINISTRATION** from **Dr. A.P.J. Abdul Kalam Technical University, Lucknow** , is an original work done by his. This work has not been submitted earlier in any form partially or fully to this or any other Institute/University for any degree or diploma.

  
.....

Supervisor

  
.....  
Director



*Mini Project - 1 Report*

*On*

*Herbal Cigarettes*

*Submitted for the partial fulfillment of the Award*



*of*

*Master of Business Administration*

**DEGREE**

(Session : 2022- 2024)

**SUBMITTED BY**

*Mukesh kumar*

220006576

**UNDER THE GUIDANCE OF**



*Accurate institute of Management and Technology (MBA Institute)*

**AFFILIATED TO**

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY (FORMERLY UTTAR  
PRADESH TECHNICAL UNIVERSITY), LUCKNOW (FS-14)**



## Director Certificate

This is to certify that the work which is being presented in this report entitled "**HERBAL CIGARETTES**" is an authentic record of the **MUKESH KUMAR** carried out under my supervision. The statements made by the candidate are correct to the best of my knowledge.

  
Prof. (Dr.) **SUCHITA SINGH**

Director,

*Accurate institute of Management and Technology*

  
MD. FAIZ SIDDIQUE

Assistance Professor

AIMT(MBA Institute)

(Seal of the Department/ College)





**MINI PROJECT- 1 REPORT**  
**On**  
**SMART GLOVES FOR THE WORKERS**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BY  
ARVIND KUMAR**

**Roll no - 2206860700021**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,  
LUCKNOW AND APPROVED BY AICTE)  
Batch (2022-24)**



## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "**SMART GLOVES FOR THE WORKERS**" is carried out by **ARVIND KUMAR** a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

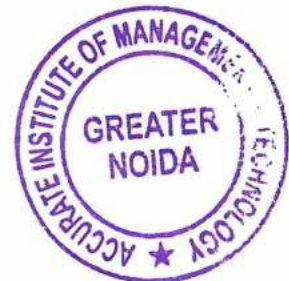
This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:



25  
A

## Mini Project Report-1



### “E-Pandit Ji Services”

For The Partial Fulfilment Of The Requirement For The  
Award Of The Degree

Of

Master's In Business Administration

Batch No.-(2022-2024)

Submitted To

**FAIZ SIDDIQUI**

(Professor)

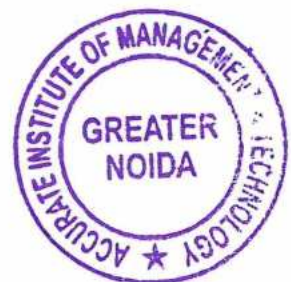
AIMT, Greater Noida

Submitted By

**YOGESH PANDEY**

Student- MBA, AIMT

Semester- 01



**Accurate Institute Of Management And Technology**



## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled “ **E- PANDIT .**” is carried out by **Mr. YOGESH** (Roll NO 2206860700121) , a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:







**SUMMER TRAINING PROJECT REPORT**  
**KMBN308**

PROJECT NAME "Vishal Mega Mart's Retail Operations"

**Master of Business  
Administration of**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**GREATER NOIDA, UTTAR PRADESH**

**SUBMITTED BY:**

**AYUSH SHARMA**  
**MBA 2nd YEAR**  
**Roll no.2102250700010**

*Signature*  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

## Declaration

I AYUSH SHARMA, hereby declare that the Project report on "Retail Operations of Vishal Retail Ltd." assigned to me for the partial fulfillment of the requirement for the award of post Graduate certificate in Retail Management from Accurate Institute of Management and Technology, Greater Noida.

It is the original work done by me and the information provided in the study is authenticated to the best of my knowledge.

The study has not been submitted to any other institution or university for the award of any other degree/diploma.

AYUSH SHARMA

Roll No. 2102250700010

MD. FAIZ SIDDIQUE  
MBA COORDINATOR



**A  
Summer Training Project Report  
On  
A Study of  
Performance Management System in  
N.H.P.C at  
Baira Suil Power Station Chamba (H.P)**



A report prepared and submitted for the partial requirement and fulfilment of the program at ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY

**SUBMITTED BY:**

**ARUNIMA SHARMA**  
**Roll no- 2002250700009**

Accurate Institute of Management & Technology






# CERTIFICATE

This is to certify that the Summer Training Project Report on "A Study of Performance Management System in N.H.P.C" is an original work carried out by **Arunima Sharma** Under the supervision of **Mohd Faiz Siddique**. in the partial fulfillment of the requirement for the award of MBA degree by the Dr. A.P.J Abdul Kalam Technical University, Lucknow.

This is to further certify, to the best of my knowledge, that this work was neither published nor submitted to any other institution for award of any other degree or diploma.

  
Signature







**SUMMER TRAINING PROJECT**  
**REPORT KMBN308**

**PROJECT NAME: Importance of Service Recovery  
in Measuring Customer Satisfaction in the Hotel  
Industry**

**Master of Business  
Administration of  
ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY**

**GREATER NOIDA, UTTAR  
PRADESH**


**SUBMITTED BY:**

**VIDIT SINGH  
MBA 2nd YEAR  
Roll no.2106860700031**



## **Declaration**

I hereby declare that this summer project report titled “:  
**Importance of Service Recovery in Measuring  
Customer Satisfaction in the Hotel Industry**

” satisfaction of  customer in “GREATER NOIDA.” is the result of my own effort in the training which I did as a part of the curriculum, for the fulfillments of **Master of Business Administration** (MBA). It has not been duplicated from any other earlier works and all information provided in this report is genuine.

This report is submitted for the partial fulfillments of MBA program. It has not been submitted to any other university or for any other degree.

**Date:**



**MD. FAIZ SIDDIQUE**  
**MBA COORDINATOR**



**SUMMER TRAINING PROJECT**  
**REPORT KMBN308**

**PROJECT NAME: Importance of Service Recovery  
in Measuring Customer Satisfaction in the Hotel  
Industry**

**Master of Business  
Administration of  
ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY**

**GREATER NOIDA, UTTAR  
PRADESH**

**SUBMITTED BY:**

**VIDIT SINGH  
MBA 2nd YEAR  
Roll no.2106860700031**


  
DIRECTOR  
Accurate Institute of Management & Technology  
Greater Noida





## **Declaration**

I hereby declare that this summer project report titled “:  
**Importance of Service Recovery in Measuring  
Customer Satisfaction in the Hotel Industry**

” satisfaction of  customer in “GREATER NOIDA.” is the result of my own effort in the training which I did as a part of the curriculum, for the fulfillments of **Master of Business Administration** (MBA). It has not been duplicated from any other earlier works and all information provided in this report is genuine.

This report is submitted for the partial fulfillments of MBA program. It has not been submitted to any other university or for any other degree.

**Date:**



**MD. FAIZ SIDDIQUE**  
MBA COORDINATOR



# SUMMER TRAINING PROJECT REPORT

On

## A STUDY ON INVESTMENT OF MUTUAL FUND AND ITS PORTFOLIO IN MAHINDRA FINANCE



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESSADMINISTRATION*

By SOHAIL AHMAD

(Roll No.: 2102250700041 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIMT, Grater Noida



*Signature*  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)  
(2022-23)



**Date:** 20/10/2022


**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Sohail Ahmad** a student of **MBA** from **AIMT, Greater Noida**, has successfully completed his summer internship in "**A STUDY ON INVESTMENT OF MUTUAL FUND AND ITS PORTFOLIO IN MAHINDRA** " from **09<sup>th</sup> Sep 2022** to **20<sup>th</sup> October 2022** in our organization.

During the above training period, we found his punctual, honest, hardworking and sincere towards his work.

We wish him success in his future endeavors.

For **Mahindra & Mahindra Financial Services Ltd.**

  
**Mr. Suraj Tewatiya**

**Sr. Manager**



**Address:**

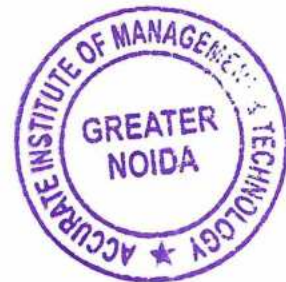
Block 21, 2nd floor, Sachdeva plaza, Plot No.3, Mayur Vihar Phase 2, Part 2, Mayur Vihar  
Phase 1, New Delhi, Delhi 110092

## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled “ **A STUDY ON INVESTMENT OF MUTUAL FUND AND ITS PORTFOLIO IN MAHINDRA FINANCE** ” is carried out by **SOHAIL AHMAD** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
( DIRECTOR )

AIMT, Gr. Noida Date:





# RESEARCH PROJECT REPORT

On

## “MARKETING STRATEGIES OF CADBURY”



SUBMITTED FOR PARTIAL FULFILLMENT OF THE  
DEGREE OF

*MASTER OF BUSINESSADMINISTRATION*

By

SOHAIL AHMAD

(Roll No.: 22102250700041)

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIMT, Grater Noida



*Director*  
Accurate Institute of Management & Technology  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)  
(2021-23)



## DIRECTOR'S CERTIFICATE

This is to certify that the project titled “ **MARKETING STRATEGIES OF CADBURY** ” is carried out by **SOHAIL AHMAD** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
( DIRECTOR )

AIAM, Gr. Noida Date:



PROJECT REPORT  
ON  
Summer Internship

AT  
KANTAR IMRB

SUBMITTED BY  
SWAPAN KUMAR PAUL

ROLL NO-(2106860700029)  
UNDER THE GUIDANCE OF

Mr.AMIT KUMAR



DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

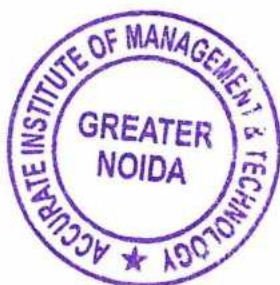
DEPARTMENT OF MBA  
ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY  
SESSION-2021-23



## DECLARATION

I am SWAPAN KUMAR PAUL a student of Accurate institute of management & technology, Greater Noida (Session- 2022-2023) do hereby declare that the Summer Project Report entitled DIGITAL ADAPTION & INTERNET USAGE, under KANTAR IMRB is of my own efforts and it has not been submitted to any other University or Institution before.

I have submitted this project for the practical fulfillment of MBA degree under Accurate institute of management & technology.



Date: 02/03/2023

Swapan kumar paul.  
Signature



Date-09 November 2022

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the student SWAPAN KR PAUL of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project KAP during the period 19th September 2022 to 9th November 2022 under our guidance.

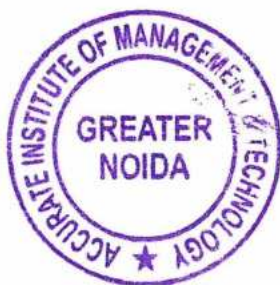
For Kantar – Delhi



Kunal Mishra/Amit Kumar- Office Head.





**A SUMMER INTERNSHIP PROJECT REPORT****AT  
OF****"KANTER IMRB"****FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE****DEGREE****MASTER OF BUSINESS ADMINISTRATION (MBA)****SUBMITTED TO:****MOHD.FAIZ SIDDIQUE****(ASST. PROFESSOR)****SUBMITTED BY:****SHUBHADIP BERA****ROLL NO. 2106860700027****ACCURATE INSTITUTE OF ADVANCED MANAGEMENT, GREATER NOIDA (U.P.)****DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW**

*[Signature]*  
Director  
Accurate Institute of Management & Technology  
Greater Noida

*[Handwritten mark]*

## DECLARATION

I, **Mr. Subhadip Bera**, hereby declare that this project report is the record of authentic work carried out by me during the period from **19<sup>Th</sup> September 2022 to 9<sup>Th</sup> November 2022** and has not been submitted to any other University or Institute for the award of any Master Of Business Administration.

Signature: *Subhadip Bera*

Name: Subhadip Bera

Place: Greater Noida



**SUMMER TRAINING PROJECT REPORT**  
On  
**FINANCIAL SERVICES OFFERED BY SBI BANK**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF**  
***MASTER OF BUSINESS ADMINISTRATION***

By **CHAYAN BHATTCHARYA**

(Roll No.: 2102250700012 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Greater Noida



DIRECTOR  
Accurate Institute of Management & Technology  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)







भारतीय स्टेट बैंक  
**State Bank of India**

Dated: - 20/10/2022

**TO WHOM IT MAY CONCERN**

This is to certify that **Mr. Chayan Bhattacharya** student of **MBA** from **AIMT, Greater Noida**, has successfully completed the projects at our Organization for Summer Training w.e.f. **10/09/ 2022 to 20/10/2022**.

He has completed his training successfully. We wish him all the best in his bright future endeavors.

**SBI BANK OF INDIA**

(Sr. Manager)



**State Bank Of India**

**Branch Office:** Knowledge Park I, Greater Noida, Uttar Pradesh 201310

IFSC Code SBIN0002329, MICR Code 203002010

**Contact number** 05735-225228, 226361, website:- <http://www.sbi.co.in>

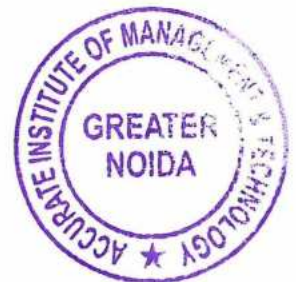


## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled "**FINANCIAL SERVICES OFFERD BY SBI BANK**" is carried out by **CHAYAN BHATTCHARYA**, a student of MBA – II year at Accurate Institute of Management & Technology, Gr. Noida, under the supervision of **FAIZ SIDDIQUI**. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT, Gr. Noida Date:



**SUMMER INTERNSHIP PROJECT REPORT  
ON  
"MARKET RESEARCH"**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)  
Greater Noida-201306**

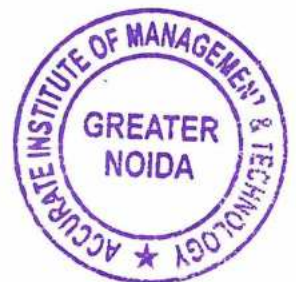
**For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION**

**BATCH 2021-2023**

**By  
SAHIL**

**Under the Guidance of**

**Mr. AJIZ KHAN**



**Dr. APJ Abdul Kalam Technical University**

# KANTAR

## ANALYSIS OF FIELD MASALA & KAP PROJECT OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS

Submitted by

SAHIL

AKTU University

Roll No-

2106860700021

Submission towards partial fulfilment for the Degree of Master of Business Administration

Batch : 2021-23

External Guide

Mr. Ajiz Khan

Kantar Operations

8, Balaji Estate, Kalkaji

Internal Guide

Mr. Faiz Siddiqui

HOD – MBA Dept



**DR. APJ Abdul Kalam  
Technical University**

August 2022



Date-09 November 2022

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the student **SAHIL** of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project **MASALA & KAP** during the period 27th September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi

  
Kunal Kishan/Amit Kumar- Office Head.



MINI PROJECT – 1 REPORT  
ON  
“ELDERCARE”



SUBMITTED FOR THE PARTIAL FULFILMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BY  
VAISHALI VINEET  
BATCH (2022-24)  
ROLL NO. PREERN2206860700114



ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED BY DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW  
AND APPROVED BY AICTE)

## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "ELDERCARE" is carried out by Ms. Vaishali Vineet (Batch 2022-24), a student of MBA-1<sup>st</sup> Year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. Mohd. Faiz Siddiqui.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A.P.J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

(DIRECTOR)

AIMT

Greater Noida

Date: 13/02/23



A  
RESEARCH  
PROJECT REPORT  
ON

“A Study of Marketing Strategies of  
Hindustan Unilever L.T.D. (HUL)”

SUBMITTED FOR THE PARTIAL  
FULFILLMENT OF THE REQUIREMENT FOR  
THE AWARD

OF  
MASTER OF BUSINESS  
ADMINISTRATION  
(BATCH-2020-2022)  
AFFILIATED TO:

*SK*  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

Dr. APJ Abdul Kalam Technical University,  
Lucknow

SUBMITTED TO:

SUBMITTED

BY:

MOHD. FAIZ SIDDIQUE  
( Faculty )

ARUNIMA SHARMA  
MBA 4th SEMESTER



ACCURATE INSTITUTE OF  
MANAGEMENT & TECHNOLOGY



## DECLARATION

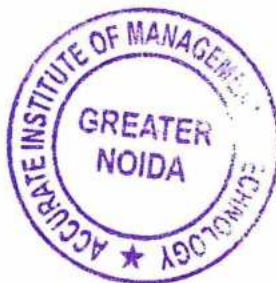
I, ARUNIMA SHARMA hereby declare that the project entitled "A Study of Marketing Strategies of Hindustan Unilever Ltd. (HUL)" has been carried.

Out by me under the guidance of **MR. MOHD. FAIZ SIDDIQUE**. This project is submitted to Dr. A.P.J. Abdul Kalam Technical University, Lucknow, In partial fulfilment of the academic year **2021-2022**.

This is the outcome of my own research work based on personal study and has not been submitted previously for award of any degree or diploma to this university or any other university.

(ARUNIMA SHARMA)

*Arunima*





A

**MINI PROJECT REPORT**

On

**“FLOWER RESTAURANT”****For the partial fulfilment of the requirement****for the award of the degree of****MASTER OF BUSINESS ADMINISTRATION****Under the Guidance of:**

Prof. Faiz Siddique

**Submitted by:**

Damya Ranjan

**ACCURATE**  
GROUP OF INSTITUTIONS**GREATER NOIDA (U.P.)****Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW**

**A MINI PROJECT REPORT**

**ON**

**“CUSTOMER SATISFACTION TOWARDS HYUNAI CAR”**



**FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR**

**THE AWARD OF THE DEGREE**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SUBMITTED TO:**

**MOHD.FAIZ SIDDIQUE**

**(H.O.D)**

**SUBMITTED BY:**

**SARTHAK RAJPT**

**ROLL NO: 2102250700031**

**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY, GREATER NOIDA, UTTAR PRADESH**

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW**



**DIRECTOR**  
Accurate Institute of Management & Technology  
Greater Noida

# CERTIFICATE

This Is To Certify that project entitled "CUSTOMER SATISFACTION TOWARDS HYUNDAI CAR" Submitted By SARTHAK RAJPUT, Roll No. 2102250700031 inpartial fulfillment of Master of Business Administration, IV Sem Of AIMT COLLEGE, Greater Noida, UTTAR PREDESH is a record of student's own work carried out under my supervision guidance. While Working On Project they were sincere, disciplined and enthusiastic Asper our knowledge this work is original and mine.



SUPERVISOR



H.O.D



**Summer Internship Project**  
(MASTER OF BUSINESS ADMINISTRATION)

**OUTLOOK GROUP**



By: Akash Siwach

Under the guidance of

Bhuwan Thapar  
Designation : Inter Mentor  
Organization: OUTLOOK GROUP

Mr.Faiz Siddiqui  
Designation : Faculty  
AIMT Greater Noida



*Handwritten signature and date: 2/8/23*



Month, Year  
01 September 2022 to 15 October 2022



# OFFER LETTER



Dear Akash Siwach

Greetings from The Outlook Group.

We are writing to inform you of our willingness to offer Internship to you in The Outlook Group.

Our Internship Program is based on a unique model and offers students an opportunity to experience-based learning while giving them a chance to earn.

The Internship will commence from 26 July, 2022 to 10 September, 2022 which can be extended on mutual consent.

Due to Covid-19 pandemic, you shall be provided with assignments that can be undertaken from the respective places of stay.

Outlook Group offers Pay for Performance Model, along with plenty of opportunities to learn. Commission is provided as per performance and is directly linked with your 10% Knowledge Jockey panel.

Our unique programme will boost the learning and we are confident that they will bring value to the organisation too.

We welcome you to Outlook Group and hope you have a rich experience in learning and earning.

Yours Sincerely,

A handwritten signature in black ink, appearing to read "Ashish".

Ashish Gupta  
Outlook Group  
July 26, 2022

Outlook Publishing India Pvt Ltd, AB -10, Safdurjung Enclave, New Delhi - 110029



# COMPLETION CERTIFICATE

**Outlook**  
group

## Completion Certificate

This certificate is awarded to


Akash Siwach

*of*

Accurate Institute Of Management And Technology

For successfully completing the Internship in Outlook Internship  
Program for the period 1 September, 2022 to 15 October, 2022

Date 15 October, 2022

  
Muralidharan K  
HR Department



41

**SUMMER INTERNSHIP PROJECT REPORT  
ON  
"KANTAR"**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)  
Greater Noida-201306**

**For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION**

**BATCH 2021-2023**

**By  
PUSHPENDRA KUMAR**

**Under the Guidance of**

**Mr. Ajiz khan**



*Signature*  
DIRECTOR  
Accurate Institute of Management & Technology  
Greater Noida



*Signature* 2/3/23  
**Dr. APJ Abdul Kalam Technical University**



Date-09 November 2022

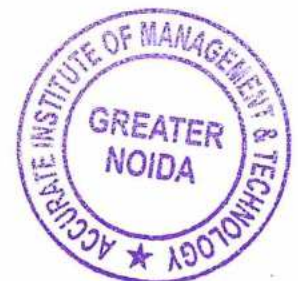
**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the student **PUSHPENDRA KUMAR** of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project **KAP** during the period 19th September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi



Kunal Kishan/Amit Kumar- Office Head.





## BONAFIDE CERTIFICATE

This is to certify that **Mr. Pushpendra kumar** a student of **AKTU UNIVERSITY**, pursuing **MASTER IN BUSINESS ADMINISTRATION**, has successfully completed Summer Internship **KANTAR** from **19 September, 2022, TO 9 November, 2022**. As part of his curriculum, the report entitled, **"ANALYSIS OF FIELD MASALA PROJECT OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS"**, submitted by the student to the undersigned is an authentic record of his/her original work, which he/she has carried out under my supervision and guidance.

I wish him/her all the best.



Signature of Internal Guide

Date - 02/03/23



**Summer Internship Project**  
(MASTER OF BUSINESS ADMINISTRATION)

**OUTLOOK GROUP**



By: Ritu singh

Under the guidance of

Bhuwan Thapar  
Designation : Inter Mentor  
Organization: OUTLOOK GROUP

Mr.Faiz Siddiqui  
Designation : Faculty  
AIMT Greater Noida



  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida



Month, Year  
20/ August/2022 to 5 /October/ 2022

## COMPLETION CERTIFICATE

**Outlook**  
group

### Completion Certificate

This certificate is awarded to

Ritu Singh

of

Accurate Institute Of Management And Technology

For successfully completing the Internship in Outlook Internship  
Program for the period 1 September, 2022 to 15 October, 2022

Date: 15 October, 2022

*Muralidharan K*  
Muralidharan K  
HR Department





**SUMMER INTERNSHIP PROJECT REPORT  
ON  
"KANTAR"**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)  
Greater Noida-201306**

**For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION**

**BATCH 2021-2023**

**By  
MAYANK KUMAR**

**Under the Guidance of**

**Mr. Ajiz khan**

*[Handwritten signature in green ink]*  
Mr. Ajiz Khan  
Accurate Institute of Management & Technology  
Greater Noida



**Dr. APJ Abdul Kalam Technical University**



Date-09 November 2022

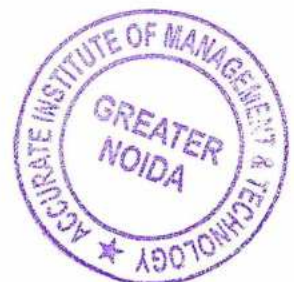
**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the student **MAYANK KUMAR** of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project **KAP** during the period 19th September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi



Kunal/Kishan/Amit Kumar- Office Head.



Date-09 November 2022

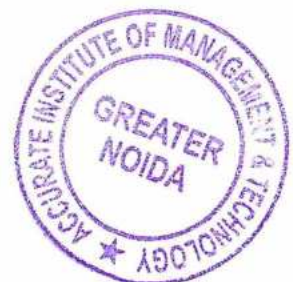
**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the student **MAYANK KUMAR** of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project **KAP** during the period 19th September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi



Kunal Kishan/Amit Kumar- Office Head.



## SUMMER TRAINING PROJECT REPORT

On

# A STUDY OF RECRUITMENT AND SELECTION IN BHARTI AIRTEL



*SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF*

## *MASTER OF BUSINESS ADMINISTRATION*

By MONU SHARMA

(Roll No.: 2102250700022)

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Greater Noida



Accurate Institute of Advance Management ,  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)  
(2022-23)





20-10-2022

**TO WHOM IT MAY CONCERN**

This is to certify that **Mr. Monu Sharma** student of **MBA** from **AIMT, Greater Noida** he has successfully completed the project at our organization for summer Internship w.e.f. **05<sup>th</sup> Sep.** to **20<sup>th</sup> Oct. 2022.**

He has worked with **"HR Department"**

He has completed his internship successfully. We wish him all the best in his bright future endeavours.

**For BHARTI AIRTEL LIMITED**

  
For Bharti Airtel Ltd.  
**Parul Khullar** Authorised Signatory  
Head L&D





### ***SUPERVISOR'S CERTIFICATE***

This is to certify that the Summer Training Project Report titled “ **A STUDY OF RECRUITMENT AND SELECTION IN BHARTI AIRTEL** ” is an original work carried out by **Mr. MONU SHARMA** under my supervision, in the partial fulfillment of the requirement for the award of MBA degree by the Dr. A. P. J. Abdul Kalam Technical University, Lucknow.

This is to further certify, to the best of my knowledge, that this work was neither published nor submitted to any other institution for award of any other degree or diploma.



Signature

2/03/23

Date:



### ***DIRECTOR'S CERTIFICATE***

This is to certify that the Summer Training project titled “ **A STUDY OF RECRUITMENT AND SELECTION IN BHARTI AIRTEL** ” is carried out by **MONU SHARMA** , a student of MBA – II year at Accurate Institute of Advance Management , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIAM, Gr. Noida Date:



RESEARCH REPORT  
On  
**INTERNET MARKETING IN HOTEL  
INDUSTRY**



SUBMITTED FOR PARTIAL FULFILLMENT OF THE  
DEGREE OF

*MASTER OF BUSINESS  
ADMINISTRATION*

By

MADHUBALA

(Roll No: 2102250700019)

External Supervisor  
FAIZ SIDDIQUE

Internal Supervisor



Accurate Institute Of Management & Technology, Greater Noida  
(Affiliated Dr. A. P. J. Abdul Kalam Technical University, Lucknow Approved  
by AICTE) ,



*DIRECTOR*  
Accurate Institute of Advanced Management  
Greater Noida



## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled **"INTERNET MARKETING IN HOTEL INDUSTRY"** is carried out by **MADHUBALA** a study – II year RESEARCH PROJECT REPORT at Accurate Institute of Management & Technology, Gr. Noida, under the supervision of Mr. FAIZ SIDDQUE.

This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this RESEARCH REPORT to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.





PROJECT REPORT  
ON  
MARKETING STRATEGY OF DLF IN  
REAL ESTATE

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

UNDER THE GUIDANCE OF  
MR.FAIZ SIDDQUI

Submitted By  
JAIDEEP TYAGI  
Enrolment Number  
2102250700015  
MBA 2021-23



ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY

*Signature*  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida



## Certificate

This is to certify that the project report "MARKETING STRATEGY OF DLF IN REAL ESTATE" has been prepared by Mr JAIDEEP TYAGI under my supervision and guidance. The project report is submitted towards the partial fulfilment of 2-year, Full time Master of Business Administration.

  
MR.FAIZ SIR


Name & Signature of Faculty

Date 29/5/23



**A  
Summer Training Project Report  
On  
A Study of  
Performance Management System in  
N.H.P.C at  
Baira Suil Power Station Chamba (H.P)**



A report prepared and submitted for the partial requirement and fulfilment of the  program at ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY

***SUBMITTED BY:***

***ARUNIMA SHARMA***  
***Roll no- 2002250700009***



  
Accurate Institute of Management & Technology  
Greater Noida



## DECLARATION

I hereby declare that the project report titled “**STUDY OF PERFORMANCE MANAGEMENT SYSTEM**” is a genuine research work undertaken by me under the guidance of **Mohd Faiz Siddique**. This information has been collected from genuine authentic sources.

The report is being submitted in partial fulfillment of the requirement of **MASTERS OF BUSINESS ADMINISTRATION** from **ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY**.

Your Arunima Sharma

*Arunima*



DIRECTOR  
Accurate Institute of Management & Technology  
Greater Noida



# CERTIFICATE

This is to certify that the Summer Training Project Report on "**A Study of Performance Management System in N.H.P.C**" is an original work carried out by **Arunima Sharma** Under the supervision of **Mohd Faiz Siddique**. in the partial fulfillment of the requirement for the award of MBA degree by the Dr. A.P.J Abdul Kalam Technical University, Lucknow.

This is to further certify, to the best of my knowledge, that this work was neither published nor submitted to any other institution for award of any other degree or diploma.

Signature



# RESEARCH PROJECT REPORT

ON

**"CUSTOMER SATISFACTION TOWARDS HERO MOTOCORP. IN PILIBHIT  
AFTER SEPARATIO "**



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

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**(FINANCE AND MARKETING)**

**SUBMITTED TO:**

**MOHD.FAIZ SIDDIQUE**

**(ASST. PROFESSOR)**

**SUBMITTED BY:**

**VIKAS SINGH**

**ROLLNO - 2102250700047**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, GREATER**

**NOIDA (U.P.)**

**DR. A.P.J. ABDUL KALAM**  
Accurate Institute of Advanced Management  
Greater Noida

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW**

## COMPANY DETAILS OF HERO MOTOCORP.

Hero MotoCorp



# Hero

"Hum Main Hai Hero"

Type	Public company
	BSE: 500182
Traded as	NSE: HEROMOTOCO BSE SENSEX Constituent
Industry	Automotive
Predecessor	Hero Honda Motors Ltd.
Founded	19 January 1982
Headquarters	New Delhi India
Area served	India, Sri Lanka, Nepal Dr. Brijmohan Lall Munjal (Chairman)
Key people	Pawan Munjal (MD & CEO) <sup>[1]</sup>
Products	Motorcycles, Scooters
Revenue	▲ ₹241.66 billion (US\$3.8 billion) (2013) <sup>[2]</sup>
Operating income	▲ ₹33.22 billion (US\$520 million) (2013) <sup>[3]</sup>
Net income	▲ ₹21.18 billion (US\$330 million) (2013) <sup>[2]</sup>
Total assets	▲ ₹53.08 billion (US\$830 million) (2013)
Number of employees	5,842 <sup>[2]</sup>
Parent	Hero Group
Subsidiaries	Erik Buell Racing(49.2%)





# KANTAR

## ANALYSIS OF FIELD CONVEYANCE IN CORPORATE SECTOR OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS

Submitted by  
Sushil Kumar Singh

Roll No. -  
2102250700043

KMBN308

Submission towards partial fulfilment for the Degree of Master of Business Administration

Batch : 2021-23

External Guide

Mr. Alok Pandey

Kantar Operations

8, Balaji Estate, Kalkaji

Internal Guide

Prof. Faiz

Siddiqui sir

AIMT ( GREATER

NOIDA)



External Guide  
Mr. Alok Pandey  
Kantar Operations  
8, Balaji Estate, Kalkaji



2/3/23





## BONAFIDE CERTIFICATE

This is to certify that SUSHIL KUMAR SINGH a student of AIMA GREATER NOIDA, pursuing **MASTER IN BUSINESS ADMINISTRATION**, has successfully completed Summer Internship **KANTAR** from **SEPTEMBER 1, 2022, - OCTOBER 15, 2022**. As part of his curriculum, the report entitled, "**ANALYSIS OF FIELD CONVEYANCE IN CORPORATE SECTOR OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS**", submitted by the student to the undersigned is an authentic record of his/her original work, which he/she has carried out under my supervision and guidance.

I wish him/her all the best.



Signature of Internal Guide

Date -



A  
MINI REPORT  
ON

**“COME AND WASH LAUNDRY SERVICE ”**

*For the partial fulfilment of the requirement for the award of degree*

*Of Master of Business Administration*

**SESSION(2022-24)**

**DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY LUCKNOW**



Under the Guidance of-  
**MOHD. FAIZ SIDDIQUI**

**Assistant Professor**

**(AIMT COLLEGE, GR. NOIDA)**

Submitted By -  
**ANKIT KR. SINGH**

**MBA 1<sup>st</sup> semester**

**ROLL NO.  
2202250700002**



**ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY, GREATER NOIDA  
49, KNOWLEDGE PARK 3, GREATER NOIDA. (UP)**

## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled **“COME AND WASH LAUNDRY SERVICE”** is carried out by **Mr. ANKIT KUMAR SINGH**(Roll no.2202250700002), a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of **Mr. Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:





Working capital management of TRF limited  
Jamshedpur

By

**CHAYAN BHATTACHARYA**

**2102250700012**

Under the Guidance of

**Mr. Faiz Siddique**

**Asst. Professor**

**AIMT INSTITUTE OF MANAGEMENT & TECHNOLOGY**

A PROJECT REPORT

*In partial fulfillment for the award of the degree*

*Of*

**MASTER OF BUSINESS ADMINISTRATION**



**Dr. A.P.J. Abdul Kalam Technical University,  
Lucknow**



**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida



### CERTIFICATE OF THE GUIDE

This is to certify that the project work titled W.C.M. of TKT Limited is a bonafide work of Mr. /Ms. Chayna Bhattacharya Enrollment No. 2102050700012 carried out in partial fulfilment for the award of the degree of Master of Business Administration of AKTU University under my guidance. This project work is original and not submitted earlier for the award of any degree / diploma or Associateship of any other University/ Institution.



Signature of the HOD

Place: Greater Noida

Date: 29/05/2023



**SUMMER INTERNSHIP PROJECT REPORT  
ON  
"MARKET RESEARCH"**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)  
Greater Noida-201306**

**For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION**

**BATCH 2021-2023**

**By  
SAHIL**

**Under the Guidance of**

**Mr. AJIZ KHAN**



**Dr. APJ Abdul Kalam Technical University**

Date-09 November 2022

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the student **SAHIL** of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project **MASALA & KAP** during the period 27th September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi

  
Kunal Kishan/Amit Kumar- Office Head.

## BONAFIDE CERTIFICATE

This is to certify that **Mr. SAHIL** a student of **AKTU UNIVERSITY**, pursuing **MASTER IN BUSINESS ADMINISTRATION**, has successfully completed Summer Internship **KANTAR** from **19 September, 2022, TO 9 November, 2022**. As part of his curriculum, the report entitled, **“ANALYSIS OF FIELD MASALA & KAP PROJECT OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS”**, submitted by the student to the undersigned is an authentic record of his/her original work, which he/she has carried out under my supervision and guidance.

I wish him/her all the best.

Signature of Internal Guide

Date -





**MINI PROJECT -1 REPORT  
ON  
DRAGON FRUIT FARMING**



SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF MASTER'S IN BUSINESS ADMINISTRATION

BY

PRINCE KUMAR SINGH  
ROLL NO 2206860700074



ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW  
AND APPROVED BY AICTE)

BATCH (2022-24)

## **DIRECTOR'S CERTIFICATE**

This is to certify that the Mini Project-1 titled **"DRAGON FRUIT FARMING"** is carried out by **Mr PRINCE KUMAR SINGH (Roll no. 2206860700074)**, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of **Mr. Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

(DIRECTOR)

AIMT

Greater Noida

Date:



A MINI PROJECT REPORT

ON

"CUSTOMER SATISFACTION ON APPLE I-PHONE"



FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD

OF THE DEGREE

MASTER OF BUSINESS ADMINISTRATION (MBA)

SUBMITTED TO:

MOHD.FAIZ SIDDIQUE

(H.O.D)

SUBMITTED BY:

ABHISHEK SINGH MEENA

ROLLNO - 2102250700003

ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, GREATER

NOIDA (U.P.)



DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW

  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida



## CERTIFICATE

This is to certify that project entitled "CUSTOMER SATISFACTION ON APPLE I-PHONE" Submitted Abhishek Singh Meena, Roll No 2102250700003 in partial fulfillment of Master of Business Administration,

Final Sem Of AIMT COLLEGE , Greater Noida is a record of student's own work carried out under my supervision and guidance. While working on project they were sincere, disciplined and enthusiastic As per our knowledge.

SUPERVISOR



H.O.D.



# SUMMER TRAINING PROJECT REPORT

## On OUTLOOK GROUP



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE  
OF

## *MASTER OF BUSINESSADMINISTRATION*

By SATYAM KUMAR  
(Roll No.: 2102250700032)

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



ENTER  
DATE  
SIGNATURE

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)



## DIRECTOR'S CERTIFICATE

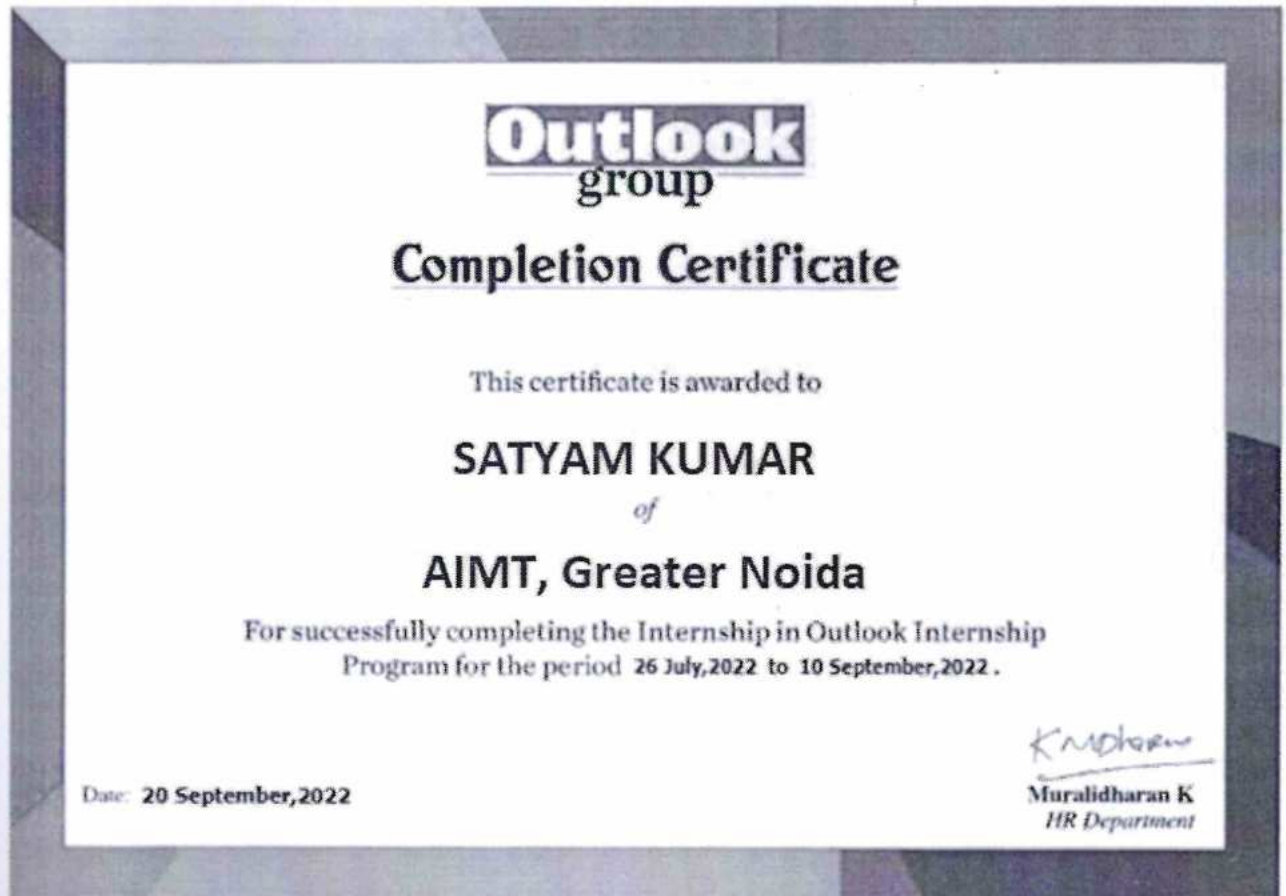
This is to certify that the Summer Training project titled “ **OUTLOOK GROUP** ” is carried out by **SATYAM KUMAR** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

(DIRECTOR)

AIMT, Gr. Noida Date:



# COMPLETION CERTIFICATE





**RESEARCH PROJECT REPORT**  
*On*  
**STUDY ON ANALYSIS OF SBI MUTUAL FUNDS**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF**  
***MASTER OF BUSINESSADMINISTRATION***

**By**

**POOJA BANSAL**

(Roll No.: 2002250700022)

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



*Director*  
Accurate Institute of Advanced Management  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2021-23)





## DIRECTOR'S CERTIFICATE

This is to certify that the project titled “ **STUDY ON ANALYSIS OF SBI MUTUAL FUNDS** ” is carried out by **POOJA BANSAL** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

(DIRECTOR)

AIAM, Gr. Noida Date:



**A**  
**RESEARCH PROJECT REPORT**  
**On**  
**RECRUITMENT & SELECTION OF TCS**



CONSULTANCY SERVICES

**Submitted in partial fulfillment of the requirement**  
**For the award of degree**  
**of**  
**MASTER OF BUSINESS ADMINISTRATION**  
**(AKTU)**

**SESSION (2021-2023)**

**SUBMITTED To: -**  
**DR. FAIZ SIDDIQUI**

**SUBMITTED BY:-**  
**SHUBHANGI BHORAL**  
**MBA 4th Sem**

*Director*  
*Accurate Institute of Advanced Management*  
*Greater Noida*



*Director*  
*Institute of Advanced Management*  
*Greater Noida*

**ACCURATE INSTITUTE OF MANAGEMENT AND**  
**TECHNOLOGY, GREATER NOIDA**



## DECLARATION

I, hereby declare that the Summer Training Report On “**Recruitment & Selection of TCS**” being submitted to the “**AIMT**” for the partial fulfillment of the requirement for the degree of Bachelor of Business Administration is my own endeavors and it has not been submitted earlier to any institute for any degree.



**SHUBHANGI BHORAL**



# SUMMER TRAINING PROJECT REPORT

On

A STUDY OF RECRUITMENT AND SELECTION PROCESS AT INNOVATION  
TRIGGERS MANAGEMENT CONSULTANCY, GURGAON



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE  
OF

*MASTER OF BUSINESSADMINISTRATION*

By KRITI TIWARI

(Roll No.: 2102250700018 )

Internal Supervisor

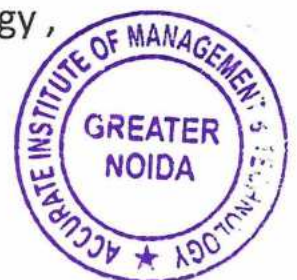
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



Accurate Institute of Management & Technology ,  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2022-23)



*Handwritten in green ink:*  
4/3/23  
Index Missing



Certificate ID: 2022\_09\_27

DATE: 28/09/2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Kriti Tiwari** student of Accurate Institute of Management and Technology of Greater Noida, has successfully completed her internship as **Human Resource Intern** with **Deltron Technologies Pvt. Ltd.** during the period of **25<sup>th</sup> August 2022 – 27<sup>th</sup> September 2022**.

During the Internship, she actively recruiting the candidates for **Deltron Technologies**, worked on admin and operation for management to grow the business.

During her tenure, **Shivangi** has shown great amount of responsibility, sincerity and a genuine willingness to learn. Her efforts were result oriented. She is sociable and works well individually as well as in teams.

We wish her all the very best for her future endeavors.

Sincerely,

(HR Department)



Kalpana Rai  
[hr@deltrontechnologies.com](mailto:hr@deltrontechnologies.com)

Office Address: Assotech Business Cresterra, Unit # 907, 9<sup>th</sup> Floor,  
Tower-2, Sector-135, Noida 201304.

- Email: [info@deltrontechnologies.com](mailto:info@deltrontechnologies.com) \*
- Contact: +91 7827319129, +91 9999499832 \*



## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled " **A STUDY OF RECRUITMENT AND SELECTION PROCESS AT INNOVATION TRIGGERS MANAGEMENT CONSULTANCY, GURGAON** " is carried out by **KRITI TIWARI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

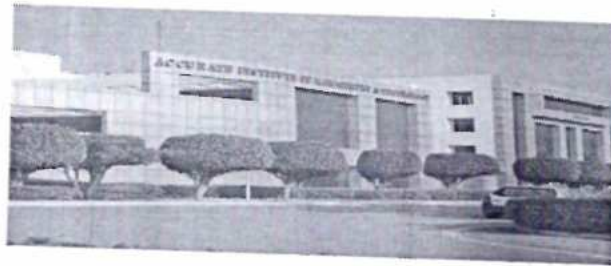
( DIRECTOR)

AIAM, Gr. Noida Date:





**ACCURATE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY  
(AIMT),  
GREATER NOIDA-UP**



**RESEARCH PROJECT REPORT (RPR)  
(KMBN408)**

On

***“Recruitment and Selection at TCS”***

*Submitted in partial fulfilment of requirement for the award of degree of*

**MASTERS OF BUSINESS ADMINISTRATION**

**[Session 2022-23]**



Dr. A.P.J. Abdul Kalam Tech. University  
Uttar Pradesh

Under Guidance of  
Mr. Faiz Siddiqui  
Department of Management  
(AIMT), Greater Noida

Submitted by:  
Esha Srivastava

**DIRECTOR**  
**Accurate Institute of Advanced Management**  
**Greater Noida**

MBA 4<sup>th</sup> Sem.  
Roll No.- (2102250700014)

*Affiliated to Dr. A P J Abdul Kalam Technical University (AKTU), Lucknow*





## CERTIFICATE

This is to certify that the report "***Recruitment and Selection at TCS***" being submitted by **Ms.Esha Srivastava**(ROLL NO.-2102250700014)in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration, is a bonafide record of the project work done by her, under the guidance & supervision of able faculty members of the department.

We wish her all the best and a successful and bright future.



**Mr. Faiz Siddiqui**

(Supervisor)

Head of the Department (HOD),

MBA Department





A MINI PROJECT REPORT

On

WEDDINGZ PLANNER

(ONLINE MARRIAGE HALL BOOKING)

Submitted to

**Dr. A.P.J. Abdul Kalam Technical University,  
LUCKNOW**

For the partial fulfilment of

MASTERS OF BUSINESS ADMINISTRATION

BATCH 2022-2024

SUBMITTED TO:-

Prof. Mohd Faiz Siddiqui

SUBMITTED BY:-

SHIVANI PANDEY

MBA 1<sup>st</sup> Year (1<sup>st</sup> Sem)

**ACCURATE INSTITUTE OF TECHNOLOGY AND  
MANAGEMENT (GREATER NOIDA KNOWLEDGE PARK 2)**



## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project- 1 titled "ONLINE MARRIAGE HALL BOOKING" is carried out by MRS SHIVANI PANDEY; a student of MBA-1 st year at Accurate Institute of Management & technology, Greater Noida under the supervision of Mr. MD. Faiz Siddiqui. This Mini Project -1 is carried out by the said student & I recommend for the submission of this Mini -project 1 report to Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW in the partial fulfillment of the requirement for the award of MBA degree.

  
DIRECTOR

AIMT

GREATER NOIDA





# MINI PROJECT 01(2022-2024)



Name- Ashok Kumar

Course- Master's In Business  
Administration(MBA)

Academic Year-(2022-2024)



Semester -01

College -A.I.M.T.

Subject -Mini Project

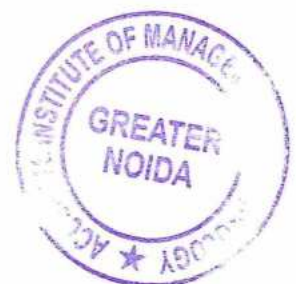
Submitted To- Mohd. Faiz  
Siddiqui Sir



**THIS IS TO CERTIFY THAT MR. ASHOK KUMAR  
UNIVERSITY ROLL NO. IS A REGULAR  
STUDENT OF MBA 1<sup>ST</sup> YEAR, FULL TIME  
DEGREE COURSE AT OUR INSTITUTE. HIS  
MINI PROJECT REPORT WORK TITLED,  
"FOODTOWN" SUBMITTED AS PART OF THE  
CURICULLUM FOR THE AWARD OF THE  
DEGREE OF MASTER'S OF BUSINESS  
ADMINISTRATION FROM DR. A.P.J. ABDUL  
KALAM TECHNICAL UNIVERSITY, LUCKNOW,  
IS AN ORIGINAL WORK DONE BY HIM. THIS  
WORK HAS NOT BEEN SUBMITTED EARLIER IN  
ANY FORM PARTIALLY OR FULLY TO THIS OR  
ANY OTHER INSTITUTE /UNIVERSITY FOR ANY  
DEGREE OR DIPLOMA.**

  
**SUPERVISOR**

  
**H.O.D** DEAN





# **MINI PROJECT -1 REPORT**

**On**

**“GROUND 44”**



**Submitted For the Partial Fulfillment Of The Degree**

**OF**

**MASTER IN BUSINESS ADMINISTRATION**

**SUBMITTED BY- ARYAN SINGH**

**(Roll No - 2206860700022 )**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL  
UNIVERSITY,LUCKNOW)  
BATCH (2022-2024)**

## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project- 1 titled "**GROUND 44** " is carried out by **Mr. Aryan Singh** ; a student of MBA-1<sup>st</sup> year at Accurate Institute of Management & technology, Greater Noida under the supervision of **Mr. Mohd. F.aizSiddiqui**.

This Mini Project -1 is carried out by the said student & I recommend for the submission of this Mini -project 1 report to Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW in the partial fulfillment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

GREATER NOIDA



DATE:

**MINI PROJECT- 1 REPORT****On****“Design of a Deep Flow Technique(DFT) Hydroponic System and an  
Elementary Education Module for InHydro Farms”**

**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BY**

**MOHAMMED ARFADH K  
(Roll NO 2202250700022 )**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW AND  
APPROVED BY AICTE)**

**Batch (2022-24)**



### DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled **“Design of a Deep Flow Technique Hydroponic System and an Elementary Education Module for InHydro Farms”** is carried out by **Mr. MOHAMMED ARFADH K (Roll no. 2202250700022 )**, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of **Dr. SHUCHITA SINGH** This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to **Dr. A. P. J. Abdul Kalam Technical University, Lucknow** in the partial fulfilment of the requirement for the award of MBA degree.

**(DIRECTOR)**

AIMT

Greater Noida

Date:





**Summer Internship Project**  
(MASTER OF BUSINESS ADMINISTRATION)

**OUTLOOK GROUP**



**By: Akash Siwach**

**Under the guidance of**

Bhuwan Thapar  
Designation : Inter Mentor  
Organization: OUTLOOK GROUP

Mr.Faiz Siddiqui  
Designation : Faculty  
AIMT Greater Noida



**Month, Year**  
01 September 2022 to 15 October 2022

# COMPLETION CERTIFICATE

**Outlook**  
group

## Completion Certificate

This certificate is awarded to


Akash Siwach

of

Accurate Institute Of Management And Technology

For successfully completing the Internship in Outlook Internship  
Program for the period 1 September, 2022 to 15 October, 2022

Date 15 October, 2022

  
Muralidharan K  
HR Department



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# SUMMER TRAINING PROJECT REPORT

On

EFFECTIVENESS OF TRAINING AND DEVELOPMENT



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESSADMINISTRATION*

By SHIVANGI TIWARI

(Roll No.: 2102250700037 )

Internal Supervisor

MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



*Dr. P.J. Abdul Kalam Technical University of Advanced Management*

Accurate Institute of Management & Technology ,

Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2022-23)





Certificate ID: 2022\_09\_27

DATE: 28/09/2022

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Shivangi Tiwari** student of Accurate Institute of Management and Technology of Greater Noida, has successfully completed her internship as **Human Resource Intern** with **Deltron Technologies Pvt. Ltd.** during the period of 25<sup>th</sup> August 2022 – 27<sup>th</sup> September 2022.

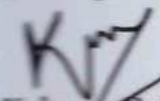
During the Internship, she actively recruiting the candidates for **Deltron Technologies**, worked on admin and operation for management to grow the business.

During her tenure, **Shivangi** has shown great amount of responsibility, sincerity and a genuine willingness to learn. Her efforts were result oriented. She is sociable and works well individually as well as in teams.

We wish her all the very best for her future endeavors.

Sincerely,

(HR Department)



Kalpana Rai

[hr@deltrontechnologies.com](mailto:hr@deltrontechnologies.com)

Office Address: Assotech Business Cresterra, Unit # 907, 9<sup>th</sup> Floor,  
Tower-2, Sector-135, Noida 201304.

- Email: [info@deltrontechnologies.com](mailto:info@deltrontechnologies.com) \*
- Contact: +91 7827319129, +91 9999499832 \*



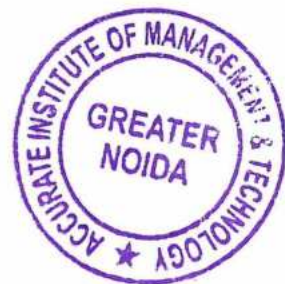


## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled “ **EFFECTIVENESS OF TRAINING AND DEVELOPMENT** ” is carried out by **SHIVANGI TIWARI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIMT, Gr. Noida Date:



66

**RESEARCH PROJECT REPORT**

*On*

**STUDY ON ANALYSIS OF SBI MUTUAL FUNDS**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF**  
***MASTER OF BUSINESSADMINISTRATION***

**By**

**POOJA BANSAL**

(Roll No.: 2002250700022)

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida

*MD. FAIZ SIDDIQUI*  
*Accurate Institute of Advanced Management*  
*Greater Noida*



**Accurate Institute of Management & Technology ,**  
**Greater Noida**  
(Affiliated to AKTU and Approved by AICTE)  
(2021-23)

## DIRECTOR'S CERTIFICATE

This is to certify that the project titled “ **STUDY ON ANALYSIS OF SBI MUTUAL FUNDS** ” is carried out by **POOJA BANSAL** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIAM, Gr. Noida Date:





# SUMMER TRAINING PROJECT REPORT

On

## EMERGING HR TRENDS IN INDIAN IT SECTOR



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
**MASTER OF BUSINESSADMINISTRATION**


By SNEHA ERIC

(Roll No.: 2102250700040)

Internal Supervisor

FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



 2/3/23

Accurate Institute of Management & Technology ,

Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2022-23)





CANDOR TECH SPACE, B-2, TOWER-1  
GROUND FLOOR & FIRST FLOOR  
SECTOR-62, NOIDA  
UP-201309, INDIA  
PHONE: +91.120 468.920  
www.3pillarglobal.com

Date: October 31, 2022

### CERTIFICATE

This is to certify that **Sneha Eric (Employee ID - 521SE) [C]**, D/o. Mr. Eric, student of Master of Business Administration (Batch 2021-2023), at Accurate Institute of Management & Technology has successfully completed her compulsory training with us, as part of her Course Curriculum.

The duration of her training was from **September 12, 2022 to October 31, 2022** on the project "**Intern, Learning & Development**" under the supervision of Sonali Sharma (Senior Specialist, Learning & Development).

During the period of training, we found her quite sincere, hardworking and her conduct & behavior was good.

We wish her all success in her future endeavors.

With Best Regards,

For TPG Software Pvt. Ltd.

Govind Singh Negi  
Senior Director – Head of Talent India & Europe



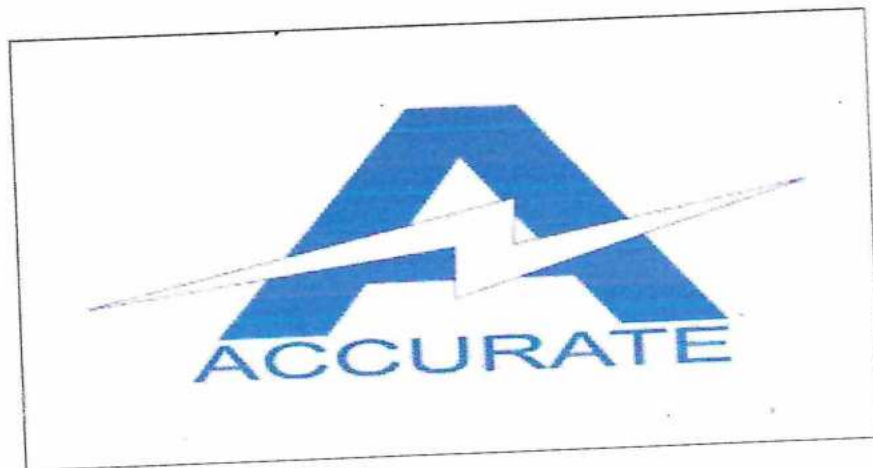
## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled "**EMERGING HR TRENDS IN INDIAN IT SECTOR** " is carried out by **SNEHA ERIC** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIAM, Gr. Noida Date:





## **RESEARCH PROJECT REPORT KMBN408**

**PROJECT NAME "ONLINE SHOPPING ON RETAIL SECTOR  
(Amazon)"**

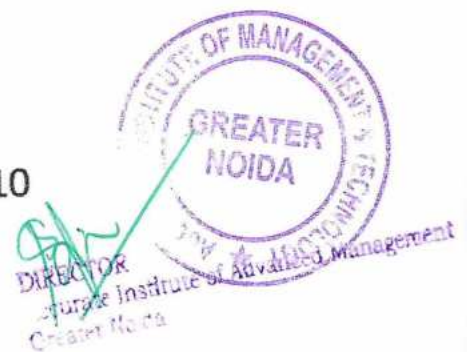
**Master of Business  
Administration of**

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**GREATER NOIDA, UTTAR PRADESH**

**SUBMITTED BY:**

**AYUSH SHARMA  
MBA 2nd YEAR  
Roll no. 2102250700010**





### Declaration

I AYUSH SHARMA, hereby declare that the Project report on "ONLINE SHOPPING ON RETAIL SECTOR (Amazon)" assigned to me for the partial fulfillment of the requirement for the award of post Graduate certificate in Management from Accurate Institute of Management and Technology, Greater Noida.

It is the original work done by me and the information provided in the study is authenticated to the best of my knowledge.

The study has not been submitted to any other institution or university for the award of any other degree/diploma.



AYUSH SHARMA

Roll No. 2102250700010



MD. FAIZ SIDDIQUE  
MBA COORDINATOR





# RESEARCH PROJECT REPORT

On

## "MARKETING STRATEGIES OF AMUL"



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
**MASTER OF BUSINESSADMINISTRATION**

By

**MONU SHARMA**

(Roll No.: 22102250700022)

Internal Supervisor

MD FAIZ SIDDIQUI  
ASST. PROF.  
AIMT, Grater Noida



Accurate Institute of Management & Technology ,  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2021-23)

**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida



## DIRECTOR'S CERTIFICATE

This is to certify that the project titled " **MARKETING STRATEGIES OF AMUL** " is carried out by **MONU SHARMA** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
( DIRECTOR)

AIAM, Gr. Noida Date:





## **RESEARCH PROJECT REPORT KMBN408**

PROJECT NAME **“ONLINE SHOPPING ON RETAIL SECTOR  
(Amazon)”**

**Master of Business  
Administration of**

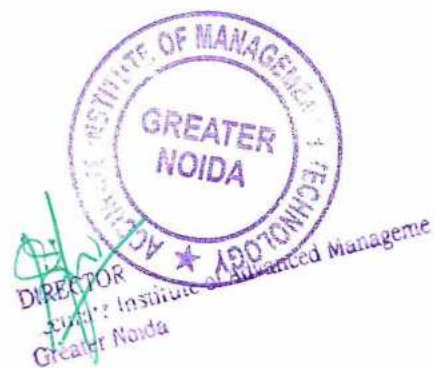
**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**GREATER NOIDA, UTTAR PRADESH**

**SUBMITTED BY:**

**AYUSH SHARMA  
MBA 2nd YEAR**

**Roll no. 2102250700010**





### Declaration

I AYUSH SHARMA, hereby declare that the Project report on "ONLINE SHOPPING ON RETAIL SECTOR (Amazon)" assigned to me for the partial fulfillment of the requirement for the award of post Graduate certificate in Management from Accurate Institute of Management and Technology, Greater Noida.

It is the original work done by me and the information provided in the study is authenticated to the best of my knowledge.

The study has not been submitted to any other institution or university for the award of any other degree/diploma.

  
AYUSH SHARMA

Roll No. 2102250700010

  
MD. FAIZ SIDDIQUE  
MBA COORDINATOR





A RESEARCH PROJECT REPORT

On

**STUDY OF CUSTOMER PERCEPTION TOWARDS  
E-COMMERCE WITH REFERENCE -  
FLIPKART.COM**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF**  
***MASTER OF BUSINESSADMINISTRATION***

By SUSHIL KUMAR SINGH

(Roll No.: 2102250700043 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2023)

  
DIRECTOR  
Director of Advanced Management  
Accurate Institute of Management & Technology



**DIRECTOR'S CERTIFICATE**

This is to certify that the Summer Training project titled “ **STUDY OF CUSTOMER PERCEPTION TOWARDS E-COMMERCE WITH REFERENCE - FLIPKART.COM** ” is carried out by **SUSHIL KUMAR SINGH** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Research Project Report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIAM, Gr. Noida Date:



A  
**Summer Training Project Report  
ON  
"STUDY THE SALES TREND AND CUSTOMER  
SATISFACTION TOWARDS MARUTI SUZUKI"**



SUBMITTED FOR PARTIAL FULFILLMENT OF THE  
DEGREE OF

**MASTER OF BUSINESS  
ADMINISTRATION**

By  
**Madhu Bala**

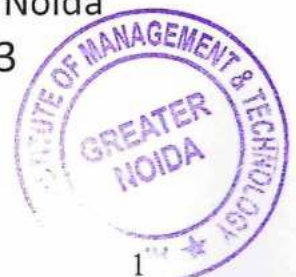
(Roll No.: 2102250700019)

External Supervisor  
Name: Mr Vivek Kumar Bhadagal  
Designation: Sr. Manager  
Name of Company: Maruti Suzuki  
Address: Delhi

Internal Supervisor  
Name of faculty: Mr. Faiz Siddique  
Designation: Asst. Professor  
Gr. Noida



Accurate Institute of Advanced Management, Greater Noida  
(Affiliated to AKTU and Approved by AICTE) 2021-23



*Certificate  
not attached*



## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled "**STUDY THE SALES TREND AND CUSTOMER SATISFACTION TOWARDS MARUTI SUZUKI**" is carried out by **Madhu Bala**, a student of MBA – II year at Accurate Institute of Management & Technology, Gr. Noida, under the supervision of **Mr Vivek Kumar Bhadagal**. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

(DIRECTOR)  
AIAM, Gr. Noida  
Date:





85  
3

# SUMMER TRAINING PROJECT REPORT

On

## FINANCIAL SERVICES OFFERED BY SBI BANK



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESSADMINISTRATION*

By **CHAYAN BHATTCHARYA**

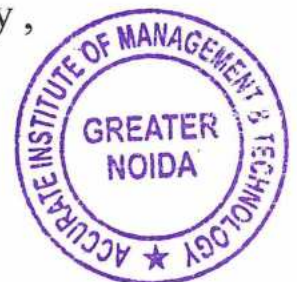
(Roll No.: 2102250700012 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



  
DIRECTOR  
Accurate Institute of Management  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)





भारतीय स्टेट बैंक  
**State Bank of India**

Dated: - 20/10/2022

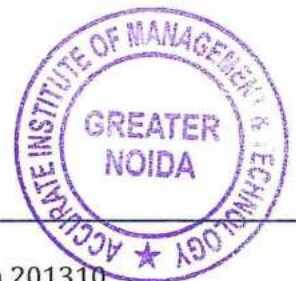
**TO WHOM IT MAY CONCERN**

This is to certify that **Mr. Chayan Bhattacharya** student of **MBA** from **AIMT, Greater Noida**, has successfully completed the projects at our Organization for Summer Training w.e.f. **10/09/ 2022 to 20/10/2022**.

He has completed his training successfully. We wish him all the best in his bright future endeavors.

**SBI BANK OF INDIA**

(Sr. Manager)



**State Bank Of India**

**Branch Office:** Knowledge Park I, Greater Noida, Uttar Pradesh 201310

IFSC Code SBIN0002329, MICR Code 203002010

**Contact** number 05735-225228, 226361, website:- <http://www.sbi.co.in>

### DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled “**FINANCIAL SERVICES OFFERD BY SBI BANK**” is carried out by **CHAYAN BHATTCHARYA**, a student of MBA – II year at Accurate Institute of Management & Technology, Gr. Noida, under the supervision of **FAIZ SIDDIQUI**. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT, Gr. Noida Date:





**A RESEARCH PROJECT REPORT**  
**On**  
**A COMPREHENSIVE STUDY ON CUSTOMER SATISFACTION**  
**TOWARDS ONLINE SHOPPING ON AMAZON AND**  
**FLIPKART**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE**  
**OF**

***MASTER OF BUSINESS ADMINISTRATION***

**By AKASH SIWACH**

(Roll No.: 2102250700006 )

**Internal Supervisor**

**MD FAIZ SIDDIQUI**  
**ASST. PROF.**  
**AIAM, Greater Noida**



**Accurate Institute of Management & Technology ,**  
**Greater Noida**

**(Affiliated to AKTU and Approved by AICTE)**

**(2022-23)**

**1**



**DIRECTOR**  
**Accurate Institute of Advanced Management**  
**Greater Noida**



## SUPERVISOR'S CERTIFICATE

This is to certify that the Research Project Report titled " **A COMPREATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING ON AMAZON AND FLIPKART** " is an original work carried out by **Mr. AKASH SIWACH** under my supervision, in the partial fulfillment of the requirement for the award of MBA degree by the Dr. A. P. J. Abdul Kalam Technical University, Lucknow.

This is to further certify, to the best of my knowledge, that this work was neither published nor submitted to any other institution for award of any other degree or diploma.



Signature



Date:



## PROJECT REPORT

on

**Electric Vehicle Market in India**

BY

**MAYANK KUMAR**

**2102250700021**

**Submitted to**

**Prof. FAIZ SIR**

*In partial fulfilment of the requirements for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION**

*Under the guidance of*

**Prof. FAIZ SIR**



**DIRECTOR**  
Institute of Advanced Management  
Greater Noida

## DECLARATION

I, MAYANK KUMAR , hereby declare that the project report on "Problems of Electric Vehicle Market in India" with reference to "World1 Solutions" prepared by me under the guidance of Prof. FAIZ SIR Faculty Of MBA Department AIMT Gr. Noida

I also declare that this project report is towards the partial fulfilment of the university regulations for the award of the degree of Master of Business Administration by AKTU

I have undergone an industry project for a period of Eight weeks. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of a degree/diploma from any other University / Institution.

Signature of Student

Place:

Date:

Mayank Kumar  
Greater Noida  
29/05/23





46.

**Summer Internship Project**  
(MASTER OF BUSINESS ADMINISTRATION)

OUTLOOK GROUP



By: KANIKA MALIK

Under the guidance of

Bhuwan Thapar  
Designation : Inter Mentor  
Organization: OUTLOOK GROUP

Mr.Faiz Siddiqui  
Designation : Faculty  
AIMT Greater Noida



07/13/23  
Topic Name 9



Month, Year  
01 September 2022 to 15 October 2022



# COMPLETION CERTIFICATE

**Outlook**  
group

## Completion Certificate

This certificate is awarded to

Kanika Malik

of

Accurate Institute Of Management And Technology

For successfully completing the Internship in Outlook Internship  
Program for the period 1 September, 2022 to 15 October, 2022

Date: 15 October, 2022

*Muralidharan K*  
Muralidharan K  
HR Department



**RESEARCH PROJECT REPORT**  
**“A STUDY OF PERFORMANCE APPRAISAL SYSTEM”**

**“PEPSICO INDIA PVT.LTD”**

**Submitted in partial fulfilment of the requirements for  
Dr. A. P. J. Abdul Kalam Technical University**



**SUBMITTED BY- ABHISHEK KUMAR SINGH**

**Roll No. 2102250700002**

**Batch of 2021-23**

**ACCURATE INSTITUTE OF MANAGEMENT &  
TECHNOLOGY**

**49, Knowledge Park III, Greater Noida,  
Uttar Pradesh 201306**



**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida

## CERTIFICATE

(To be filled in by the student in his / her handwriting)

I, **ABHISHEK KUMAR SINGH** Roll No. **2102250700002** of Batch 2021-23 is a fulltime Bonafede student of second year of MBA Program of Accurate Institute of Management & Technology, Greater Noida. I hereby certify that this project work carried out by me at **"A STUDY OF PERFORMANCE APPRAISAL SYSTEM IN PEPSICO INDIA PVT.LTD."** the report submitted in partial fulfilment of the requirements of the program is an original work of mine under the guidance of the faculty mentor **Mr. Faiz Siddiqui** and is not based or reproduced from any existing work of any other person or on any earlier work undertaken at any other time or for any other purpose, and has not been submitted anywhere else at any time.

*Abhishek K. Singh*  
(**ABHISHEK KUMAR SINGH**)

Date: 29-05-2023



(**Mr. Faiz Siddiqui**)

Date: 29-05-2023





PROJECT REPORT  
ON  
**MARKETING STRATEGY OF DLF IN  
REAL ESTATE**

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

UNDER THE GUIDANCE OF  
MR.FAIZ SIDDQUI

Submitted By  
JAIDEEP TYAGI  
Enrolment Number  
2102250700015  
MBA 2021-23



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY**

*Signature*  
**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida



## Certificate

This is to certify that the project report "MARKETING STRATEGY OF DLF IN REAL ESTATE" has been prepared by Mr JAIDEEP TYAGI under my supervision and guidance. The project report is submitted towards the partial fulfilment of 2 year, Full time Master of Business Administration.



MR.FAIZ SIR

Name & Signature of Faculty

Date 29/5/23



**ACCURATE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY,  
GREATER NOIDA UP**



**SUMMER TRAINING PROJECT**

On

**TALENT ACQUISITION AND HIRING IN  
BRIDGIBG GAPS CONSULTING, NOIDA**

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

**OF**

**MASTER OF BUSINESS ADMINISTRATION  
TO**

**Dr. APJ Abdul Kalam Technical University, Lucknow**

Submitted by

**ESHA SRIVASTAVA  
MBA3<sup>rd</sup> Sem.  
2102250700014**

Supervisor

**Mr Faiz Siddique**



*Handwritten signature and date 21/3/23*



**BGPS Management  
Solutions Pvt Ltd**  
305, 3<sup>rd</sup> Floor, Plot – A7  
Sector 10, Noida - 201301  
[www.bridginggaps.co.in](http://www.bridginggaps.co.in)

Ref: BGPS/2021/7546

Date: 14-Oct-2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Ms. Esha Srivastava, has completed her internship in Human Resources department at BGPS Management Solutions Private Limited, Noida, from August 01<sup>st</sup>, 2022 to September 30<sup>th</sup>, 2022.

This internship is a part of her curriculum of Master of Business Administration

She worked on project which focused on the process and skills involved in Talent Acquisition.

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

We wish her all the best for her upcoming career.

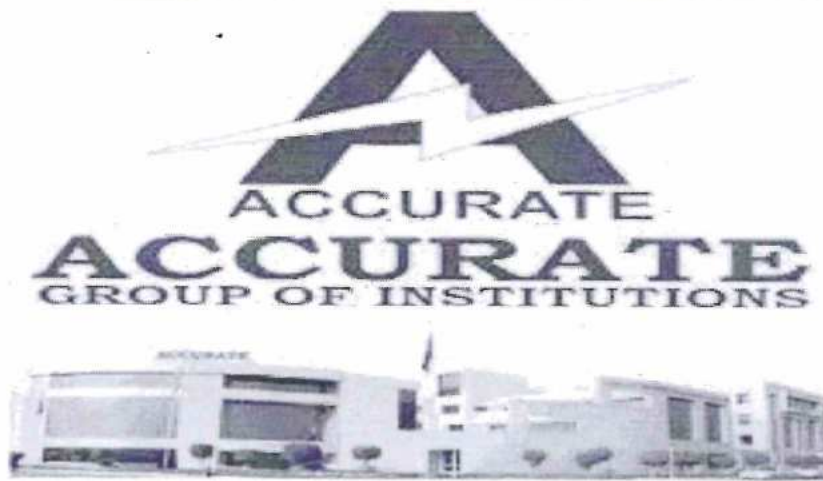
**BGPS Management Solutions Private Limited**

Rohit Chawla

Designation – Director







### Certificate

This is to certify that **ESHASRIVASTAVA**, University, is a regular student of MBA 2<sup>nd</sup> year, full time degree course at our institute. Her Summer Training Project work titled, — **“Talent Acquisition and Hiring”** || submitted as part of the curriculum for the award of the degree of MASTER OF BUSINESS ADMINISTRATION from **Dr. A.P.J. Abdul Kalam Technical University, Lucknow**, is an original work done by her. This work has not been submitted earlier in any form partially or fully to this or any other Institute/University for any degree or diploma.

Mr. Faiz Siddique  
Supervisor

H.O. DMBADept.







**Mini Project-I Project Report New Product Development**  
**NEW PRODUCT DEVELOPMENT A SECOND HAND**  
**ONLINE BOOK STORE**

*In partial fulfillment of the requirements*

**Master of Business  
Administration**

**OF**

**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY**

**GREATER NOIDA, UTTAR PRADESH**



**SUBMITTED BY:**

**SAURABH KUMAR  
MBA 1ST YEAR**

**ROLL NO. PREERN220009781**

## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled **A SECOND HAND ONLINE BOOK STORE** is carried out by **SAURABH KUMAR**, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of DR SUCHITA SHARMA

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:





**A Project Report on  
DOOR SENSOR FOR  
AUTOMATIC LIGHT  
SWITCHING**

*In partial fulfilment of the Requirements for the award  
of the degree of*



**Master of Business Administration**

**Session: - 2022-24**



**Name of Project Adviser**  
**Mohd.Faiz Siddiqui**  
**HOD (supervisor)**  
**Department of management**

**Name of Student**  
**ANURUDHI GAUR**  
**MBA 1<sup>st</sup> Year [1<sup>st</sup>Semester]**  
**Roll.NO:-[2202250700004]**

**Department of Management**  
**ACCURATE INSTITUTE OF INFORMATION**  
**AND TECHNOLOGY**  
**Greater Noida (G.B Nagar)**

# CERTIFICATE

THIS IS TO CERTIFY THAT MISS ANURUDHI GAUR UNIVERSITY ROLL NO. IS A REGULAR STUDENT OF MBA 1ST YEAR, FULL TIME DEGREE COURSE AT OUR INSTITUTE. HIS MINI PROJECT REPORT WORK TITLED, "DOOR SENSOR FOR AUTOMATIC LIGHT SWITCHING LIGHT" SUBMITTED AS PART OF THE CURICULLUM FOR THE AWARD OF THE DEGREE OF MASTER'S OF BUSINESS ADMINISTRATION FROM DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW, IS AN ORIGINAL WORK DONE BY HIM. THIS WORK HAS NOT BEEN SUBMITTED EARLIER IN ANY FORM PARTIALLY OR FULLY TO THIS OR ANY OTHER INSTITUTE /UNIVERSITY FOR ANY DEGREE OR DIPLOMA.



SUPERVISOR



  
H.O.D





**MINI PROJECT- 1 REPORT**  
**On**  
**“SMART HELMET”**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BY**

**GAURAV RAWAT**  
(Roll No 2202250700013)



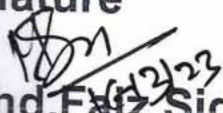
**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,  
LUCKNOW AND APPROVED BY AICTE)  
Batch (2022-24)**



## **SUPERVISOR'S CERTIFICATE**

This is to certify that the Mini Project-1 titled "**SMART HELMET**" is carried out by **Mr. Gaurav Rawat** (roll no. ....) is a regular student of MBA 1<sup>st</sup> year, Batch (2022-24) full time degree course at Accurate Institute of Management & Technology, Greater Noida under my supervision.

Signature

  
(Mohd. Faiz Siddiqui)

HOD

Supervisor



## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "**SMART HELMET**" is carried out by **Mr. Gaurav Rawat** (roll no. ....), a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:





Mini Project -1 Report

On

E-Tailoring



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE

OF

MASTER OF BUSINESS

ADMINISTRATION

BY

DEVESH KUMAR DEV



Accurate institute of management & technology, greater  
Noida

(Affiliated to AKTU and approved by AICTE)



## DIRECTOR'S CERTIFICATE

This is to certify that the mini project-1 titled "E-TAILORING" is carried out by Mr. Devesh Kumar dev a student of MBA 1<sup>st</sup> year at accurate institute of management & technology accurate institute of advanced management Noida under the supervision of Mr. Prof. Mohd Faiz Siddiqui.

This mini project 1 is carried out by said student & I recommended for the submission of the project report to Dr. A.P.J. Abdul KALAM technical university, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT/AIAM,

Gr, Noida

Date:



**MINI PROJECT- 1 REPORT**  
**ON**  
**“BABY ANGEL STICHFIX”**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE OF**  
**MASTER'S IN BUSINESS ADMINISTRATION**  
**BY**  
**KALPANA KUMARI**  
**MASTER OF BUSINESS ADMINISTRATION**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY (AFFILIATED TO DR. APJ  
ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW AND APPROVED BY AICTE)**

**Batch (2022-24)**

## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "**BABY ANGEL STICHFIX**" is carried out by **Ms. KALPANA KUMARI**, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to **Dr. A. P. J. Abdul Kalam Technical University, Lucknow** in the partial fulfilment of the requirement for the award of MBA degree.

(DIRECTOR)

AIMT

Greater Noida Date:





**("CRAFTZLEO")**

**A**

**Mini Project Report Submitted to**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATERNOIDA, KNOWLEDGE PARK 2)**

**Greater Noida-201306**

**For the partial fulfillment of  
MASTERS OF BUSINESS ADMINISTRATION**

**BATCH: 2022-2024**

**BY**

**BINDESH SUKLA  
Under the Guidance of**

**Prof. Md. FAIZ SIDDIQUI**



**Dr APJ Abdul Kalam Technical University**



## CERTIFICATE

THIS IS TO CERTIFY THAT **BINDESH SHUKLA**, UNIVERSITY ROLL NO. IS A REGULAR STUDENT OF MBA 1<sup>ST</sup> YEAR, FULL TIME DEGREE COURSE AT "**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**". HER MINI PROJECT REPORT WORK TITLED, "CRAFT WORK" SUBMITTED AS PART OF THE CURICULLUM FOR THE AWARD OF THE DEGREE OF MASTER'S OF BUSINESS ADMINISTRATION FROM **DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW**, IS AN ORIGINAL WORK DONE BY HIM. THIS WORK HAS NOT BEEN SUBMITTED EARLIER IN ANY FORM PARTIALLY OR FULLY TO THIS OR ANY OTHER INSTITUTE /UNIVERSITY FOR ANY DEGREE OR DIPLOME.

*Bindesh*



**Summer Internship Project**  
(MASTER OF BUSINESS ADMINISTRATION)

**OUTLOOK GROUP**



By: **KANIKA MALIK**

**Under the guidance of**

Bhuwan Thapar  
Designation : Inter Mentor  
Organization: OUTLOOK GROUP

Mr.Faiz Siddiqui  
Designation : Faculty  
AIMT Greater Noida



Month, Year  
01 September 2022 to 15 October 2022



# COMPLETION CERTIFICATE

**Outlook**  
group

## **Completion Certificate**

This certificate is awarded to


**Kanika Malik**

*of*

**Accurate Institute Of Management And Technology**

For successfully completing the Internship in Outlook Internship  
Program for the period 1 September, 2022 to 15 October, 2022

Date 15 October, 2022

  
Muralidharan K  
HR Department





**SUMMER INTERNSHIP PROJECT REPORT  
ON  
"DIGITAL MARKETING"**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)  
Greater Noida-201306**

**For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION**

**BATCH 2021-2023**

**By  
ABHISHEK KUMAR SINGH**

**Under the Guidance of**

**Mr. Balwant Singh**

*[Handwritten signature in green ink]*  
Mr. Balwant Singh  
Accurate Institute of Management & Technology  
Greater Noida



**Dr. APJ Abdul Kalam Technical University**



# CERTIFICATE

*This is to certify that **ABHISHEK KUMAR SINGH** has undertaken this summer training project work entitled "**SUMMER INTERNSHIP PROJECT REPORT ON "DIGITAL MARKETING"**" for the partial fulfillment of the award of **Master of Business Administration** degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.).*

*As per best of my knowledge this Research project work is an original piece of work and has not been submitted or published elsewhere.*

*I wish him/ her all the best for his/her bright future ahead.*



*Abhishek K. Singh*  
**ABHISHEK KUMAR SINGH**  
**2102250700002**



**TECHNOLABS PVT LTD**

IT SOLUTIONS. WEB - MOBILE - SOFTWARE

November 21, 2022

TO WHOMEVER IT MAY CONCERN

This is to certify that **Mr. ABHISHEK KUMAR SINGH**, a student of **MBA** at the Accurate Institute of Management and Technology in Uttar Pradesh-Greater Noida, has successfully completed his summer training in **DIGITAL MARKETING** during the period from **September 19, 2022, to November 18, 2022**, under our guidance.

During his tenure, we found him to be hardworking, sincere, and dedicated with a learning attitude.

We wish him the best of luck in his future career.

For AIS Technolabs Pvt. Ltd.



Harvi Shah  
Head- Human Resource



IT SOLUTIONS. WEB - MOBILE - SOFTWARE

A  
MINI PROJECT ON  
CHOCOLATE INDUSTRY



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,  
LUCKNOW AND APPROVED BY AICTE)  
Batch (2022-24)**

Submitted By:  
Name- Rohit Bhati  
Father's Name-  
Batch of 2022-23



Submitted To:  
Name- Dr. Faiz Siddiqui




## Certificate

This is to certify that the project report entitled CHOCOLATE INDUSTRY benefiting organizations is a bonafide work done by Rohit Bhati of 1<sup>st</sup> Year submitted in partial fulfilment of requirement for the award of degree of Master of Business Administration of Accurate Institute of Management and Technology (Affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow) during the session 2021-23.

Internal Examiner-

External Examiner-

Co-Ordinator-

  
Director  
AIMT/AIAM  
Gr. Noida .





# **ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, GREATER NOIDA UP**



## **MINI PROJECT REPORT**

**HYDROPONIC FARMING  
(NO-NAR. HYDROPONIC FARMING LTD.)**

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

**OF**

**MASTER OF BUSINESS ADMINISTRATION  
TO**

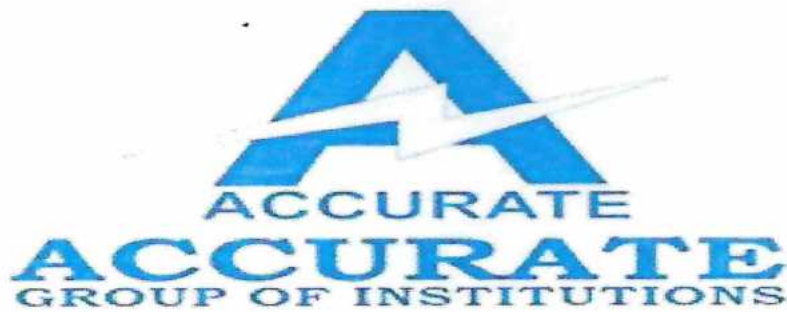
**Dr. A P J Abdul Kalam Technical University, Lucknow**

**Under Guidance of  
Mr. Faiz Siddique  
Department of Management  
AIMT, GREATER NOIDA**

**Submitted by**

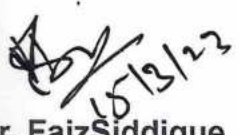
**ANJALI GUPTA  
MBA 1st Sem.**





### Certificate

This is to certify that **ANJALI GUPTA**, University, is a regular student of MBA 1<sup>st</sup> year, full time degree course at our institute. His/her Project Report work titled, “**HYDROPONIC FARMING**” submitted as part of the curriculum for the award of the degree of MASTER OF BUSINESS ADMINISTRATION from **Dr. A.P.J. Abdul Kalam Technical University, Lucknow**, is an original work done by him. This work has not been submitted earlier in any form partially or fully to this or any other Institute/University for any degree or diploma.

  
15/3/22  
Mr. Faiz Siddique  
Supervisor

—Mrs. Suchita maam  
H.O.D MBA Dept.

  
DR. SHUCHITA SINGH  
(DIRECTOR)



**SUMMER INTERNSHIP PROJECT REPORT  
ON  
"DIGITAL MARKETING"**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)  
Greater Noida-201306**

**For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION**

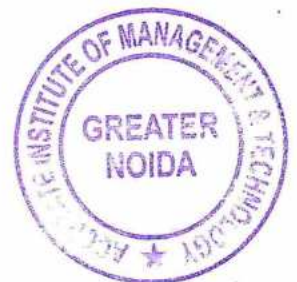
**BATCH 2021-2023**

**By  
ABHISHEK KUMAR SINGH**

**Under the Guidance of**

**Mr. Balwant Singh**

*[Handwritten signature in green ink]*  
*[Faint, illegible text below signature]*



**Dr. APJ Abdul Kalam Technical University**



# CERTIFICATE

*This is to certify that **ABHISHEK KUMAR SINGH** has undertaken this summer training project work entitled "**SUMMER INTERNSHIP PROJECT REPORT ON "DIGITAL MARKETING"** for the partial fulfillment of the award of **Master of Business Administration** degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.).*

*As per best of my knowledge this Research project work is an original piece of work and has not been submitted or published elsewhere.*

*I wish him/ her all the best for his/her bright future ahead.*

*Abhishek K. Singh*

**ABHISHEK KUMAR SINGH**  
**2102250700002**







**TECHNOLABS PVT LTD**  
IT SOLUTIONS. WEB - MOBILE - SOFTWARE

November 21, 2022

TO WHOMEVER IT MAY CONCERN

This is to certify that **Mr. ABHISHEK KUMAR SINGH**, a student of **MBA** at the Accurate Institute of Management and Technology in Uttar Pradesh-Greater Noida, has successfully completed his summer training in **DIGITAL MARKETING** during the period from **September 19, 2022, to November 18, 2022**, under our guidance.

During his tenure, we found him to be hardworking, sincere, and dedicated with a learning attitude.

We wish him the best of luck in his future career.

For AIS Technolabs Pvt. Ltd.



Harvi Shah  
Head- Human Resource



IT SOLUTIONS. WEB - MOBILE - SOFTWARE

# RESEARCH PROJECT REPORT

## "CUSTOMER SATISFACTION TOWARDS HERO MOTOCORP. IN PILIBHIT AFTER SEPARATION"

Submitted in partial fulfilment of the requirements for  
Dr. A. P. J. Abdul Kalam Technical University



SUBMITTED BY- SWATI MAURYA

Roll No. 2102250700045

Batch of 2021-23

**ACCURATE INSTITUTE OF MANAGEMENT &  
TECHNOLOGY**

49, Knowledge Park III, Greater Noida,  
Uttar Pradesh 201306



*Signature*  
Director  
Accurate Institute of Advanced Management  
Greater Noida

# CERTIFICATE

(To be filled in by the student in his / her handwriting)

I, **SWATI MAURYA** Roll No. **2102250700045** of Batch 2021-23 is a fulltime Bonafede student of second year of MBA Program of Accurate Institute of Management & Technology, Greater Noida. I hereby certify that this project work carried out by me at "**CUSTOMER SATISFACTION TOWARDS HERO MOTOCORP. IN PILIBHIT AFTER SEPARATION**" the report submitted in partial fulfilment of the requirements of the program is an original work of mine under the guidance of the faculty mentor **Mr. Faiz Siddiqui** and is not based or reproduced from any existing work of any other person or on any earlier work undertaken at any other time or for any other purpose, and has not been submitted anywhere else at any time.

  
(**SWATI MAURYA**)

Date: 29-05-2023

  
(**Mr. Faiz Siddiqui**)

Date: 29-05-2023





A RESEARCH PROJECT REPORT  
On  
A DETAILED STUDY ON MARKETING ANALYSIS OF  
LENSKART



*SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF*  
**MASTER OF BUSINESSADMINISTRATION**

By VARSHA NAGAR

(Roll No.: 2102250700046 )

Internal Supervisor

MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



Accurate Institute of Management & Technology ,

Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2022-23)

*DR. P. K. SINGH*  
Accurate Institute of Management & Technology  
Greater Noida



*DIRECTOR'S CERTIFICATE*

This is to certify that the Summer Training project titled "**A DETAILED STUDY ON MARKETING ANALYSIS OF LENSkart** " is carried out by **VARSHA NAGAR**

, a student of MBA – II year at Accurate Institute of Management & Technology, Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Research Project Report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIAM, Gr. Noida Date:



**RESEARCH PROJECT REPORT***ON***"HERO MOTOCORP SALES AND FORECASTING PREDICTION****FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE****AWARD OF THE DEGREE****MASTER OF BUSINESS ADMINISTRATION (MBA)****(HR AND MARKETING)****SUBMITTED TO:****MOHD.FAIZ SIDDIQUE****(ASST. PROFESSOR)****SUBMITTED BY:****SAURABH PANDAY****ROLLNO - 2102250700033****ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, GREATER****NOIDA (U.P.)****DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW**

*Signature*  
**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida





## COMPANY DETAILS OF HERO MOTOCORP.

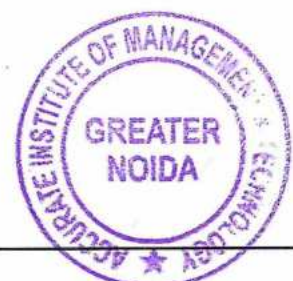
**Hero MotoCorp**



**Hero**

"Hum Main Hai Hero"

<b>Type</b>	Public company BSE: 500182
<b>Traded as</b>	NSE: HEROMOTOCO BSE SENSEX Constituent
<b>Industry</b>	Automotive
<b>Predecessor</b>	Hero Honda Motors Ltd.
<b>Founded</b>	19 January 1982
<b>Headquarters</b>	New Delhi India
<b>Area served</b>	India, Sri Lanka, Nepal Dr. Brijmohan Lall Munjal (Chairman)
<b>Key people</b>	Pawan Munjal (MD & CEO) <sup>[1]</sup>
<b>Products</b>	Motorcycles, Scooters
<b>Revenue</b>	▲ ₹241.66 billion (US\$3.8 billion) (2013) <sup>[2]</sup>
<b>Operating income</b>	▲ ₹33.22 billion (US\$520 million) (2013) <sup>[3]</sup>
<b>Net income</b>	▲ ₹21.18 billion (US\$330 million) (2013) <sup>[2]</sup>
<b>Total assets</b>	▲ ₹53.08 billion (US\$830 million) (2013)
<b>Number of employees</b>	5,842 <sup>[2]</sup>
<b>Parent</b>	Hero Group
<b>Subsidiaries</b>	Erik Buell Racing(49.2%)



**MINI PROJECT- 1 REPORT**  
**On**  
**“E-DABBA WALA SERVICES”**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BY  
RAVI PRASAD  
(Roll No- 2206860700082)**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,  
LUCKNOW AND APPROVED BY AICTE)  
Batch (2022-24)**



## **DIRECTOR'S CERTIFICATE**

This is to certify that the Mini Project-1 titled **“E- Dabba Wala Services”** is carried out by **Mr. RAVI PRASAD (roll no- 2206860700082)**, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
**(DIRECTOR)**

AIMT

Greater Noida

Date:

12/03/2023





**MINI PROJECT- 1 REPORT**  
**On**  
**“RECYCLE OF PLASTIC”**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BY  
OM PRAKASH  
(Roll No 220010639)**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,  
LUCKNOW AND APPROVED BY AICTE)  
Batch (2022-24)**



## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled **"RECYCLE OF PLASTIC"** is carried out by **Mr.OM PRAKASH** (roll no. 220010639), a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
DR. SUCHITA SINGH

**(DIRECTOR)**

AIMT

Greater Noida

Date:



# **MINI PROJECT -1 REPORT**

**On**

**“Logistics in DHL Industry”**

**Submitted For the Partial Fulfillment Of The Degree**

**OF**

**MASTER IN BUSINESS ADMINISTRATION**

**SUBMITTED BY- Rakesh kumar**

**(Roll No- 22060700077)**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**  
**(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,LUCKNOW)**  
**BATCH (2022-2024)**





## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project- 1 titled “**Logistics in DHL INDUSTRY** “ is carried out by **Mr. Rakesh Kumar** ; a student of MBA-1<sup>st</sup> year at Accurate Institute of Management & technology, Greater Noida under the supervision of **Mr. Mohd. F.aiz Siddiqui**.

This Mini Project -1 is carried out by the said student & I recommend for the submission of this Mini -project 1 report to Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW in the partial fulfillment of the requirement for the award of MBA degree.

(DIRECTOR)

AIMT

GREATER NOIDA

DATE:



**MINI PROJECT- 1 REPORT**  
**On**  
**“GENERATING BIOPLASTICS FROM BANANA”**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BY  
DIVYANSHI**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW  
AND APPROVED BY AICTE)  
Batch (2022-24)**



## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "**GENERATING BIOPLASTICS FROM BANANA**" is carried out by **Ms. Divyanshi**, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:





# MINI PROJECT-1 REPORT

ON

“BEAUTY LUSH”



SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF

**MASTER'S IN BUSINESS ADMINISTRATION**

BY

SUCHITA PATEL



ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR.ABDUL KALAM TECHNICAL UNIVERSITY  
LUCKNOW AND APPROVED BY AICTE)

# DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project- 1 titled "BEAUTY LUSH" is carried out by MRS SUCHITA PATEL; a student of MBA-1 st year at Accurate Institute of Management & technology, Greater Noida under the supervision of Mr. MD. Faiz Siddiqui. This Mini Project - 1 is carried out by the said student & I recommend for the submission of this Mini -project 1 report to Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW in the partial fulfillment of the requirement for the award of MBA degree.

  
DIRECTOR

AIMT

GREATER NOIDA







***Mini Project - 1 Report***  
***On***  
***Lemon Grass Tea***

***Submitted for the partial fulfilment of the Award***  
***Of***  
***MASTER OF BUSINESS ADMINISTRATION***

***(Session: 2022- 2023)***

***SUBMITTED BY***  
***PIYOOSH PANDEY***  
***UNDER THE GUIDANCE OF***  
***MD FAIZ SIDDIQUI***



***AFFILIATED TO***

***DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY (FORMERLY UTTAR  
PRADESH TECHNICAL UNIVERSITY), LUCKNOW (FS-14)***





# DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project- 1 titled "LEMON GRASS TEA" is carried out by MR.PIYOOSH PANDEY; a student of MBA-1 st year at Accurate Institute of Management & technology, Greater Noida under the supervision of Mr. MD. Faiz Siddiqui. This Mini Project -1 is carried out by the said student & I recommend for the submission of this Mini -project 1 report to Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW in the partial fulfillment of the requirement for the award of MBA degree.

  
DIRECTOR

AIMT

GREATER NOIDA



## Certificate

This is to certify that the work which is being presented in this report entitled "**Lemon Grass Tea**" is an authentic record of the **PIYOOSH PANDEY** carried out under my supervision. The statements made by the candidate are correct to the best of my knowledge.





Accurate Institute of Management and  
Technology , Knowledge park 3 Greater Noida

A Mini Project

ON

FOOD INNOVATION

*Submitted By*

Arti Kumari

*Submitted to*

**MR. FAIZ SIDDIQUE**





# **CERTIFICATE**

**THIS IS TO CERTIFY THAT MR. DEBABRATA GHOSH UNIVERSITY ROLL NO. IS A REGULAR STUDENT OF MBA 1<sup>ST</sup> YEAR, FULL TIME DEGREE COURSE AT OUR INSTITUTE. HIS MINI PROJECT REPORT WORK TITLED, " SUBMITTED AS PART OF THE CURICULLUM FOR THE AWARD OF THE DEGREE OF MASTER'S OF BUSINESS ADMINISTRATION FROM DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW, IS AN ORIGINAL WORK DONE BY HIM. THIS WORK HAS NOT BEEN SUBMITTED EARLIER IN ANY FORM PARTIALLY OR FULLY TO THIS OR ANY OTHER INSTITUTE /UNIVERSITY FOR ANY DEGREE OR DIPLOMA.**

  
**SUPERVISOR**



  
**H.O.D**

**MINI PROJECT REPORT  
ON  
IDEAL COACHING CLASSES**



Submitted in Partial  
fulfillment for the award of Degree of  
Master of Business Administration

Submitted by  
**ANURAG KUMAR PANDEY**  
MBA (Batch2022-24) 1<sup>st</sup> Semester

Under the Guidance of  
**Mr. Mohd. Faiz Siddiqui**

Assistant Professor,AIMT



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW  
AND APPROVED BY AICTE)







# ACCURATE

**Institute Management and Technology**


*Approved by A.I.C.T.E. & affiliated to Dr. A.P.J. Abdul Kalam Technical University*

*Date:*

## CERTIFICATE

*This is to certify that ANURAG KUMAR PANDEY has undertaken this Mini Project-1 titled "IDEAL COACHING CLASSES" for the partial fulfillment of the award of **Master of Business Administration** degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.), India.*

*I wish him/ her all the best for his/her bright future ahead.*

  
**Project Supervisor**  
**Department of Management Studies**



  
**Head of Department**  
**Department of Management Studies**



# **MINI PROJECT- 1 REPORT**

## **On**

# **INTELLIGENT SANITARY NAPKINS**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,  
LUCKNOW AND APPROVED BY AICTE)  
Batch (2022-24)**

**SUBMITTED BY  
MADHAVI SAWAI  
ROLL NO-PREERN220010694**

**SUBMITTED TO  
MOHD FAIZ SIDDIQUE**



## **DIRECTOR'S CERTIFICATE**

This is to certify that the Mini Project-1 titled **"INTELLIGENT SANITARY NAPKIN"** is carried out by **Miss MADHAVI SAWAI** a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**. This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
**(DIRECTOR)**

AIMT

Greater Noida

Date: 12<sup>th</sup> February 2023



A  
Project Report  
On  
Summer Training undertaken at  
**Mahindra & Mahindra Limited**  
**“Customer satisfaction (Mahindra Bolero)”**

Submitted in the Partial fulfillment for the  
Award of degree of  
Master of Business administration



**Submitted By:-**

Manoranjan Kumar Mishra  
Roll No- 2102250700020  
MBA III SEM

**Submitted To:-**

Mr. Faiz Siddiqui  
Associate Professor

**2022-2023**

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, (AIMT),  
GREATER NOIDA, KNOWLEDGE PARK 3)  
Greater Noida-201306**





# Mahindra

Siwan Tractors limited  
Babuniya More, Station  
Road, Siwan, Bihar –  
841226, India  
Tel: +91 9334034203  
Fax: +91 40 2311 7011  
info@siwantractors.com

Registered Office:  
Siwan, Bihar 841226, India  
CIN U50300BR2005PTC011741

Date: January 18, 2023

Ref: BPS/BR/2023/913221

Name	:	MANORANJAN KUMAR MISHRA
GID No	:	913221
Band	:	U1
Designation	:	Associate-Customer Support
Circle	:	BSGDOM2
Location	:	Siwan, 841226-841227

Dear MANORANJAN KUMAR MISHRA,

This has reference to your employment with Mahindra and Mahindra Ltd.

Your Full and Final settlement has been completed and you are relieved from the services of our Company effective from the closing hours of **October 26, 2022**.

We wish you all the best in your future endeavours.

For Mahindra And Mahindra Limited,



Prashant Gosi  
Manager (Support) - Human Resource.



# SUMMER TRAINING PROJECT REPORT

On

## Marketing and Branding of Paytm



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF

## *MASTER OF BUSINESS ADMINISTRATION*

By CHANDAN THAKUR

(Roll No.: 2102250700011 )

Internal Supervisor  
MD FAIZ SIDDIQUI

ASST. PROF.

AIAM, Grater Noida



Accurate Institute of Management & Technology  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)  
(2022-23)





Ref: OCL/2022/TC/01845

Date:-12<sup>th</sup> Nov, 2022

## TO WHOM IT MAY CONCERN


This is to certify that **Mr. Chandan Thakur**, student of **MBA** has successfully completed the projects at our Organization for Summer Training from **01<sup>st</sup> Oct to 12<sup>th</sup> Nov 2022** (both day inclusive).

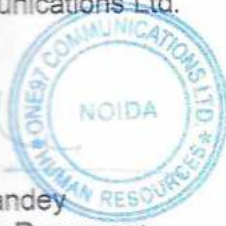
He has done project titled **"MARKETING STRATEGY OF PAYTM"**

During his training he was provided with basic inputs required to pursue his academic career. Nothing adverse reported during training period.

We wish him all the success in his professional career.

For One97 Communications Ltd.

  
Mukesh Kumar Pandey  
Manager – Human Resources





## ***DIRECTOR'S CERTIFICATE***

This is to certify that the Summer Training project titled "**Marketing and Branding of Paytm**" is carried out by **CHANDAN THAKUR**, a student of MBA – II year at Accurate Institute of Management & Technology, Gr. Noida, under the supervision of **FAIZ SIDDIQUI**. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR )

AIMT, Gr. Noida Date:



**“RESEARCH PROJECT REPORT”  
ON  
“HDFC LIFE INSURANCE”**

**(Housing Development Finance Corporation limited)**

*Submitted By:*

**Akash Kumar Sah**

**Roll No. 2102250700005**

*For the partial fulfillment of the requirement for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION**

**Under the Supervision of :-**

**Mr. Faiz Siddique**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
PLOT NO 49, KNOWLEDGE PARK-3 GREATER NOIDA UP**



**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY UP  
LUCKNOW**



*Handwritten signature and date: 29/07/2021*

Date:29/05/2023

## CERTIFICATE

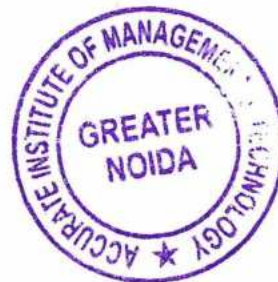
This is to certify that Mr. Akash Kumar Sah Roll No: 2102250700005 is a student of Accurate Institute of Management & Technology and has done his/her Industrial project titled Topic "HDFC LIFE INSURANCE" Housing Development Finance Corporation limited)

Under my guidance and supervision from 02/03/2023 to 04/05/2023.

The work embodied in the report is original and is of the standard expected of a Master of Business Administration (MBA) student and has not been submitted in part or full, to this or any other Institution, for the award of any Degree or Diploma. He has completed all requirements for Internship and the report work is fit for evaluation.

Signature of Head of Institution:

Mr. Faiz Siddique







## RESEARCH PROJECT REPORT ON

**“To Study Consumer buying behavior towards the online shopping with emphasis of <sup>Ed. Gupta</sup> ~~apparel~~ Industry”**

Submitted to

**Faculty of Management**

*(In partial fulfillment of the requirement of the award for the degree of Masters of Business Administration)*

**AKTU University**

Under the guidance of

Faculty Guide  
**Prof. FAIZ SIDDIQUI**

**Submitted by: Sandeep Nishad**

**{2102250700030}**

**Batch: 2021-23 MBA  
Semester IV**



**ACCURATE INSTITUTE OF ADVANCED MANAGEMENT, GREATER NOIDA**

*Sandeep Nishad*  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

**SUMMER INTERNSHIP PROJECT REPORT  
ON  
"KANTAR"**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)  
Greater Noida-201306**

**For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION**

**BATCH 2021-2023**

**By  
RAJESH GUPTA**

**Under the Guidance of**

**Mr. Ajiz khan**

*[Handwritten signature in green ink]*  
Ajiz Khan  
Accurate Institute of Management and Technology



**Dr. APJ Abdul Kalam Technical University**

Date-09 November 2022

TO WHOM SO EVER IT MAY CONCERN

This is to certify that the student **RAJESH GUPTA** of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project **MASALA & KAP** during the period 19th September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi



Kunal Kishan/Amit Kumar- Office Head.





## BONAFIDE CERTIFICATE

This is to certify that **Mr. RAJESH GUPTA** a student of **AKTU UNIVERSITY**, pursuing **MASTER IN BUSINESS ADMINISTRATION**, has successfully completed Summer Internship **KANTAR** from **19 September, 2022, TO 9 November, 2022**. As part of his curriculum, the report entitled, "**ANALYSIS OF FIELD MASALA & KAP PROJECT OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS**", submitted by the student to the undersigned is an authentic record of his/her original work, which he/she has carried out under my supervision and guidance.

I wish him/her all the best.

Signature of Internal Guide

Date -





**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**A**

**SUMMER TRAINING PROJECT REPORT**

**ON**

**"RECRUITMENT AND SELECTION OF HUMAN RESOURCE  
MANAGEMENT AT 3 PILLAR GLOBAL"**

**Submitted for the partial fulfillment towards the awards of the degree in**

**Master of Business Administration**

**of**



*Handwritten signature in green ink.*  
**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida

**Dr. A.P.J. Abdul Kalam Technical University**

**Under the Guidance of:**

**Ms. HIMANI GUPTA**

**Submitted By:**

**RAJEEV SHARMA**

**Roll No: 2106860700016**

**Session : 2021-2023**



## CERTIFICATE

*This is to certify that "RAJEEV SHARMA" has undertaken this summer training project work entitled "RECRUITMENT AND SELECTION OF HUMAN RESOURCE MANAGEMENT AT 3 PILLAR GLOBAL" for the partial fulfillment of the award of **Master of Business Administration** degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.).*

As per best of my knowledge this Research project work is an original piece of work and has not been submitted or published elsewhere.

I wish him all the best for his bright future ahead.



  
DEAN MBA





CANDOR TECH SPACE, B-2, TOWER  
GROUND FLOOR & FIRST FLO  
SECTOR-62, NOI  
UP-201309, IN  
PHONE: +91.120.468.9  
www.3pillarglobal.c

**Date:** October 31, 2022

**CERTIFICATE**

This is to certify that **Rajeev Sharma (Employee ID - 4520RS) [C]**, S/o. Mahesh Chand Sharma, student of Master of Business Administration (Batch 2021-2023), at Accurate Institute of Management & Technology has successfully completed his compulsory training with us, as part of his Course Curriculum.

The duration of his training was from **September 12, 2022 to October 31, 2022** on the project "**Intern, RECRUITMENT AND SELECTION HUMAN RESOURCE MANAGEMENT**" under the supervision of Himani Gupta (Senior Specialist, Talent Relations).

During the period of training, we found him quite sincere, hardworking and his conduct & behavior was good.

We wish him all success in his future endeavors.

With Best Regards,

For **TPG Software Pvt. Ltd.**

Govind Singh Negi  
Senior Director – Head of Talent India & Europe



**SUMMER TRAINING PROJECT REPORT**  
**On**  
**AN ANALYSIS OF HOUSING FINANCE SCHEMES**  
**OF HDFC BANK IN INDIA**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF**  
**MASTER OF BUSINESSADMINISTRATION**

By SAMEER

(Roll No.: 2106860700024 )

Internal Supervisor  
 MD FAIZ SIDDIQUI  
 ASST. PROF.  
 AIAM, Grater Noida



DIRECTOR  
 Accurate Institute of Advance Management  
 Greater Noida

Accurate Institute of Advance Management ,  
 Greater Noida  
 (Affiliated to AKTU and Approved by AICTE)  
 (2022-23)



**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Mr. Sameer** Studying **MBA** from **AIAM, Greater Noida**, has successfully completed his industrial training entitled **"An Analysis of Housing Finance** from **01/09/2022** to **15/10/2023**. During this period his performance and conduct were excellent. He was punctual and had taken keen interest and initiative in his Internship.

We wish him a bright future.

**For: - HDFC BANK LTD.**



**Mr. Lokendra Singh**  
**(Branch Manager)**





**DIRECTOR'S CERTIFICATE**

This is to certify that the Summer Training project titled “ **AN ANALYSIS OF HOUSING FINANCE SCHEMES OF HDFC BANK IN INDIA** ” is carried out by **SAMEER** , a student of MBA – II year at Accurate Institute of Advance Management , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR )

AIAM, Gr. Noida Date:



# SUMMER TRAINING PROJECT REPORT

On

## STUDY OF WORKING CAPITAL MANAGEMENT OF AXIS BANK



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESSADMINISTRATION*

By SAMARTH SAXENA

(Roll No.: 2106860700023 )

Internal Supervisor

MD FAIZ SIDDIQUI

ASST. PROF.

AIAM, Grater Noida



  
Institute of Advanced Management  
Greater Noida

Accurate Institute of Advance Management ,  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)  
(2022-23)



**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Mr. Samarth Saxena** a student of **MBA** from **AIAM, Greater Noida**, he has successfully completed his summer internship in the Department of Finance. **From: 07/09/2022 to 18/10/2022** in **"Working Capital"** It is worth mentioning that the candidate exhibited keen interest and diligence in undergone the training session. His conduct and behaviour was satisfactory.

**We wish him all the best for his future.**



Authorised signatory

Ms. Radhika Sharma

Head – RS&B (North)





## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled " **STUDY OF WORKING CAPITAL MANAGEMENT OF AXIS BANK** " is carried out by **SAMARTH SAXENA** , a student of MBA – II year at Accurate Institute of Advance Management , Gr. Noida, under the supervision of **FAIZ SIDDIQUI**. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR )

AIAM, Gr. Noida Date:



**A  
MINI REPORT  
ON  
“SENSOR SHOES FOR BLIND PEOPLE ”**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE  
DEGREE OF  
MASTER OF BUSINESS  
ADMINISTRATION**

**By  
Rohit Kumar  
(Roll No.: 2206860700086)**


**Internal Supervisor  
Name of faculty: Mr. Faiz Siddique  
AIMT  
Gr. Noida**

**Accurate Institute of Advance & Management , Gr. Noida  
(Affiliated to AKTU and Approved by AICTE) 2023**



## DIRECTOR'S CERTIFICATE

This is to certify that the research project titled "SENSOR SHOES FOR BLIND PEOPLE" is carried out by **ROHIT KUMAR**, a student of MBA – 1 year at Accurate Institute of Advance & Management, Gr. Noida, under the guide of Mr Faiz Siddique. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this MINI REPORT to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
(DIRECTOR)  
AIAM, Gr. Noida  
Date:







## A MINI PROJECT REPORT

ON

### AUTOMATIC FLUSH SENSOR FOR TOILETS

Submitted by:-

SANJANA SINGH

Under the guidelines of:-

Mr.Mohd Faiz siddiqui

**A.P.J ABDUL KALAM TECHNICAL UNIVERSITY**



## CERTIFICATE

THIS IS TO CERTIFY THAT MISS SANJANA SINGH IS A REGULAR STUDENT OF MBA 1<sup>ST</sup> YEAR, FULL TIME DEGREE COURSE AT OUR INSTITUTE. HIS MINI PROJECT REPORT WORK TITLED, "AUTOMATIC FLUSH SENSOR" SUBMITTED AS PART OF THE CURICULLUM FOR THE AWARD OF THE DEGREE OF MASTER'S OF BUSINESS ADMINISTRATION FROM DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW, IS AN ORIGINAL WORK DONE BY HIM. THIS WORK HAS NOT BEEN SUBMITTED EARLIER IN ANY FORM PARTIALLY OR FULLY TO THIS OR ANY OTHER INSTITUTE /UNIVERSITY FOR ANY DEGREE OR DIPLOME.

  
DIRECTOR

AIMT

GREATER NOIDA



  
H.O.D



# **MINI PROJECT REPORT ON FRESH MILK DAIRY**

**Under the Guidance of  
Mohd.Faiz siddiqui  
Assistant Professor, AIMT**



**Submitted in Partial  
fulfillment for the award of Degree of  
Master of Business Administration from  
Dr. A PJ Abdul Kalam Technical University, Lucknow**

**Submitted by  
VINAY VERMA  
Roll No.220009541  
MBA I<sup>st</sup> Semester,AIMT**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY**


**PLOT NO.49, KNOWLEDGE PARK 3 GREATER NOIDA  
UTTAR PRADESH**





## CERTIFICATE

This is to certify that VINAY VERMA , a student of Master of Business Administration (MBA) Programme (Batch 2020-22) at this institute has completed a mini project report on "FRESHMILKDAIRY". The student has also made a presentation before a panel of experts at the institute.

  
Md. Faiz Siddiqui  
Assistant Professor  
AIMT



## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled FRESH MILK DAIRY is carried out by VINAY VERMA, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of DR SUCHITA SHARMA

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

(DIRECTOR)

AIMT

Greater Noida

Date:



## Mini Project 1 – ONEPLUS SMARTPHONES



Submitted for the Partial Fulfillment towards the awards of the Degree in

Master in Business Management (MBA)

of

Dr. A.P.J. Abdul Kalam Technical University, Lucknow

By

Harsh Kumar Dwivedi  
2206860700044

Under the guidance of  
MD. FAIZ SIDDIQUI

FACULTY MEMBER

at



ACCURATE INSTITUTE MANAGEMENT AND TECHNOLOGY

Greater Noida  
SESSION 2022-23





# ACCURATE

Institute Management and Technology


*Approved by A.I.C.T.E. & affiliated to Dr. A.P.J. Abdul Kalam Technical University*

Date:


## CERTIFICATE

This is to certify that HARSH KUMAR DWIVEDI has undertaken this Mini Project-1 titled "ONEPLUS SMARTPHONES" for the partial fulfillment of the award of Master of Business Administration degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.), India.

I wish him/ her all the best for his/her bright future ahead.

  
Project Supervisor  
Department of Management  
Studies



  
Head of Department  
Department of Management  
Studies



**A MINI PROJECT REPORT**

*ON*

**"SMART DUSTBIN"**

**For the partial fulfillment of the requirement**

**for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**SUBMITTED TO:**

**MOHD.FAIZ SIDDIQUE**

**(Asst. Professor)**

**SUBMITTED BY:**

**SUVENDU PAUL**

**Roll No:- 2102250700044**



## CERTIFICATE

This is to certify that **SUVENDU PAUL**, University Roll No.- 2102250700044, is a regular student of MBA 1st year, full time degree course at our institute. His/her Project Report work titled, '**SMART DUSTBIN**' submitted as part of the curriculum for the award of the degree of **MASTER OF BUSINESS ADMINISTRATION** from **Dr. A.P.J. Abdul Kalam Technical University, Lucknow**, is an original work done by him. This work has not been submitted earlier in any form partially or fully to this or any other Institute/University for any degree or diploma.

  
Supervisor



  
Director



A MINI PROJECT REPORT

On

FINGERPRINT BASED VOTING SYSTEM

Submitted to

**Dr. A.P.J. Abdul Kalam Technical University,  
LUCKNOW**

For the partial fulfilment of

MASTERS OF BUSINESS ADMINISTRATION

BATCH 2022-2024

SUBMITTED TO:-

Prof. Mohd Faiz Siddiqui

SUBMITTED BY:-

Jyoti Singh

MBA 1<sup>st</sup> Year (1<sup>st</sup> Sem)

**ACCURATE INSTITUTE OF TECHNOLOGY AND  
MANAGEMENT (GREATER NOIDA KP-3)**



**SUMMER TRAINING PROJECT REPORT**

**On**

**A STUDY OF RECRUITMENT AND SELECTION PROCESS AT INNOVATION  
TRIGGERS MANAGEMENT CONSULTANCY, GURGAON**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE  
OF**

***MASTER OF BUSINESSADMINISTRATION***

**By KRITI TIWARI**

(Roll No.: 2102250700018 )

**Internal Supervisor**

**MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida**



*Signature*  
Director of Management

**Accurate Institute of Management & Technology ,  
Greater Noida**

**(Affiliated to AKTU and Approved by AICTE)**

**(2022-23)**



Certificate ID: 2022\_09\_27

DATE: 28/09/2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Kriti Tiwari** student of Accurate Institute of Management and Technology of Greater Noida, has successfully completed her internship as **Human Resource Intern** with **Deltron Technologies Pvt. Ltd.** during the period of **25<sup>th</sup> August 2022 – 27<sup>th</sup> September 2022.**

During the Internship, she actively recruiting the candidates for **Deltron Technologies**, worked on admin and operation for management to grow the business.

During her tenure, **Shivangi** has shown great amount of responsibility, sincerity and a genuine willingness to learn. Her efforts were result oriented. She is sociable and works well individually as well as in teams.

We wish her all the very best for her future endeavors.

Sincerely,

(HR Department)



Kalpana Rai  
[hr@deltrontechologies.com](mailto:hr@deltrontechologies.com)

Office Address: Assotech Business Cresterra, Unit # 907, 9<sup>th</sup> Floor,  
Tower-2, Sector-135, Noida 201304.

- Email: [info@deltrontechologies.com](mailto:info@deltrontechologies.com) \*
- Contact: +91 7827319129, +91 9999499832\*





## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled " **A STUDY OF RECRUITMENT AND SELECTION PROCESS AT INNOVATION TRIGGERS MANAGEMENT CONSULTANCY, GURGAON** " is carried out by **KRITI TIWARI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIAM, Gr. Noida Date:



118

# SUMMER TRAINING PROJECT REPORT

On

EFFECTIVENESS OF TRAINING AND DEVELOPMENT



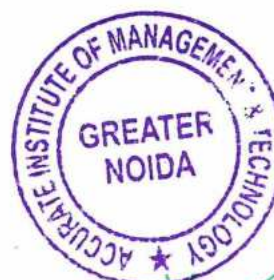
SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESSADMINISTRATION*

By SHIVANGI TIWARI

(Roll No.: 2102250700037 )

Internal Supervisor

MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



Accurate Institute of Management & Technology ,

Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2022-23)

Certificate ID: 2022\_09\_27

DATE: 28/09/2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Shivangi Tiwari** student of Accurate Institute of Management and Technology of Greater Noida, has successfully completed her internship as **Human Resource Intern** with **Deltron Technologies Pvt. Ltd.** during the period of **25<sup>th</sup> August 2022 – 27<sup>th</sup> September 2022.**

During the Internship, she actively recruiting the candidates for **Deltron Technologies**, worked on admin and operation for management to grow the business.

During her tenure, **Shivangi** has shown great amount of responsibility, sincerity and a genuine willingness to learn. Her efforts were result oriented. She is sociable and works well individually as well as in teams.

We wish her all the very best for her future endeavors.

Sincerely,

(HR Department)



**Kalpana Rai**

[hr@deltrontechonologies.com](mailto:hr@deltrontechonologies.com)



Office Address: Assotech Business Cresterra, Unit # 907, 9<sup>th</sup> Floor,  
Tower-2, Sector-135, Noida 201304.

- Email: [info@deltrontechonologies.com](mailto:info@deltrontechonologies.com) \*
- Contact: +91 7827319129, +91 9999499832 \*

*Resubmit table of contents*



## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled " **EFFECTIVENESS OF TRAINING AND DEVELOPMENT** " is carried out by **SHIVANGI TIWARI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIMT, Gr. Noida Date:



**ACCURATE INSTITUTE OF MANAGEMENT  
AND TECHNOLOGY, GREATER NOIDA UP**



**MINI PROJECT REPORT**

**SENSOR-BASED GAS LEAKAGE DETECTOR  
SYSTEM**

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

**OF**

**MASTER OF BUSINESS ADMINISTRATION  
TO**

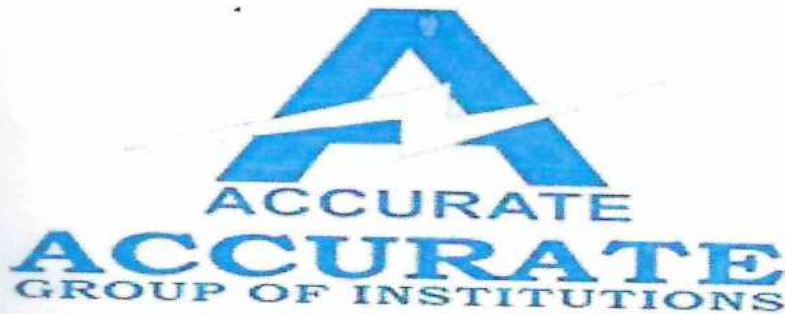
**Dr. A P J Abdul Kalam Technical University, Lucknow**

**Under Guidance of  
Mr. Faiz Siddique  
Department of Management  
AIMT, GREATER NOIDA**

**Submitted by**

**NEHA PRAWEEEN  
MBA 1st Sem.**





### Certificate

This is to certify that **NEHA PRAWEEEN** , University, is a regular student of MBA 1<sup>st</sup> year, full time degree course at out institute. His/her Project Report work titled, **"SENSOR-BASED GAS LEAKAGE DETECTOR SYSTEM "** submitted as part of the curriculum for the award of the degree of MASTER OF BUSINESS ADMINISTRATION from **Dr. A.P.J. Abdul Kalam Technical University, Lucknow** , is an original work done by his. This work has not been submitted earlier in any form partially or fully to this or any other Institute/University for any degree or diploma.

  
(DIRECTOR)

  
15/3/23







## **Minor Project Report**

**On**

**EMERGENCE OF ELECTRIC VECHICLE**

**Submitted for the partial fulfilment towards the  
award of the degree in**

**Master of Business Administration affiliated to  
Dr. A.P.J Abdul Kalam Technical University,  
Lucknow**

**Affiliated to DR. A.P.J. Abdul Kalam Technical  
University, U.P, Lucknow , Plot No .49 Knowledge  
Park II, Greater Noida, Gautam Buddha Nagar,  
(UP), India 201306**

**Submitted for the partial fulfilment towards the  
award of the degree in  
Master of Business Administration affiliated to  
Dr. A.P.J Abdul Kalam Technical University,  
Lucknow**

**School of Management**

**Submitted by: Ishika Saxena  
Batch: MBA 2022-24  
SEC: - A**





# ACCURATE

## Institute Management and Technology

*Approved by A.I.C.T.E. & affiliated to Dr. A.P.J. Abdul Kalam Technical University*

*Date:*

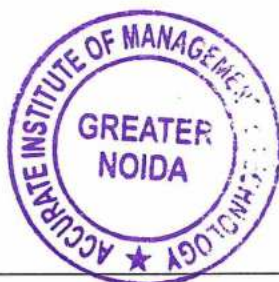
### CERTIFICATE

*This is to certify that **ISHIKA SAXENA** has undertaken this Mini Project-1 titled "**ELECTRIC VECHICLE**" for the partial fulfillment of the award of **Master of Business Administration** degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.), India.*

*I wish him/ her all the best for his/her bright future ahead.*

*[Signature]*  
15-13/23

**Project Supervisor**  
**Department of Management**  
**Studies**



*[Signature]*

**Head of Department**  
**Department of Management**  
**Studies**



## RESEARCH PROJECT REPORT ON

**“To Study Consumer buying behavior towards the online shopping with emphasis of apparel Industry”**

Submitted to

**Faculty of Management**

*(In partial fulfillment of the requirement of the award for the degree of Masters of Business Administration)*

AKTU University

Under the guidance of

Faculty Guide  
**Prof. FAIZ SIDDIQUI**

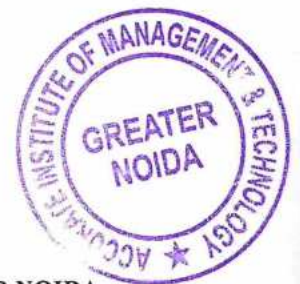
**Submitted by: Dikshant Nagpal**

{2102250700013}

Batch: 2021-23 MBA  
Semester IV



ACCURATE INSTITUTE OF ADVANCED MANAGEMENT, GREATER NOIDA



*(Signature)*  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida



## Institute's Certificate

"It is to certify that this Research Project Report Titled **"To Study Consumer buying behavior towards the online shopping with emphasis of apparel Industry"** is the bonafide work of Mr. Dikshant Nagpal (2102250700013), who carried out the research under my supervision.

  
Faculty Guide

Prof. FAIZ SIDDDQUI {HOD}

## PREFACE

As a part of MBA Curriculum and in order to gain practical knowledge in the field of Management, I have prepared a report on **"To Study Consumer buying behavior towards the online shopping with emphasis of apparel Industry"**.

The MBA program is a well-structured course of business management at **AKTU University**. The main objective of preparing the Research Project Report at MBA level is to develop skills in students by providing them an opportunity to relate practical experience with the theoretical concepts and principles of business management.



# SUMMER TRAINING PROJECT REPORT

On

## AN ANALYSIS OF HOUSING FINANCE SCHEMES OF HDFC BANK IN INDIA



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF**  
**MASTER OF BUSINESSADMINISTRATION**

By SAMEER

(Roll No.: 2106860700024 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



*[Handwritten signature in green ink]*  
Director  
Accurate Institute of Advance Management  
Greater Noida

Accurate Institute of Advance Management ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)

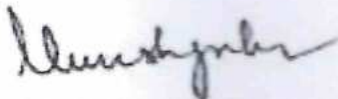


**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Mr. Sameer** Studying **MBA** from **AIAM, Greater Noida**, has successfully completed his industrial training entitled **"An Analysis of Housing Finance** from **01/09/2022** to **15/10/2023**. During this period his performance and conduct were excellent. He was punctual and had taken keen interest and initiative in his Internship.

We wish him a bright future.

**For: - HDFC BANK LTD.**



**Mr. Lokendra Singh**  
(Branch Manager)





### DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled “ **AN ANALYSIS OF HOUSING FINANCE SCHEMES OF HDFC BANK IN INDIA** ” is carried out by **SAMEER** , a student of MBA – II year at Accurate Institute of Advance Management , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

(  )  
( DIRECTOR )

AIAM, Gr. Noida Date:



**PROJECT REPORT**  
**ON**  
**Summer Internship**

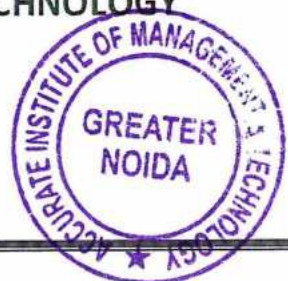
**AT**  
**KANTAR IMRB**

**SUBMITTED BY**  
**SAMARESH PAN**  
**ROLL NO-(2106860700022)**  
**UNDER THE GUIDANCE OF**  
**Mr.AMIT KUMAR**



  
DIRECTOR  
Accurate Institute of Management & Technology  
Greater Noida

**DEPARTMENT OF MBA**  
**ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY**  
**SESSION-2021-23**



## DECLARATION

I am SAMARESH PAN a student of Accurate institute of management & technology, Greater Noida (Session- 2022-2023) do hereby declare that the Summer Project Report entitled DIGITAL ADAPTION & INTERNET USAGE, under KANTAR IMRB is of my own efforts and it has not been submitted to any other University or Institution before.

I have submitted this project for the practical fulfillment of MBA degree under Accurate institute of management & technology.

Date:



*Samaresh Pan*

Signature



Date-09 November 2022

**TO WHOMSO EVER IT MAY CONCERN**

This is to certify that the student SAMARESH PAN of Accurate  
Institution of Management & Technology Uttar Pradesh- Greater Noida  
has satisfactorily completed project KAP during the period 19th  
September 2022 to 9th November 2022 under our guidance.

For Kantar - Delhi



Kunal Mishra/ Amit Kumar- Office Head.



**SUMMER INTERNSHIP PROJECT REPORT  
ON  
"MOTHER DAIRY"**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)  
Greater Noida-201306**

**For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION**

**BATCH 2021-2023**

**By  
PRIYA SINGH  
Roll no. 2106860700013**

**Under the Guidance of  
Mr.Shailander Sharma**



**Dr. APJ Abdul Kalam Technical University**



# CERTIFICATE

*This is to certify that PRIYA SINGH has undertaken this summer training project work entitled “SUMMER INTERNSHIP PROJECT REPORT ON “DIGITAL MARKETING” for the partial fulfillment of the award of Master of Business Administration degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.).*

*As per best of my knowledge this Research project work is an original piece of work and has not been submitted or published elsewhere.*

*I wish him/ her all the best for his/her bright future ahead.*



**PRIYA SINGH**  
**2106860700013**



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**PROJECT REPORT**  
**ON**  
**Summer Internship**  
**AT**  
**KANTAR IMRB**

SUBMITTED BY  
**KARTIK MONDAL**  
ROLL NO-(2106860700009)  
UNDER THE GUIDANCE OF  
**Mr.AMIT KUMAR**



*Handwritten signature in green ink.*

*Faint, illegible text, possibly a date or stamp.*

**DEPARTMENT OF MBA**  
**ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY**  
**SESSION-2021-23**



Date-09 November 2022

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the student KARTIK MONDAL of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project KAP during the period 19th September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi



Kunal Mishra/Amit Kumar- Office Head.





**A**  
**Summer Training**  
**Project Report on**  
**Recruitment and Selection in Airtel**



Submitted in partial fulfillment for the degree of Master of  
Business Administration (2022-2023) affiliated to  
Dr. Abdul Kalam Technical University, Lucknow

SUBMITTED BY:  
SHUBHANGI  
BHORAL  
210225070039

SUBMITTED TO:  
MR FAIZ SIDDIQUI

A handwritten signature in green ink, likely of Mr. Faiz Siddiqui, with a checkmark-like flourish.



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**  
**GREATER NOIDA , UTTAR PRADESH**



## DECLARATION

I SHUBHANGI hereby declare that the following project report titled "**Recruitment & Selection In Airtel**" in this report are my findings and are original in nature, which are collected from various sources.

The same has never submitted by the under signed either in part or in full to any institution.

This information is true to the best of my knowledge.



SHUBHANGI  
Roll NO.  
210225070039  
MBA 3rd Sem



## RESEARCH PROJECT REPORT ON

**“The Effectiveness Of Internet On Consumer Behaviour”**

Submitted to

**Faculty of Management**

*(In partial fulfillment of the requirement of the award for the degree  
of Masters of Business Administration)*

AKTU University

Under the guidance of

Faculty Guide

**Prof. FAIZ SIDDQUI**

**Submitted by: Saurabh Upadhyay**

{2102250700034}

**Batch: 2021-23 MBA**

**Semester IV**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, GREATER NOIDA**

**Institute's Certificate**

**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida



## Institute's Certificate

"It is to certify that this Research Project Report Titled **"The Effectiveness Of Internet On Consumer Behaviour"** is the bonafide work of Mr. Saurabh Upadhyay.(2102250700034), who carried out the research under my supervision.



Faculty Guide

Prof. FAIZ SIDDIQUI {HOD}

## PREFACE


As a part of MBA Curriculum and in order to gain practical knowledge in the field of Management, I have prepared a report on **"The Effectiveness Of Internet On Consumer Behaviour"**.

The MBA program is a well-structured course of business management at **AKTU University**. The main objective of preparing the Research Project Report at MBA level is to develop skills in students by providing them an opportunity to relate practical experience with the theoretical concepts and principles of business management.





**RESEARCH PROJECT REPORT***ON***"HERO MOTOCORP SALES AND FORECASTING PREDICTION****FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE****AWARD OF THE DEGREE****MASTER OF BUSINESS ADMINISTRATION (MBA)****(IT AND IB)****SUBMITTED TO:****MOHD.FAIZ SIDDIQUE****(ASST. PROFESSOR)****SUBMITTED BY:****ASHISH****ROLLNO - 2102250700009****ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, GREATER****NOIDA (U.P.)****DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW**

  
**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida



## COMPANY DETAILS OF HERO MOTOCORP.

Hero MotoCorp

**Hero**

"Hum Main Hai Hero"

Type	Public company
	BSE: 500182
Traded as	NSE: HEROMOTOCO
	BSE SENSEX Constituent
Industry	Automotive
Predecessor	Hero Honda Motors Ltd.
Founded	19 January 1982
Headquarters	New Delhi India
Area served	India, Sri Lanka, Nepal
	Dr. Brijmohan Lall Munjal
	(Chairman)
Key people	Pawan Munjal (MD & CEO) <sup>[1]</sup>
Products	Motorcycles, Scooters
Revenue	▲ ₹241.66 billion (US\$3.8 billion) (2013) <sup>[2]</sup>
Operating income	▲ ₹33.22 billion (US\$520 million) (2013) <sup>[3]</sup>
Net income	▲ ₹21.18 billion (US\$330 million) (2013) <sup>[2]</sup>
Total assets	▲ ₹53.08 billion (US\$830 million) (2013)
Number of employees	5,842 <sup>[2]</sup>
Parent	Hero Group
Subsidiaries	Erik Buell Racing(49.2%)



# KANTAR

## ANALYSIS OF FIELD MASALA & KAP PROJECT OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS

Submitted by

Sandeep Nishad

AKTU University

Roll No-

2106860700030

Submission towards partial fulfilment for the Degree of Master of Business Administration

Batch : 2021-23

External Guide

Mr. Ajiz Khan

Kantar Operations

8, Balaji Estate, Kalkaji

Internal Guide

Mr. Faiz Siddiqui

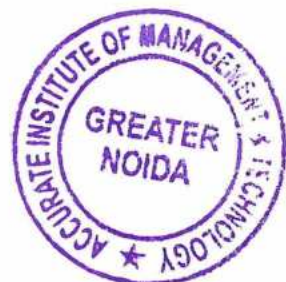
HOD – MBA Dept



*[Handwritten signature]*

*[Handwritten signature]*  
21/8/23

**DR. APJ Abdul Kalam  
Technical University**



August 2022



## BONAFIDE CERTIFICATE

This is to certify that **Mr. Sandeep Nishad** a student of **AKTU UNIVERSITY**, pursuing **MASTER IN BUSINESS ADMINISTRATION**, has successfully completed Summer Internship **KANTAR** from **19 September, 2022, TO 9 November, 2022**. As part of his curriculum, the report entitled, "**ANALYSIS OF FIELD MASALA & KAP PROJECT OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS**", submitted by the student to the undersigned is an authentic record of his/her original work, which he/she has carried out under my supervision and guidance.

I wish him/her all the best.

Signature of Internal Guide

Date -



RESEARCH PROJECT REPORT  
On  
RECRUITMENT AND SELECTION PROCESS  
AT LEANOVATE E-COMMERCE



SUBMITTED FOR PARTIAL FULFILLMENT OF THE  
DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION

By

Saurabh Upadhyay

(Roll no. 2102250700034)

Batch- 2021-2023

Submitted to:  
Prof. Jai Prakash Sir

21/3/23



Submitted by:  
Saurabh Upadhyay



Accurate Institute of Management and Technology  
Greater Noida, Uttar Pradesh



LEARNOVATE ECOMMERCE

## CERTIFICATE OF INTERNSHIP

We present this certificate to

**Saurabh Upadhyay**

in appreciation for your work as a **HUMAN RESOURCE ( TL )** (Intern at Learnovate. You have shown true commitment and diligence during the course of this internship and have successfully completed all the assigned tasks. The internship was conducted between **01/09/2022** to **15/10/2022**



RAVI SINGH  
FOUNDER

[www.learnovateecommerce.com](http://www.learnovateecommerce.com)





**RESEARCH PROJECT REPORT**  
**On**  
**“THE STUDY OF GRIEVANCE HANDLING SYSTEM”**



*SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF*  
**MASTER OF BUSINESS ADMINISTRATION**

By  
**SHIVANGI TIWARI**

(Roll No.: 2102250700037)

Internal Supervisor

MD FAIZ SIDDIQUI

ASST. PROF.

AIAM, Greater Noida



Accurate Institute of Management & Technology ,  
 Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2021-23)

**DIRECTOR**  
 Accurate Institute of Advanced Management  
 Greater Noida

*[Handwritten Signature]*



## DIRECTOR'S CERTIFICATE

This is to certify that the project titled “ **THE STUDY OF GRIEVANCE HANDLING SYSTEM** ” is carried out by **SHIVANGI TIWARI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR )

AIAM, Gr. Noida Date:







Mini  
Project-I on

**BAMBOO TOOTH BRUSH**

**ACCURATE INSTITUTE  
MANAGEMENT AND TECHNOLOGY**

**MASTER OF BUSINESS ADMINISTRATION**

**DR. A.P.J. ABDUL KALAM TECHNICAL  
UNIVERSITY LUCKNOW**

**SESSION**

**2022-2023**



**SUBMITTED BY  
TAJHUSAIN ALI**

**SUBMITTED TO  
MD. FAIZ  
SIDDIQUI**



# DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project- 1 titled "BAMBOO TOOTH BRUSH " is carried out by Mr. TAJHUSAIN ALI; student of MBA-1 st year at Accurate Institute of Management & technology, Greater Noida under the supervision of Mr. MD. Faiz Siddiqui. This Mini Project -1 carried out by the said student & I recommend for the submission of this Mini –project 1 report to Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW in the partial fulfillment of the requirement for the award of MBA degree.

  
DIRECTOR

AIMT

GREATER NOIDA



**RESEARCH PROJECT REPORT**  
**On**  
**“THE STUDY OF GRIEVANCE HANDLING SYSTEM”**



*SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF*  
**MASTER OF BUSINESSADMINISTRATION**

**By**  
**SHIVANGI TIWARI**

(Roll No.: 2102250700037)

Internal Supervisor

MD FAIZ SIDDIQUI

ASST. PROF.

AIAM, Grater Noida



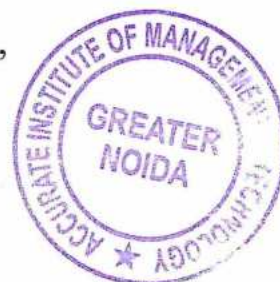
Accurate Institute of Management & Technology ,

Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2021-23)

**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida



## DIRECTOR'S CERTIFICATE

This is to certify that the project titled “ **THE STUDY OF GRIEVANCE HANDLING SYSTEM** ” is carried out by **SHIVANGI TIWARI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
( DIRECTOR )

AIAM, Gr. Noida Date:







**SESSION  
2022-2023**

**Mini Project-I  
ON**

**DEGRADABLE PAPER BOTTLE**

**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY**

**MASTER OF BUSINESS ADMINISTRATION**

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY  
LUCKNOW**



**SUBMITTED TO  
MD FAIZ SIDDIQUI**

**SUBMITTED BY  
MOHAMMAD NAVAID**

# DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project- 1 titled "DEGRADABLE PAPER BOTTLE " is carried out by MOHAMMAD NAVAID; a student of MBA-1 st year at Accurate Institute of Management & technology, Greater Noida under the supervision of Mr. MD. Faiz Siddiqui. This Mini Project -1 is carried out by the said student & recommend for the submission of this Mini –project 1 report to Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW in the partial fulfillment of the requirement for the award of MBA degree.

  
DIRECTOR

AIMT

GREATER NOIDA



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**A MINI PROJECT REPORT**

**ON**

**"QUICK CAB"**



**For the partial fulfillment of the requirement**  
**for the award of the degree of**  
**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SUBMITTED TO:**

**MOHD.FAIZ SIDDIQUE**

**(Asst. Professor)**

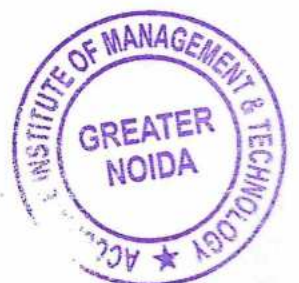
**SUBMITTED BY:**

**SHREEYA NAG**

**Roll No:- 2202250700026**

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, GREATER NOIDA (U.P.)**

**Dr. A.P.J. Abdul Kalam Technical University, Lucknow**





## **CERTIFICATE**

THIS IS TO CERTIFY THAT SHREEYA NAG  
UNIVERSITY ROLL NO. IS A REGULAR  
STUDENT OF MBA 1<sup>ST</sup> YEAR, FULL TIME  
DEGREE COURSE AT OUR INSTITUTE. HIS  
MINI PROJECT REPORT WORK TITLED, "QUICK  
CAB" SUBMITTED AS PART OF THE  
CURRICULLUM FOR THE AWARD OF THE  
DEGREE OF MASTER'S OF BUSINESS  
ADMINISTRATION FROM **DR. A.P.J. ABDUL**  
**KALAM TECHNICAL UNIVERSITY, LUCKNOW,**

IS AN ORIGINAL WORK DONE BY HIM. THIS  
WORK HAS NOT BEEN SUBMITTED EARLIER  
IN ANY FORM PARTIALLY OR FULLY TO TH  
IS OR ANY OTHER INSTITUTE /UNIVERSITY  
FOR ANY DEGREE OR DIPLOME

  
SUPERVISOR



H.O.D

A Mini project submitted  
Master of Business Administration  
By

**Abhishek Kumar**

Under the supervision

**Mohd.Faiz.Siddique**

Assistant professor.



**Accurate Institute Of  
Management & Technology**  
Dr.A.P.J.Abdul Kalam Technical University  
(AKTU)  
Lucknow (UP) India 2022-2024





# DIRECTOR' CERTIFICATE

This is to certify that the Mini Project-titled 'NATURAL MILK' is carried out by Mr. ABHISHEK KUMAR a student of MBA 1<sup>st</sup> year at Accurate Institute of Management & Technology, greater Noida, under the supervision of Mohd. Faiz Siddque.

This Mini Project -1 is carried out by the said student & I recommend for the submission of this mini project -1 report to Dr. A.P.J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA Degree.

(DIRECTOR)

AIMT





**MINI PROJECT- 1 REPORT**  
**On**  
**“Education with Metaverse”**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BY**

**CHARANJEET SINGH**

**(Roll No.-2202250700009)**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,  
LUCKNOW AND APPROVED BY AICTE)  
Batch (2022-24)**

## **DIRECTOR'S CERTIFICATE**

This is to certify that the Mini Project-1 titled "**Education with Metaverse**" is carried out by **Mr. Charanjeet Singh** (roll no. \*\*\*\*\*), a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:



**MINI PROJECT REPORT  
ON  
SENSOR SHOES FOR BLIND PEOPLES**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER OF BUSINESS  
ADMINISTRATION**

**BY  
KOMAL KUMARI**



**Accurate Institute of Management & Technology, Greater  
Noida  
(Affiliated to AKTU and Approved by AICTE)**





Accurate Institute of Management & Technology, Greater  
Noida  
(Affiliated to AKTU and Approved by AICTE)

Session: 2022-24

**CERTIFICATE**

This is to certify that Mr. / Ms **Komal**, MBA (2022-24 Batch) a student of Institute of Technology and Science has undertaken the Mini Project-1 (KMBN152) on “**Sensor Shoes For Blind People**”.

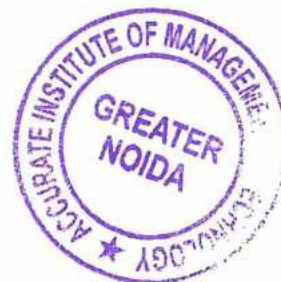
The project has been carried out by the student in partial fulfillment of the requirements for the award of MBA, under my guidance and supervision.

I am satisfied with the work of Mr. /Ms. **Komal**

Date:

  
16/3/23

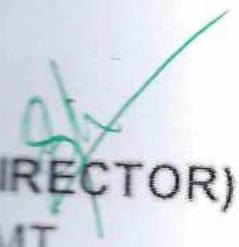
Academic Mentor's Name: **Faiz Siddiqui**



## DIRECTOR'S CERTIFICATE

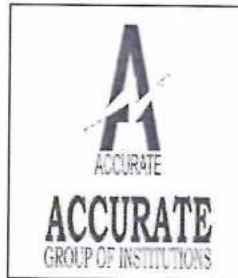
This is to certify that the Mini Project-1 titled "SENSOR SHOES FOR BLIND PEOPLE" is carried out by **Ms. KOMAL KUMARI**, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to **Dr. A. P. J. Abdul Kalam Technical University, Lucknow** in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)  
AIMT

Greater Noida Date:





**ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY**

**Approved by A.I.C.T.E. & Affiliated to APJ. ABDUL KALAM TECHNICAL  
UNIVERSITY, LUCKNOW**

**Plot No. 11 Knowledge Park II, Greater Noida Uttar Pradesh-201306**

**A PROJECT REPORT**

**on**

**SALES AND MARKETING**

**Submitted For**

**THE PARTIAL FULFILLMENT OF THE REQUIREMENT FOR MASTER  
OF BUSINESS ADMINISTRATION (MBA)**



**UNDER THE GUIDANCE OF :-**

**MR. FAIZ SIDDIQUI**

**Associate Professor**



**SUBMITTED BY :-**

**Moumita Chakraborty**

**ROLL NO – 2102250700023**

**SESSION - 2021- 2023**

*Handwritten signature/initials*



# Completion Certificate



+91 9716440096  
info@techstreet.in  
www.techstreet.in

## Completion certificate

This Certificate is awarded to

**Moumita Chakraborty**  
Of

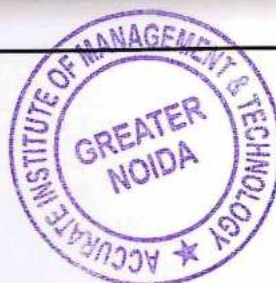
**Accurate Institute of Management & Technology**

For successfully completing the Internship in Techstreet Solution Pvt.Ltd  
Internship programme for the period 15 September,2022 to 30 October 2022

Date : 30 october, 2022

  
Alok Varma  
HR Department

Avenue 106, A-106  
Sector-136, Noida - 201305 (U.P.) India





**Mini Project-I Project Report New Product Development**

**“SOLAR POWER TENT”**

*In partial fulfillment of the requirements*

**Master of Business Administration**

**OF**

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

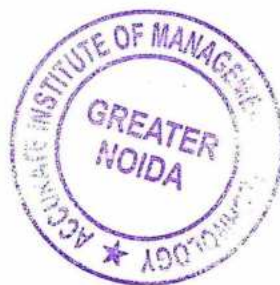
**GREATER NOIDA, UTTAR PRADESH**

**SUBMITTED BY:**

**MUSKAN KUMARI**

**MBA 1ST YEAR**


**ROLL NO. 2202250700023**



## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled **SOLAR POWER TENT** is carried out by **MUSKAN KUMARI** a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)  
AIMT  
Greater Noida  
Date:





Working capital management of TRF limited  
Jamshedpur

By

**CHAYAN BHATTACHARYA**

**2102250700012**

Under the Guidance of

**Mr. Faiz Siddique**

**Asst. Professor**

**AIMT INSTITUTE OF MANAGEMENT & TECHNOLOGY**

A PROJECT REPORT

*In partial fulfillment for the award of the degree*

*Of*

**MASTER OF BUSINESS ADMINISTRATION**



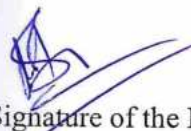
**Dr. A.P.J. Abdul Kalam Technical University,  
Lucknow**



*[Signature]*  
**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida

### CERTIFICATE OF THE GUIDE

This is to certify that the project work  
 titled W.C.M of TRF Limited.  
 is a bonafide work of Mr. /Ms. Chayan Bhattacharya Enrolment No: 210250700012 carried  
 out in partial fulfilment for the award of the degree of Master of Business Administration of  
 AKTU University under my guidance. This project work is original and not submitted earlier for  
 the award of any degree / diploma or Associateship of any other University/ Institution.

  
 Signature of the HOD

Place: Greater Noida

Date: 29/05/2023



# B2B Business: Unlocking Opportunities in the Digital Economy

By

**MOUMITA CHAKRABORTY**

2102250700023

Under the Guidance of

Mr. Faiz Siddique

Asst. Professor

AIMT INSTITUTE OF MANAGEMENT & TECHNOLOGY

A PROJECT REPORT

*In partial fulfillment for the award of the degree*

*of*

Master of Business Administration



Dr. A.P.J. Abdul Kalam Technical University,  
Lucknow



*[Signature]*  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida



## CERTIFICATE OF THE GUIDE

This is to certify that the project work

titled B2B Business: Unlocking opportunities in the Digital Economy

is a bonafide work of Mr. /Ms. Moumita Chakraborty Enrolment No: 2102250700029 carried

out in partial fulfilment for the award of the degree of Master of Business Administration of

AKTU University under my idance. This project work is original and not submitted earlier for

the award of any degree / diploma or Associateship of any other University / Institution.



Signature of the HOD



Place:

Date:

## SUMMER TRAINING PROJECT REPORT

On

# A STUDY ON INVESTMENT OF MUTUAL FUND AND ITS PORTFOLIO IN MAHINDRA FINANCE



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESSADMINISTRATION*

By SOHAIL AHMAD

(Roll No.: 2102250700041 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIMT, Grater Noida



*Handwritten signature in green ink.*  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)



**Date:** 20/10/2022

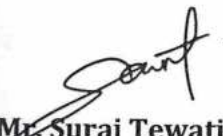
***TO WHOMSOEVER IT MAY CONCERN***

This is to certify that **Mr. Sohail Ahmad** a student of **MBA** from **AIMT, Greater Noida**, has successfully completed his summer internship in "**A STUDY ON INVESTMENT OF MUTUAL FUND AND ITS PORTFOLIO IN MAHINDRA** " from **09<sup>th</sup> Sep 2022** to **20<sup>th</sup> October 2022** in our organization.

During the above training period, we found his punctual, honest, hardworking and sincere towards his work.

We wish him success in his future endeavors.

For **Mahindra & Mahindra Financial Services Ltd.**

  
**Mr. Suraj Tewatiya**  
**Sr. Manager**



**Address:**

Block 21, 2nd floor, Sachdeva plaza, Plot No.3, Mayur Vihar Phase 2, Part 2, Mayur Vihar  
Phase 1, New Delhi, Delhi 110092



## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled “ **A STUDY ON INVESTMENT OF MUTUAL FUND AND ITS PORTFOLIO IN MAHINDRA FINANCE** ” is carried out by **SOHAIL AHMAD** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( ~~FAIZ SIDDIQUI~~ )  
( DIRECTOR )

AIMT, Gr. Noida Date:



21

21c

# SUMMER TRAINING PROJECT REPORT

On

## SALES PROMOTION ON REAL ESTATE AT VRPN INFOBUILD



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF

## MASTER OF BUSINESSADMINISTRATION

By JAIDEEP TYAGI

(Roll No.: 2102250700015)

Internal Supervisor

MD FAIZ SIDDIQUI

ASST. PROF.

AIAM, Grater Noida



Accurate Institute of Management & Technology ,

Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2022-23)

*Handwritten signature in green ink.*  
DIRECTOR  
Accurate Institute of Management & Technology  
Greater Noida



*Handwritten in green ink:*  
2/9/23  
Co-ordinator  
attached

*DIRECTOR'S CERTIFICATE*

This is to certify that the Summer Training project titled “ **SALES PROMOTION ON REAL ESTATE AT VRPN INFOBUILD** ” is carried out by **JAIDEEP TYAGI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIAM, Gr. Noida

Date:





**A MINI PROJECT REPORT**

**ON**

**“EVENT MANAGEMENT”**



**For the partial fulfillment of the requirement**

**for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SUBMITTED TO:**

**MR. MOHD. FAIZ SIDDIQUE**

**(Asst. Professor)**



**SUBMITTED BY:**

**RAJKISHOR BERA**

**Roll No: - 2206860700075**

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY,**

**GREATER NOIDA (U.P.)**

**Dr. A.P.J. Abdul Kalam Technical University, Lucknow**

**Accurate Institute of Management & Technology  
GREATER NOIDA (U.P.)**

**Dr. A.P.J. Abdul Kalam Technical University, Lucknow**

---

**Certificate**

This is to certify that **Mr. RAJKISHOR BERA** University Roll No. **2206860700075**, is a regular student of MBA 1st year, full time degree course at out institute. His/her Project Report work titled, **'EVENT MANAGEMENT'** submitted as part of the curriculum for the award of the degree of **MASTER OF BUSINESS ADMINISTRATION** from **Dr. A.P.J. Abdul Kalam Technical University, Lucknow**, is an original work done by his. This work has not been submitted earlier in any form partially or fully to this or any other Institute/University for any degree or diploma.



*RB*  
*15/3/23*  
**SUPERVISOR**

**DIRECTOR**

146  
146

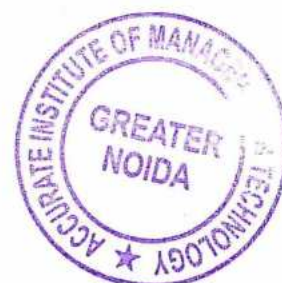
## A RESEARCH PROJECT REPORT

*Submitted in partial fulfillment of the Award of Master of Business*

*Administration for session*

**2021-2023**

### "MARKETING STRATEGIES OF AMUL"



**ACCURATE INSTITUTE OF MANAGEMENT  
AND TECHNOLOGY, GREATER NOIDA 201310,  
UP (INDIA)**

*Director*  
*Accurate Institute of Advanced Management*  
*Greater Noida*

**SUBMITTED TO :**

**MR. MD. FAIZ SIDDIQUI**

**ASST. PROF.  
MBA Department**

**SUBMITTED BY:**

**CHANDAN THAKUR**

**MBA-IIInd year  
Roll No. -  
2102250700011**

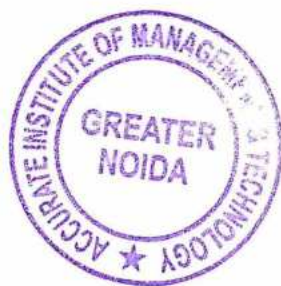



## **DECLARATION**

I, **CHANDAN THAKUR** hereby declare that the research project report entitled

**"MARKETING STRATEGIES OF AMUL"**

submitted to Accurate Institute of Management And Technology Greater Noida 201310 UP, (INDIA) is partial fulfillment of the requirement for the degree of MBA is my original work and submitted for the Award of any other degree / diploma in Business Management.



  
**CHANDAN THAKUR**  
MBA-IIInd year  
Roll No. - 2102250700011

A  
RESEARCH PROJECT  
REPORT  
ON  
DABUR INDIA LIMITED  
[MARKETING & HR]



For the partial fulfillment of the award of the degree of  
Master of Business Administration  
ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY(2021-2023)

Submitted to:  
Mohd. Faiz siddiqui

Submitted by:  
Sonam kumari

DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

## DECLARATION

I hereby declare that the Research Project report on Dabur India Ltd. is prepared and submitted by me is the original work; the report is based on the data collected by me during the training tenure.

During my training I worked under the able guidance of Mr. Vasuki.n.Kilam, [Area Sales Manager] & Mr. Tarkesh Gupta [Manager - HR].

Sonam



DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida



A  
MINI PROJECT REPORT  
ON  
"E-EVENT MANAGEMENT"

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

OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BATCH NO.-(2022-2024)

SUBMITTED TO

FAIZ SIDDIQUI  
(PROFESSOR)  
AIMT, GREATER NOIDA

SUBMITTED BY

DOLLYKUMARI  
STUDENT, MBA, AIMT  
ROLL NO.-  
SMESTER-01



ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL  
UNIVERSITY, LUCKNOW AND APPROVED BY AICTE)



# CERTIFICATE

THIS IS TO CERTIFY THAT MISS. DOLLY KUMARI UNIVERSITY ROLL NO. IS A REGULAR STUDENT OF MBA 1<sup>ST</sup> YEAR, FULL TIME DEGREE COURSE AT OUR INSTITUTE. HIS MINI PROJECT REPORT WORK TITLED, "E- EVAENT MANAGEMENT" SUBMITTED AS PART OF THE CURICULLUM FOR THE AWARD OF THE DEGREE OF MASTER'S OF BUSINESS ADMINISTRATION FROM DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW, IS AN ORIGINAL WORK DONE BY HIM. THIS WORK HAS NOT BEEN SUBMITTED EARLIER IN ANY FORM PARTIALLY OR FULLY TO THIS OR ANY OTHER INSTITUTE /UNIVERSITY FOR ANY DEGREE OR DIPLOMA.

  
SUPERVISOR



  
H.O.D. / DEAN

ACKNC



# SUMMER TRAINING PROJECT REPORT

On

## MARKETING STRATEGIES OF FLIPKART



*SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF*

## *MASTER OF BUSINESS ADMINISTRATION*

By SWETA KUMARI

(Roll No.: 2002250700028 )

Internal Supervisor

FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Greater Noida



21/3/23

Accurate Institute of Technology & Management,

Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2021-22)





*DIRECTOR'S CERTIFICATE*

This is to certify that the Summer Training project titled "**MARKETING STRATEGIES OF FLIPKART** " is carried out by **SWETA KUMARI** , a student of MBA – II year at Accurate Institute of Technology & Management, Gr. Noida, under the supervision of **FAIZ SIDDIQUI** . This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
( DIRECTOR )

AIAM, Gr. Noida Date:



## SUMMER TRAINING PROJECT REPORT

On

# A STUDY OF RECRUITMENT AND SELECTION IN BHARTI AIRTEL



*SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF*

## *MASTER OF BUSINESS ADMINISTRATION*

By KARISHMA

(Roll No.: 2106860700008 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Greater Noida



Accurate Institute of Advance Management ,  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)  
(2022-23)



DIRECTOR  
Accurate Institute of Advance Management  
Greater Noida

20-10-2022

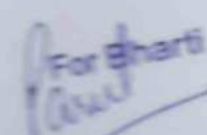
**TO WHOM IT MAY CONCERN**

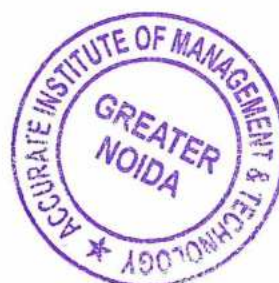
This is to certify that **Ms. Karishma** student of **MBA** from **AIMT, Greater Noida** he has successfully completed the project at our organization for summer Internship w.e.f. 05<sup>th</sup> Sep. to 20<sup>th</sup> Oct. 2022.

She has worked with "HR Department"

She has completed her internship successfully. We wish her all the best in her bright future endeavours.

For BHARTI AIRTEL LIMITED

  
For Bharti Airtel Ltd.  
Parul K. Sharma - Authorised Signatory  
Head L&D





*DIRECTOR'S CERTIFICATE*

This is to certify that the Summer Training project titled “ **A STUDY OF RECRUITMENT AND SELECTION IN BHARTI AIRTEL** ” is carried out by **KARISHMA** , a student of MBA – II year at Accurate Institute of Advance Management , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR )

AIAM, Gr. Noida Date:



A MINI PROJECT REPORT

ON

"CUSTOMER SATISFACTION ON APPLE I-PHONE"



FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD  
OF THE DEGREE

MASTER OF BUSINESS ADMINISTRATION (MBA)

SUBMITTED TO:

MOHD.FAIZ SIDDIQUE

(H.O.D)

SUBMITTED BY:

ABHISHEK SINGH MEENA

ROLLNO - 2102250700003

ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, GREATER  
NOIDA (U.P.)

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW



Dr. A.P.J. Abdul Kalam  
Accurate Institute of Management & Technology  
Greater Noida

## CERTIFICATE

This is to certify that project entitled "CUSTOMER SATISFACTION ON APPLE I-PHONE" Submitted Abhishek Singh Meena, Roll No 2102250700003 in partial fulfillment of Master of Business Administration,

Final Sem Of AIMT COLLEGE , Greater Noida is a record of student's own work carried out under my supervision and guidance. While working on project they were sincere, disciplined and enthusiastic As per our knowledge.

  
SUPERVISOR



H.O.D.



**A**  
**SUMMER TRAINING PROJECT REPORT**  
**ON**  
**STUDY OF CUSTOMER INTERVIEW**  
**“ADFFECT IRON STEEL , KBT, PORTER, TANDEM”**

**Submitted by: -**

Name: - **Dikshant Nagpal**

Roll No: - **2102250700013**

Batch: - **2021-2023**

**In Partial Fulfilment for the award of**  
**MASTER'S OF BUSINESS ADMINISTRATION**

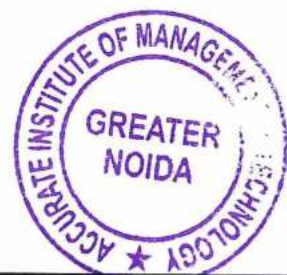
*21/3/23*



*Sh*

**ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY**  
**PLOT NO: - 49, KNOWLEDGE PARK -3, GREATER NOIDA**  
**UTTAR PRADESH – 201306**

**AFFILIATED TO ALL INDIA COUNCIL FOR TECHNICAL**  
**EDUCATION**



# Certificate

KANTAR IMRB

8, B-Block Centre  
Gurgaon Road, Gurgaon  
New Delhi 122002

Tel: 011-4211 1001  
Fax: 011-4211 1001  
www.kantar.com

Date 30-8-2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Dikshant has done his internship in Market Research & Data Acquisition at Kantar Operations, Delhi, from 3<sup>rd</sup> July 2022 to 30<sup>th</sup> August 2022 under our guidance.

He has worked on various project titled "Adeffect\_Iron & Steel, KBT, Porter, Tandem".

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

We wish him all the best for his upcoming career.

KANTAR

Kumar Kishan/Amit Kumar- Office Head.





**A  
MINI REPORT  
ON  
“ELECTRIC CAR JACK ”**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER OF BUSINESS  
ADMINISTRATION**

**By  
Saurabh Kumar  
(Roll No.: 2206860700098 )**

**Internal Supervisor  
Name of faculty: Mr. Faiz Siddique  
AIMT  
Gr. Noida**



**Accurate Institute of Advance & Management , Gr. Noida  
(Affiliated to AKTU and Approved by AICTE) 2023**





## **DIRECTOR'S CERTIFICATE**

This is to certify that the Mini Project-1 titled **ELECTRIC CAR JACK** is carried out SAURABH KUMAR, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of DR SUCHITA SHARMA

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:



# SUMMER TRAINING PROJECT REPORT

On

## STUDY ON MARKETING STRATEGY AND PROMOTIONAL ACTIVITIES OF BSNL



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF

### *MASTER OF BUSINESS ADMINISTRATION*

By GUNNIDHI PRAKASH LAL PANDIT

(Roll No.: 2006860700006 )

Internal Supervisor  
FAIZ SIDDIQUI

ASST. PROF.

AIAM, Grater Noida

*Signature*  
Accurate Institute of Advanced Management  
Greater Noida



Accurate Institute of Advance Management,  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)  
(2022-23)

### DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled "**STUDY ON MARKETING STRATEGY AND PROMOTIONAL ACTIVITIES OF BSNL** " is carried out by **GUNIDHI PRAKASH LAL PANDIT** , a student of MBA – II year at Accurate Institute of Advance Management, Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
( DIRECTOR)

AIAM, Gr. Noida Date:







# ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY

Approved by A.I.C.T.E., & Affiliated to Dr. A.P.J. Abdul Kalam Technical University

Plot No. 2, Knowledge Park III, Greater Noida,  
Distt. G.B.Nagar, U.P., India Pin-201306

## A SUMMER TRAINING PROJECT REPORT ON "RECRUITMENT AND SELECTION PROCESS IN HCL"

HCL INFOSYSTEMS LTD. | **HCL**

Submitted for the partial fulfillment towards the awards of the degree in  
Master of Business Administration

of

Dr. A.P.J Abdul Kalam Technical University, Lucknow

*Handwritten signature and date: 2/3/23*



*Handwritten signature*  
Dr. A.P.J. Abdul Kalam Technical University, Lucknow  
Greater Noida

Under the Guidance of:  
**Mr. FAIZ SIDDQUE**  
(Internal Supervisor)

Submitted By:  
**Pooja Bansal**  
Roll No. 2002250700022



# **CERTIFICATE**

*This is to certify that Pooja Bansal has undertaken this summer training project work entitled "RECRUITMENT & SELECTION PROCESS IN HCL" for the partial fulfillment of the award of Master of Business Administration degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.).*

*As per best of my knowledge this Research project work is an original piece of work and has not been submitted or published elsewhere.*

*I wish him/ her all the best for his/her bright future ahead.*



Project Supervisor  
Assistant Professor  
Department of Management  
Studies





A Mini project submitted  
Master of Business Administration

By

**Saurabh Yadav**

Under the supervision

**Mohd.Faiz.Siddique**

Assistant professor.



**Accurate Institute Of  
Management & Technology**

**Dr.A.P.J.Abdul Kalam Technical University  
(AKTU)**

**Lucknow (UP) India 2022-2024**





# DIRECTOR' CERTIFICATE

This is to certify that the Mini Project-  
titled 'SAFETY AND SECURITY' is carried out  
by Mr. SAURABH YADAV a student of MBA  
1<sup>st</sup> year at Accurate Institute of  
Management & Technology, greater Noida,  
under the supervision of Mohd. Faiz  
Siddique.

This Mini Project -1 is carried out by the  
said student & I recommend for the  
submission of this mini project -1 report to  
Dr. A.P.J. Abdul Kalam Technical University,  
Lucknow in the partial fulfilment of the  
requirement for the award of MBA Degree.

(DIRECTOR)

AIMT



A  
MINI PROJECT REPORT  
ON  
"COIN BASED MOBILE CHARGER"



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE  
OF  
*MASTER OF BUSINESS  
ADMINISTRATION*

By  
Mahima Kumari  
(Roll No.:...220225070020)

Internal Supervisor  
Name of faculty: Mr. Faiz Siddique  
AIMT  
Gr. Noida



Accurate Institute of Management & Technology, Gr. Noida  
(Affiliated to AKTU and Approved by AICTE)



## DIRECTOR'S CERTIFICATE

This is to certify that the MINI project titled "**COIN BASED MOBILE CHARGER**" is carried out by **MAHIMA KUMARI**, a student of MBA – Ist year at Accurate Institute of Management & Technology, Gr. Noida, under the guide of **Mr Faiz Siddique**. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this MINI Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

(DIRECTOR)  
AIMT, Gr. Noida  
Date:





**A MINI PROJECT REPORT**  
**On**  
**ONLINE LAUNDARY SYSTEM**

**Submitted to**  
**Dr. A.P.J. Abdul Kalam Technical University,**  
**LUCKNOW**  
**ACCURATE INSTITUTE OF TECHNOLOGY**  
**AND MANAGEMENT (GREATER NOIDA**  
**KNOWLEDGE PARK 2)**

**For the partial fulfilment of**  
**MASTERS OF BUSINESS ADMINISTRATION**

**BATCH 2022-2024**

**SUBMITTED TO:-**  
**Prof. Mohd Faiz Siddiqui**  
**HARSHIT MISHRA**

**SUBMITTED BY:-**

**MB**

**A**  
**1<sup>st</sup> Year (1<sup>st</sup> Sem)**



## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "Online laundry system" is carried out by Mr. Harshit Mishra a student of MBA 1<sup>st</sup> year at Accurate institute of Management and Technology ,Greater Noida, under the supervision of Mr. Faiz Siddiqui.

This mini Project-1 is carried out by the said student and I recommend for the submission of this Mini Project-1 report to Dr.A.P.J. Abdul Kalam University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)



A  
MINI PROJECT REPORT  
ON  
PET □□ GROOMING

Submitted in partial fulfillment of the requirement for the degree of  
MASTER OF BUSINESS ADMINISTRATION AT



ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY GREATER NOIDA



Affiliated By

Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY LUCKNOW, UTTAR  
PRADESH

PRESENTED BY

SWATI RAJ

SUBMITTED TO

PROF. MD. FAIZ SIDDIQUI SIR





## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "Pet grooming" is carried out by Miss Swati Raj a student of MBA 1<sup>st</sup> year at Accurate institute of Management and Technology ,Greater Noida, under the supervision of Mr.Faiz Siddiqui.

This mini Project-1 is carried out by the said student and I recommend for the submission of this Mini Project-1 report to Dr.A.P.J. Abdul Kalam University,Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

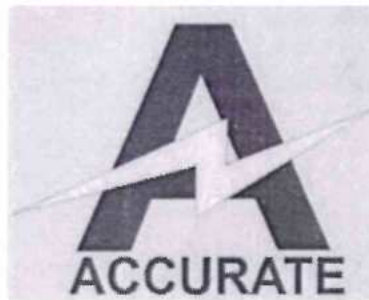
AIMT



A  
MINI PROJECT REPORT  
ON  
CUSTOMER SATISFACTION ON AIRTEL



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,  
LUCKNOW AND APPROVED BY AICTE)**

**Batch (2022-24)**

**Submitted By:**

Name- Yash Kumar Bhati

Father's Name- Harish Kumar

Batch of 2022-24

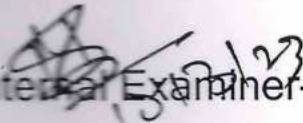
**Submitted To:**

Name- Dr. Faiz Siddiqui




## Certificate

This is to certify that the project report entitled CHOCOLATE INDUSTRY benefiting organizations is a bonafide work done by Yash Kumar Bhati of 1<sup>st</sup> Year submitted in partial fulfilment of requirement for the award of degree of Master of Business Administration of Accurate Institute of Management and Technology (Affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow) during the session 2021-23.

  
Internal Examiner-

External Examiner-

Co-Ordinator-

  
Director  
AIMT/AIAM  
Gr. Noida





**MINI PROJECT REPORT  
ON  
“ELECTRIC CHARGING STATION”**

Submitted in partial fulfillment of the requirements for  
the Two-Year Full-Time Master of Business  
Administration

(Affiliated To A.P.J. Abdul Kalam Technical University, Lucknow)  
(SESSION -2022- 2024)

Submitted by:-MANISH KUMAR

Under the guidance of:-

Mr.Mohd faiz SIDDIQUI

Roll no:-.....

MBA 1<sup>st</sup> Semester MBA (2022-24) SEC-A

ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY, KNOWLEDGE PARK, GREATER NOIDA.





Session: 2022-24

**CERTIFICATE**

This is to certify that Mr. MANISH KUMAR MBA (2022-24 Batch) a student of  
A.I.M.T COLLEGE has undertaken the Mini Project-1 on  
"Electric Charging Station" The project has been carried out by the student in partial  
fulfillment of the requirements for the award of MBA, under my guidance and  
supervision.

I am satisfied with the work of Mr. MANISH KUMAR

Date:

15/3/23  
(Signature)



H.O.D



**MINI PROJECT- 1 REPORT**  
**On**  
**“RENTAL LAND SERVICES FOR**  
**CATTLE HUSBANDRY”**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE**  
**OF**  
**MASTER'S IN BUSINESS ADMINISTRATION**  
**BY**  
**PRABHUNATH YADAV**  
**(Roll No- 2206860700071)**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**  
**(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,**  
**LUCKNOW AND APPROVED BY AICTE)**  
**Batch (2022-24)**



## **DIRECTOR'S CERTIFICATE**

This is to certify that the Mini Project-1 titled **“Rental Land Services For Cattle Husbandry”** is carried out by **Mr. Prabhunath Yadav (roll no-)**, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of **Mr. Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

(DIRECTOR)

AIMT

Greater Noida

Date:

12/03/2023



**MINI PROJECT REPORT – 1**  
**ON**  
**“HELMET COOLING SYSTEM”**



SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE  
DEGREE OF  
**MASTER'S IN BUSINESS ADMINISTRATION**

BY  
NISHA KUTAR



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY**





## **DIRECTOR'S CERTIFICATE**

This is to certify that the Mini Project-1 titled "Helmet Cooling System" is carried out by Nisha Kutar a student of MBA 1<sup>st</sup> year at Accurate institute of Management and Technology ,Greater Noida,under the supervision of Mr.Faiz Siddiqui.This mini Project-1 is carried out by the said student and I recommend for the submission of this Mini Project-1 report to Dr.A.P.J. Abdul Kalam University,Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
**(DIRECTOR)**

AIMT





# SUMMER TRAINING PROJECT REPORT

On

## OUTLOOK GROUP



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE  
OF

## *MASTER OF BUSINESSADMINISTRATION*

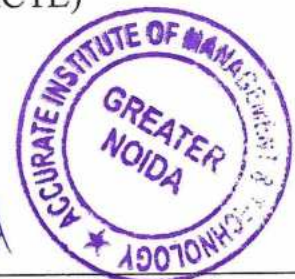
By SATYAM KUMAR  
(Roll No.: 2102250700032)

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)



## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled “ **OUTLOOK GROUP** ” is carried out by **SATYAM KUMAR** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
( DIRECTOR )

AIMT, Gr. Noida Date:



**Summer Internship Project**  
(MASTER OF BUSINESS ADMINISTRATION)  
**OUTLOOK GROUP**



By: **SAKSHI UPADHYAY**  
Roll No: **2102250700029**

**Under the guidance of**

Bhuwan Thapar  
Designation: Inter Mentor  
Organization: OUTLOOK GROUP

Mr. Faiz Siddiqui  
Designation: Faculty  
AIMT Greater Noida



Month, Year  
20/ August/2022 to 5 /October/ 2022





# COMPLETION CERTIFICATE



# RESEARCH PROJECT REPORT

On

## “MERGERS AND ACQUISITIONS”



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE  
OF

## MASTER OF BUSINESS ADMINISTRATION

By

SATYAM KUMAR

(Roll No.: 2102250700032)

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Greater Noida



Accurate Institute of Management & Technology,  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)  
(2021-23)



*Handwritten signature and text:*  
MD FAIZ SIDDIQUI  
Internal Supervisor  
Accurate Institute of Management & Technology  
Greater Noida

## DIRECTOR'S CERTIFICATE

This is to certify that the project titled “ **MERGERS AND ACQUISITIONS** ” is carried out by **SATYAM KUMAR** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR )

AIAM Gr. Noida Date:





**MINI PROJECT -1 REPORT ON  
SOLID WASTE MANAGEMENT**



SUBMITTED IN PARTIAL FULFILMENT FOR THE AWARD OF THE DEGREE OF  
S

MASTER'S IN BUSINESS ADMINISTRATION

BY

POONAM KUMARI



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (AFFILIATED TO DR. APJ ABDUL  
KALAM TECHNICAL UNIVERSITY, LUCKNOW AND  
APPROVED BY AICTE) BATCH (2022-24)**

## DIRECTOR' CERTIFICATE

This is to certify that the mini project -1 titled **SOLID WASTE MANAGEMENT** is carried out by **POONAM KUMARI** a student of MBA 1<sup>st</sup> year at accurate institute of management and technology, greater Noida, Under the supervision of **Mr. Mohd. faiz Siddiqui**.

This mini project-1 is carried out by the said student and I recommend for The submission of this mini project-1 report to Dr. A.P.J. Abdul kalam technical university, Lucknow in the partial fulfilment of the requirement For the award of MBA degree.

  
(DIRECTOR)

AIMT

GREATER NOIDA

DATE:



**MINI PROJECT REPORT**  
**ON**  
**NESTLE MILKY BAR CHOCOLATE INNOVATION**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE**  
**DEGREE OF**  
**MASTER OF BUSINESS**  
**ADMINISTRATION**

**BY**  
**ATUL PAL**  
(ROLL NO. )




**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY,**  
**GREATER NOIDA**  
(Affiliated to AKTU and Approved by AICTE)



## DIRECTORS CERTIFICATE

This is to inform that the mini project-1 titled "**Nestle Milky Bar Innovation**" is carried out Mr. Atul pal, a student of MBA-1st year at Accurate Institute of Management & Technology/Accurate Institute of Advanced Management, Gr. Noida, under the supervision of Mr. Atul pal.

This Mini Project-1 is carried out by the said student & I recommended for the submission of this project to **Dr. A.P.J. Abdul Kalam Technical University, Lucknow** in the partial fulfillment of the requirement for the award of  
MBA degree.

  
(DIRECTOR)  
AIMT/AIAM,  
Gr. Noida  
Date:



# MINI PROJECT REPORT

“ E TICKET SHARING APP”



(KMBN-106)

SUBMITTED FOR PARTIAL FULLFILLMENT OF THE DEGREE OF  
MASTER OF BUSINESS

ADMINISTRATION

SUBMITTED BY  
VINIT KUMAR

Under Guidance of  
Mr. Faiz Siddique



ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY, GREATER NOIDA

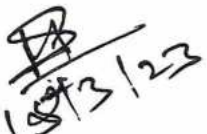
( AFFILATED TO AKTU AND APPROVED BY AICTE)

(2022-2024)



### Certificate

This is to certify that VINIT KUMAR , University, is a regular student of MBA 1 st year, full time degree course at out institute. His Project Report work titled, " E TICKET SHARING" submitted as part of the curriculum for the award of the degree of MASTER OF BUSINESS ADMINISTRATION from Dr. A.P.J. Abdul Kalam Technical University, Lucknow , is an original work done by his. This work has not been submitted earlier in any form partially or fully to this or any otherInstitute/University for any degree or diploma.

  
18/3/23  
Mr. Faiz Siddique



  
Supervisor  
H.O.D MBA Dept.



# E - NURSERY

("PLANTO")

A Mini Project Report Submitted to



ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)

Greater Noida-201306

For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION

BATCH 2022-2024

By

ASTHA SINGH

Under the Guidance of

Prof. Mohd. FAIZ SIDDIQUI



Dr. APJ Abdul Kalam Technical University

### DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "E-NURSERY(Planto)" is carried out by **Astha Singh (Roll no. 2202250700005)** a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

DATE :



**MINI PROJECT- 1 REPORT**  
**On**  
**“A project study on “INNOVATIVE BANKING AT**  
**HDFC BANK LTD.”**

”



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE**  
**OF**  
**MASTER'S IN BUSINESS ADMINISTRATION**  
**BY**  
**AANCHAL BHATI**  
**(Roll NO 2206860700001)**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**  
**(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW AND**  
**APPROVED BY AICTE)**

**Batch (2022-24)**



## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled **“INNOVATIVE BANKING AT HDFC BANK LTD.”** is carried out by Mr. AANCHAL BHATI (Roll NO 2206860700001), a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Dr. SUCHITA SHARMA 

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:

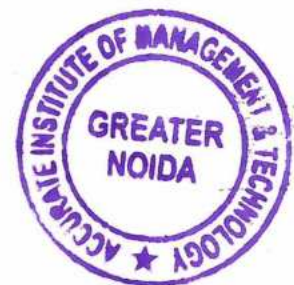


## MINI PROJECT- 1 REPORT

On

"TELECOM  
INDUSTRY"

SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BY  
**FIROZ ALAM**  
Roll no 2202250700012



ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW AND  
APPROVED BY AICTE)  
Batch (2022-24)

### **DIRECTOR'S CERTIFICATE**

This is to certify that the Mini Project-1 titled "TELECOM INDUSTRY" is carried out by **Mr. Firoz Alam** Roll no **2202250700012** a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Dr. SHUCHITA SINGH.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

**(DIRECTOR)**

AIMT

Greater Noida

Date:







# ACCURATE INSTITUTE OF ADVANCE MANAGEMENT (AIAM), GREATER NOIDA-UP



## SUMMER TRAINING REPORT (KMBN308)

*Submitted in partial fulfilment of requirement for the award of degree of*

**MASTERS OF BUSINESS ADMINISTRATION**

**[Session 2022-23]**

On

***“Training And Development Programme ”***



Dr. A.P.J. Abdul Kalam Tech. University  
Uttar Pradesh

Under Guidance of  
Mr. Faiz Siddiqui  
Department of Management  
(AIAM), Greater Noida



Submitted by:  
Ankita Arya  
MBA 3<sup>rd</sup> Sem.  
Roll No.- (2106860700004)

*Director  
Accurate Institute of Advanced Management  
Greater Noida*

*Affiliated to Dr. A P J Abdul Kalam Technical University (AKTU), Lucknow*




## CERTIFICATE

This is to certify that the report titled "Training And Development Programme" being submitted by **Ms. Ankita Arya** (ROLL NO.-2106860700004) in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration, is a bonafide record of the project work done by her, under the guidance & supervision of able faculty members of the department.

We wish her all the best and a successful and bright future.



Mr. Faiz Siddiqui.  
Supervisor

  
Head of the Department(HOD)  
MBA Dept.



21/10/2022

## TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. Ankita Arya** student of **MBA** in **AIAM**, has successfully completed her practical training in our **Greater Noida** work from 21st Sep'22 to 30th Oct'2022.

During the period of internship, we found her sincere, hard working and result oriented. We wish her all the best for all her future endeavors.

For **Jubilant Agri & Consume Products ltd.**

Shweta Jagota

Manager-HR

Authorised Signatory



Jubilant Agri and Consumer Products Ltd.

Address: Plot No 15, IILM Rd, Knowledge Park II, Greater Noida, Uttar Pradesh 201310

Tel : +(91)-(120)-7186000

Fax : +(91)-(120)-4234881 / 84 / 85 / 87 / 95 / 96

Email-id: contactJACPL@jubil.com



Report on  
A study on Employee Attraction and Retention Strategies at Elite Placement.

FOR  
THE PARTIAL FULFILLMENT OF THE AWARD OF THE DEG

“MASTER OF BUSINESS ADMINISTRATION”

FROM  
Dr. A.P.J. Abdul Kalam Technical University, Lucknow

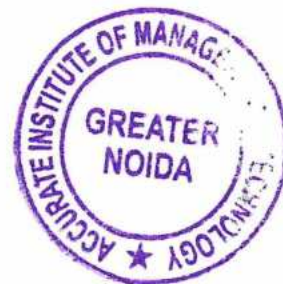


Submitted By :  
Reema Kumari  
Roll No: 2102250700027

Under the Supervision of :  
Mr. Faiz Siddiqui

Batch: 2021 -2023

Accurate Institute of Management and technology  
Knowledge parks-III Greater Noida  
UTTAR PRADESH - 201306



  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

## Certificate

This is to certify that the Research Project Report entitled "**A study on Employee Attraction and Retention Strategies at Elite Placement**" submitted by Ms. Reema Kumari for the partial fulfillment of the award of the degree of "Master of Business Administration" from the Accurate Institute of Management and Technology, Greater Noida during the academic year 2021-2023. It is the original work carried out by the candidate under my guidance and this work has not formed the basis for the award of any degree or diploma or such other titles.

**Mr. Faiz Siddiqui**

**(H.O.D)**



**SUMMER INTERNSHIP PROJECT REPORT**  
**On**  
**Human Resource Executive at**  
**SUVIDHA FOUNDATION**

Submitted in partial fulfillment of  
the requirements for (MBA)

Submitted by:  
**REEMA KUMRI**  
2102250700027  
(Session:2021-2023)



*Handwritten signature and date: 21/5/23*

*Handwritten signature and text: Dr. APJ Abdul Kalam Technical University*

**DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY**

**ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY,**  
**Knowledge Park 3, Greater Noida. (UP) - 201306**





**SUMMER INTERNSHIP PROJECT REPORT**  
**On**  
**Human Resource Executive at**  
**SUVIDHA FOUNDATION**

Submitted in partial fulfillment of  
the requirements for (MBA)

Submitted by:  
**REEMA KUMRI**  
2102250700027  
(Session:2021-2023)



*Handwritten signature and date 21/5/23*



*Handwritten signature and text: Institute of Management & Technology*

**DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY**

**ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY,**  
**Knowledge Park 3, Greater Noida. (UP) - 201306**





**SUVIDHA FOUNDATION**

Serving the Society Since 20+ Years  
Suvidha Mahila Mandal

SMM222320489

## Certificate of Completion

This certificate is presented to

**Ms. Reema Kumari**

In recognition of completion of internship in Human Resource Management  
from 15 Oct 2022 to 19 Nov 2022 at Suvidha Foundation. During the period  
of his/her internship programme with us, he/she was found punctual and inquisitive.  
We wish him/her all the best for his/her future endeavours.



**CODE KARO YAARO**  
#INDIAKAAPNACODINGSCHOOL

In collaboration with

*Shobha Motghare*

**Mrs. Shobha Motghare**  
Secretary

Verify at [www.suvidhafoundationindia.org/verify](http://www.suvidhafoundationindia.org/verify)



## CERTIFICATE OF ORIGINALITY

(To be filled in by the student in his/her handwriting)

I Reema Kumari Roll No 210225070007 of Batch 2021-2023 is a full time bonafide student of MBA program of **ACCURATE INSTITUTE OF MANAGEMENT TECHNOLOGY**. I hereby certify that this project work was carried out by me

Human Resource Executive the report submitted in partial fulfillment of the requirements of the program is an original work of mine under the guidance of the industry mentor and faculty mentor Foiz Siddiqui, and is not based or reproduced from any existing work of any other person or on any earlier work undertaken of any other tie or for any other purpose, and has not been submitted anywhere else at any time.

Reema Kumari

(Students Signature)

DATE



.....  
(Faculty Mentor Signature)



**Summer Internship Project**  
(MASTER OF BUSINESS ADMINISTRATION)

**OUTLOOK GROUP**



**By: Debabrata Ghosh**

**Under the guidance of**

Bhuwan Thapar  
Designation : Inter Mentor  
Organization: OUTLOOK GROUP

Mr.Faiz Siddiqui  
Designation : Faculty  
AIMT Greater Noida



*Signature*  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida



# COMPLETION CERTIFICATE

**Outlook**  
group

## Completion Certificate

This certificate is awarded to

**Debabrata Ghosh**

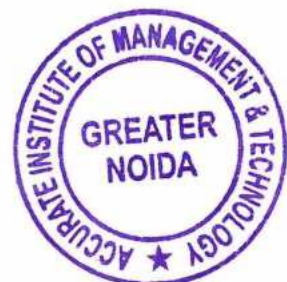
*of*

**Accurate Institute of Management & Technology**

For successfully completing the Internship in Outlook Internship  
Program for the period 1 September, 2022 to 15 October, 2022

Date : 15 October ,2022

  
**Muralidharan K**  
HR Department



# KANTAR

## ANALYSIS OF FIELD CONVEYANCE IN CORPORATE SECTOR OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS

Submitted by  
Sushil Kumar Singh

Roll No. -  
2102250700043

KMBN308

Submission towards partial fulfilment for the Degree of Master of Business Administration

Batch : 2021-23

**External Guide**

Mr. Alok Pandey

Kantar Operations

8, Balaji Estate, Kalkaji

**Internal Guide**

Prof.Faiz

Siddqui sir

AIMT ( GREATER

NOIDA)



Dr. Sushil Kumar Singh  
Head of Management  
Greater Noida



## BONAFIDE CERTIFICATE

This is to certify that SUSHIL KUMAR SINGH a student of AIMA GREATER NOIDA, pursuing **MASTER IN BUSINESS ADMINISTRATION**, has successfully completed Summer Internship **KANTAR** from **SEPTEMBER 1, 2022, - OCTOBER 15, 2022**. As part of his curriculum, the report entitled, "**ANALYSIS OF FIELD CONVEYANCE IN CORPORATE SECTOR OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS**", submitted by the student to the undersigned is an authentic record of his/her original work, which he/she has carried out under my supervision and guidance.

I wish him/her all the best.



Signature of Internal Guide

Date -



# RESEARCH PROJECT REPORT

On

## “MERGERS AND ACQUISITIONS”



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESS ADMINISTRATION*

By

KRITI TIWARI

(Roll No.: 2102250700018)

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Greater Noida



DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2021-23)



## DIRECTOR'S CERTIFICATE

This is to certify that the project titled “ **MERGERS AND ACQUISITIONS** ” is carried out by **KRITI TIWARI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( ~~DIRECTOR~~ )

AIAM, Gr. Noida Date:







## PROJECT REPORT

on

**Electric Vehicle Market in India**

BY

**MAYANK KUMAR**

**2102250700021**

**Submitted to**

**Prof. FAIZ SIR**

*In partial fulfilment of the requirements for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION**

*Under the guidance of*

**Prof. FAIZ SIR**



## DECLARATION

I, MAYANK KUMAR , hereby declare that the project report on "Problems of Electric Vehicle *Market in India*" with reference to "World1 Solutions" prepared by me under the guidance of Prof. FAIZ SIR Faculty Of MBA Department AIMT Gr. Noida

I also declare that this project report is towards the partial fulfilment of the university regulations for the award of the degree of Master of Business Administration by AKTU

I have undergone an industry project for a period of Eight weeks. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of a degree/diploma from any other University / Institution.

Signature of Student

Place:

Date:

mayank kumar  
Greater Noida  
29/05/23



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**SUMMER INTERNSHIP PROJECT REPORT  
ON  
"KANTAR"**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)  
Greater Noida-201306**

**For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION**

**BATCH 2021-2023**

**By  
MAYANK KUMAR**

**Under the Guidance of**

**Mr. Ajiz khan**



  
**Dr. APJ Abdul Kalam Technical University**



Date-09 November 2022

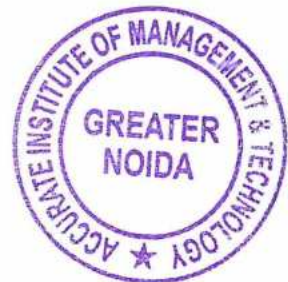
**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the student **MAYANK KUMAR** of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project **KAP** during the period 19th September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi



Kunal Kishan/Amit Kumar- Office Head.





## **RESEARCH PROJECT REPORT KMBN408**

PROJECT NAME: **HOW OTT IS AFFECTING  
TRADITIONAL CINEMA HOUSES**

**Master of Business Administration of  
ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
GREATER NOIDA, UTTAR PRADESH**

SUBMITTED BY:

KANU PRIYA KAUR  
MBA 2nd YEAR  
Roll no.2102250700017



  
DIRECTOR  
Accurate Institute of Advanced Manager  
Greater Noida

## Declaration

I therefore pronounce that this undertaking named "What OTT IS Meaning for TRADITIONAL CINEMA HOUSES" ready by me is a record of unique work submitted to a college, ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY.

The data and information given in the report is valid supposedly.

This venture isn't submitted to some other University/Institution for the honor of any degree, recognition or partnership or distributed any time previously.

Kanupriya Kaur  
2102250700017

Kanupriya



**MD. FAIZ SIDDIQUE**  
MBA COORDINATOR







# ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY

Approved by A.I.C.T.E., & Affiliated to Dr. A.P.J. Abdul Kalam Technical University

Plot No. 2, Knowledge Park III, Greater Noida,  
Distt. G.B.Nagar, U.P., India Pin-201306

## A SUMMER TRAINING PROJECT REPORT ON "RECRUITMENT AND SELECTION PROCESS IN HCL"

*HCL INFOSYSTEMS LTD.* | **HCL**

Submitted for the partial fulfillment towards the awards of the degree in

Master of Business Administration

of

Dr. A.P.J Abdul Kalam Technical University, Lucknow



Under the Guidance of:  
**Mr. FAIZ SIDDQUE**  
(Internal Supervisor)



*SA*  
Accurate Institute of Management & Technology  
Greater Noida

Submitted By:  
**Pooja Bansal**  
Roll No. 2002250700022

# **CERTIFICATE**

*This is to certify that Pooja Bansal has undertaken this summer training project work entitled "RECRUITMENT & SELECTION PROCESS IN HCL" for the partial fulfillment of the award of Master of Business Administration degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.).*

As per best of my knowledge this Research project work is an original piece of work and has not been submitted or published elsewhere.

I wish him/ her all the best for his/her bright future ahead.



Project Supervisor  
Assistant Professor  
Department of Management  
Studies





A  
RESEARCH  
PROJECT REPORT  
ON

“A Study of Marketing Strategies of  
Hindustan Unilever L.T.D. (HUL)”

SUBMITTED FOR THE PARTIAL  
FULFILLMENT OF THE REQUIREMENT FOR  
THE AWARD

OF  
MASTER OF BUSINESS  
ADMINISTRATION  
(BATCH-2020-2022)

AFFILIATED TO:

Dr. APJ Abdul Kalam Technical University,  
Lucknow

SUBMITTED TO:

BY:

MOHD. FAIZ SIDDIQUE  
( Faculty )

SUBMITTED

ARUNIMA SHARMA  
MBA 4th SEMESTER



ACCURATE INSTITUTE OF  
MANAGEMENT & TECHNOLOGY

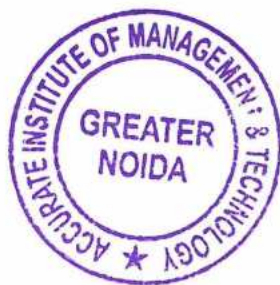


## DECLARATION

I, ARUNIMA SHARMA hereby declare that the project entitled "A Study of Marketing Strategies of Hindustan Unilever Ltd. (HUL)" has been carried.

Out by me under the guidance of **MR. MOHD. FAIZ SIDDIQUE**. This project is submitted to Dr. A.P.J. Abdul Kalam Technical University, Lucknow, In partial fulfilment of the academic year **2021-2022**.

This is the outcome of my own research work based on personal study and has not been submitted previously for award of any degree or diploma to this university or any other university.



(ARUNIMA SHARMA)

*Arunima*



## **RESEARCH PROJECT REPORT KMBN408**

**PROJECT NAME: HOW OTT IS AFFECTING  
TRADITIONAL CINEMA HOUSES**

**Master of Business Administration of  
ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
GREATER NOIDA, UTTAR PRADESH**

**SUBMITTED BY:**

**KANU PRIYA KAUR  
MBA 2nd YEAR  
Roll no.2102250700017**



  
**DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida**

## Declaration

I therefore pronounce that this undertaking named "What OTT IS Meaning for TRADITIONAL CINEMA HOUSES" ready by me is a record of unique work submitted to a college, ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY.

The data and information given in the report is valid supposedly.

This venture isn't submitted to some other University/Institution for the honor of any degree, recognition or partnership or distributed any time previously.

Kanupriya Kaur  
2102250700017  
Kanupriya



**MD. FAIZ SIDDIQUE**  
MBA COORDINATOR





**RESEARCH PROJECT REPORT**  
**On**  
**HR OUTSOURCING IN INDIA**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE  
OF**

***MASTER OF BUSINESSADMINISTRATION***

**By SNEHA ERIC**

(Roll No.: 2102250700040 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2021-23)



## DIRECTOR'S CERTIFICATE

This is to certify that the project titled “ **HR OUTSOURCING IN INDIA** ” is carried out by **SNEHA ERIC** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR )

AIMT, Gr. Noida Date:



9.

# SUMMER TRAINING PROJECT REPORT

On

## A STUDY ON RETENTION MANAGEMENT SYSTEM AT TECH MAHINDRA



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF

*MASTER OF BUSINESS ADMINISTRATION*

By ANISH KUMAR

(Roll No.: 2106860700003)

Internal Supervisor  
MD FAIZ SIDDIQUI

ASST. PROF.

AIAM, Greater Noida

Internal Supervisor  
MD FAIZ SIDDIQUI  
Asst. Prof. of Business Management  
Greater Noida



Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)



## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled “ **A STUDY ON RETENTION MANAGEMENT SYSTEM AT TECH MAHINDRA** ” is carried out by **ANISH KUMAR** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIAM, Gr. Noida

Date:



# A RESEARCH PROJECT REPORT

*Submitted in partial fulfillment of the Award of Master of Business*

*Administration for session*

**2021-2023**

## "OUTSOURCING BUSINESSES IN INDIA"



**ACCURATE INSTITUTE OF MANAGEMENT  
AND TECHNOLOGY, GREATER NOIDA 201310,  
UP (INDIA)**



*Handwritten signature and stamp of the institution.*

**SUBMITTED TO**

**SUBMITTED BY:**

**MR. MD. FAIZ SIDDIQUI**

**ASST. PROF.  
MBA Department**

**MANORANJAN KUMAR**

**MISHRA  
MBA-IIInd year  
Roll No. -  
2102250700020**

## DECLARATION

I, **MANORANJAN KUMAR MISHRA** hereby declare that the research project report entitled

**"OUTSOURCING BUSINESSES IN INDIA"**

submitted to Accurate Institute of Management And Technology Greater Noida 201310 UP, (INDIA) is partial fulfillment of the requirement for the degree of MBA is my original work and submitted for the Award of any other degree / diploma in Business Management.



**MANORANJAN KUMAR  
MISHRA**

MBA-IIInd year

Roll No. - 2102250700020

*manoj  
mishra*



# RESEARCH PROJECT REPORT

On

## “MERGERS AND ACQUISITIONS”



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESS ADMINISTRATION*

By

KRITI TIWARI

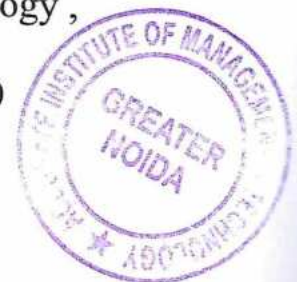
(Roll No.: 2102250700018)

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Greater Noida



**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2021-23)

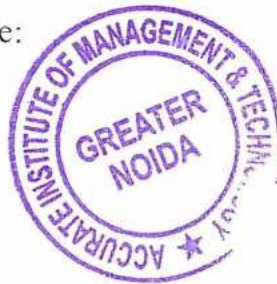


## DIRECTOR'S CERTIFICATE

This is to certify that the project titled “ **MERGERS AND ACQUISITIONS** ” is carried out by **KRITI TIWARI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

(  )  
( DIRECTOR )

AIAM, Gr. Noida Date:



## SUMMER TRAINING PROJECT REPORT

On

# STUDY OF WORKING CAPITAL MANAGEMENT OF AXIS BANK



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESSADMINISTRATION*

By SAMARTH SAXENA

(Roll No.: 2106860700023 )

Internal Supervisor

MD FAIZ SIDDIQUI

ASST. PROF.

AIAM, Grater Noida



  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

Accurate Institute of Advance Management ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)





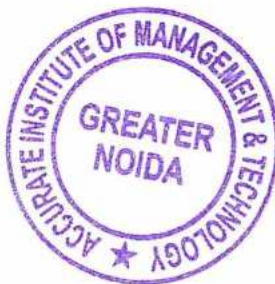
## SUPERVISOR'S CERTIFICATE

This is to certify that the Summer Training Project Report titled “ **STUDY OF WORKING CAPITAL MANAGEMENT OF AXIS BANK**” is an original work carried out by **Mr. SAMARTH SAXENA** under my supervision, in the partial fulfillment of the requirement for the award of MBA degree by the Dr. A. P. J. Abdul Kalam Technical University, Lucknow.

This is to further certify, to the best of my knowledge, that this work was neither published nor submitted to any other institution for award of any other degree or diploma.



Signature



Date:

## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled " **STUDY OF WORKING CAPITAL MANAGEMENT OF AXIS BANK** " is carried out by **SAMARTH SAXENA** , a student of MBA – II year at Accurate Institute of Advance Management , Gr. Noida, under the supervision of **FAIZ SIDDIQUI**. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

(  )  
( DIRECTOR )

AIAM, Gr. Noida Date:



# SUMMER TRAINING PROJECT REPORT

On

## A STUDY OF RECRUITMENT AND SELECTION IN BHARTI AIRTEL



*SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF*

## *MASTER OF BUSINESSADMINISTRATION*

By SONAM KUMARI

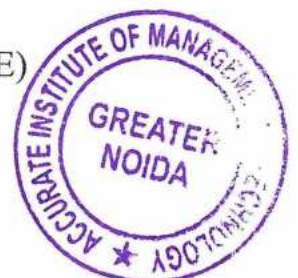
(Roll No.: 2102250700042 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)





20-10-2022

**TO WHOM IT MAY CONCERN**

This is to certify that **Ms. Sonam Kumari** student of **MBA** from **AIMT, Greater Noida** he has successfully completed the project at our organization for summer Internship w.e.f. **05<sup>th</sup> Sep.** to **20<sup>th</sup> Oct. 2022.**

She has worked with "**HR Department**"

She has completed her internship successfully. We wish her all the best in her bright future endeavours.

**For BHARTI AIRTEL LIMITED**

  
For Bharti Airtel Ltd.  
Parul Khullar Authorised Signatory  
Head L&D

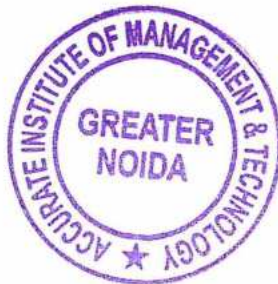


*SUPERVISOR'S CERTIFICATE*

This is to certify that the Summer Training Project Report titled “ **A STUDY OF RECRUITMENT AND SELECTION IN BHARTI AIRTEL** ” is an original work carried out by **Mr. SONAM KUMARI** under my supervision, in the partial fulfillment of the requirement for the award of MBA degree by the Dr. A. P. J. Abdul Kalam Technical University, Lucknow.

This is to further certify, to the best of my knowledge, that this work was neither published nor submitted to any other institution for award of any other degree or diploma.

Signature



Date:

*DIRECTOR'S CERTIFICATE*

This is to certify that the Summer Training project titled “ **A STUDY OF RECRUITMENT AND SELECTION IN BHARTI AIRTEL** ” is carried out by **SONAM KUMARI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI**. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIAM, Gr. Noida Date:





**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**A**

**SUMMER TRAINING PROJECT REPORT**

**On**

**Human Resources policies**

**AT**

**JUBILANT LIFE SCIENCES**

**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF**

**MASTER OF BUSINESS ADMINISTRATION**



**Dr. A.P.J. Abdul Kalam Technical University**

**Under the Guidance of:**

**Mr. VIVEK JAIN  
HR HEAD**

**2102250700045**

**SUBMITTED BY:**

**SWATI MAURYA**

**ROLL NO:**

**SESSION: 2021-2023**

*[Handwritten signature and stamp of Mr. Vivek Jain, HR Head, Accurate Institute of Management & Technology, Greater Noida]*

*[Handwritten signature and date 3/3/23]*



February 09, 2023

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Swati Maurya** 1<sup>st</sup> year student of MBA -Accurate Group of Institutions, Greater Noida, has successfully completed her Internship in our organization from **19<sup>th</sup> September, 2022 to 2<sup>nd</sup> November 2022.**

She has undergone her internship in Human Resource department and understood HR Policies and the process of Performance management system and Talent Acquisition.

During the period of her Internship with us, she demonstrated sincerity & learning agility.

We wish her all the best for all her future endeavours.

**For Jubilant Enpro Pvt. Ltd.**



**Vivek Jain**  
HR Head



# CERTIFICATE

This is to certify that "**SWATI MAURYA**" has undertaken this summer training project work entitled "**PERFORMANCE MANAGEMENT SYSTEM AND TALENT ACQUISITION**" for the partial fulfillment of the award of **Master of Business Administration** degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.).

As per best of my knowledge this Research project work is an original piece of work and has not been submitted or published elsewhere.

I wish him all the best for his bright future ahead.





15

**PROJECT REPORT  
ON**

**Summer Internship**

**AT**

**KANTAR IMRB**

**SUBMITTED BY**

**VIKAS SINGH**

**ROLL NO-(2102250700047)**

**UNDER THE GUIDANCE OF**

**Mr.AMIT KUMAR**



*Dr. Vikas Singh*  
Accurate Institute of Management & Technology  
Greater Noida

**DEPARTMENT OF MBA  
ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY  
SESSION-2021-23**



Date-09 November 2022

TO WHOM SO EVER IT MAY CONCERN

This is to certify that the student **VIKAS SINGH** of Accurate  
Institution of Management & Technology Uttar Pradesh- Greater Noida  
has satisfactorily completed project **KAP** during the period 19th  
September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi

Kunal Kushan/Amit Kumar- Office Head





## DECLARATION

I am VIKAS SINGH a student of Accurate institute of management & technology, Greater Noida (Session- 2022-2023) do hereby declare that the Summer Project Report entitled DIGITAL ADAPTION & INTERNET USAGE, under KANTAR IMRB is of my own efforts and it has not been submitted to any other University or Institution before.

I have submitted this project for the practical fulfillment of MBA degree under Accurate institute of management & technology.



Date:

Signature



**RESEARCH PROJECT REPORT**

**ON**

**DETAIL ANALYSIS OF REDBULL CORPORATION**



**FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE**

**AWARD OF THE DEGREE**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SUBMITTED TO:**

**MOHD.FAIZ SIDDIQUE**

**(ASST. PROFESSOR)**

**SUBMITTED BY:**

**AMBIKESH TIWARI**

**ROLLNO - 2102250700007**

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, GREATER**

**NOIDA (U.P.)**

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW**



*Dr. Ambikesh Tiwari  
Accurate Institute of Management & Technology  
Greater Noida*



## INTERNSHIP PROJECT REPORT

On

**“Recruitment and Selection Process through Telephonic Interview and Time Office Management and Payroll Processing in “LUXOR INTERNATIONAL PVT. LTD.”**

*Submitted in the partial fulfilment of the requirement for the  
award of  
MASTER OF BUSINESS ADMINISTRATION*

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
PLOT NO 49, KNOWLEDGE PARK-3 GREATER NOIDA UP**

*ACADEMIC SESSION  
(2021 – 2023)*

*02/3/23*  
Under the Guidance of:  
Mr. Faiz Siddiqui



*gk*  
Submitted By:  
AKASH KUMAR SAH  
MBA – 3<sup>rd</sup> Semester  
Roll No- 2102250700005  
Date:-02-03-2023



Leadership since... 1963  
ISO 9001 : 2008, 14001 &  
OHSAS 18001 COMPANY

LUXOR INTERNATIONAL PVT. LTD.  
C-42, Phase - II, Noida Gautam Budh Nagar,  
Uttar Pradesh - 201305, India  
TEL : +91-120-4899100-4607400  
E-MAIL : export.enquiry@luxoroffice.com  
WEBSITE : www.luxorpen.com, www.worldofluxor.com  
CIN : U74899DL1980PTC010659

# CERTIFICATE OF COMPLETION

Employee ID:- LIPL/HRD/A001  
Date of Issue:- 11/01/2023

This is to certify that Mr. Akash Kumar Sah S/O Sh. Trilok Sah pursuing MBA from Accurate Institute of Management and Technology has Successfully Completed his Internship with Luxor International Pvt. Ltd. from 05/10/2022 To 19/11/2022. During the period, he worked as a Human Resource-Associate. During the course of his internship, Akash Kumar Sah showed considerable Interest in fulfilling his roles and responsibilities and his conduct was professional throughout.

We wish him all the best for his future endeavors.

Best Regards,

For Luxor International Pvt. Ltd.

MADAN  
SINGH  
CHHATOLA

Madan Singh Chhatola  
Senior Manager - HR & Admin

Digitally signed by Madan Singh Chhatola  
DN: cn=Madan Singh Chhatola, o=Luxor International Pvt. Ltd., ou=HR & Admin, email=madan.singh@luxoroffice.com, c=IN  
Date: 2023.01.11 12:55:58 +05'30'



REGD. OFFICE : 229, OKHLA INDUSTRIAL ESTATE-III, NEW DELHI 110020 (INDIA)

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OHSAS 18001 COMPANY

LUXOR INTERNATIONAL PVT. LTD.

C-42, Phase - II, Noida Gautam Budh Nagar,

Uttar Pradesh - 201305, India

TEL : +91-120-4899100-4607400

E-MAIL : [export.enquiry@luxoroffice.com](mailto:export.enquiry@luxoroffice.com)

WEBSITE : [www.luxorpen.com](http://www.luxorpen.com), [www.worldofluxor.com](http://www.worldofluxor.com)

CIN : U74899DL1980PTCO10659

# CERTIFICATE OF COMPLETION

Employee ID:- LIPL/HRD/A001  
Date of Issue:- 11/01/2023

This is to certify that Mr. Akash Kumar Sah S/O Sh. Triloki Sah pursuing MBA from Accurate Institute of Management and Technology has Successfully Completed his Internship with Luxor International Pvt. Ltd. from 20/11/2022 To 11/01/2023. During the period, he worked as a Human Resource-Senior Associate. During the course of his internship, Akash Kumar Sah showed considerable interest in fulfilling his roles and responsibilities and his conduct was professional throughout.

We wish him all the best for his future endeavors.

Best Regards,

For Luxor International Pvt. Ltd.

MADAN  
SINGH  
CHHATOLA

Madan Singh Chhatola  
Senior Manager - HR & Admin

Digitally signed by Madan Singh Chhatola  
DN: cn=Madan Singh Chhatola, o=Luxor International Pvt. Ltd., email=madan.singh@luxoroffice.com, c=IN  
Date: 2023.01.11 10:13:48 +05'30'



REGD. OFFICE : 229, OKHLA INDUSTRIAL ESTATE-III, NEW DELHI 110020 (INDIA)

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A  
Project Report

On

Summer Training undertaken at

**Mahindra & Mahindra Limited**

**“Customer satisfaction (Mahindra Bolero)”**

Submitted in the Partial fulfillment for the

Award of degree of

Master of Business administration



**Submitted By:-**

Manoranjan Kumar Mishra

Roll No- 2102250700020

MBA III SEM

**Submitted To:-**

Mr. Faiz Siddiqui

Associate Professor

**2022-2023**

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, (AIMT),  
GREATER NOIDA, KNOWLEDGE PARK 3)**

**Greater Noida-201306**

*Handwritten signature and date: 2/3/23*



*Faint handwritten text at the bottom right, possibly a date or reference number.*



Siwan Tractors limited  
Babuniya More, Station  
Road, Siwan, Bihar –  
841226, India  
Tel: +91 9334034203  
Fax: +91 40 2311 7011  
info@siwantractors.com

Registered Office:  
Siwan, Bihar 841226, India  
CIN U50300BR2005PTC011741

Date: January 18, 2023

Ref: BPS/BR/2023/913221

Name : MANORANJAN KUMAR MISHRA  
GID No : 913221  
Band : U1  
Designation : Associate-Customer Support  
Circle : BSGDOM2  
Location : Siwan, 841226-841227

Dear MANORANJAN KUMAR MISHRA,

This has reference to your employment with Mahindra and Mahindra Ltd.

Your Full and Final settlement has been completed and you are relieved from the services of our Company effective from the closing hours of **October 26, 2022**.

We wish you all the best in your future endeavours.

For Mahindra And Mahindra Limited,

Prashant Gosi  
Manager (Support) - Human Resource.





**ACCURATE INSTITUTE OF MANAGEMENT  
& TECHNOLOGY, GREATER NOIDA**



**A  
MINI PROJECT REPORT ON  
" ONLINE BOOK STORE"**

**Submitted towards the partial fulfillment for the award  
of Degree  
in  
MASTER OF BUSINESS ADMINISTRATION  
(2022-2024)**

**SUBMITTED TO:  
PROF. Mohd. Faiz Siddhiqui**


**SUBMITTED BY:  
RITIK BHATI  
MBA 1st Semester**




## COLLEGE CERTIFICATE

This is to certify that **RITIK BHATI** has undertaken this project report work entitled "**ONLINE BOOK STORE**" for the partial fulfillment of the award of **Master of Business Administration** degree from AIMT. As per best of my knowledge this project report work is an original piece of work and has not been submitted or published elsewhere.

I **Mohd. Faiz Siddiqui** wish him/ her all the best for his/her bright future ahead.

  
(Director)

  
15/3/23  
(Assistant Professor)



## DECLARATION

The Mini project on " **ONLINE BOOK STORE**" has been undertaken as a partial fulfillment of the requirement for the award of the degree of Master of Business Administration of AIMT, GREATER NOIDA. I hereby declare that this Project is my original work and the analysis and findings are for academic purposes only. This project has not been submitted by the any student earlier to any other institution/ university.



RITIK BHATI





MINI PROJECT- 1 REPORT  
On  
"LIVE - AUTO FINDER"



SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION



ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW  
AND APPROVED BY AICTE)  
Batch (2022-24)

SUBMITTED BY

**AKSHIT SINGHAL**  
(Roll No- PREERN220061082)



SUBMITTED TO

**MOHD FAIZ SIDDIQUE**  
(HOD)

## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "**LIVE-AUTO FINDER**" is carried out by **Mr AKSHIT SINGHAL** (roll no.), a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date: 15/03/2023





**A MINI PROJECT REPORT**

*ON*

**“SMART DUSTBIN”**

**For the partial fulfillment of the requirement**

**for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**SUBMITTED TO:**

**MOHD.FAIZ SIDDIQUE**

(Asst. Professor)

**SUBMITTED BY:**

**SURAJIT JANA**

**Roll No:- 2206860700111**





## CERTIFICATE

This is to certify that **SURAJIT JANA**, University Roll No.-2206860700111, is a regular student of MBA 1st year, full time degree course at our institute. His/her Project Report work titled, '**SMART DUSTBIN**' submitted as part of the curriculum for the award of the degree of MASTER OF BUSINESS ADMINISTRATION from **Dr. A.P.J. Abdul Kalam Technical University, Lucknow**, is an original work done by him. This work has not been submitted earlier in any form partially or fully to this or any other Institute/University for any degree or diploma.

  
18/12/22  
Supervisor



  
Director

**A MINI PROJECT REPORT**  
**ON**  
**“SENSOR-BASED GAS LEAKAGE DETECTOR SYSTEM”**



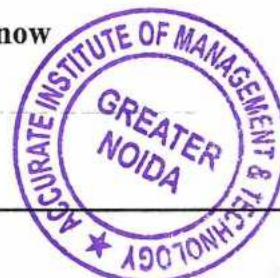
**For the partial fulfillment of the requirement**  
**for the award of the degree of**  
**MASTER OF BUSINESS ADMINISTRATION (MBA)**  
**ACADEMIC YEAR-(2022-2024)**  
**SEMESTER-01**  
**COLLEGE-A.I.M.T**

**SUBMITTED TO:**  
**Mr. FAIZ SIDDIQUE**  
(Asst. Professor)

**SUBMITTED BY:**  
**SIDDHASWAR PRADHAN**  
Roll No:- 2206860700107

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY,**  
**GREATER NOIDA (U.P.)**

**Dr. A.P.J. Abdul Kalam Technical University, Lucknow**



## **CERTIFICATE**

This is certify that **SIDDHASWAR PRADHAN**, University Roll No. **2206860700107** , is a regular student of MBA 1st year, full time degree course at institute A.I.M.T. His Project Report work titled, '**SENSOR-BASED GAS LEAKAGE DETECTOR SYSTEM**' submitted as part of the curriculum for the award of the degree of **MASTER OF BUSINESS ADMINISTRATION** from **Dr. A.P.J. Abdul Kalam Technical University, Lucknow** , is an original work done by his. This work has not been submitted earlier in any form partially or fully to this or any other Institute/University for any degree or diploma.

  
.....

**Supervisor**

  
.....  
**Director**





*Mini Project - 1 Report*

*On*

*Herbal Cigarettes*

*Submitted for the partial fulfillment of the Award*



*of*

*Master of Business Administration*

**DEGREE**

(Session : 2022- 2024)

**SUBMITTED BY**

*Mukesh kumar*

220006576

**UNDER THE GUIDANCE OF**



*Accurate institute of Management and Technology (MBA Institute)*

**AFFILIATED TO**

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY (FORMERLY UTTAR  
PRADESH TECHNICAL UNIVERSITY), LUCKNOW (FS-14)**

## Director Certificate

This is to certify that the work which is being presented in this report entitled "**HERBAL CIGARETTES**" is an authentic record of the **MUKESH KUMAR** carried out under my supervision. The statements made by the candidate are correct to the best of my knowledge.

  
Prof. (Dr.) **SUCHITA SINGH**

Director,

*Accurate institute of Management and Technology*

  
MD. FAIZ SIDDIQUE

Assistance Professor

AIMT(MBA Institute)

(Seal of the Department/ College)



**MINI PROJECT- 1 REPORT**  
**On**  
**SMART GLOVES FOR THE WORKERS**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BY  
ARVIND KUMAR**

**Roll no - 2206860700021**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,  
LUCKNOW AND APPROVED BY AICTE)  
Batch (2022-24)**





## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "**SMART GLOVES FOR THE WORKERS**" is carried out by **ARVIND KUMAR** a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:



25  
A

## Mini Project Report-1



### “E-Pandit Ji Services”

For The Partial Fulfilment Of The Requirement For The  
Award Of The Degree

Of

Master's In Business Administration

Batch No.-(2022-2024)

Submitted To

**FAIZ SIDDIQUI**

(Professor)

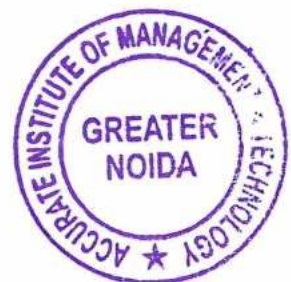
AIMT, Greater Noida

Submitted By

**YOGESH PANDEY**

Student- MBA, AIMT

Semester- 01



**Accurate Institute Of Management And Technology**

## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled “ **E- PANDIT .**” is carried out by **Mr. YOGESH** (Roll NO 2206860700121) , a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:







**SUMMER TRAINING PROJECT REPORT**  
**KMBN308**

PROJECT NAME "Vishal Mega Mart's Retail Operations"

**Master of Business  
Administration of**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**GREATER NOIDA, UTTAR PRADESH**

**SUBMITTED BY:**

**AYUSH SHARMA**  
**MBA 2nd YEAR**  
**Roll no.2102250700010**

*Signature*  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

## Declaration

I AYUSH SHARMA, hereby declare that the Project report on "Retail Operations of Vishal Retail Ltd." assigned to me for the partial fulfillment of the requirement for the award of post Graduate certificate in Retail Management from Accurate Institute of Management and Technology, Greater Noida.

It is the original work done by me and the information provided in the study is authenticated to the best of my knowledge.

The study has not been submitted to any other institution or university for the award of any other degree/diploma.

AYUSH SHARMA

Roll No. 2102250700010

MD. FAIZ SIDDIQUE  
MBA COORDINATOR



**A**  
**Summer Training Project Report**  
**On**  
**A Study of**  
**Performance Management System in**  
**N.H.P.C at**  
**Baira Suil Power Station Chamba (H.P)**



A report prepared and submitted for the partial requirement and fulfilment of the program at ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY

**SUBMITTED BY:**

**ARUNIMA SHARMA**  
**Roll no- 2002250700009**

Accurate Institute of Management & Technology






# CERTIFICATE

This is to certify that the Summer Training Project Report on "**A Study of Performance Management System in N.H.P.C**" is an original work carried out by **Arunima Sharma** Under the supervision of **Mohd Faiz Siddique**. in the partial fulfillment of the requirement for the award of MBA degree by the Dr. A.P.J Abdul Kalam Technical University, Lucknow.

This is to further certify, to the best of my knowledge, that this work was neither published nor submitted to any other institution for award of any other degree or diploma.

  
Signature





**SUMMER TRAINING PROJECT**  
**REPORT KMBN308**

**PROJECT NAME: Importance of Service Recovery  
in Measuring Customer Satisfaction in the Hotel  
Industry**

**Master of Business  
Administration of  
ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY**

**GREATER NOIDA, UTTAR  
PRADESH**


**SUBMITTED BY:**

**VIDIT SINGH  
MBA 2nd YEAR  
Roll no.2106860700031**



## **Declaration**

I hereby declare that this summer project report titled “:  
**Importance of Service Recovery in Measuring  
Customer Satisfaction in the Hotel Industry**

” satisfaction of  customer in “GREATER NOIDA.” is the result of my own effort in the training which I did as a part of the curriculum, for the fulfillments of **Master of Business Administration** (MBA). It has not been duplicated from any other earlier works and all information provided in this report is genuine.

This report is submitted for the partial fulfillments of MBA program. It has not been submitted to any other university or for any other degree.

**Date:**



**MD. FAIZ SIDDIQUE**  
**MBA COORDINATOR**





**SUMMER TRAINING PROJECT**  
**REPORT KMBN308**

PROJECT NAME: **Importance of Service Recovery**  
**in Measuring Customer Satisfaction in the Hotel**  
**Industry**

**Master of Business**  
**Administration of**  
**ACCURATE INSTITUTE OF MANAGEMENT AND**  
**TECHNOLOGY**

**GREATER NOIDA, UTTAR**  
**PRADESH**

SUBMITTED BY:


VIDIT SINGH  
MBA 2nd YEAR  
Roll no.2106860700031

Handwritten signature in green ink over a faint stamp that reads: DIRECTOR, Accurate Institute of Management & Technology, Greater Noida.



## **Declaration**

I hereby declare that this summer project report titled “:  
**Importance of Service Recovery in Measuring  
Customer Satisfaction in the Hotel Industry**

” satisfaction of  customer in “GREATER NOIDA.” is the result of my own effort in the training which I did as a part of the curriculum, for the fulfillments of **Master of Business Administration** (MBA). It has not been duplicated from any other earlier works and all information provided in this report is genuine.

This report is submitted for the partial fulfillments of MBA program. It has not been submitted to any other university or for any other degree.

**Date:**



**MD. FAIZ SIDDIQUE**  
MBA COORDINATOR

## SUMMER TRAINING PROJECT REPORT

On

# A STUDY ON INVESTMENT OF MUTUAL FUND AND ITS PORTFOLIO IN MAHINDRA FINANCE



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESSADMINISTRATION*

By SOHAIL AHMAD

(Roll No.: 2102250700041 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIMT, Grater Noida



*Signature*  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)  
(2022-23)





**Date:** 20/10/2022

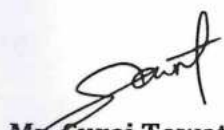
**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Sohail Ahmad** a student of **MBA** from **AIMT, Greater Noida**, has successfully completed his summer internship in "**A STUDY ON INVESTMENT OF MUTUAL FUND AND ITS PORTFOLIO IN MAHINDRA** " from **09<sup>th</sup> Sep 2022** to **20<sup>th</sup> October 2022** in our organization.

During the above training period, we found his punctual, honest, hardworking and sincere towards his work.

We wish him success in his future endeavors.

For **Mahindra & Mahindra Financial Services Ltd.**

  
**Mr. Suraj Tewatiya**

**Sr. Manager**



**Address:**

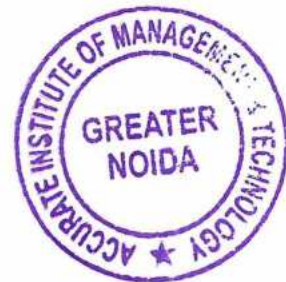
Block 21, 2nd floor, Sachdeva plaza, Plot No.3, Mayur Vihar Phase 2, Part 2, Mayur Vihar  
Phase 1, New Delhi, Delhi 110092

## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled “ **A STUDY ON INVESTMENT OF MUTUAL FUND AND ITS PORTFOLIO IN MAHINDRA FINANCE** ” is carried out by **SOHAIL AHMAD** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
( DIRECTOR )

AIMT, Gr. Noida Date:



# RESEARCH PROJECT REPORT

On

## “MARKETING STRATEGIES OF CADBURY”



SUBMITTED FOR PARTIAL FULFILLMENT OF THE  
DEGREE OF

*MASTER OF BUSINESSADMINISTRATION*

By

SOHAIL AHMAD

(Roll No.: 22102250700041)

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIMT, Grater Noida



*Director*  
Accurate Institute of Management & Technology  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2021-23)



## DIRECTOR'S CERTIFICATE

This is to certify that the project titled “ **MARKETING STRATEGIES OF CADBURY** ” is carried out by **SOHAIL AHMAD** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
( DIRECTOR )

AIAM, Gr. Noida Date:



PROJECT REPORT  
ON  
Summer Internship

AT  
KANTAR IMRB

SUBMITTED BY  
SWAPAN KUMAR PAUL

ROLL NO-(2106860700029)  
UNDER THE GUIDANCE OF

Mr.AMIT KUMAR



DIRECTOR  
Accurate Institute of Management  
Greater Noida

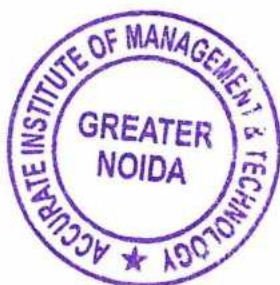
DEPARTMENT OF MBA  
ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY  
SESSION-2021-23



## DECLARATION

I am SWAPAN KUMAR PAUL a student of Accurate institute of management & technology, Greater Noida (Session- 2022-2023) do hereby declare that the Summer Project Report entitled DIGITAL ADAPTION & INTERNET USAGE, under KANTAR IMRB is of my own efforts and it has not been submitted to any other University or Institution before.

I have submitted this project for the practical fulfillment of MBA degree under Accurate institute of management & technology.



Date: 02/03/2023

Swapan kumar paul.  
Signature



Date-09 November 2022

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the student SWAPAN KR PAUL of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project KAP during the period 19th September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi



Kunal Mishra/Amit Kumar- Office Head.



# A SUMMER INTERNSHIP PROJECT REPORT

AT  
OF

"KANTER IMRB"



FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE  
DEGREE

MASTER OF BUSINESS ADMINISTRATION (MBA)

SUBMITTED TO:

MOHD.FAIZ SIDDIQUE

(ASST. PROFESSOR)

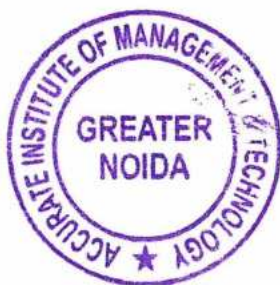
SUBMITTED BY:

SHUBHADIP BERA

ROLL NO...2106860700027

ACCURATE INSTITUTE OF ADVANCED MANGEMENT, GREATER NOIDA (U.P.)

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW



*[Signature]*  
Director  
Accurate Institute of Management & Technology  
Greater Noida

*[Handwritten mark]*



## DECLARATION

I, **Mr. Subhadip Bera**, hereby declare that this project report is the record of authentic work carried out by me during the period from **19<sup>Th</sup> September 2022** to **9<sup>Th</sup> November 2022** and has not been submitted to any other University or Institute for the award of any Master Of Business Administration.

Signature: *Subhadip Bera*

Name: **Subhadip Bera**

Place: **Greater Noida**





**SUMMER TRAINING PROJECT REPORT**  
On  
**FINANCIAL SERVICES OFFERED BY SBI BANK**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF**  
***MASTER OF BUSINESS ADMINISTRATION***

By **CHAYAN BHATTCHARYA**

(Roll No.: 2102250700012 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Greater Noida



DIRECTOR  
Accurate Institute of Management & Technology  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)





भारतीय स्टेट बैंक  
**State Bank of India**

Dated: - 20/10/2022

**TO WHOM IT MAY CONCERN**

This is to certify that **Mr. Chayan Bhattacharya** student of **MBA** from **AIMT, Greater Noida**, has successfully completed the projects at our Organization for Summer Training w.e.f. **10/09/ 2022 to 20/10/2022**.

He has completed his training successfully. We wish him all the best in his bright future endeavors.

**SBI BANK OF INDIA**

(Sr. Manager)



**State Bank Of India**

**Branch Office:** Knowledge Park I, Greater Noida, Uttar Pradesh 201310

IFSC Code SBIN0002329, MICR Code 203002010

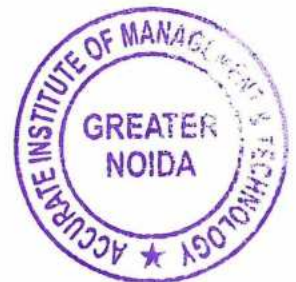
**Contact number** 05735-225228, 226361, website:- <http://www.sbi.co.in>

## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled "**FINANCIAL SERVICES OFFERD BY SBI BANK**" is carried out by **CHAYAN BHATTCHARYA**, a student of MBA – II year at Accurate Institute of Management & Technology, Gr. Noida, under the supervision of **FAIZ SIDDIQUI**. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT, Gr. Noida Date:





**SUMMER INTERNSHIP PROJECT REPORT  
ON  
"MARKET RESEARCH"**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)  
Greater Noida-201306**

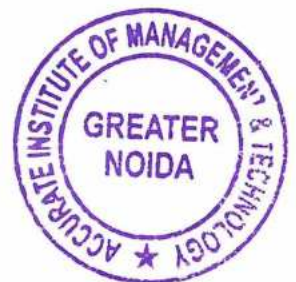
**For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION**

**BATCH 2021-2023**

**By  
SAHIL**

**Under the Guidance of**

**Mr. AJIZ KHAN**



**Dr. APJ Abdul Kalam Technical University**

# KANTAR

## ANALYSIS OF FIELD MASALA & KAP PROJECT OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS

Submitted by

SAHIL

AKTU University

Roll No-

2106860700021

Submission towards partial fulfilment for the Degree of Master of Business Administration

Batch : 2021-23

External Guide

Mr. Ajiz Khan

Kantar Operations

8, Balaji Estate, Kalkaji

Internal Guide

Mr. Faiz Siddiqui

HOD – MBA Dept



**DR. APJ Abdul Kalam  
Technical University**

August 2022

Date-09 November 2022

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the student **SAHIL** of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project **MASALA & KAP** during the period 27th September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi

  
Kunal Kishan/Amit Kumar- Office Head.



MINI PROJECT – 1 REPORT  
ON  
“ELDERCARE”



SUBMITTED FOR THE PARTIAL FULFILMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BY  
VAISHALI VINEET  
BATCH (2022-24)  
ROLL NO. PREERN2206860700114



ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED BY DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW  
AND APPROVED BY AICTE)

## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "ELDERCARE" is carried out by Ms. Vaishali Vineet (Batch 2022-24), a student of MBA-1<sup>st</sup> Year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. Mohd. Faiz Siddiqui.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A.P.J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

(DIRECTOR)

AIMT

Greater Noida

Date: 13/02/23



A  
RESEARCH  
PROJECT REPORT  
ON

“A Study of Marketing Strategies of  
Hindustan Unilever L.T.D. (HUL)”

SUBMITTED FOR THE PARTIAL  
FULFILLMENT OF THE REQUIREMENT FOR  
THE AWARD

OF  
MASTER OF BUSINESS  
ADMINISTRATION  
(BATCH-2020-2022)  
AFFILIATED TO:

*SK*  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

Dr. APJ Abdul Kalam Technical University,  
Lucknow

SUBMITTED TO:

SUBMITTED

BY:

MOHD. FAIZ SIDDIQUE  
( Faculty )

ARUNIMA SHARMA  
MBA 4th SEMESTER



ACCURATE INSTITUTE OF  
MANAGEMENT & TECHNOLOGY



## DECLARATION

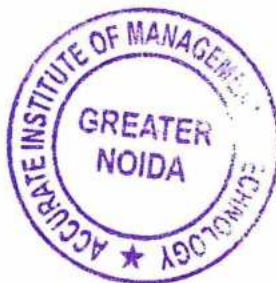
I, ARUNIMA SHARMA hereby declare that the project entitled "A Study of Marketing Strategies of Hindustan Unilever Ltd. (HUL)" has been carried.

Out by me under the guidance of **MR. MOHD. FAIZ SIDDIQUE**. This project is submitted to Dr. A.P.J. Abdul Kalam Technical University, Lucknow, In partial fulfilment of the academic year **2021-2022**.

This is the outcome of my own research work based on personal study and has not been submitted previously for award of any degree or diploma to this university or any other university.

(ARUNIMA SHARMA)

*Arunima*



A

**MINI PROJECT REPORT**

On

**“FLOWER RESTAURANT”****For the partial fulfilment of the requirement****for the award of the degree of****MASTER OF BUSINESS ADMINISTRATION****Under the Guidance of:**

Prof. Faiz Siddique

**Submitted by:**

Damya Ranjan

**ACCURATE**  
GROUP OF INSTITUTIONS**GREATER NOIDA (U.P.)****Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW**

**A MINI PROJECT REPORT**

**ON**

**“CUSTOMER SATISFACTION TOWARDS HYUNAI CAR”**



**FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR**

**THE AWARD OF THE DEGREE**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SUBMITTED TO:**

**MOHD.FAIZ SIDDIQUE**

**(H.O.D)**

**SUBMITTED BY:**

**SARTHAK RAJPT**

**ROLL NO: 2102250700031**

**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY, GREATER NOIDA, UTTAR PRADESH**

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW**



**DIRECTOR**  
**Accurate Institute of Management & Technology**  
**Greater Noida**



# CERTIFICATE

This Is To Certify that project entitled "CUSTOMER SATISFACTION TOWARDS HYUNDAI CAR" Submitted By SARTHAK RAJPUT, Roll No. 2102250700031 inpartial fulfillment of Master of Business Administration, IV Sem Of AIMT COLLEGE, Greater Noida, UTTAR PREDESH is a record of student's own work carried out under my supervision guidance. While Working On Project they were sincere, disciplined and enthusiastic Asper our knowledge this work is original and mine.



SUPERVISOR



H.O.D

**Summer Internship Project**  
(MASTER OF BUSINESS ADMINISTRATION)

**OUTLOOK GROUP**



By: Akash Siwach

Under the guidance of

Bhuwan Thapar  
Designation : Inter Mentor  
Organization: OUTLOOK GROUP

Mr.Faiz Siddiqui  
Designation : Faculty  
AIMT Greater Noida



*Handwritten signature and date: 2/8/23*



Month, Year  
01 September 2022 to 15 October 2022

# OFFER LETTER



Dear Akash Siwach

Greetings from The Outlook Group.

We are writing to inform you of our willingness to offer Internship to you in The Outlook Group.

Our Internship Program is based on a unique model and offers students an opportunity to experience-based learning while giving them a chance to earn.

The Internship will commence from 26 July, 2022 to 10 September, 2022 which can be extended on mutual consent.

Due to Covid-19 pandemic, you shall be provided with assignments that can be undertaken from the respective places of stay.

Outlook Group offers Pay for Performance Model, along with plenty of opportunities to learn. Commission is provided as per performance and is directly linked with your 10% Knowledge Jockey panel.

Our unique programme will boost the learning and we are confident that they will bring value to the organisation too.

We welcome you to Outlook Group and hope you have a rich experience in learning and earning.

Yours Sincerely,

A handwritten signature in black ink, appearing to read "Ashish".

Ashish Gupta  
Outlook Group  
July 26, 2022

Outlook Publishing India Pvt Ltd, AB -10, Safdurjung Enclave, New Delhi - 110029





# COMPLETION CERTIFICATE

**Outlook**  
group

## Completion Certificate

This certificate is awarded to


Akash Siwach

*of*

Accurate Institute Of Management And Technology

For successfully completing the Internship in Outlook Internship  
Program for the period 1 September, 2022 to 15 October, 2022

Date 15 October, 2022

  
Muralidharan K  
HR Department



41

**SUMMER INTERNSHIP PROJECT REPORT  
ON  
"KANTAR"**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)  
Greater Noida-201306**

**For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION**

**BATCH 2021-2023**

**By  
PUSHPENDRA KUMAR**

**Under the Guidance of**

**Mr. Ajiz khan**



*Signature*  
DIRECTOR  
Department of Management  
Greater Noida



*Signature* 2/3/23  
**Dr. APJ Abdul Kalam Technical University**

Date-09 November 2022

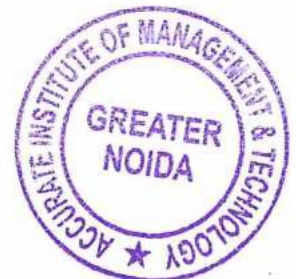
**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the student **PUSHPENDRA KUMAR** of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project **KAP** during the period 19th September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi



Kunal Kishan/Amit Kumar- Office Head.





## BONAFIDE CERTIFICATE

This is to certify that **Mr. Pushpendra kumar** a student of **AKTU UNIVERSITY**, pursuing **MASTER IN BUSINESS ADMINISTRATION**, has successfully completed Summer Internship **KANTAR** from **19 September, 2022, TO 9 November, 2022**. As part of his curriculum, the report entitled, **"ANALYSIS OF FIELD MASALA PROJECT OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS"**, submitted by the student to the undersigned is an authentic record of his/her original work, which he/she has carried out under my supervision and guidance.

I wish him/her all the best.



Signature of Internal Guide

Date - 02/03/23



**Summer Internship Project**  
(MASTER OF BUSINESS ADMINISTRATION)

**OUTLOOK GROUP**



By: Ritu singh

Under the guidance of

Bhuwan Thapar  
Designation : Inter Mentor  
Organization: OUTLOOK GROUP

Mr.Faiz Siddiqui  
Designation : Faculty  
AIMT Greater Noida



  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida



Month, Year  
20/ August/2022 to 5 /October/ 2022

## COMPLETION CERTIFICATE

**Outlook**  
group

### Completion Certificate

This certificate is awarded to

Ritu Singh

*of*

Accurate Institute Of Management And Technology

For successfully completing the Internship in Outlook Internship  
Program for the period 1 September, 2022 to 15 October, 2022

Date: 15 October, 2022

*Muralidharan K*  
Muralidharan K  
HR Department





**SUMMER INTERNSHIP PROJECT REPORT  
ON  
"KANTAR"**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)  
Greater Noida-201306**

**For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION**

**BATCH 2021-2023**

**By  
MAYANK KUMAR**

**Under the Guidance of**

**Mr. Ajiz khan**

*[Handwritten signature in green ink]*  
Mr. Ajiz Khan  
Accurate Institute of Management & Technology  
Greater Noida



**Dr. APJ Abdul Kalam Technical University**

Date-09 November 2022

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the student **MAYANK KUMAR** of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project **KAP** during the period 19th September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi



Kunal/Kishan/Amit Kumar- Office Head.



Date-09 November 2022

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the student **MAYANK KUMAR** of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project **KAP** during the period 19th September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi



Kunal Kishan/Amit Kumar- Office Head.





## SUMMER TRAINING PROJECT REPORT

On

# A STUDY OF RECRUITMENT AND SELECTION IN BHARTI AIRTEL



*SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF*

## *MASTER OF BUSINESS ADMINISTRATION*

By MONU SHARMA

(Roll No.: 2102250700022)

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Greater Noida



Accurate Institute of Advance Management ,  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)  
(2022-23)



20-10-2022

**TO WHOM IT MAY CONCERN**

This is to certify that **Mr. Monu Sharma** student of **MBA** from **AIMT, Greater Noida** he has successfully completed the project at our organization for summer Internship w.e.f. **05<sup>th</sup> Sep.** to **20<sup>th</sup> Oct. 2022.**

He has worked with **"HR Department"**

He has completed his internship successfully. We wish him all the best in his bright future endeavours.

**For BHARTI AIRTEL LIMITED**

  
For Bharti Airtel Ltd.  
**Parul Khullar** Authorised Signatory  
Head L&D



### ***SUPERVISOR'S CERTIFICATE***

This is to certify that the Summer Training Project Report titled “ **A STUDY OF RECRUITMENT AND SELECTION IN BHARTI AIRTEL** ” is an original work carried out by **Mr. MONU SHARMA** under my supervision, in the partial fulfillment of the requirement for the award of MBA degree by the Dr. A. P. J. Abdul Kalam Technical University, Lucknow.

This is to further certify, to the best of my knowledge, that this work was neither published nor submitted to any other institution for award of any other degree or diploma.



Signature

2/03/23

Date:





### ***DIRECTOR'S CERTIFICATE***

This is to certify that the Summer Training project titled “ **A STUDY OF RECRUITMENT AND SELECTION IN BHARTI AIRTEL** ” is carried out by **MONU SHARMA** , a student of MBA – II year at Accurate Institute of Advance Management , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIAM, Gr. Noida Date:



RESEARCH REPORT  
On  
**INTERNET MARKETING IN HOTEL  
INDUSTRY**



SUBMITTED FOR PARTIAL FULFILLMENT OF THE  
DEGREE OF

*MASTER OF BUSINESS  
ADMINISTRATION*

By

MADHUBALA

(Roll No: 2102250700019)

External Supervisor  
FAIZ SIDDIQUE

Internal Supervisor



Accurate Institute Of Management & Technology, Greater Noida  
(Affiliated Dr. A. P. J. Abdul Kalam Technical University, Lucknow Approved  
by AICTE) ,



DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled **"INTERNET MARKETING IN HOTEL INDUSTRY"** is carried out by **MADHUBALA** a study – II year RESEARCH PROJECT REPORT at Accurate Institute of Management & Technology, Gr. Noida, under the supervision of Mr. FAIZ SIDDQUE.

This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this RESEARCH REPORT to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.





PROJECT REPORT  
ON  
MARKETING STRATEGY OF DLF IN  
REAL ESTATE

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

UNDER THE GUIDANCE OF  
MR.FAIZ SIDDQUI

Submitted By  
JAIDEEP TYAGI  
Enrolment Number  
2102250700015  
MBA 2021-23



ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY

*Signature*  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida



## Certificate

This is to certify that the project report "MARKETING STRATEGY OF DLF IN REAL ESTATE" has been prepared by Mr JAIDEEP TYAGI under my supervision and guidance. The project report is submitted towards the partial fulfilment of 2-year, Full time Master of Business Administration.

  
MR.FAIZ SIR


Name & Signature of Faculty

Date 29/5/23



**A  
Summer Training Project Report  
On  
A Study of  
Performance Management System in  
N.H.P.C at  
Baira Suil Power Station Chamba (H.P)**



A report prepared and submitted for the partial requirement and fulfilment of the  program at ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY

**SUBMITTED BY:**

**ARUNIMA SHARMA**  
Roll no- 2002250700009



  
Accurate Institute of Management & Technology  
Greater Noida



## DECLARATION

I hereby declare that the project report titled “**STUDY OF PERFORMANCE MANAGEMENT SYSTEM**” is a genuine research work undertaken by me under the guidance of **Mohd Faiz Siddique**. This information has been collected from genuine authentic sources.

The report is being submitted in partial fulfillment of the requirement of **MASTERS OF BUSINESS ADMINISTRATION** from **ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY**.

Your Arunima Sharma

*Arunima*



DIRECTOR  
Accurate Institute of Management & Technology  
Greater Noida

# CERTIFICATE

This is to certify that the Summer Training Project Report on "**A Study of Performance Management System in N.H.P.C**" is an original work carried out by **Arunima Sharma** Under the supervision of **Mohd Faiz Siddique**. in the partial fulfillment of the requirement for the award of MBA degree by the Dr. A.P.J Abdul Kalam Technical University, Lucknow.

This is to further certify, to the best of my knowledge, that this work was neither published nor submitted to any other institution for award of any other degree or diploma.

Signature



# RESEARCH PROJECT REPORT

ON

**"CUSTOMER SATISFACTION TOWARDS HERO MOTOCORP. IN PILIBHIT  
AFTER SEPARATIO "**



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

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**(FINANCE AND MARKETING)**

**SUBMITTED TO:**

**MOHD.FAIZ SIDDIQUE**

**(ASST. PROFESSOR)**

**SUBMITTED BY:**

**VIKAS SINGH**

**ROLLNO - 2102250700047**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, GREATER  
NOIDA (U.P.)**

**DR. A.P.J. ABDUL KALAM**  
Accurate Institute of Advanced Management  
Greater Noida

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW**



## COMPANY DETAILS OF HERO MOTOCORP.

Hero MotoCorp



# Hero

"Hum Main Hai Hero"

Type	Public company
	BSE: 500182
Traded as	NSE: HEROMOTOCO BSE SENSEX Constituent
Industry	Automotive
Predecessor	Hero Honda Motors Ltd.
Founded	19 January 1982
Headquarters	New Delhi India
Area served	India, Sri Lanka, Nepal Dr. Brijmohan Lall Munjal (Chairman)
Key people	Pawan Munjal (MD & CEO) <sup>[1]</sup>
Products	Motorcycles, Scooters
Revenue	▲ ₹241.66 billion (US\$3.8 billion) (2013) <sup>[2]</sup>
Operating income	▲ ₹33.22 billion (US\$520 million) (2013) <sup>[3]</sup>
Net income	▲ ₹21.18 billion (US\$330 million) (2013) <sup>[2]</sup>
Total assets	▲ ₹53.08 billion (US\$830 million) (2013)
Number of employees	5,842 <sup>[2]</sup>
Parent	Hero Group
Subsidiaries	Erik Buell Racing(49.2%)



49

# KANTAR

## ANALYSIS OF FIELD CONVEYANCE IN CORPORATE SECTOR OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS

Submitted by  
Sushil Kumar Singh

Roll No. -  
2102250700043

KMBN308

Submission towards partial fulfilment for the Degree of Master of Business Administration

Batch : 2021-23

External Guide

Mr. Alok Pandey

Kantar Operations

8, Balaji Estate, Kalkaji

Internal Guide

Prof. Faiz

Siddiqui sir

AIMT ( GREATER

NOIDA)



External Guide  
Mr. Alok Pandey  
Kantar Operations  
8, Balaji Estate, Kalkaji

  
21/3/23



## BONAFIDE CERTIFICATE

This is to certify that SUSHIL KUMAR SINGH a student of AIMA GREATER NOIDA, pursuing **MASTER IN BUSINESS ADMINISTRATION**, has successfully completed Summer Internship **KANTAR** from **SEPTEMBER 1, 2022, - OCTOBER 15, 2022**. As part of his curriculum, the report entitled, "**ANALYSIS OF FIELD CONVEYANCE IN CORPORATE SECTOR OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS**", submitted by the student to the undersigned is an authentic record of his/her original work, which he/she has carried out under my supervision and guidance.

I wish him/her all the best.



Signature of Internal Guide

Date -





A  
MINI REPORT  
ON

**“COME AND WASH LAUNDRY SERVICE ”**

*For the partial fulfilment of the requirement for the award of degree*

*Of Master of Business Administration*

**SESSION(2022-24)**

**DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY LUCKNOW**



Under the Guidance of-  
**MOHD. FAIZ SIDDIQUI**

**Assistant Professor**

**(AIMT COLLEGE, GR. NOIDA)**

Submitted By -  
**ANKIT KR. SINGH**

**MBA 1<sup>st</sup> semester**

**ROLL NO.  
2202250700002**



**ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY, GREATER NOIDA  
49, KNOWLEDGE PARK 3, GREATER NOIDA. (UP)**

## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled **“COME AND WASH LAUNDRY SERVICE”** is carried out by **Mr. ANKIT KUMAR SINGH**(Roll no.2202250700002), a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of **Mr. Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:



Working capital management of TRF limited  
Jamshedpur

By

**CHAYAN BHATTACHARYA**

**2102250700012**

Under the Guidance of

**Mr. Faiz Siddique**

**Asst. Professor**

**AIMT INSTITUTE OF MANAGEMENT & TECHNOLOGY**

A PROJECT REPORT

*In partial fulfillment for the award of the degree*

*Of*

**MASTER OF BUSINESS ADMINISTRATION**



**Dr. A.P.J. Abdul Kalam Technical University,  
Lucknow**



**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida



### CERTIFICATE OF THE GUIDE

This is to certify that the project work titled W.C.M. of TKT Limited is a bonafide work of Mr. /Ms. Chayna Bhattacharya Enrollment No. 2102050700012 carried out in partial fulfilment for the award of the degree of Master of Business Administration of AKTU University under my guidance. This project work is original and not submitted earlier for the award of any degree / diploma or Associateship of any other University/ Institution.



Signature of the HOD

Place: Greater Noida

Date: 29/05/2023



**SUMMER INTERNSHIP PROJECT REPORT  
ON  
"MARKET RESEARCH"**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)  
Greater Noida-201306**

**For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION**

**BATCH 2021-2023**

**By  
SAHIL**

**Under the Guidance of**

**Mr. AJIZ KHAN**



**Dr. APJ Abdul Kalam Technical University**

Date-09 November 2022

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the student **SAHIL** of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project **MASALA & KAP** during the period 27th September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi

  
Kunal Kishan/Amit Kumar- Office Head.



## BONAFIDE CERTIFICATE

This is to certify that **Mr. SAHIL** a student of **AKTU UNIVERSITY**, pursuing **MASTER IN BUSINESS ADMINISTRATION**, has successfully completed Summer Internship **KANTAR** from **19 September, 2022, TO 9 November, 2022**. As part of his curriculum, the report entitled, **“ANALYSIS OF FIELD MASALA & KAP PROJECT OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS”**, submitted by the student to the undersigned is an authentic record of his/her original work, which he/she has carried out under my supervision and guidance.

I wish him/her all the best.

Signature of Internal Guide

Date -



**MINI PROJECT -1 REPORT  
ON  
DRAGON FRUIT FARMING**



SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF MASTER'S IN BUSINESS ADMINISTRATION

BY

PRINCE KUMAR SINGH  
ROLL NO 2206860700074



ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW  
AND APPROVED BY AICTE)

BATCH (2022-24)

## **DIRECTOR'S CERTIFICATE**

This is to certify that the Mini Project-1 titled **“DRAGON FRUIT FARMING”** is carried out by **Mr PRINCE KUMAR SINGH (Roll no. 2206860700074)**, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of **Mr. Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:





A MINI PROJECT REPORT

ON

"CUSTOMER SATISFACTION ON APPLE I-PHONE"



FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD

OF THE DEGREE

MASTER OF BUSINESS ADMINISTRATION (MBA)

SUBMITTED TO:

MOHD.FAIZ SIDDIQUE

(H.O.D)

SUBMITTED BY:

ABHISHEK SINGH MEENA

ROLLNO - 2102250700003

ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, GREATER

NOIDA (U.P.)



DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW

  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

## CERTIFICATE

This is to certify that project entitled "CUSTOMER SATISFACTION ON APPLE I-PHONE" Submitted Abhishek Singh Meena, Roll No 2102250700003 in partial fulfillment of Master of Business Administration,

Final Sem Of AIMT COLLEGE , Greater Noida is a record of student's own work carried out under my supervision and guidance. While working on project they were sincere, disciplined and enthusiastic As per our knowledge.

SUPERVISOR



H.O.D.

# SUMMER TRAINING PROJECT REPORT

## On OUTLOOK GROUP



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE  
OF

*MASTER OF BUSINESSADMINISTRATION*

By SATYAM KUMAR  
(Roll No.: 2102250700032)

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



ENTER  
DATE  
SIGNATURE

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)





## DIRECTOR'S CERTIFICATE

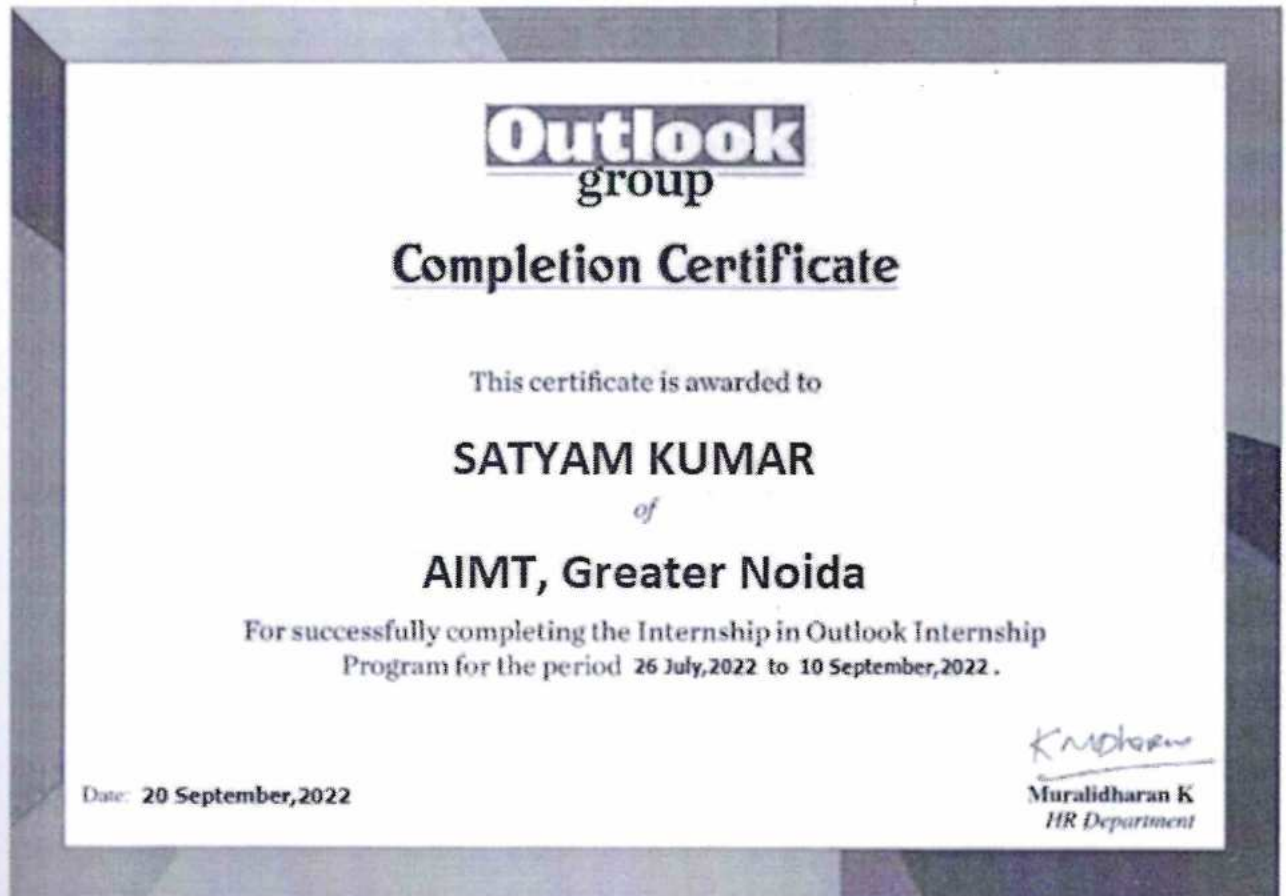
This is to certify that the Summer Training project titled “ **OUTLOOK GROUP** ” is carried out by **SATYAM KUMAR** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

(DIRECTOR)

AIMT, Gr. Noida Date:



# COMPLETION CERTIFICATE



# RESEARCH PROJECT REPORT

On

## STUDY ON ANALYSIS OF SBI MUTUAL FUNDS



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESSADMINISTRATION*

By

POOJA BANSAL

(Roll No.: 2002250700022)

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



*Director*  
Accurate Institute of Advanced Management  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2021-23)





## DIRECTOR'S CERTIFICATE

This is to certify that the project titled “ **STUDY ON ANALYSIS OF SBI MUTUAL FUNDS** ” is carried out by **POOJA BANSAL** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

(DIRECTOR)

AIAM, Gr. Noida Date:



**A**  
**RESEARCH PROJECT REPORT**  
**On**  
**RECRUITMENT & SELECTION OF TCS**



CONSULTANCY SERVICES

**Submitted in partial fulfillment of the requirement**  
**For the award of degree**  
**of**  
**MASTER OF BUSINESS ADMINISTRATION**  
**(AKTU)**

**SESSION (2021-2023)**

**SUBMITTED To: -**  
**DR. FAIZ SIDDIQUI**

**SUBMITTED BY:-**  
**SHUBHANGI BHORAL**  
**MBA 4th Sem**

*Director*  
*Accurate Institute of Advanced Management*  
*Greater Noida*



*Director*  
*Accurate Institute of Advanced Management*  
*Greater Noida*

**ACCURATE INSTITUTE OF MANAGEMENT AND**  
**TECHNOLOGY, GREATER NOIDA**



## DECLARATION

I, hereby declare that the Summer Training Report On “**Recruitment & Selection of TCS**” being submitted to the “**AIMT**” for the partial fulfillment of the requirement for the degree of Bachelor of Business Administration is my own endeavors and it has not been submitted earlier to any institute for any degree.



  
**SHUBHANGI BHORAL**



# SUMMER TRAINING PROJECT REPORT

On

A STUDY OF RECRUITMENT AND SELECTION PROCESS AT INNOVATION  
TRIGGERS MANAGEMENT CONSULTANCY, GURGAON



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE  
OF

*MASTER OF BUSINESSADMINISTRATION*

By KRITI TIWARI

(Roll No.: 2102250700018 )

Internal Supervisor

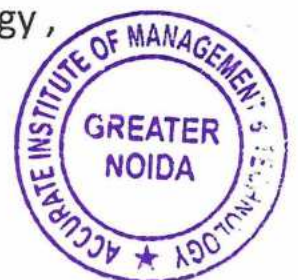
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



Accurate Institute of Management & Technology ,  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2022-23)



*Handwritten in green ink:*  
4/3/23  
Index Missing

Certificate ID: 2022\_09\_27

DATE: 28/09/2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Kriti Tiwari** student of Accurate Institute of Management and Technology of Greater Noida, has successfully completed her internship as **Human Resource Intern** with **Deltron Technologies Pvt. Ltd.** during the period of **25<sup>th</sup> August 2022 – 27<sup>th</sup> September 2022**.

During the Internship, she actively recruiting the candidates for **Deltron Technologies**, worked on admin and operation for management to grow the business.

During her tenure, **Shivangi** has shown great amount of responsibility, sincerity and a genuine willingness to learn. Her efforts were result oriented. She is sociable and works well individually as well as in teams.

We wish her all the very best for her future endeavors.

Sincerely,

(HR Department)



Kalpana Rai  
[hr@deltrontechnologies.com](mailto:hr@deltrontechnologies.com)

Office Address: Assotech Business Cresterra, Unit # 907, 9<sup>th</sup> Floor,  
Tower-2, Sector-135, Noida 201304.

- Email: [info@deltrontechnologies.com](mailto:info@deltrontechnologies.com) \*
- Contact: +91 7827319129, +91 9999499832 \*

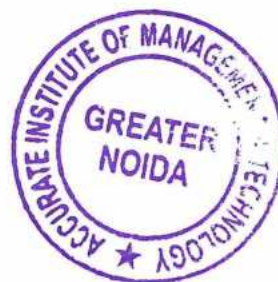


## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled " **A STUDY OF RECRUITMENT AND SELECTION PROCESS AT INNOVATION TRIGGERS MANAGEMENT CONSULTANCY, GURGAON** " is carried out by **KRITI TIWARI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

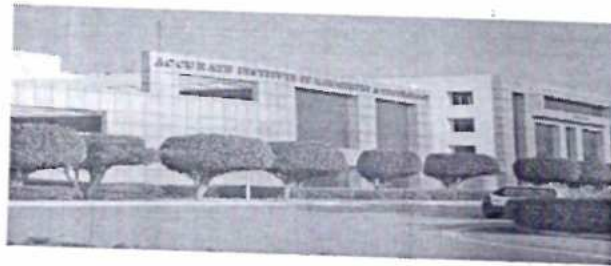
AIAM, Gr. Noida Date:







**ACCURATE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY  
(AIMT),  
GREATER NOIDA-UP**



**RESEARCH PROJECT REPORT (RPR)  
(KMBN408)**

On

***“Recruitment and Selection at TCS”***

*Submitted in partial fulfilment of requirement for the award of degree of*

**MASTERS OF BUSINESS ADMINISTRATION**

**[Session 2022-23]**



Dr. A.P.J. Abdul Kalam Tech. University  
Uttar Pradesh

Under Guidance of  
Mr. Faiz Siddiqui  
Department of Management  
(AIMT), Greater Noida

Submitted by:  
Esha Srivastava

**DIRECTOR**  
**Accurate Institute of Advanced Management**  
**Greater Noida**

MBA 4<sup>th</sup> Sem.  
Roll No.- (2102250700014)

*Affiliated to Dr. A P J Abdul Kalam Technical University (AKTU), Lucknow*



## CERTIFICATE

This is to certify that the report "***Recruitment and Selection at TCS***" being submitted by **Ms.Esha Srivastava**(ROLL NO.-2102250700014)in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration, is a bonafide record of the project work done by her, under the guidance & supervision of able faculty members of the department.

We wish her all the best and a successful and bright future.



**Mr. Faiz Siddiqui**

(Supervisor)

Head of the Department (HOD),

MBA Department





A MINI PROJECT REPORT

On

WEDDINGZ PLANNER

(ONLINE MARRIAGE HALL BOOKING)

Submitted to

**Dr. A.P.J. Abdul Kalam Technical University,  
LUCKNOW**

For the partial fulfilment of

MASTERS OF BUSINESS ADMINISTRATION

BATCH 2022-2024

SUBMITTED TO:-

Prof. Mohd Faiz Siddiqui

SUBMITTED BY:-

SHIVANI PANDEY

MBA 1<sup>st</sup> Year (1<sup>st</sup> Sem)


**ACCURATE INSTITUTE OF TECHNOLOGY AND  
MANAGEMENT (GREATER NOIDA KNOWLEDGE PARK 2)**





## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project- 1 titled "ONLINE MARRIAGE HALL BOOKING" is carried out by MRS SHIVANI PANDEY; a student of MBA-1 st year at Accurate Institute of Management & technology, Greater Noida under the supervision of Mr. MD. Faiz Siddiqui. This Mini Project -1 is carried out by the said student & I recommend for the submission of this Mini -project 1 report to Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW in the partial fulfillment of the requirement for the award of MBA degree.

  
DIRECTOR

AIMT

GREATER NOIDA



# MINI PROJECT 01(2022-2024)



Name- Ashok Kumar

Course- Master's In Business  
Administration(MBA)

Academic Year-(2022-2024)



Semester -01

College -A.I.M.T.

Subject -Mini Project

Submitted To- Mohd. Faiz  
Siddiqui Sir





**THIS IS TO CERTIFY THAT MR. ASHOK KUMAR  
UNIVERSITY ROLL NO. IS A REGULAR  
STUDENT OF MBA 1<sup>ST</sup> YEAR, FULL TIME  
DEGREE COURSE AT OUR INSTITUTE. HIS  
MINI PROJECT REPORT WORK TITLED,  
"FOODTOWN" SUBMITTED AS PART OF THE  
CURICULLUM FOR THE AWARD OF THE  
DEGREE OF MASTER'S OF BUSINESS  
ADMINISTRATION FROM DR. A.P.J. ABDUL  
KALAM TECHNICAL UNIVERSITY, LUCKNOW,  
IS AN ORIGINAL WORK DONE BY HIM. THIS  
WORK HAS NOT BEEN SUBMITTED EARLIER IN  
ANY FORM PARTIALLY OR FULLY TO THIS OR  
ANY OTHER INSTITUTE /UNIVERSITY FOR ANY  
DEGREE OR DIPLOMA.**

  
**SUPERVISOR**

  
**H.O.D** DEAN





# **MINI PROJECT -1 REPORT**

**On**

**“GROUND 44”**



**Submitted For the Partial Fulfillment Of The Degree**

**OF**

**MASTER IN BUSINESS ADMINISTRATION**

**SUBMITTED BY- ARYAN SINGH**

**(Roll No - 2206860700022 )**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL  
UNIVERSITY,LUCKNOW)  
BATCH (2022-2024)**

## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project- 1 titled "**GROUND 44** " is carried out by **Mr. Aryan Singh** ; a student of MBA-1<sup>st</sup> year at Accurate Institute of Management & technology, Greater Noida under the supervision of **Mr. Mohd. F.aizSiddiqui**.

This Mini Project -1 is carried out by the said student & I recommend for the submission of this Mini -project 1 report to Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW in the partial fulfillment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

GREATER NOIDA



DATE:

**MINI PROJECT- 1 REPORT****On****“Design of a Deep Flow Technique(DFT) Hydroponic System and an  
Elementary Education Module for InHydro Farms”**

**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BY**

**MOHAMMED ARFADH K  
(Roll NO 2202250700022 )**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW AND  
APPROVED BY AICTE)**

**Batch (2022-24)**



### DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled **“Design of a Deep Flow Technique Hydroponic System and an Elementary Education Module for InHydro Farms”** is carried out by **Mr. MOHAMMED ARFADH K (Roll no. 2202250700022 )**, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of **Dr. SHUCHITA SINGH** This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to **Dr. A. P. J. Abdul Kalam Technical University, Lucknow** in the partial fulfilment of the requirement for the award of MBA degree.

**(DIRECTOR)**

AIMT

Greater Noida

Date:



**Summer Internship Project**  
(MASTER OF BUSINESS ADMINISTRATION)

**OUTLOOK GROUP**



**By: Akash Siwach**

**Under the guidance of**

Bhuwan Thapar  
Designation : Inter Mentor  
Organization: OUTLOOK GROUP

Mr.Faiz Siddiqui  
Designation : Faculty  
AIMT Greater Noida



**Month, Year**  
01 September 2022 to 15 October 2022

# COMPLETION CERTIFICATE



## Completion Certificate

This certificate is awarded to


Akash Siwach

of

Accurate Institute Of Management And Technology

For successfully completing the Internship in Outlook Internship  
Program for the period 1 September, 2022 to 15 October, 2022

Date 15 October, 2022

  
Muralidharan K  
HR Department





65

# SUMMER TRAINING PROJECT REPORT

On

EFFECTIVENESS OF TRAINING AND DEVELOPMENT



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESSADMINISTRATION*

By SHIVANGI TIWARI

(Roll No.: 2102250700037 )

Internal Supervisor

MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



*Dr. P.J. Abdul Kalam Technical University of Advanced Management*

Accurate Institute of Management & Technology ,

Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2022-23)



Certificate ID: 2022\_09\_27

DATE: 28/09/2022

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Shivangi Tiwari** student of Accurate Institute of Management and Technology of Greater Noida, has successfully completed her internship as **Human Resource Intern** with **Deltron Technologies Pvt. Ltd.** during the period of 25<sup>th</sup> August 2022 – 27<sup>th</sup> September 2022.

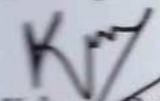
During the Internship, she actively recruiting the candidates for **Deltron Technologies**, worked on admin and operation for management to grow the business.

During her tenure, **Shivangi** has shown great amount of responsibility, sincerity and a genuine willingness to learn. Her efforts were result oriented. She is sociable and works well individually as well as in teams.

We wish her all the very best for her future endeavors.

Sincerely,

(HR Department)



Kalpana Rai

[hr@deltrontechnologies.com](mailto:hr@deltrontechnologies.com)

Office Address: Assotech Business Cresterra, Unit # 907, 9<sup>th</sup> Floor,  
Tower-2, Sector-135, Noida 201304.

- Email: [info@deltrontechnologies.com](mailto:info@deltrontechnologies.com) \*
- Contact: +91 7827319129, +91 9999499832 \*

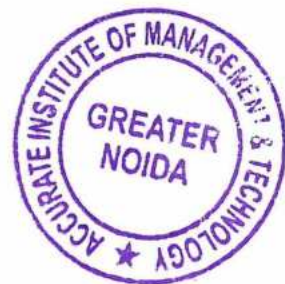


## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled “ **EFFECTIVENESS OF TRAINING AND DEVELOPMENT** ” is carried out by **SHIVANGI TIWARI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIMT, Gr. Noida Date:





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**RESEARCH PROJECT REPORT**

*On*

**STUDY ON ANALYSIS OF SBI MUTUAL FUNDS**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF**  
***MASTER OF BUSINESSADMINISTRATION***

**By**

**POOJA BANSAL**

(Roll No.: 2002250700022)

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida

*MD. FAIZ SIDDIQUI*  
*Accurate Institute of Advanced Management*  
*Greater Noida*



**Accurate Institute of Management & Technology ,**  
**Greater Noida**  
(Affiliated to AKTU and Approved by AICTE)  
(2021-23)

## DIRECTOR'S CERTIFICATE

This is to certify that the project titled “ **STUDY ON ANALYSIS OF SBI MUTUAL FUNDS** ” is carried out by **POOJA BANSAL** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIAM, Gr. Noida Date:



# SUMMER TRAINING PROJECT REPORT

On

## EMERGING HR TRENDS IN INDIAN IT SECTOR



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
**MASTER OF BUSINESSADMINISTRATION**


By SNEHA ERIC

(Roll No.: 2102250700040)

Internal Supervisor

FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



 2/3/23

Accurate Institute of Management & Technology ,

Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2022-23)





CANDOR TECH SPACE, B-2, TOWER-1  
GROUND FLOOR & FIRST FLOOR  
SECTOR-62, NOIDA  
UP-201309, INDIA  
PHONE: +91.120 468.920  
www.3pillarglobal.com

Date: October 31, 2022

### CERTIFICATE

This is to certify that **Sneha Eric (Employee ID - 521SE) [C]**, D/o. Mr. Eric, student of Master of Business Administration (Batch 2021-2023), at Accurate Institute of Management & Technology has successfully completed her compulsory training with us, as part of her Course Curriculum.

The duration of her training was from **September 12, 2022 to October 31, 2022** on the project "**Intern, Learning & Development**" under the supervision of Sonali Sharma (Senior Specialist, Learning & Development).

During the period of training, we found her quite sincere, hardworking and her conduct & behavior was good.

We wish her all success in her future endeavors.

With Best Regards,

For TPG Software Pvt. Ltd.

Govind Singh Negi  
Senior Director – Head of Talent India & Europe



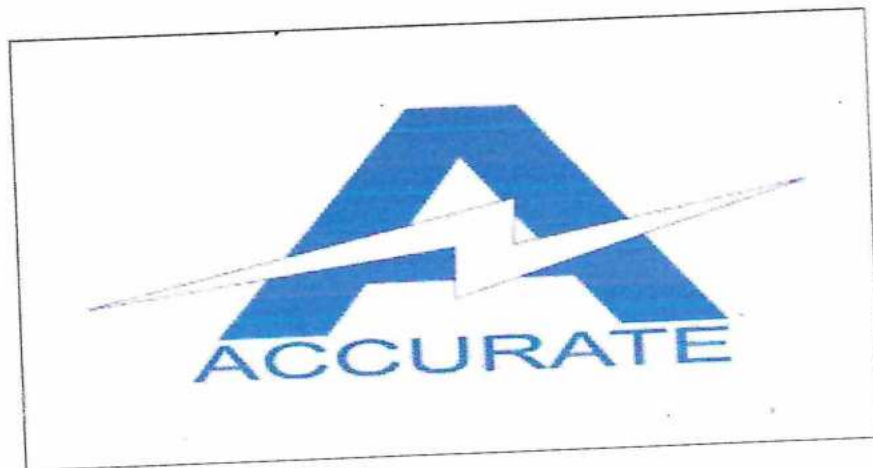
## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled "**EMERGING HR TRENDS IN INDIAN IT SECTOR** " is carried out by **SNEHA ERIC** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIAM, Gr. Noida Date:





## **RESEARCH PROJECT REPORT KMBN408**

**PROJECT NAME "ONLINE SHOPPING ON RETAIL SECTOR  
(Amazon)"**

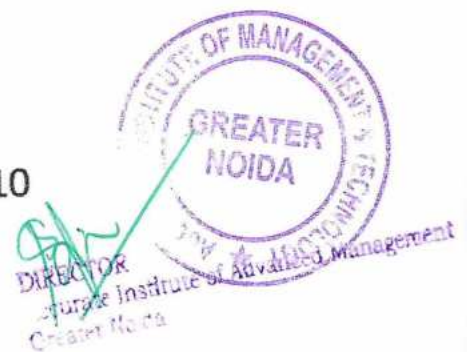
**Master of Business  
Administration of**

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**GREATER NOIDA, UTTAR PRADESH**

**SUBMITTED BY:**

**AYUSH SHARMA  
MBA 2nd YEAR  
Roll no. 2102250700010**





### Declaration

I AYUSH SHARMA, hereby declare that the Project report on "ONLINE SHOPPING ON RETAIL SECTOR (Amazon)" assigned to me for the partial fulfillment of the requirement for the award of post Graduate certificate in Management from Accurate Institute of Management and Technology, Greater Noida.

It is the original work done by me and the information provided in the study is authenticated to the best of my knowledge.

The study has not been submitted to any other institution or university for the award of any other degree/diploma.



AYUSH SHARMA

Roll No. 2102250700010



MD. FAIZ SIDDIQUE  
MBA COORDINATOR



# RESEARCH PROJECT REPORT

On

## "MARKETING STRATEGIES OF AMUL"



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
**MASTER OF BUSINESSADMINISTRATION**

By

**MONU SHARMA**

(Roll No.: 22102250700022)

Internal Supervisor

MD FAIZ SIDDIQUI  
ASST. PROF.  
AIMT, Grater Noida



Accurate Institute of Management & Technology ,  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2021-23)  
1

*DIRECTOR*  
*Accurate Institute of Advanced Management*  
*Greater Noida*



### DIRECTOR'S CERTIFICATE

This is to certify that the project titled " **MARKETING STRATEGIES OF AMUL** " is carried out by **MONU SHARMA** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
( DIRECTOR )

AIAM, Gr. Noida Date:







## **RESEARCH PROJECT REPORT KMBN408**

PROJECT NAME **“ONLINE SHOPPING ON RETAIL SECTOR  
(Amazon)”**

**Master of Business  
Administration of**

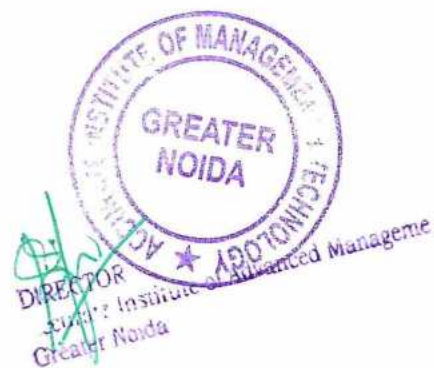
**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**GREATER NOIDA, UTTAR PRADESH**

**SUBMITTED BY:**

**AYUSH SHARMA  
MBA 2nd YEAR**

**Roll no.2102250700010**



### Declaration

I AYUSH SHARMA, hereby declare that the Project report on "ONLINE SHOPPING ON RETAIL SECTOR (Amazon)" assigned to me for the partial fulfillment of the requirement for the award of post Graduate certificate in Management from Accurate Institute of Management and Technology, Greater Noida.

It is the original work done by me and the information provided in the study is authenticated to the best of my knowledge.

The study has not been submitted to any other institution or university for the award of any other degree/diploma.

  
AYUSH SHARMA

Roll No. 2102250700010

  
MD. FAIZ SIDDIQUE  
MBA COORDINATOR



A RESEARCH PROJECT REPORT

On

**STUDY OF CUSTOMER PERCEPTION TOWARDS  
E-COMMERCE WITH REFERENCE -  
FLIPKART.COM**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF**  
***MASTER OF BUSINESSADMINISTRATION***

By SUSHIL KUMAR SINGH

(Roll No.: 2102250700043 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2023)

  
DIRECTOR  
Director of Advanced Management  
Accurate Institute of Management & Technology





**DIRECTOR'S CERTIFICATE**

This is to certify that the Summer Training project titled “ **STUDY OF CUSTOMER PERCEPTION TOWARDS E-COMMERCE WITH REFERENCE - FLIPKART.COM** ” is carried out by **SUSHIL KUMAR SINGH** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Research Project Report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIAM, Gr. Noida Date:



A  
Summer Training Project Report  
ON  
"STUDY THE SALES TREND AND CUSTOMER  
SATISFACTION TOWARDS MARUTI SUZUKI"



SUBMITTED FOR PARTIAL FULFILLMENT OF THE  
DEGREE OF  
**MASTER OF BUSINESS  
ADMINISTRATION**

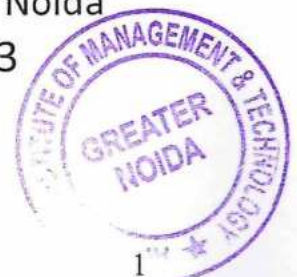
By  
**Madhu Bala**  
(Roll No.: 2102250700019)

External Supervisor  
Name: Mr Vivek Kumar Bhadagal  
Designation: Sr. Manager  
Name of Company: Maruti Suzuki  
Address: Delhi

Internal Supervisor  
Name of faculty: Mr. Faiz Siddique  
Designation: Asst. Professor  
Gr. Noida



Accurate Institute of Advanced Management, Greater Noida  
(Affiliated to AKTU and Approved by AICTE) 2021-23



*Certificate not attached*

## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled "**STUDY THE SALES TREND AND CUSTOMER SATISFACTION TOWARDS MARUTI SUZUKI**" is carried out by **Madhu Bala**, a student of MBA – II year at Accurate Institute of Management & Technology, Gr. Noida, under the supervision of **Mr Vivek Kumar Bhadagal**. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

(DIRECTOR)  
AIAM, Gr. Noida  
Date:





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3

# SUMMER TRAINING PROJECT REPORT

On

## FINANCIAL SERVICES OFFERED BY SBI BANK



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESSADMINISTRATION*

By **CHAYAN BHATTCHARYA**

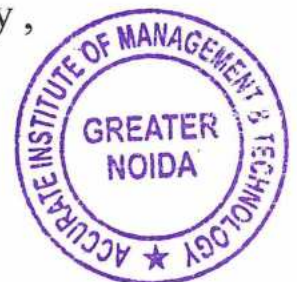
(Roll No.: 2102250700012 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



  
DIRECTOR  
Accurate Institute of Management & Technology  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)





भारतीय स्टेट बैंक  
**State Bank of India**

Dated: - 20/10/2022

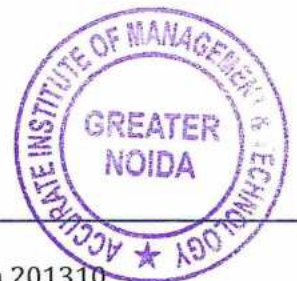
**TO WHOM IT MAY CONCERN**

This is to certify that **Mr. Chayan Bhattacharya** student of **MBA** from **AIMT, Greater Noida**, has successfully completed the projects at our Organization for Summer Training w.e.f. **10/09/ 2022 to 20/10/2022**.

He has completed his training successfully. We wish him all the best in his bright future endeavors.

**SBI BANK OF INDIA**

(Sr. Manager)



**State Bank Of India**

**Branch Office:** Knowledge Park I, Greater Noida, Uttar Pradesh 201310

IFSC Code SBIN0002329, MICR Code 203002010

**Contact** number 05735-225228, 226361, website:- <http://www.sbi.co.in>

### DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled “**FINANCIAL SERVICES OFFERD BY SBI BANK**” is carried out by **CHAYAN BHATTCHARYA**, a student of MBA – II year at Accurate Institute of Management & Technology, Gr. Noida, under the supervision of **FAIZ SIDDIQUI**. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT, Gr. Noida Date:





**A RESEARCH PROJECT REPORT**  
**On**  
**A COMPREHENSIVE STUDY ON CUSTOMER SATISFACTION**  
**TOWARDS ONLINE SHOPPING ON AMAZON AND**  
**FLIPKART**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE**  
**OF**

***MASTER OF BUSINESSADMINISTRATION***

**By AKASH SIWACH**

(Roll No.: 2102250700006 )

**Internal Supervisor**

**MD FAIZ SIDDIQUI**  
**ASST. PROF.**  
**AIAM, Greater Noida**



**Accurate Institute of Management & Technology ,**  
**Greater Noida**

**(Affiliated to AKTU and Approved by AICTE)**

**(2022-23)**

**1**



**DIRECTOR**  
**Accurate Institute of Advanced Management**  
**Greater Noida**

## SUPERVISOR'S CERTIFICATE

This is to certify that the Research Project Report titled " **A COMPREATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING ON AMAZON AND FLIPKART** " is an original work carried out by **Mr. AKASH SIWACH** under my supervision, in the partial fulfillment of the requirement for the award of MBA degree by the Dr. A. P. J. Abdul Kalam Technical University, Lucknow.

This is to further certify, to the best of my knowledge, that this work was neither published nor submitted to any other institution for award of any other degree or diploma.



Signature



Date:



## PROJECT REPORT

on

**Electric Vehicle Market in India**

BY

**MAYANK KUMAR**

**2102250700021**

**Submitted to**

**Prof. FAIZ SIR**

*In partial fulfilment of the requirements for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION**

*Under the guidance of*

**Prof. FAIZ SIR**



**DIRECTOR**  
Institute of Advanced Management  
Greater Noida



## DECLARATION

I, MAYANK KUMAR, hereby declare that the project report on "Problems of Electric Vehicle Market in India" with reference to "World1 Solutions" prepared by me under the guidance of Prof. FAIZ SIR Faculty Of MBA Department AIMT Gr. Noida

I also declare that this project report is towards the partial fulfilment of the university regulations for the award of the degree of Master of Business Administration by AKTU

I have undergone an industry project for a period of Eight weeks. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of a degree/diploma from any other University / Institution.

Signature of Student

Place:

Date:

Mayank Kumar  
Greater Noida  
29/05/23



46.

**Summer Internship Project**  
(MASTER OF BUSINESS ADMINISTRATION)

OUTLOOK GROUP



By: KANIKA MALIK

Under the guidance of

Bhuwan Thapar  
Designation : Inter Mentor  
Organization: OUTLOOK GROUP

Mr.Faiz Siddiqui  
Designation : Faculty  
AIMT Greater Noida



07/13/23  
Topic Name 9

Mr. Faiz Siddiqui  
Faculty of Advanced Management



Month, Year  
01 September 2022 to 15 October 2022

# COMPLETION CERTIFICATE

**Outlook**  
group

## Completion Certificate

This certificate is awarded to

Kanika Malik

of

Accurate Institute Of Management And Technology

For successfully completing the Internship in Outlook Internship  
Program for the period 1 September, 2022 to 15 October, 2022

Date: 15 October, 2022

*Muralidharan K*  
Muralidharan K  
HR Department





**RESEARCH PROJECT REPORT**  
**“A STUDY OF PERFORMANCE APPRAISAL SYSTEM”**

**“PEPSICO INDIA PVT.LTD”**

**Submitted in partial fulfilment of the requirements for  
Dr. A. P. J. Abdul Kalam Technical University**



**SUBMITTED BY- ABHISHEK KUMAR SINGH**

**Roll No. 2102250700002**

**Batch of 2021-23**

**ACCURATE INSTITUTE OF MANAGEMENT &  
TECHNOLOGY**

**49, Knowledge Park III, Greater Noida,  
Uttar Pradesh 201306**



**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida

## CERTIFICATE

(To be filled in by the student in his / her handwriting)

I, **ABHISHEK KUMAR SINGH** Roll No. **2102250700002** of Batch 2021-23 is a fulltime Bonafede student of second year of MBA Program of Accurate Institute of Management & Technology, Greater Noida. I hereby certify that this project work carried out by me at **"A STUDY OF PERFORMANCE APPRAISAL SYSTEM IN PEPSICO INDIA PVT.LTD."** the report submitted in partial fulfilment of the requirements of the program is an original work of mine under the guidance of the faculty mentor **Mr. Faiz Siddiqui** and is not based or reproduced from any existing work of any other person or on any earlier work undertaken at any other time or for any other purpose, and has not been submitted anywhere else at any time.

*Abhishek K Singh*  
(**ABHISHEK KUMAR SINGH**)

Date: 29-05-2023



(**Mr. Faiz Siddiqui**)

Date: 29-05-2023



PROJECT REPORT  
ON  
**MARKETING STRATEGY OF DLF IN  
REAL ESTATE**

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

UNDER THE GUIDANCE OF  
MR.FAIZ SIDDQUI

Submitted By  
JAIDEEP TYAGI  
Enrolment Number  
2102250700015  
MBA 2021-23



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY**

*Signature*  
**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida



## Certificate

This is to certify that the project report "MARKETING STRATEGY OF DLF IN REAL ESTATE" has been prepared by Mr JAIDEEP TYAGI under my supervision and guidance. The project report is submitted towards the partial fulfilment of 2 year, Full time Master of Business Administration.



MR.FAIZ SIR

Name & Signature of Faculty

Date 29/5/23



**ACCURATE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY,  
GREATER NOIDA UP**



**SUMMER TRAINING PROJECT**

On

**TALENT ACQUISITION AND HIRING IN  
BRIDGIBG GAPS CONSULTING, NOIDA**

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

**OF**

**MASTER OF BUSINESS ADMINISTRATION  
TO**

**Dr. APJ Abdul Kalam Technical University, Lucknow**

Submitted by

**ESHA SRIVASTAVA  
MBA3<sup>rd</sup> Sem.  
2102250700014**

Supervisor

**Mr Faiz Siddique**



*Handwritten signature and date 21/3/23*



**BGPS Management  
Solutions Pvt Ltd**  
305, 3<sup>rd</sup> Floor, Plot – A7  
Sector 10, Noida - 201301  
[www.bridginggaps.co.in](http://www.bridginggaps.co.in)

Ref: BGPS/2021/7546

Date: 14-Oct-2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Ms. Esha Srivastava, has completed her internship in Human Resources department at BGPS Management Solutions Private Limited, Noida, from August 01<sup>st</sup>, 2022 to September 30<sup>th</sup>, 2022.

This internship is a part of her curriculum of Master of Business Administration

She worked on project which focused on the process and skills involved in Talent Acquisition.

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

We wish her all the best for her upcoming career.

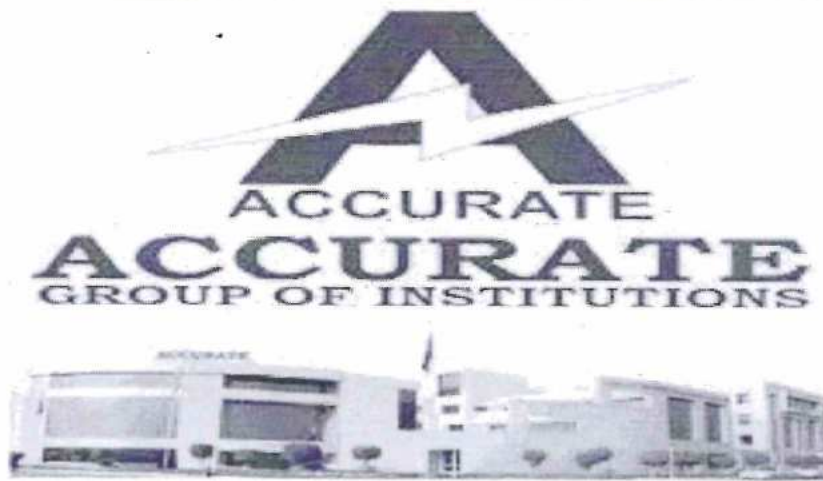
**BGPS Management Solutions Private Limited**

Rohit Chawla

Designation – Director







### Certificate

This is to certify that **ESHASRIVASTAVA**, University, is a regular student of MBA 2<sup>nd</sup> year, full time degree course at our institute. Her Summer Training Project work titled, — **“Talent Acquisition and Hiring”** || submitted as part of the curriculum for the award of the degree of MASTER OF BUSINESS ADMINISTRATION from **Dr. A.P.J. Abdul Kalam Technical University, Lucknow**, is an original work done by her. This work has not been submitted earlier in any form partially or fully to this or any other Institute/University for any degree or diploma.

Mr. Faiz Siddique  
Supervisor

H.O. DMBADept.





**Mini Project-I Project Report New Product Development**  
**NEW PRODUCT DEVELOPMENT A SECOND HAND**  
**ONLINE BOOK STORE**

*In partial fulfillment of the requirements*

**Master of Business  
Administration**

**OF**

**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY**

**GREATER NOIDA, UTTAR PRADESH**



**SUBMITTED BY:**

**SAURABH KUMAR  
MBA 1ST YEAR**

**ROLL NO. PREERN220009781**

## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled **A SECOND HAND ONLINE BOOK STORE** is carried out by **SAURABH KUMAR**, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of DR SUCHITA SHARMA

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:





**A Project Report on  
DOOR SENSOR FOR  
AUTOMATIC LIGHT  
SWITCHING**

*In partial fulfilment of the Requirements for the award  
of the degree of*



**Master of Business Administration**

**Session: - 2022-24**



**Name of Project Adviser**  
**Mohd.Faiz Siddiqui**  
**HOD (supervisor)**  
**Department of management**

**Name of Student**  
**ANURUDHI GAUR**  
**MBA 1<sup>st</sup> Year [1<sup>st</sup>Semester]**  
**Roll.NO:-[2202250700004]**

**Department of Management**  
**ACCURATE INSTITUTE OF INFORMATION**  
**AND TECHNOLOGY**  
**Greater Noida (G.B Nagar)**

# CERTIFICATE

THIS IS TO CERTIFY THAT MISS ANURUDHI GAUR UNIVERSITY ROLL NO. IS A REGULAR STUDENT OF MBA 1ST YEAR, FULL TIME DEGREE COURSE AT OUR INSTITUTE. HIS MINI PROJECT REPORT WORK TITLED, "DOOR SENSOR FOR AUTOMATIC LIGHT SWITCHING LIGHT" SUBMITTED AS PART OF THE CURICULLUM FOR THE AWARD OF THE DEGREE OF MASTER'S OF BUSINESS ADMINISTRATION FROM DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW, IS AN ORIGINAL WORK DONE BY HIM. THIS WORK HAS NOT BEEN SUBMITTED EARLIER IN ANY FORM PARTIALLY OR FULLY TO THIS OR ANY OTHER INSTITUTE /UNIVERSITY FOR ANY DEGREE OR DIPLOMA.



SUPERVISOR



  
H.O.D



**MINI PROJECT- 1 REPORT**  
**On**  
**“SMART HELMET”**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BY**

**GAURAV RAWAT**  
(Roll No 2202250700013)



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,  
LUCKNOW AND APPROVED BY AICTE)  
Batch (2022-24)**

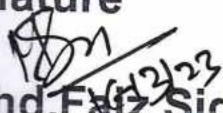




## **SUPERVISOR'S CERTIFICATE**

This is to certify that the Mini Project-1 titled "**SMART HELMET**" is carried out by **Mr. Gaurav Rawat** (roll no. ....) is a regular student of MBA 1<sup>st</sup> year, Batch (2022-24) full time degree course at Accurate Institute of Management & Technology, Greater Noida under my supervision.

Signature

  
(Mohd. Faiz Siddiqui)

HOD

Supervisor



## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "**SMART HELMET**" is carried out by **Mr. Gaurav Rawat** (roll no. ....), a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:



Mini Project -1 Report

On

E-Tailoring



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE

OF

MASTER OF BUSINESS

ADMINISTRATION

BY

DEVESH KUMAR DEV



Accurate institute of management & technology, greater  
Noida

(Affiliated to AKTU and approved by AICTE)



## DIRECTOR'S CERTIFICATE

This is to certify that the mini project-1 titled "E-TAILORING" is carried out by Mr. Devesh Kumar dev a student of MBA 1<sup>st</sup> year at accurate institute of management & technology accurate institute of advanced management Noida under the supervision of Mr. Prof. Mohd Faiz Siddiqui.

This mini project 1 is carried out by said student & I recommended for the submission of the project report to Dr. A.P.J. Abdul KALAM technical university, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT/AIAM,

Gr, Noida

Date:



**MINI PROJECT- 1 REPORT**  
**ON**  
**“BABY ANGEL STICHFIX”**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE OF**  
**MASTER'S IN BUSINESS ADMINISTRATION**  
**BY**  
**KALPANA KUMARI**  
**MASTER OF BUSINESS ADMINISTRATION**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY (AFFILIATED TO DR. APJ**  
**ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW AND APPROVED BY AICTE)**

**Batch (2022-24)**

## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "**BABY ANGEL STICHFIX**" is carried out by **Ms. KALPANA KUMARI**, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to **Dr. A. P. J. Abdul Kalam Technical University, Lucknow** in the partial fulfilment of the requirement for the award of MBA degree.

(DIRECTOR)

AIMT

Greater Noida Date:





**("CRAFTZLEO")**

**A**

**Mini Project Report Submitted to**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATERNOIDA, KNOWLEDGE PARK 2)**

**Greater Noida-201306**

**For the partial fulfillment of  
MASTERS OF BUSINESS ADMINISTRATION**

**BATCH: 2022-2024**

**BY**

**BINDESH SUKLA  
Under the Guidance of**

**Prof. Md. FAIZ SIDDIQUI**



**Dr APJ Abdul Kalam Technical University**

## CERTIFICATE

THIS IS TO CERTIFY THAT **BINDESH SHUKLA**, UNIVERSITY ROLL NO. IS A REGULAR STUDENT OF MBA 1<sup>ST</sup> YEAR, FULL TIME DEGREE COURSE AT "**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**". HER MINI PROJECT REPORT WORK TITLED, "CRAFT WORK" SUBMITTED AS PART OF THE CURICULLUM FOR THE AWARD OF THE DEGREE OF MASTER'S OF BUSINESS ADMINISTRATION FROM **DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW**, IS AN ORIGINAL WORK DONE BY HIM. THIS WORK HAS NOT BEEN SUBMITTED EARLIER IN ANY FORM PARTIALLY OR FULLY TO THIS OR ANY OTHER INSTITUTE /UNIVERSITY FOR ANY DEGREE OR DIPLOME.

*Bindesh*



**Summer Internship Project**  
(MASTER OF BUSINESS ADMINISTRATION)

**OUTLOOK GROUP**



By: **KANIKA MALIK**

**Under the guidance of**

Bhuwan Thapar  
Designation : Inter Mentor  
Organization: OUTLOOK GROUP

Mr.Faiz Siddiqui  
Designation : Faculty  
AIMT Greater Noida



Month, Year  
01 September 2022 to 15 October 2022





# COMPLETION CERTIFICATE

**Outlook**  
group

## Completion Certificate

This certificate is awarded to


Kanika Malik

of

Accurate Institute Of Management And Technology

For successfully completing the Internship in Outlook Internship  
Program for the period 1 September, 2022 to 15 October, 2022

Date 15 October, 2022

  
Muralidharan K  
HR Department



**SUMMER INTERNSHIP PROJECT REPORT  
ON  
"DIGITAL MARKETING"**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)  
Greater Noida-201306**

**For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION**

**BATCH 2021-2023**

**By  
ABHISHEK KUMAR SINGH**

**Under the Guidance of**

**Mr. Balwant Singh**

*[Handwritten signature in green ink]*  
Mr. Balwant Singh  
Accurate Institute of Management & Technology  
Greater Noida



**Dr. APJ Abdul Kalam Technical University**

# CERTIFICATE

*This is to certify that ABHISHEK KUMAR SINGH has undertaken this summer training project work entitled "SUMMER INTERNSHIP PROJECT REPORT ON "DIGITAL MARKETING" for the partial fulfillment of the award of Master of Business Administration degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.).*

*As per best of my knowledge this Research project work is an original piece of work and has not been submitted or published elsewhere.*

*I wish him/ her all the best for his/her bright future ahead.*



*Abhishek K. Singh*  
**ABHISHEK KUMAR SINGH**  
**2102250700002**





**TECHNOLABS PVT LTD**

IT SOLUTIONS. WEB - MOBILE - SOFTWARE

November 21, 2022

TO WHOMEVER IT MAY CONCERN

This is to certify that **Mr. ABHISHEK KUMAR SINGH**, a student of **MBA** at the Accurate Institute of Management and Technology in Uttar Pradesh-Greater Noida, has successfully completed his summer training in **DIGITAL MARKETING** during the period from **September 19, 2022, to November 18, 2022**, under our guidance.

During his tenure, we found him to be hardworking, sincere, and dedicated with a learning attitude.

We wish him the best of luck in his future career.

For AIS Technolabs Pvt. Ltd.



Harvi Shah  
Head- Human Resource



IT SOLUTIONS. WEB - MOBILE - SOFTWARE

A  
MINI PROJECT ON  
CHOCOLATE INDUSTRY



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,  
LUCKNOW AND APPROVED BY AICTE)  
Batch (2022-24)**

Submitted By:  
Name- Rohit Bhati  
Father's Name-  
Batch of 2022-23



Submitted To:  
Name- Dr. Faiz Siddiqui


## Certificate

This is to certify that the project report entitled CHOCOLATE INDUSTRY benefiting organizations is a bonafide work done by Rohit Bhati of 1<sup>st</sup> Year submitted in partial fulfilment of requirement for the award of degree of Master of Business Administration of Accurate Institute of Management and Technology (Affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow) during the session 2021-23.

Internal Examiner-

External Examiner-

Co-Ordinator-

  
Director  
AIMT/AIAM  
Gr. Noida .





# **ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, GREATER NOIDA UP**



## **MINI PROJECT REPORT**

**HYDROPONIC FARMING  
(NO-NAR. HYDROPONIC FARMING LTD.)**

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

**OF**

**MASTER OF BUSINESS ADMINISTRATION  
TO**

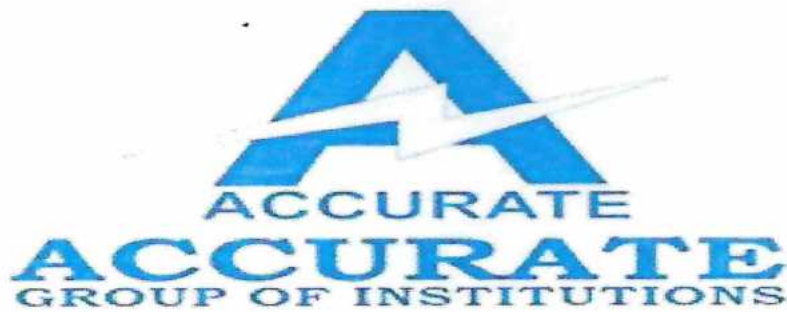
**Dr. A P J Abdul Kalam Technical University, Lucknow**

**Under Guidance of  
Mr. Faiz Siddique  
Department of Management  
AIMT, GREATER NOIDA**

**Submitted by**

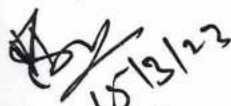
**ANJALI GUPTA  
MBA 1st Sem.**





### Certificate

This is to certify that **ANJALI GUPTA**, University, is a regular student of MBA 1<sup>st</sup> year, full time degree course at our institute. His/her Project Report work titled, “**HYDROPONIC FARMING**” submitted as part of the curriculum for the award of the degree of MASTER OF BUSINESS ADMINISTRATION from **Dr. A.P.J. Abdul Kalam Technical University, Lucknow**, is an original work done by him. This work has not been submitted earlier in any form partially or fully to this or any other Institute/University for any degree or diploma.

  
15/3/22  
Mr. Faiz Siddique  
Supervisor

—Mrs. Suchita maam  
H.O.D MBA Dept.

  
DR. SHUCHITA SINGH  
(DIRECTOR)



**SUMMER INTERNSHIP PROJECT REPORT  
ON  
"DIGITAL MARKETING"**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)  
Greater Noida-201306**

**For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION**

**BATCH 2021-2023**

**By  
ABHISHEK KUMAR SINGH**

**Under the Guidance of**

**Mr. Balwant Singh**

*[Handwritten signature in green ink]*  
*[Faint, illegible text below signature]*



**Dr. APJ Abdul Kalam Technical University**



# CERTIFICATE

*This is to certify that **ABHISHEK KUMAR SINGH** has undertaken this summer training project work entitled "**SUMMER INTERNSHIP PROJECT REPORT ON "DIGITAL MARKETING"** for the partial fulfillment of the award of **Master of Business Administration** degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.).*

*As per best of my knowledge this Research project work is an original piece of work and has not been submitted or published elsewhere.*

*I wish him/ her all the best for his/her bright future ahead.*

*Abhishek K. Singh*

**ABHISHEK KUMAR SINGH**  
**2102250700002**





**TECHNOLABS PVT LTD**  
IT SOLUTIONS. WEB - MOBILE - SOFTWARE

November 21, 2022

TO WHOMEVER IT MAY CONCERN

This is to certify that **Mr. ABHISHEK KUMAR SINGH**, a student of **MBA** at the Accurate Institute of Management and Technology in Uttar Pradesh-Greater Noida, has successfully completed his summer training in **DIGITAL MARKETING** during the period from **September 19, 2022, to November 18, 2022**, under our guidance.

During his tenure, we found him to be hardworking, sincere, and dedicated with a learning attitude.

We wish him the best of luck in his future career.

For AIS Technolabs Pvt. Ltd.



Harvi Shah  
Head- Human Resource



IT SOLUTIONS. WEB - MOBILE - SOFTWARE

# RESEARCH PROJECT REPORT

## "CUSTOMER SATISFACTION TOWARDS HERO MOTOCORP. IN PILIBHIT AFTER SEPARATION"

Submitted in partial fulfilment of the requirements for  
Dr. A. P. J. Abdul Kalam Technical University



SUBMITTED BY- SWATI MAURYA

Roll No. 2102250700045

Batch of 2021-23

**ACCURATE INSTITUTE OF MANAGEMENT &  
TECHNOLOGY**

49, Knowledge Park III, Greater Noida,  
Uttar Pradesh 201306



*Swati Maurya*  
Director  
Accurate Institute of Advanced Management  
Greater Noida



# CERTIFICATE

(To be filled in by the student in his / her handwriting)

I, **SWATI MAURYA** Roll No. **2102250700045** of Batch 2021-23 is a fulltime Bonafede student of second year of MBA Program of Accurate Institute of Management & Technology, Greater Noida. I hereby certify that this project work carried out by me at "**CUSTOMER SATISFACTION TOWARDS HERO MOTOCORP. IN PILIBHIT AFTER SEPARATION**" the report submitted in partial fulfilment of the requirements of the program is an original work of mine under the guidance of the faculty mentor **Mr. Faiz Siddiqui** and is not based or reproduced from any existing work of any other person or on any earlier work undertaken at any other time or for any other purpose, and has not been submitted anywhere else at any time.

  
(**SWATI MAURYA**)

Date: 29-05-2023

  
(**Mr. Faiz Siddiqui**)

Date: 29-05-2023



A RESEARCH PROJECT REPORT  
On  
A DETAILED STUDY ON MARKETING ANALYSIS OF  
LENSKART



*SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF*  
**MASTER OF BUSINESSADMINISTRATION**

By VARSHA NAGAR

(Roll No.: 2102250700046 )

Internal Supervisor

MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



Accurate Institute of Management & Technology ,

Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2022-23)

*DR. P. K. SINGH*  
*Accurate Institute of Management & Technology*  
*Greater Noida*



*DIRECTOR'S CERTIFICATE*

This is to certify that the Summer Training project titled "**A DETAILED STUDY ON MARKETING ANALYSIS OF LENSkart** " is carried out by **VARSHA NAGAR**

, a student of MBA – II year at Accurate Institute of Management & Technology, Gr. Noida, under the supervision of **FAIZ SIDDIQUI**. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Research Project Report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIAM, Gr. Noida Date:





**RESEARCH PROJECT REPORT***ON***"HERO MOTOCORP SALES AND FORECASTING PREDICTION****FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE****AWARD OF THE DEGREE****MASTER OF BUSINESS ADMINISTRATION (MBA)****(HR AND MARKETING)****SUBMITTED TO:****MOHD.FAIZ SIDDIQUE****(ASST. PROFESSOR)****SUBMITTED BY:****SAURABH PANDAY****ROLLNO - 2102250700033****ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, GREATER****NOIDA (U.P.)****DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW**

*Signature*  
**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida



## COMPANY DETAILS OF HERO MOTOCORP.

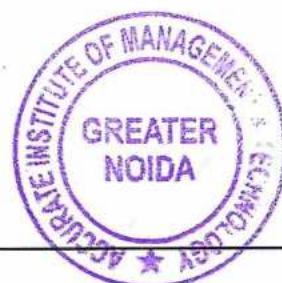
**Hero MotoCorp**



**Hero**

"Hum Main Hai Hero"

<b>Type</b>	Public company BSE: 500182
<b>Traded as</b>	NSE: HEROMOTOCO BSE SENSEX Constituent
<b>Industry</b>	Automotive
<b>Predecessor</b>	Hero Honda Motors Ltd.
<b>Founded</b>	19 January 1982
<b>Headquarters</b>	New Delhi India
<b>Area served</b>	India, Sri Lanka, Nepal Dr. Brijmohan Lall Munjal (Chairman)
<b>Key people</b>	Pawan Munjal (MD & CEO) <sup>[1]</sup>
<b>Products</b>	Motorcycles, Scooters
<b>Revenue</b>	▲ ₹241.66 billion (US\$3.8 billion) (2013) <sup>[2]</sup>
<b>Operating income</b>	▲ ₹33.22 billion (US\$520 million) (2013) <sup>[3]</sup>
<b>Net income</b>	▲ ₹21.18 billion (US\$330 million) (2013) <sup>[2]</sup>
<b>Total assets</b>	▲ ₹53.08 billion (US\$830 million) (2013)
<b>Number of employees</b>	5,842 <sup>[2]</sup>
<b>Parent</b>	Hero Group
<b>Subsidiaries</b>	Erik Buell Racing(49.2%)



**MINI PROJECT- 1 REPORT**  
**On**  
**“E-DABBA WALA SERVICES”**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BY  
RAVI PRASAD  
(Roll No- 2206860700082)**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,  
LUCKNOW AND APPROVED BY AICTE)  
Batch (2022-24)**





## **DIRECTOR'S CERTIFICATE**

This is to certify that the Mini Project-1 titled **"E- Dabba Wala Services"** is carried out by **Mr. RAVI PRASAD (roll no- 2206860700082)**, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of **Mr. Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
**(DIRECTOR)**

AIMT

Greater Noida

Date:

12/03/2023



**MINI PROJECT- 1 REPORT**  
**On**  
**“RECYCLE OF PLASTIC”**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BY  
OM PRAKASH  
(Roll No 220010639)**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,  
LUCKNOW AND APPROVED BY AICTE)  
Batch (2022-24)**





## **DIRECTOR'S CERTIFICATE**

This is to certify that the Mini Project-1 titled **"RECYCLE OF PLASTIC"** is carried out by **Mr.OM PRAKASH** (roll no. 220010639), a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
DR. SUCHITA SINGH

**(DIRECTOR)**

AIMT

Greater Noida

Date:





# **MINI PROJECT -1 REPORT**

**On**

**“Logistics in DHL Industry”**

**Submitted For the Partial Fulfillment Of The Degree**

**OF**

**MASTER IN BUSINESS ADMINISTRATION**

**SUBMITTED BY- Rakesh kumar**

**(Roll No- 22060700077)**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,LUCKNOW)  
BATCH (2022-2024)**



## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project- 1 titled "**Logistics in DHL INDUSTRY** " is carried out by **Mr. Rakesh Kumar** ; a student of MBA-1<sup>st</sup> year at Accurate Institute of Management & technology, Greater Noida under the supervision of **Mr. Mohd. F.aiz Siddiqui**.

This Mini Project -1 is carried out by the said student & I recommend for the submission of this Mini -project 1 report to Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW in the partial fulfillment of the requirement for the award of MBA degree.

(DIRECTOR)

AIMT

GREATER NOIDA

DATE:



**MINI PROJECT- 1 REPORT**  
**On**  
**“GENERATING BIOPLASTICS FROM BANANA”**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BY  
DIVYANSHI**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW  
AND APPROVED BY AICTE)  
Batch (2022-24)**





## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "**GENERATING BIOPLASTICS FROM BANANA**" is carried out by **Ms. Divyanshi**, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:



# MINI PROJECT-1 REPORT

ON

“BEAUTY LUSH”



SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF

**MASTER'S IN BUSINESS ADMINISTRATION**

BY

SUCHITA PATEL



ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR.ABDUL KALAM TECHNICAL UNIVERSITY  
LUCKNOW AND APPROVED BY AICTE)



# DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project- 1 titled "BEAUTY LUSH" is carried out by MRS SUCHITA PATEL; a student of MBA-1 st year at Accurate Institute of Management & technology, Greater Noida under the supervision of Mr. MD. Faiz Siddiqui. This Mini Project - 1 is carried out by the said student & I recommend for the submission of this Mini -project 1 report to Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW in the partial fulfillment of the requirement for the award of MBA degree.

  
DIRECTOR

AIMT

GREATER NOIDA







***Mini Project - 1 Report***  
***On***  
***Lemon Grass Tea***

***Submitted for the partial fulfilment of the Award***  
***Of***  
***MASTER OF BUSINESS ADMINISTRATION***

***(Session: 2022- 2023)***

***SUBMITTED BY***  
***PIYOOSH PANDEY***  
***UNDER THE GUIDANCE OF***  
***MD FAIZ SIDDIQUI***



***AFFILIATED TO***

***DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY (FORMERLY UTTAR  
PRADESH TECHNICAL UNIVERSITY), LUCKNOW (FS-14)***



# DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project- 1 titled "LEMON GRASS TEA" is carried out by MR.PIYOOSH PANDEY; a student of MBA-1 st year at Accurate Institute of Management & technology, Greater Noida under the supervision of Mr. MD. Faiz Siddiqui. This Mini Project -1 is carried out by the said student & I recommend for the submission of this Mini -project 1 report to Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW in the partial fulfillment of the requirement for the award of MBA degree.

  
DIRECTOR

AIMT

GREATER NOIDA



## Certificate

This is to certify that the work which is being presented in this report entitled "**Lemon Grass Tea**" is an authentic record of the **PIYOOSH PANDEY** carried out under my supervision. The statements made by the candidate are correct to the best of my knowledge.







Accurate Institute of Management and  
Technology , Knowledge park 3 Greater Noida

A Mini Project

ON

FOOD INNOVATION

*Submitted By*

Arti Kumari

*Submitted to*

**MR. FAIZ SIDDIQUE**



# **CERTIFICATE**

**THIS IS TO CERTIFY THAT MR. DEBABRATA GHOSH UNIVERSITY ROLL NO. IS A REGULAR STUDENT OF MBA 1<sup>ST</sup> YEAR, FULL TIME DEGREE COURSE AT OUR INSTITUTE. HIS MINI PROJECT REPORT WORK TITLED, " SUBMITTED AS PART OF THE CURICULLUM FOR THE AWARD OF THE DEGREE OF MASTER'S OF BUSINESS ADMINISTRATION FROM DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW, IS AN ORIGINAL WORK DONE BY HIM. THIS WORK HAS NOT BEEN SUBMITTED EARLIER IN ANY FORM PARTIALLY OR FULLY TO THIS OR ANY OTHER INSTITUTE /UNIVERSITY FOR ANY DEGREE OR DIPLOMA.**

  
**SUPERVISOR**



  
**H.O.D**



**MINI PROJECT REPORT  
ON  
IDEAL COACHING CLASSES**



Submitted in Partial  
fulfillment for the award of Degree of  
Master of Business Administration

Submitted by  
**ANURAG KUMAR PANDEY**  
MBA (Batch2022-24) 1<sup>st</sup> Semester

Under the Guidance of  
**Mr. Mohd. Faiz Siddiqui**

Assistant Professor,AIMT



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW  
AND APPROVED BY AICTE)







# ACCURATE

**Institute Management and Technology**


*Approved by A.I.C.T.E. & affiliated to Dr. A.P.J. Abdul Kalam Technical University*

*Date:*

## CERTIFICATE

*This is to certify that ANURAG KUMAR PANDEY has undertaken this Mini Project-1 titled "IDEAL COACHING CLASSES" for the partial fulfillment of the award of **Master of Business Administration** degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.), India.*

*I wish him/ her all the best for his/her bright future ahead.*

  
Project Supervisor  
Department of Management  
Studies



  
Head of Department  
Department of Management  
Studies

# **MINI PROJECT- 1 REPORT**

## **On**

# **INTELLIGENT SANITARY NAPKINS**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,  
LUCKNOW AND APPROVED BY AICTE)  
Batch (2022-24)**

**SUBMITTED BY  
MADHAVI SAWAI  
ROLL NO-PREERN220010694**

**SUBMITTED TO  
MOHD FAIZ SIDDIQUE**





## **DIRECTOR'S CERTIFICATE**

This is to certify that the Mini Project-1 titled **"INTELLIGENT SANITARY NAPKIN"** is carried out by **Miss MADHAVI SAWAI** a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**. This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
**(DIRECTOR)**

AIMT

Greater Noida

Date: 12<sup>th</sup> February 2023





A  
Project Report  
On  
Summer Training undertaken at  
**Mahindra & Mahindra Limited**  
**“Customer satisfaction (Mahindra Bolero)”**

Submitted in the Partial fulfillment for the  
Award of degree of  
Master of Business administration



**Submitted By:-**

Manoranjan Kumar Mishra  
Roll No- 2102250700020  
MBA III SEM

**Submitted To:-**

Mr. Faiz Siddiqui  
Associate Professor

**2022-2023**

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, (AIMT),  
GREATER NOIDA, KNOWLEDGE PARK 3)  
Greater Noida-201306**



# Mahindra

Siwan Tractors limited  
Babuniya More, Station  
Road, Siwan, Bihar –  
841226, India  
Tel: +91 9334034203  
Fax: +91 40 2311 7011  
info@siwantractors.com

Registered Office:  
Siwan, Bihar 841226, India  
CIN U50300BR2005PTC011741

Date: January 18, 2023

Ref: BPS/BR/2023/913221

Name	:	MANORANJAN KUMAR MISHRA
GID No	:	913221
Band	:	U1
Designation	:	Associate-Customer Support
Circle	:	BSGDOM2
Location	:	Siwan, 841226-841227

Dear MANORANJAN KUMAR MISHRA,

This has reference to your employment with Mahindra and Mahindra Ltd.

Your Full and Final settlement has been completed and you are relieved from the services of our Company effective from the closing hours of **October 26, 2022**.

We wish you all the best in your future endeavours.

For Mahindra And Mahindra Limited,



Prashant Gosi  
Manager (Support) - Human Resource.



# SUMMER TRAINING PROJECT REPORT

On

## Marketing and Branding of Paytm



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF

## *MASTER OF BUSINESS ADMINISTRATION*

By CHANDAN THAKUR

(Roll No.: 2102250700011 )

Internal Supervisor  
MD FAIZ SIDDIQUI

ASST. PROF.

AIAM, Grater Noida



Accurate Institute of Management & Technology  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)  
(2022-23)







Ref: OCL/2022/TC/01845

Date:-12<sup>th</sup> Nov, 2022

## TO WHOM IT MAY CONCERN


This is to certify that **Mr. Chandan Thakur**, student of **MBA** has successfully completed the projects at our Organization for Summer Training from **01<sup>st</sup> Oct to 12<sup>th</sup> Nov 2022** (both day inclusive).

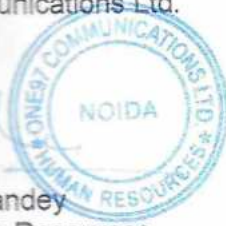
He has done project titled **"MARKETING STRATEGY OF PAYTM"**

During his training he was provided with basic inputs required to pursue his academic career. Nothing adverse reported during training period.

We wish him all the success in his professional career.

For One97 Communications Ltd.

  
Mukesh Kumar Pandey  
Manager – Human Resources



## ***DIRECTOR'S CERTIFICATE***

This is to certify that the Summer Training project titled "**Marketing and Branding of Paytm**" is carried out by **CHANDAN THAKUR**, a student of MBA – II year at Accurate Institute of Management & Technology, Gr. Noida, under the supervision of **FAIZ SIDDIQUI**. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR )

AIMT, Gr. Noida Date:



**“RESEARCH PROJECT REPORT”  
ON  
“HDFC LIFE INSURANCE”**

**(Housing Development Finance Corporation limited)**

*Submitted By:*

**Akash Kumar Sah**

**Roll No. 2102250700005**

*For the partial fulfillment of the requirement for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION**

**Under the Supervision of :-**

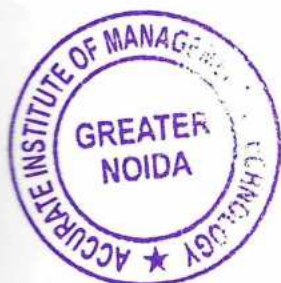
**Mr. Faiz Siddique**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
PLOT NO 49, KNOWLEDGE PARK-3 GREATER NOIDA UP**



**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY UP  
LUCKNOW**



*Handwritten signature and date: 20/07/2021*



Date:29/05/2023

## CERTIFICATE

This is to certify that Mr. Akash Kumar Sah Roll No: 2102250700005 is a student of Accurate Institute of Management & Technology and has done his/her Industrial project titled Topic "HDFC LIFE INSURANCE" Housing Development Finance Corporation limited)

Under my guidance and supervision from 02/03/2023 to 04/05/2023.

The work embodied in the report is original and is of the standard expected of a Master of Business Administration (MBA) student and has not been submitted in part or full, to this or any other Institution, for the award of any Degree or Diploma. He has completed all requirements for Internship and the report work is fit for evaluation.

Signature of Head of Institution:

Mr. Faiz Siddique





## RESEARCH PROJECT REPORT ON

**“To Study Consumer buying behavior towards the online shopping with emphasis of <sup>Ed. Gupta</sup> ~~apparel~~ Industry”**

Submitted to

**Faculty of Management**

*(In partial fulfillment of the requirement of the award for the degree of Masters of Business Administration)*

**AKTU University**

Under the guidance of

Faculty Guide

**Prof. FAIZ SIDDIQUI**

**Submitted by: Sandeep Nishad**

**{2102250700030}**

**Batch: 2021-23 MBA**

**Semester IV**



**ACCURATE INSTITUTE OF ADVANCED MANAGEMENT, GREATER NOIDA**

*Sandeep Nishad*  
 Director  
 Accurate Institute of Advanced Management  
 Greater Noida

**SUMMER INTERNSHIP PROJECT REPORT  
ON  
"KANTAR"**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)  
Greater Noida-201306**

**For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION**

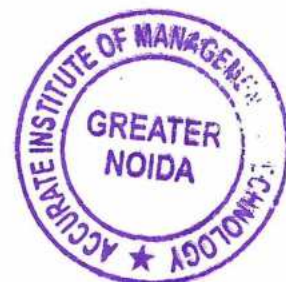
**BATCH 2021-2023**

**By  
RAJESH GUPTA**

**Under the Guidance of**

**Mr. Ajiz khan**

*[Handwritten signature in green ink]*  
Ajiz Khan  
Accurate Institute of Management  
Technology



**Dr. APJ Abdul Kalam Technical University**



Date-09 November 2022

TO WHOM SO EVER IT MAY CONCERN

This is to certify that the student **RAJESH GUPTA** of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project **MASALA & KAP** during the period 19th September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi



Kunal Kishan/Amit Kumar- Office Head.



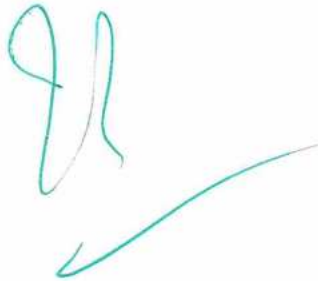
## BONAFIDE CERTIFICATE

This is to certify that **Mr. RAJESH GUPTA** a student of **AKTU UNIVERSITY**, pursuing **MASTER IN BUSINESS ADMINISTRATION**, has successfully completed Summer Internship **KANTAR** from **19 September, 2022, TO 9 November, 2022**. As part of his curriculum, the report entitled, "**ANALYSIS OF FIELD MASALA & KAP PROJECT OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS**", submitted by the student to the undersigned is an authentic record of his/her original work, which he/she has carried out under my supervision and guidance.

I wish him/her all the best.

Signature of Internal Guide

Date -





**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**A**

**SUMMER TRAINING PROJECT REPORT**

**ON**

**"RECRUITMENT AND SELECTION OF HUMAN RESOURCE  
MANAGEMENT AT 3 PILLAR GLOBAL"**

**Submitted for the partial fulfillment towards the awards of the degree in**

**Master of Business Administration**

**of**



*Handwritten signature in green ink.*  
DIRECTOR  
School of Advanced Management  
Greater Noida

**Dr. A.P.J. Abdul Kalam Technical University**

**Under the Guidance of:**

**Ms. HIMANI GUPTA**

**Submitted By:**

**RAJEEV SHARMA**

**Roll No: 2106860700016**

**Session : 2021-2023**





## CERTIFICATE

*This is to certify that "RAJEEV SHARMA" has undertaken this summer training project work entitled "RECRUITMENT AND SELECTION OF HUMAN RESOURCE MANAGEMENT AT 3 PILLAR GLOBAL" for the partial fulfillment of the award of **Master of Business Administration** degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.).*

As per best of my knowledge this Research project work is an original piece of work and has not been submitted or published elsewhere.

I wish him all the best for his bright future ahead.



  
DEAN MBA



CANDOR TECH SPACE, B-2, TOWER  
GROUND FLOOR & FIRST FLO  
SECTOR-62, NOI  
UP-201309, IN  
PHONE: +91.120.468.9  
www.3pillarglobal.c

**Date:** October 31, 2022

**CERTIFICATE**

This is to certify that **Rajeev Sharma (Employee ID - 4520RS) [C]**, S/o. Mahesh Chand Sharma, student of Master of Business Administration (Batch 2021-2023), at Accurate Institute of Management & Technology has successfully completed his compulsory training with us, as part of his Course Curriculum.

The duration of his training was from **September 12, 2022 to October 31, 2022** on the project "**Intern, RECRUITMENT AND SELECTION HUMAN RESOURCE MANAGEMENT**" under the supervision of Himani Gupta (Senior Specialist, Talent Relations).

During the period of training, we found him quite sincere, hardworking and his conduct & behavior was good.

We wish him all success in his future endeavors.

With Best Regards,

For **TPG Software Pvt. Ltd.**

Govind Singh Negi  
Senior Director – Head of Talent India & Europe



**SUMMER TRAINING PROJECT REPORT**  
**On**  
**AN ANALYSIS OF HOUSING FINANCE SCHEMES**  
**OF HDFC BANK IN INDIA**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF**  
**MASTER OF BUSINESS ADMINISTRATION**

**By SAMEER**

(Roll No.: 2106860700024 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Greater Noida



DIRECTOR  
Accurate Institute of Advance Management  
Greater Noida

Accurate Institute of Advance Management ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)





**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Mr. Sameer** Studying **MBA** from **AIAM, Greater Noida**, has successfully completed his industrial training entitled **"An Analysis of Housing Finance** from **01/09/2022** to **15/10/2023**. During this period his performance and conduct were excellent. He was punctual and had taken keen interest and initiative in his Internship.

We wish him a bright future.

**For: - HDFC BANK LTD.**



**Mr. Lokendra Singh**  
**(Branch Manager)**



**DIRECTOR'S CERTIFICATE**

This is to certify that the Summer Training project titled “ **AN ANALYSIS OF HOUSING FINANCE SCHEMES OF HDFC BANK IN INDIA** ” is carried out by **SAMEER** , a student of MBA – II year at Accurate Institute of Advance Management , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR )

AIAM, Gr. Noida Date:



**SUMMER TRAINING PROJECT REPORT**

On

**STUDY OF WORKING CAPITAL MANAGEMENT OF AXIS  
BANK**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESSADMINISTRATION***

**By SAMARTH SAXENA**

(Roll No.: 2106860700023 )

**Internal Supervisor**

MD FAIZ SIDDIQUI

ASST. PROF.

AIAM, Grater Noida



*(Signature)*  
Institute of Advanced Management  
Greater Noida

**Accurate Institute of Advance Management ,  
Greater Noida**

**(Affiliated to AKTU and Approved by AICTE)  
(2022-23)**





**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Mr. Samarth Saxena** a student of **MBA** from **AIAM, Greater Noida**, he has successfully completed his summer internship in the Department of Finance. **From: 07/09/2022 to 18/10/2022** in **"Working Capital"** It is worth mentioning that the candidate exhibited keen interest and diligence in undergone the training session. His conduct and behaviour was satisfactory.

**We wish him all the best for his future.**



Authorised signatory

Ms. Radhika Sharma

Head – RS&B (North)



Axis House (Noida ), Plot No-I 14, Room No. 13 ,Tower 2, Ground Floor, Sector 128 , Noida, Uttar Pradesh Pin- 201304.Landmark: Jaypee Greens Wishtown 011-43522319

REGISTERED OFFICE : "Trishul" - 3rd Floor Opp. Samartheswar Temple, Near Law Garden, Ellisbridge, Ahmedabad - 380006.  
Telephone No. 079-26409322 Fax No. - 079-26409321 CIN: L65110GJ1993PLC020769 Website - [www.axisbank.com](http://www.axisbank.com)

## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled " **STUDY OF WORKING CAPITAL MANAGEMENT OF AXIS BANK** " is carried out by **SAMARTH SAXENA** , a student of MBA – II year at Accurate Institute of Advance Management , Gr. Noida, under the supervision of **FAIZ SIDDIQUI**. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR )

AIAM, Gr. Noida Date:



**A  
MINI REPORT  
ON  
“SENSOR SHOES FOR BLIND PEOPLE ”**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE  
DEGREE OF  
MASTER OF BUSINESS  
ADMINISTRATION**

**By  
Rohit Kumar  
(Roll No.: 2206860700086)**

**Internal Supervisor  
Name of faculty: Mr. Faiz Siddique  
AIMT  
Gr. Noida**

**Accurate Institute of Advance & Management , Gr. Noida  
(Affiliated to AKTU and Approved by AICTE) 2023**





## DIRECTOR'S CERTIFICATE

This is to certify that the research project titled "SENSOR SHOES FOR BLIND PEOPLE" is carried out by **ROHIT KUMAR**, a student of MBA – I year at Accurate Institute of Advance & Management, Gr. Noida, under the guide of Mr Faiz Siddique. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this MINI REPORT to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
(DIRECTOR)  
AIAM, Gr. Noida  
Date:





## A MINI PROJECT REPORT

ON

### AUTOMATIC FLUSH SENSOR FOR TOILETS

Submitted by:-

SANJANA SINGH

Under the guidelines of:-

Mr.Mohd Faiz siddiqui

**A.P.J ABDUL KALAM TECHNICAL UNIVERSITY**





## CERTIFICATE

THIS IS TO CERTIFY THAT MISS SANJANA SINGH IS A REGULAR STUDENT OF MBA 1<sup>ST</sup> YEAR, FULL TIME DEGREE COURSE AT OUR INSTITUTE. HIS MINI PROJECT REPORT WORK TITLED, "AUTOMATIC FLUSH SENSOR" SUBMITTED AS PART OF THE CURICULLUM FOR THE AWARD OF THE DEGREE OF MASTER'S OF BUSINESS ADMINISTRATION FROM DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW, IS AN ORIGINAL WORK DONE BY HIM. THIS WORK HAS NOT BEEN SUBMITTED EARLIER IN ANY FORM PARTIALLY OR FULLY TO THIS OR ANY OTHER INSTITUTE /UNIVERSITY FOR ANY DEGREE OR DIPLOME.

  
DIRECTOR

AIMT

GREATER NOIDA



  
H.O.D



# **MINI PROJECT REPORT ON FRESH MILK DAIRY**

**Under the Guidance of  
Mohd.Faiz siddiqui  
Assistant Professor, AIMT**



**Submitted in Partial  
fulfillment for the award of Degree of  
Master of Business Administration from  
Dr. A PJ Abdul Kalam Technical University, Lucknow**

**Submitted by  
VINAY VERMA  
Roll No.220009541  
MBA I<sup>st</sup> Semester,AIMT**




**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY**

**PLOT NO.49, KNOWLEDGE PARK 3 GREATER NOIDA  
UTTAR PRADESH**



## CERTIFICATE

This is to certify that VINAY VERMA , a student of Master of Business Administration (MBA) Programme (Batch 2020-22) at this institute has completed a mini project report on "FRESHMILKDAIRY". The student has also made a presentation before a panel of experts at the institute.

  
Md. Faiz Siddiqui  
Assistant Professor  
AIMT



## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled FRESH MILK DAIRY is carried out by VINAY VERMA, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of DR SUCHITA SHARMA

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

(DIRECTOR)

AIMT

Greater Noida

Date:





## Mini Project 1 – ONEPLUS SMARTPHONES



Submitted for the Partial Fulfillment towards the awards of the Degree in

Master in Business Management (MBA)

of

Dr. A.P.J. Abdul Kalam Technical University, Lucknow

By

Harsh Kumar Dwivedi  
2206860700044

Under the guidance of  
MD. FAIZ SIDDIQUI

FACULTY MEMBER

at



ACCURATE INSTITUTE MANAGEMENT AND TECHNOLOGY

Greater Noida  
SESSION 2022-23



# ACCURATE

Institute Management and Technology


*Approved by A.I.C.T.E. & affiliated to Dr. A.P.J. Abdul Kalam Technical University*

Date:


## CERTIFICATE

This is to certify that HARSH KUMAR DWIVEDI has undertaken this Mini Project-1 titled "ONEPLUS SMARTPHONES" for the partial fulfillment of the award of Master of Business Administration degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.), India.

I wish him/ her all the best for his/her bright future ahead.

  
Project Supervisor  
Department of Management  
Studies



  
Head of Department  
Department of Management  
Studies



**A MINI PROJECT REPORT**

*ON*

**"SMART DUSTBIN"**

**For the partial fulfillment of the requirement**

**for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**SUBMITTED TO:**

**MOHD.FAIZ SIDDIQUE**

**(Asst. Professor)**

**SUBMITTED BY:**

**SUVENDU PAUL**

**Roll No:- 2102250700044**





## CERTIFICATE

This is to certify that **SUVENDU PAUL**, University Roll No.- 2102250700044, is a regular student of MBA 1st year, full time degree course at our institute. His/her Project Report work titled, '**SMART DUSTBIN**' submitted as part of the curriculum for the award of the degree of **MASTER OF BUSINESS ADMINISTRATION** from **Dr. A.P.J. Abdul Kalam Technical University, Lucknow**, is an original work done by him. This work has not been submitted earlier in any form partially or fully to this or any other Institute/University for any degree or diploma.

  
Supervisor



  
Director

A MINI PROJECT REPORT

On

FINGERPRINT BASED VOTING SYSTEM

Submitted to

**Dr. A.P.J. Abdul Kalam Technical University,  
LUCKNOW**

For the partial fulfilment of

MASTERS OF BUSINESS ADMINISTRATION

BATCH 2022-2024

SUBMITTED TO:-

Prof. Mohd Faiz Siddiqui

SUBMITTED BY:-

Jyoti Singh

MBA 1<sup>st</sup> Year (1<sup>st</sup> Sem)

**ACCURATE INSTITUTE OF TECHNOLOGY AND  
MANAGEMENT (GREATER NOIDA KP-3)**



**SUMMER TRAINING PROJECT REPORT**

**On**

**A STUDY OF RECRUITMENT AND SELECTION PROCESS AT INNOVATION  
TRIGGERS MANAGEMENT CONSULTANCY, GURGAON**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE  
OF**

***MASTER OF BUSINESSADMINISTRATION***

**By KRITI TIWARI**

(Roll No.: 2102250700018 )

**Internal Supervisor**

**MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida**

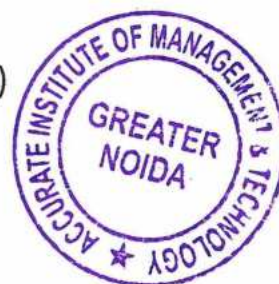


*Signature*  
Director of Management

**Accurate Institute of Management & Technology ,  
Greater Noida**

**(Affiliated to AKTU and Approved by AICTE)**

**(2022-23)**





Certificate ID: 2022\_09\_27

DATE: 28/09/2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Kriti Tiwari** student of Accurate Institute of Management and Technology of Greater Noida, has successfully completed her internship as **Human Resource Intern** with **Deltron Technologies Pvt. Ltd.** during the period of **25<sup>th</sup> August 2022 – 27<sup>th</sup> September 2022.**

During the Internship, she actively recruiting the candidates for **Deltron Technologies**, worked on admin and operation for management to grow the business.

During her tenure, **Shivangi** has shown great amount of responsibility, sincerity and a genuine willingness to learn. Her efforts were result oriented. She is sociable and works well individually as well as in teams.

We wish her all the very best for her future endeavors.

Sincerely,

(HR Department)



Kalpana Rai  
[hr@deltrontechologies.com](mailto:hr@deltrontechologies.com)

Office Address: Assotech Business Cresterra, Unit # 907, 9<sup>th</sup> Floor,  
Tower-2, Sector-135, Noida 201304.

- Email: [info@deltrontechologies.com](mailto:info@deltrontechologies.com) \*
- Contact: +91 7827319129, +91 9999499832\*



## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled " **A STUDY OF RECRUITMENT AND SELECTION PROCESS AT INNOVATION TRIGGERS MANAGEMENT CONSULTANCY, GURGAON** " is carried out by **KRITI TIWARI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIAM, Gr. Noida Date:



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# SUMMER TRAINING PROJECT REPORT

On

EFFECTIVENESS OF TRAINING AND DEVELOPMENT



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESSADMINISTRATION*

By SHIVANGI TIWARI

(Roll No.: 2102250700037 )

Internal Supervisor

MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



Accurate Institute of Management & Technology ,

Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2022-23)



Certificate ID: 2022\_09\_27

DATE: 28/09/2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Shivangi Tiwari** student of Accurate Institute of Management and Technology of Greater Noida, has successfully completed her internship as **Human Resource Intern** with **Deltron Technologies Pvt. Ltd.** during the period of **25<sup>th</sup> August 2022 – 27<sup>th</sup> September 2022.**

During the Internship, she actively recruiting the candidates for **Deltron Technologies**, worked on admin and operation for management to grow the business.

During her tenure, **Shivangi** has shown great amount of responsibility, sincerity and a genuine willingness to learn. Her efforts were result oriented. She is sociable and works well individually as well as in teams.

We wish her all the very best for her future endeavors.

Sincerely,

(HR Department)



**Kalpana Rai**  
[hr@deltrontechonologies.com](mailto:hr@deltrontechonologies.com)



Office Address: Assotech Business Cresterra, Unit # 907, 9<sup>th</sup> Floor,  
Tower-2, Sector-135, Noida 201304.

- Email: [info@deltrontechonologies.com](mailto:info@deltrontechonologies.com) \*
- Contact: +91 7827319129, +91 9999499832 \*

*Resubmit file of content*

## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled " **EFFECTIVENESS OF TRAINING AND DEVELOPMENT** " is carried out by **SHIVANGI TIWARI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIMT, Gr. Noida Date:



**ACCURATE INSTITUTE OF MANAGEMENT  
AND TECHNOLOGY, GREATER NOIDA UP**



**MINI PROJECT REPORT**

**SENSOR-BASED GAS LEAKAGE DETECTOR  
SYSTEM**

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

**OF**

**MASTER OF BUSINESS ADMINISTRATION  
TO**

**Dr. A P J Abdul Kalam Technical University, Lucknow**

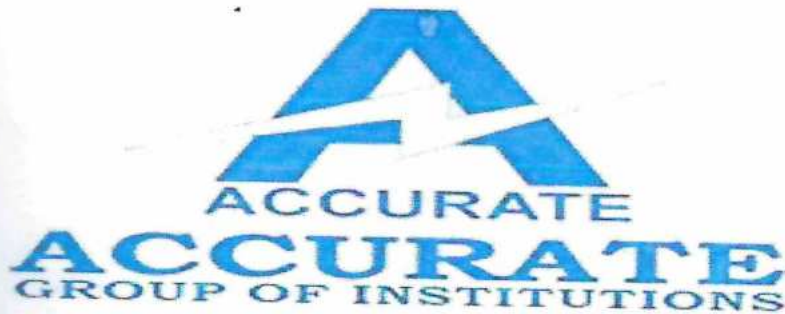
**Under Guidance of  
Mr. Faiz Siddique  
Department of Management  
AIMT, GREATER NOIDA**

**Submitted by**

**NEHA PRAWEEEN  
MBA 1st Sem.**







### Certificate

This is to certify that **NEHA PRAWEEEN** , University, is a regular student of MBA 1<sup>st</sup> year, full time degree course at out institute. His/her Project Report work titled, **"SENSOR-BASED GAS LEAKAGE DETECTOR SYSTEM "** submitted as part of the curriculum for the award of the degree of MASTER OF BUSINESS ADMINISTRATION from **Dr. A.P.J. Abdul Kalam Technical University, Lucknow** , is an original work done by his. This work has not been submitted earlier in any form partially or fully to this or any other Institute/University for any degree or diploma.

  
(DIRECTOR)

  
15/3/23





## **Minor Project Report**

**On**

**EMERGENCE OF ELECTRIC VEHICLE**

**Submitted for the partial fulfilment towards the  
award of the degree in**

**Master of Business Administration affiliated to  
Dr. A.P.J Abdul Kalam Technical University,  
Lucknow**

**Affiliated to DR. A.P.J. Abdul Kalam Technical  
University, U.P, Lucknow , Plot No .49 Knowledge  
Park II, Greater Noida, Gautam Buddha Nagar,  
(UP), India 201306**

**Submitted for the partial fulfilment towards the  
award of the degree in  
Master of Business Administration affiliated to  
Dr. A.P.J Abdul Kalam Technical University,  
Lucknow**

**School of Management**

**Submitted by: Ishika Saxena  
Batch: MBA 2022-24  
SEC: - A**





# ACCURATE

## Institute Management and Technology

*Approved by A.I.C.T.E. & affiliated to Dr. A.P.J. Abdul Kalam Technical University*

*Date:*

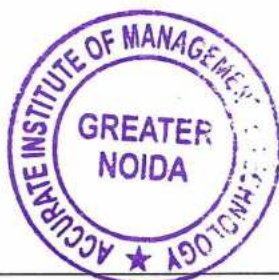
### CERTIFICATE

*This is to certify that **ISHIKA SAXENA** has undertaken this Mini Project-1 titled "**ELECTRIC VECHICLE**" for the partial fulfillment of the award of **Master of Business Administration** degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.), India.*

*I wish him/ her all the best for his/her bright future ahead.*

*[Signature]*  
15-13/23

**Project Supervisor**  
**Department of Management**  
**Studies**



*[Signature]*

**Head of Department**  
**Department of Management**  
**Studies**





## RESEARCH PROJECT REPORT ON

**“To Study Consumer buying behavior towards the online shopping with emphasis of apparel Industry”**

Submitted to

**Faculty of Management**

*(In partial fulfillment of the requirement of the award for the degree of Masters of Business Administration)*

AKTU University

Under the guidance of

Faculty Guide  
**Prof. FAIZ SIDDIQUI**

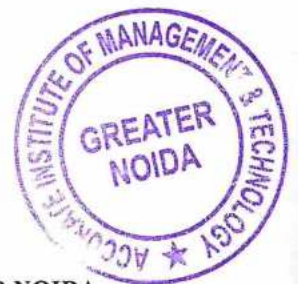
**Submitted by: Dikshant Nagpal**

{2102250700013}

Batch: 2021-23 MBA  
Semester IV



ACCURATE INSTITUTE OF ADVANCED MANAGEMENT, GREATER NOIDA



*(Signature)*  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

## Institute's Certificate

"It is to certify that this Research Project Report Titled **"To Study Consumer buying behavior towards the online shopping with emphasis of apparel Industry"** is the bonafide work of Mr. Dikshant Nagpal (2102250700013), who carried out the research under my supervision.

  
Faculty Guide

Prof. FAIZ SIDDDQUI {HOD}

## PREFACE

As a part of MBA Curriculum and in order to gain practical knowledge in the field of Management, I have prepared a report on **"To Study Consumer buying behavior towards the online shopping with emphasis of apparel Industry"**.

The MBA program is a well-structured course of business management at **AKTU University**. The main objective of preparing the Research Project Report at MBA level is to develop skills in students by providing them an opportunity to relate practical experience with the theoretical concepts and principles of business management.



# SUMMER TRAINING PROJECT REPORT

On

## AN ANALYSIS OF HOUSING FINANCE SCHEMES OF HDFC BANK IN INDIA



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF**  
**MASTER OF BUSINESSADMINISTRATION**

By SAMEER

(Roll No.: 2106860700024 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



*[Handwritten signature in green ink]*  
Director  
Accurate Institute of Advance Management  
Greater Noida

Accurate Institute of Advance Management ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)



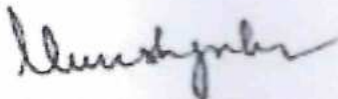


**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Mr. Sameer** Studying **MBA** from **AIAM, Greater Noida**, has successfully completed his industrial training entitled **"An Analysis of Housing Finance** from **01/09/2022** to **15/10/2023**. During this period his performance and conduct were excellent. He was punctual and had taken keen interest and initiative in his Internship.

We wish him a bright future.

**For: - HDFC BANK LTD.**



**Mr. Lokendra Singh**  
(Branch Manager)



### DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled “ **AN ANALYSIS OF HOUSING FINANCE SCHEMES OF HDFC BANK IN INDIA** ” is carried out by **SAMEER** , a student of MBA – II year at Accurate Institute of Advance Management , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

(  )  
( DIRECTOR )

AIAM, Gr. Noida Date:



**PROJECT REPORT**  
**ON**  
**Summer Internship**

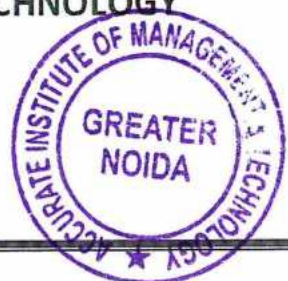
**AT**  
**KANTAR IMRB**

**SUBMITTED BY**  
**SAMARESH PAN**  
**ROLL NO-(2106860700022)**  
**UNDER THE GUIDANCE OF**  
**Mr.AMIT KUMAR**



  
DIRECTOR  
Accurate Institute of Management & Technology  
Greater Noida

**DEPARTMENT OF MBA**  
**ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY**  
**SESSION-2021-23**





## DECLARATION

I am SAMARESH PAN a student of Accurate institute of management & technology, Greater Noida (Session- 2022-2023) do hereby declare that the Summer Project Report entitled DIGITAL ADAPTION & INTERNET USAGE, under KANTAR IMRB is of my own efforts and it has not been submitted to any other University or Institution before.

I have submitted this project for the practical fulfillment of MBA degree under Accurate institute of management & technology.

Date:



*Samaresh Pan*

Signature

Date-09 November 2022

**TO WHOMSO EVER IT MAY CONCERN**

This is to certify that the student SAMARESH PAN of Accurate  
Institution of Management & Technology Uttar Pradesh- Greater Noida  
has satisfactorily completed project KAP during the period 19th  
September 2022 to 9th November 2022 under our guidance.

For Kantar - Delhi



Kunal Mishra/ Amit Kumar- Office Head.





**SUMMER INTERNSHIP PROJECT REPORT  
ON  
"MOTHER DAIRY"**



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)  
Greater Noida-201306**

**For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION**

**BATCH 2021-2023**

**By  
PRIYA SINGH  
Roll no. 2106860700013**

**Under the Guidance of  
Mr.Shailander Sharma**



**Dr. APJ Abdul Kalam Technical University**



# CERTIFICATE

*This is to certify that PRIYA SINGH has undertaken this summer training project work entitled “SUMMER INTERNSHIP PROJECT REPORT ON “DIGITAL MARKETING” for the partial fulfillment of the award of Master of Business Administration degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.).*

*As per best of my knowledge this Research project work is an original piece of work and has not been submitted or published elsewhere.*

*I wish him/ her all the best for his/her bright future ahead.*



**PRIYA SINGH**  
**2106860700013**

125

**PROJECT REPORT**  
**ON**  
**Summer Internship**  
**AT**  
**KANTAR IMRB**

SUBMITTED BY  
**KARTIK MONDAL**  
ROLL NO-(2106860700009)  
UNDER THE GUIDANCE OF  
**Mr.AMIT KUMAR**



*Handwritten signature in green ink.*

*Faint, illegible text, possibly a date or stamp.*

**DEPARTMENT OF MBA**  
**ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY**  
**SESSION-2021-23**





Date-09 November 2022

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the student KARTIK MONDAL of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project KAP during the period 19th September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi



Kunal Mishra/Amit Kumar- Office Head.





**A**  
**Summer Training**  
**Project Report on**  
**Recruitment and Selection in Airtel**



**Submitted in partial fulfillment for the degree of Master of  
Business Administration (2022-2023) affiliated to  
Dr. Abdul Kalam Technical University, Lucknow**

**SUBMITTED BY:**  
**SHUBHANGI**  
**BHORAL**  
**210225070039**

**SUBMITTED TO:**  
**MR FAIZ SIDDIQUI**

A handwritten signature in green ink, likely of Mr. Faiz Siddiqui, with a checkmark-like flourish.



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**  
**GREATER NOIDA , UTTAR PRADESH**

## DECLARATION

I SHUBHANGI hereby declare that the following project report titled "**Recruitment & Selection In Airtel**" in this report are my findings and are original in nature, which are collected from various sources.

The same has never submitted by the under signed either in part or in full to any institution.

This information is true to the best of my knowledge.



SHUBHANGI  
Roll NO.  
210225070039  
MBA 3rd Sem



## RESEARCH PROJECT REPORT ON

**“The Effectiveness Of Internet On Consumer Behaviour”**

Submitted to

**Faculty of Management**

*(In partial fulfillment of the requirement of the award for the degree  
of Masters of Business Administration)*

AKTU University

Under the guidance of

Faculty Guide

**Prof. FAIZ SIDDQUI**

Submitted by: Saurabh Upadhyay

{2102250700034}

Batch: 2021-23 MBA

Semester IV



ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, GREATER NOIDA

**Institute's Certificate**

**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida





## Institute's Certificate

"It is to certify that this Research Project Report Titled **"The Effectiveness Of Internet On Consumer Behaviour"** is the bonafide work of Mr. Saurabh Upadhyay.(2102250700034), who carried out the research under my supervision.



Faculty Guide

Prof. FAIZ SIDDIQUI {HOD}


## PREFACE

As a part of MBA Curriculum and in order to gain practical knowledge in the field of Management, I have prepared a report on **"The Effectiveness Of Internet On Consumer Behaviour"**.

The MBA program is a well-structured course of business management at **AKTU University**. The main objective of preparing the Research Project Report at MBA level is to develop skills in students by providing them an opportunity to relate practical experience with the theoretical concepts and principles of business management.



**RESEARCH PROJECT REPORT***ON***"HERO MOTOCORP SALES AND FORECASTING PREDICTION****FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE****AWARD OF THE DEGREE****MASTER OF BUSINESS ADMINISTRATION (MBA)****(IT AND IB)****SUBMITTED TO:****MOHD.FAIZ SIDDIQUE****(ASST. PROFESSOR)****SUBMITTED BY:****ASHISH****ROLLNO - 2102250700009****ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, GREATER****NOIDA (U.P.)****DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW**

  
**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida



## COMPANY DETAILS OF HERO MOTOCORP.

**Hero MotoCorp**



**Hero**

"Hum Main Hai Hero"

Type	Public company
	BSE: 500182
Traded as	NSE: HEROMOTOCO BSE SENSEX Constituent
Industry	Automotive
Predecessor	Hero Honda Motors Ltd.
Founded	19 January 1982
Headquarters	New Delhi India
Area served	India, Sri Lanka, Nepal Dr. Brijmohan Lall Munjal (Chairman)
Key people	Pawan Munjal (MD & CEO) <sup>[1]</sup>
Products	Motorcycles, Scooters
Revenue	▲ ₹241.66 billion (US\$3.8 billion) (2013) <sup>[2]</sup>
Operating income	▲ ₹33.22 billion (US\$520 million) (2013) <sup>[3]</sup>
Net income	▲ ₹21.18 billion (US\$330 million) (2013) <sup>[2]</sup>
Total assets	▲ ₹53.08 billion (US\$830 million) (2013)
Number of employees	5,842 <sup>[2]</sup>
Parent	Hero Group
Subsidiaries	Erik Buell Racing(49.2%)





# KANTAR

## ANALYSIS OF FIELD MASALA & KAP PROJECT OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS

Submitted by

Sandeep Nishad

AKTU University

Roll No-

2106860700030

Submission towards partial fulfilment for the Degree of Master of Business Administration

Batch : 2021-23

External Guide

Mr. Ajiz Khan

Kantar Operations

8, Balaji Estate, Kalkaji

Internal Guide

Mr. Faiz Siddiqui

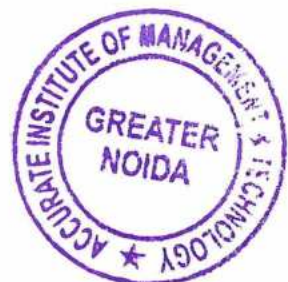
HOD – MBA Dept



*[Handwritten signature]*

*[Handwritten signature]*  
21/8/23

**DR. APJ Abdul Kalam  
Technical University**



August 2022

## BONAFIDE CERTIFICATE

This is to certify that **Mr. Sandeep Nishad** a student of **AKTU UNIVERSITY**, pursuing **MASTER IN BUSINESS ADMINISTRATION**, has successfully completed Summer Internship **KANTAR** from **19 September, 2022, TO 9 November, 2022**. As part of his curriculum, the report entitled, "**ANALYSIS OF FIELD MASALA & KAP PROJECT OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS**", submitted by the student to the undersigned is an authentic record of his/her original work, which he/she has carried out under my supervision and guidance.

I wish him/her all the best.

Signature of Internal Guide

Date -



RESEARCH PROJECT REPORT  
On  
RECRUITMENT AND SELECTION PROCESS  
AT LEANOVATE E-COMMERCE



SUBMITTED FOR PARTIAL FULFILLMENT OF THE  
DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION

By

Saurabh Upadhyay

(Roll no. 2102250700034)

Batch- 2021-2023

Submitted to:  
Prof. Jai Prakash Sir

21/3/23



Submitted by:  
Saurabh Upadhyay



Accurate Institute of Management and Technology  
Greater Noida, Uttar Pradesh





LEARNOVATE ECOMMERCE

## CERTIFICATE OF INTERNSHIP

We present this certificate to

**Saurabh Upadhyay**

in appreciation for your work as a **HUMAN RESOURCE ( TL )** (Intern at Learnovate. You have shown true commitment and diligence during the course of this internship and have successfully completed all the assigned tasks. The internship was conducted between **01/09/2022** to **15/10/2022**



RAVI SINGH  
FOUNDER

[www.learnovateecommerce.com](http://www.learnovateecommerce.com)



**RESEARCH PROJECT REPORT**  
**On**  
**“THE STUDY OF GRIEVANCE HANDLING SYSTEM”**



*SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF*  
**MASTER OF BUSINESS ADMINISTRATION**

By  
**SHIVANGI TIWARI**

(Roll No.: 2102250700037)

Internal Supervisor

MD FAIZ SIDDIQUI

ASST. PROF.

AIAM, Greater Noida



Accurate Institute of Management & Technology ,  
 Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2021-23)

**DIRECTOR**  
 Accurate Institute of Advanced Management  
 Greater Noida

*[Handwritten Signature]*



## DIRECTOR'S CERTIFICATE

This is to certify that the project titled “ **THE STUDY OF GRIEVANCE HANDLING SYSTEM** ” is carried out by **SHIVANGI TIWARI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR )

AIAM, Gr. Noida Date:







Mini  
Project-I on

**BAMBOO TOOTH BRUSH**

**ACCURATE INSTITUTE  
MANAGEMENT AND TECHNOLOGY**

**MASTER OF BUSINESS ADMINISTRATION**

**DR. A.P.J. ABDUL KALAM TECHNICAL  
UNIVERSITY LUCKNOW**

**SESSION  
2022-2023**



**SUBMITTED BY  
TAJHUSAIN ALI**

**SUBMITTED TO  
MD. FAIZ  
SIDDIQUI**

# DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project- 1 titled "BAMBOO TOOTH BRUSH " is carried out by Mr. TAJHUSAIN ALI; student of MBA-1 st year at Accurate Institute of Management & technology, Greater Noida under the supervision of Mr. MD. Faiz Siddiqui. This Mini Project -1 carried out by the said student & I recommend for the submission of this Mini –project 1 report to Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW in the partial fulfillment of the requirement for the award of MBA degree.

  
DIRECTOR

AIMT

GREATER NOIDA





**RESEARCH PROJECT REPORT**  
**On**  
**“THE STUDY OF GRIEVANCE HANDLING SYSTEM”**



*SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF*  
**MASTER OF BUSINESSADMINISTRATION**

**By**  
**SHIVANGI TIWARI**

(Roll No.: 2102250700037)

Internal Supervisor

MD FAIZ SIDDIQUI

ASST. PROF.

AIAM, Grater Noida



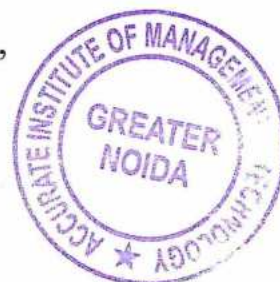
Accurate Institute of Management & Technology ,

Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2021-23)

**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida





## DIRECTOR'S CERTIFICATE

This is to certify that the project titled “ **THE STUDY OF GRIEVANCE HANDLING SYSTEM** ” is carried out by **SHIVANGI TIWARI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
( DIRECTOR )

AIAM, Gr. Noida Date:





**SESSION  
2022-2023**

**Mini Project-I  
ON**

**DEGRADABLE PAPER BOTTLE**

**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY**

**MASTER OF BUSINESS ADMINISTRATION**

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY  
LUCKNOW**



**SUBMITTED TO  
MD FAIZ SIDDIQUI**

**SUBMITTED BY  
MOHAMMAD NAVAID**

# DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project- 1 titled "DEGRADABLE PAPER BOTTLE " is carried out by MOHAMMAD NAVAID; a student of MBA-1 st year at Accurate Institute of Management & technology, Greater Noida under the supervision of Mr. MD. Faiz Siddiqui. This Mini Project -1 is carried out by the said student & recommend for the submission of this Mini –project 1 report to Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW in the partial fulfillment of the requirement for the award of MBA degree.

  
DIRECTOR

AIMT

GREATER NOIDA





**A MINI PROJECT REPORT**

**ON**

**"QUICK CAB"**



**For the partial fulfillment of the requirement**

**for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SUBMITTED TO:**

**MOHD.FAIZ SIDDIQUE**

**(Asst. Professor)**

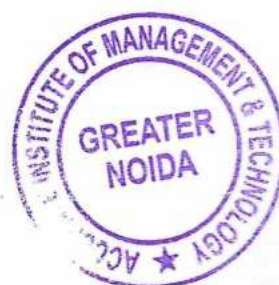
**SUBMITTED BY:**

**SHREEYA NAG**

**Roll No:- 2202250700026**

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, GREATER NOIDA (U.P.)**

**Dr. A.P.J. Abdul Kalam Technical University, Lucknow**



## **CERTIFICATE**

THIS IS TO CERTIFY THAT SHREEYA NAG  
UNIVERSITY ROLL NO. IS A REGULAR  
STUDENT OF MBA 1<sup>ST</sup> YEAR, FULL TIME  
DEGREE COURSE AT OUR INSTITUTE. HIS  
MINI PROJECT REPORT WORK TITLED, "QUICK  
CAB" SUBMITTED AS PART OF THE  
CURRICULLUM FOR THE AWARD OF THE  
DEGREE OF MASTER'S OF BUSINESS  
ADMINISTRATION FROM **DR. A.P.J. ABDUL**  
**KALAM TECHNICAL UNIVERSITY, LUCKNOW,**

IS AN ORIGINAL WORK DONE BY HIM. THIS  
WORK HAS NOT BEEN SUBMITTED EARLIER  
IN ANY FORM PARTIALLY OR FULLY TO TH  
IS OR ANY OTHER INSTITUTE /UNIVERSITY  
FOR ANY DEGREE OR DIPLOME

  
SUPERVISOR



H.O.D

A Mini project submitted  
Master of Business Administration  
By

**Abhishek Kumar**

Under the supervision

**Mohd.Faiz.Siddique**

Assistant professor.



**Accurate Institute Of  
Management & Technology**  
Dr.A.P.J.Abdul Kalam Technical University  
(AKTU)  
Lucknow (UP) India 2022-2024





# DIRECTOR' CERTIFICATE

This is to certify that the Mini Project-titled 'NATURAL MILK' is carried out by Mr. ABHISHEK KUMAR a student of MBA 1<sup>st</sup> year at Accurate Institute of Management & Technology, greater Noida, under the supervision of Mohd. Faiz Siddque.

This Mini Project -1 is carried out by the said student & I recommend for the submission of this mini project -1 report to Dr. A.P.J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA Degree.

(DIRECTOR)

AIMT



**MINI PROJECT- 1 REPORT**  
**On**  
**“Education with Metaverse”**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BY**

**CHARANJEET SINGH**

**(Roll No.-2202250700009)**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,  
LUCKNOW AND APPROVED BY AICTE)  
Batch (2022-24)**



## **DIRECTOR'S CERTIFICATE**

This is to certify that the Mini Project-1 titled "**Education with Metaverse**" is carried out by **Mr. Charanjeet Singh** (roll no. \*\*\*\*\*), a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:





**MINI PROJECT REPORT  
ON  
SENSOR SHOES FOR BLIND PEOPLES**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER OF BUSINESS  
ADMINISTRATION**

**BY  
KOMAL KUMARI**



**Accurate Institute of Management & Technology, Greater  
Noida  
(Affiliated to AKTU and Approved by AICTE)**



Accurate Institute of Management & Technology, Greater  
Noida  
(Affiliated to AKTU and Approved by AICTE)

Session: 2022-24

**CERTIFICATE**

This is to certify that Mr. / Ms **Komal**, MBA (2022-24 Batch) a student of Institute of Technology and Science has undertaken the Mini Project-1 (KMBN152) on “**Sensor Shoes For Blind People**”.

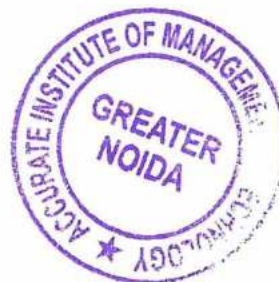
The project has been carried out by the student in partial fulfillment of the requirements for the award of MBA, under my guidance and supervision.

I am satisfied with the work of Mr. /Ms. **Komal**

Date:

  
16/3/23

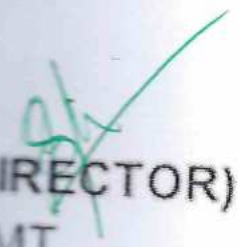
Academic Mentor's Name: **Faiz Siddiqui**



## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "SENSOR SHOES FOR BLIND PEOPLE" is carried out by **Ms. KOMAL KUMARI**, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

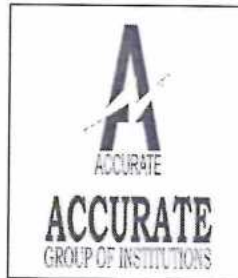
This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to **Dr. A. P. J. Abdul Kalam Technical University, Lucknow** in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)  
AIMT

Greater Noida Date:







**ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY**

**Approved by A.I.C.T.E. & Affiliated to APJ. ABDUL KALAM TECHNICAL  
UNIVERSITY, LUCKNOW**

**Plot No. 11 Knowledge Park II, Greater Noida Uttar Pradesh-201306**

**A PROJECT REPORT**

**on**

**SALES AND MARKETING**

**Submitted For**

**THE PARTIAL FULFILLMENT OF THE REQUIREMENT FOR MASTER  
OF BUSINESS ADMINISTRATION (MBA)**



**UNDER THE GUIDANCE OF :-**

**MR. FAIZ SIDDIQUI**

**Associate Professor**



**SUBMITTED BY :-**

**Moumita Chakraborty**

**ROLL NO – 2102250700023**

**SESSION - 2021- 2023**

*Handwritten signature/initials*

# Completion Certificate



+91 9716440096  
info@techstreet.in  
www.techstreet.in

## Completion certificate

This Certificate is awarded to

**Moumita Chakraborty**  
Of

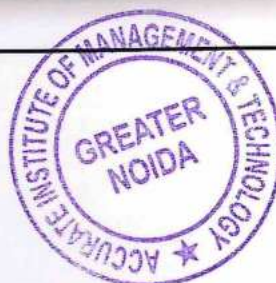
**Accurate Institute of Management & Technology**

For successfully completing the Internship in Techstreet Solution Pvt.Ltd  
Internship programme for the period 15 September,2022 to 30 October 2022

Date : 30 october, 2022

  
Alok Varma  
HR Department

Avenue 106, A-106  
Sector-136, Noida - 201305 (U.P.) India





**Mini Project-I Project Report New Product Development**

**“SOLAR POWER TENT”**

*In partial fulfillment of the requirements*

**Master of Business Administration**

**OF**

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

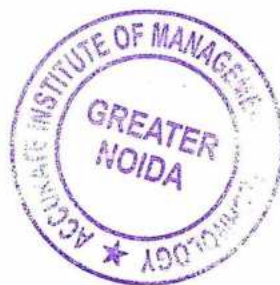
**GREATER NOIDA, UTTAR PRADESH**

**SUBMITTED BY:**

**MUSKAN KUMARI**

**MBA 1ST YEAR**

**ROLL NO. 2202250700023**






## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled **SOLAR POWER TENT** is carried out by **MUSKAN KUMARI** a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)  
AIMT  
Greater Noida  
Date:



Working capital management of TRF limited  
Jamshedpur

By

**CHAYAN BHATTACHARYA**

**2102250700012**

Under the Guidance of

**Mr. Faiz Siddique**

**Asst. Professor**

**AIMT INSTITUTE OF MANAGEMENT & TECHNOLOGY**

A PROJECT REPORT

*In partial fulfillment for the award of the degree*

*Of*

**MASTER OF BUSINESS ADMINISTRATION**



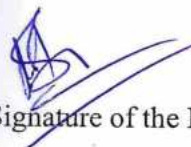
**Dr. A.P.J. Abdul Kalam Technical University,  
Lucknow**



*[Signature]*  
**DIRECTOR**  
Accurate Institute of Advanced Management  
Greater Noida

### CERTIFICATE OF THE GUIDE

This is to certify that the project work titled W.C.M of TRF Limited. is a bonafide work of Mr. /Ms. Chayan Bhattacharya Enrolment No: 210250700012 carried out in partial fulfilment for the award of the degree of Master of Business Administration of AKTU University under my guidance. This project work is original and not submitted earlier for the award of any degree / diploma or Associateship of any other University/ Institution.

  
Signature of the HOD

Place: Greater Noida

Date: 29/05/2023





# B2B Business: Unlocking Opportunities in the Digital Economy

By

**MOUMITA CHAKRABORTY**

2102250700023

Under the Guidance of

Mr. Faiz Siddique

Asst. Professor

AIMT INSTITUTE OF MANAGEMENT & TECHNOLOGY

A PROJECT REPORT

*In partial fulfillment for the award of the degree*

*of*

Master of Business Administration



Dr. A.P.J. Abdul Kalam Technical University,  
Lucknow



*[Signature]*  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

## CERTIFICATE OF THE GUIDE

This is to certify that the project work

titled B2B Business: Unlocking opportunities in the Digital Economy

is a bonafide work of Mr. /Ms. Moumita Chakraborty Enrolment No: 2102250700029 carried

out in partial fulfilment for the award of the degree of Master of Business Administration of

AKTU University under my idance. This project work is original and not submitted earlier for

the award of any degree / diploma or Associateship of any other University / Institution.



Signature of the HOD



Place:

Date:

## SUMMER TRAINING PROJECT REPORT

On

# A STUDY ON INVESTMENT OF MUTUAL FUND AND ITS PORTFOLIO IN MAHINDRA FINANCE



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
*MASTER OF BUSINESSADMINISTRATION*

By SOHAIL AHMAD

(Roll No.: 2102250700041 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIMT, Grater Noida



*Signature*  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)





**Date:** 20/10/2022


***TO WHOMSOEVER IT MAY CONCERN***

This is to certify that **Mr. Sohail Ahmad** a student of **MBA** from **AIMT, Greater Noida**, has successfully completed his summer internship in "**A STUDY ON INVESTMENT OF MUTUAL FUND AND ITS PORTFOLIO IN MAHINDRA** " from **09<sup>th</sup> Sep 2022** to **20<sup>th</sup> October 2022** in our organization.

During the above training period, we found his punctual, honest, hardworking and sincere towards his work.

We wish him success in his future endeavors.

For **Mahindra & Mahindra Financial Services Ltd.**

  
**Mr. Suraj Tewatiya**  
**Sr. Manager**



**Address:**

Block 21, 2nd floor, Sachdeva plaza, Plot No.3, Mayur Vihar Phase 2, Part 2, Mayur Vihar  
Phase 1, New Delhi, Delhi 110092

## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled “ **A STUDY ON INVESTMENT OF MUTUAL FUND AND ITS PORTFOLIO IN MAHINDRA FINANCE** ” is carried out by **SOHAIL AHMAD** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( ~~FAIZ SIDDIQUI~~ DIRECTOR)

AIMT, Gr. Noida Date:



21

21c

# SUMMER TRAINING PROJECT REPORT

On

## SALES PROMOTION ON REAL ESTATE AT VRPN INFOBUILD



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF

## MASTER OF BUSINESSADMINISTRATION

By JAIDEEP TYAGI

(Roll No.: 2102250700015)

Internal Supervisor

MD FAIZ SIDDIQUI

ASST. PROF.

AIAM, Grater Noida



Accurate Institute of Management & Technology ,

Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2022-23)

*Handwritten signature in green ink.*  
DIRECTOR  
Accurate Institute of Management & Technology  
Greater Noida



*Handwritten in green ink:*  
2/9/23  
Co-ordinator  
attached



*DIRECTOR'S CERTIFICATE*

This is to certify that the Summer Training project titled “ **SALES PROMOTION ON REAL ESTATE AT VRPN INFOBUILD** ” is carried out by **JAIDEEP TYAGI** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR)

AIAM, Gr. Noida

Date:



**A MINI PROJECT REPORT**

**ON**

**“EVENT MANAGEMENT”**



**For the partial fulfillment of the requirement**

**for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SUBMITTED TO:**

**MR. MOHD. FAIZ SIDDIQUE**

**(Asst. Professor)**



**SUBMITTED BY:**

**RAJKISHOR BERA**

**Roll No: - 2206860700075**

**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY,**

**GREATER NOIDA (U.P.)**

**Dr. A.P.J. Abdul Kalam Technical University, Lucknow**

**Accurate Institute of Management & Technology  
GREATER NOIDA (U.P.)  
Dr. A.P.J. Abdul Kalam Technical University, Lucknow**

---

**Certificate**

This is to certify that **Mr. RAJKISHOR BERA** University Roll No. **2206860700075**, is a regular student of MBA 1st year, full time degree course at out institute. His/her Project Report work titled, 'EVENT MANAGEMENT" submitted as part of the curriculum for the award of the degree of MASTER OF BUSINESS ADMINISTRATION from **Dr. A.P.J. Abdul Kalam Technical University, Lucknow** , is an original work done by his. This work has not been submitted earlier in any form partially or fully to this or any other Institute/University for any degree or diploma.



*RB*  
*15/3/23*  
**SUPERVISOR**

**DIRECTOR**



146  
146

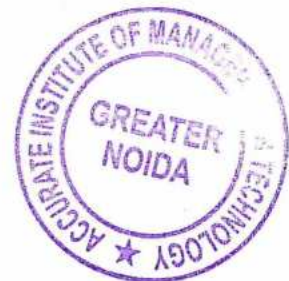
## A RESEARCH PROJECT REPORT

*Submitted in partial fulfillment of the Award of Master of Business*

*Administration for session*

**2021-2023**

### **"MARKETING STRATEGIES OF AMUL"**



**ACCURATE INSTITUTE OF MANAGEMENT  
AND TECHNOLOGY, GREATER NOIDA 201310,  
UP (INDIA)**

*Director*  
*Accurate Institute of Advanced Management*  
*Greater Noida*

**SUBMITTED TO :**

**MR. MD. FAIZ SIDDIQUI**

**ASST. PROF.  
MBA Department**

**SUBMITTED BY:**

**CHANDAN THAKUR**

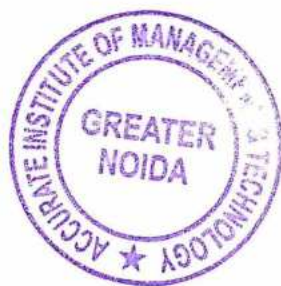
**MBA-IIInd year  
Roll No. -  
2102250700011**


## **DECLARATION**

I, **CHANDAN THAKUR** hereby declare that the research project report entitled

**"MARKETING STRATEGIES OF AMUL"**

submitted to Accurate Institute of Management And Technology Greater Noida 201310 UP, (INDIA) is partial fulfillment of the requirement for the degree of MBA is my original work and submitted for the Award of any other degree / diploma in Business Management.



  
**CHANDAN THAKUR**  
MBA-IIInd year  
Roll No. - 2102250700011

A  
RESEARCH PROJECT  
REPORT  
ON  
DABUR INDIA LIMITED  
[MARKETING & HR]



For the partial fulfillment of the award of the degree of  
Master of Business Administration  
ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY(2021-2023)

Submitted to:  
Mohd. Faiz siddiqui

Submitted by:  
Sonam kumari

DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida



## DECLARATION

I hereby declare that the Research Project report on Dabur India Ltd. is prepared and submitted by me is the original work; the report is based on the data collected by me during the training tenure.

During my training I worked under the able guidance of Mr. Vasuki.n.Kilam, [Area Sales Manager] & Mr. Tarkesh Gupta [Manager - HR].

Sonam



DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

A  
MINI PROJECT REPORT  
ON  
"E-EVENT MANAGEMENT"

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

OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BATCH NO.-(2022-2024)

SUBMITTED TO

FAIZ SIDDIQUI  
(PROFESSOR)  
AIMT, GREATER NOIDA

SUBMITTED BY

DOLLYKUMARI  
STUDENT, MBA, AIMT  
ROLL NO.-  
SMESTER-01



ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL  
UNIVERSITY, LUCKNOW AND APPROVED BY AICTE)



# CERTIFICATE

THIS IS TO CERTIFY THAT MISS. DOLLY KUMARI UNIVERSITY ROLL NO. IS A REGULAR STUDENT OF MBA 1<sup>ST</sup> YEAR, FULL TIME DEGREE COURSE AT OUR INSTITUTE. HIS MINI PROJECT REPORT WORK TITLED, "E- EVAENT MANAGEMENT" SUBMITTED AS PART OF THE CURICULLUM FOR THE AWARD OF THE DEGREE OF MASTER'S OF BUSINESS ADMINISTRATION FROM DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW, IS AN ORIGINAL WORK DONE BY HIM. THIS WORK HAS NOT BEEN SUBMITTED EARLIER IN ANY FORM PARTIALLY OR FULLY TO THIS OR ANY OTHER INSTITUTE /UNIVERSITY FOR ANY DEGREE OR DIPLOMA.

  
SUPERVISOR



  
H.O.D. / DEAN

ACKNC



# SUMMER TRAINING PROJECT REPORT

On

## MARKETING STRATEGIES OF FLIPKART



*SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF*

## *MASTER OF BUSINESS ADMINISTRATION*

By SWETA KUMARI

(Roll No.: 2002250700028 )

Internal Supervisor

FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Greater Noida



21/3/23

Accurate Institute of Technology & Management,

Greater Noida

(Affiliated to AKTU and Approved by AICTE)

(2021-22)



*DIRECTOR'S CERTIFICATE*

This is to certify that the Summer Training project titled "**MARKETING STRATEGIES OF FLIPKART** " is carried out by **SWETA KUMARI** , a student of MBA – II year at Accurate Institute of Technology & Management, Gr. Noida, under the supervision of **FAIZ SIDDIQUI** . This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
( DIRECTOR )

AIAM, Gr. Noida Date:



## SUMMER TRAINING PROJECT REPORT

On

# A STUDY OF RECRUITMENT AND SELECTION IN BHARTI AIRTEL



*SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF*

## *MASTER OF BUSINESS ADMINISTRATION*

By KARISHMA

(Roll No.: 2106860700008 )

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Greater Noida



Accurate Institute of Advance Management ,  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)  
(2022-23)



DIRECTOR  
Accurate Institute of Advance Management  
Greater Noida



20-10-2022

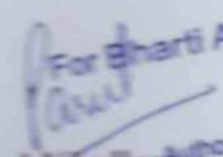
**TO WHOM IT MAY CONCERN**

This is to certify that **Ms. Karishma** student of **MBA** from **AIMT, Greater Noida** he has successfully completed the project at our organization for summer Internship w.e.f. 05<sup>th</sup> Sep. to 20<sup>th</sup> Oct. 2022.

She has worked with "HR Department"

She has completed her internship successfully. We wish her all the best in her bright future endeavours.

For BHARTI AIRTEL LIMITED

  
For Bharti Airtel Ltd.  
Parul K. Sharma - Authorised Signatory  
Head L&D



*DIRECTOR'S CERTIFICATE*

This is to certify that the Summer Training project titled “ **A STUDY OF RECRUITMENT AND SELECTION IN BHARTI AIRTEL** ” is carried out by **KARISHMA** , a student of MBA – II year at Accurate Institute of Advance Management , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR )

AIAM, Gr. Noida Date:



A MINI PROJECT REPORT

ON

"CUSTOMER SATISFACTION ON APPLE I-PHONE"



FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD  
OF THE DEGREE

MASTER OF BUSINESS ADMINISTRATION (MBA)

SUBMITTED TO:

MOHD.FAIZ SIDDIQUE

(H.O.D)

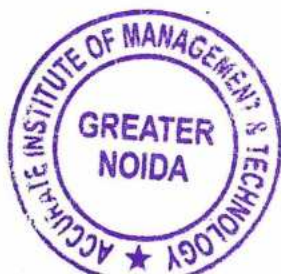
SUBMITTED BY:

ABHISHEK SINGH MEENA

ROLLNO - 2102250700003

ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY, GREATER  
NOIDA (U.P.)

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW



*Handwritten signature in green ink.*  
Accurate Institute of Management & Technology  
Greater Noida



## CERTIFICATE

This is to certify that project entitled "CUSTOMER SATISFACTION ON APPLE I-PHONE" Submitted Abhishek Singh Meena, Roll No 2102250700003 in partial fulfillment of Master of Business Administration,

Final Sem Of AIMT COLLEGE , Greater Noida is a record of student's own work carried out under my supervision and guidance. While working on project they were sincere, disciplined and enthusiastic As per our knowledge.

  
SUPERVISOR



H.O.D.

**A**  
**SUMMER TRAINING PROJECT REPORT**  
**ON**  
**STUDY OF CUSTOMER INTERVIEW**  
**“ADFFECT IRON STEEL , KBT, PORTER, TANDEM”**

**Submitted by: -**

Name: - **Dikshant Nagpal**

Roll No: - **2102250700013**

Batch: - **2021-2023**

**In Partial Fulfilment for the award of**

**MASTER'S OF BUSINESS ADMINISTRATION**

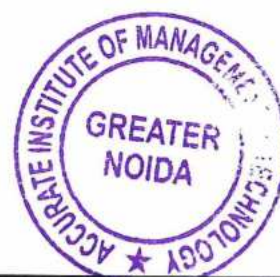
*21/3/23*



*[Signature]*

**ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY**  
**PLOT NO: - 49, KNOWLEDGE PARK -3, GREATER NOIDA**  
**UTTAR PRADESH – 201306**

**AFFILIATED TO ALL INDIA COUNCIL FOR TECHNICAL**  
**EDUCATION**





# Certificate

KANTAR IMRB

8, B-Block Centre  
Gurgaon Road, Gurgaon  
New Delhi 110029

Tel: 011-4211 1001  
Fax: 011-4211 1001  
www.kantar.com

Date 30-8-2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Dikshant has done his internship in Market Research & Data Acquisition at Kantar Operations, Delhi, from 3<sup>rd</sup> July 2022 to 30<sup>th</sup> August 2022 under our guidance.

He has worked on various project titled "Adeffect\_Iron & Steel, KBT, Porter, Tandem".

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

We wish him all the best for his upcoming career.

KANTAR

Kumar Kishan/Amit Kumar- Office Head.





**A  
MINI REPORT  
ON  
“ELECTRIC CAR JACK ”**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER OF BUSINESS  
ADMINISTRATION**

**By  
Saurabh Kumar  
(Roll No.: 2206860700098 )**

**Internal Supervisor  
Name of faculty: Mr. Faiz Siddique  
AIMT  
Gr. Noida**



**Accurate Institute of Advance & Management , Gr. Noida  
(Affiliated to AKTU and Approved by AICTE) 2023**



## **DIRECTOR'S CERTIFICATE**

This is to certify that the Mini Project-1 titled **ELECTRIC CAR JACK** is carried out SAURABH KUMAR, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of DR SUCHITA SHARMA

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:



# SUMMER TRAINING PROJECT REPORT

On

## STUDY ON MARKETING STRATEGY AND PROMOTIONAL ACTIVITIES OF BSNL



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF

### *MASTER OF BUSINESS ADMINISTRATION*

By GUNNIDHI PRAKASH LAL PANDIT

(Roll No.: 2006860700006 )

Internal Supervisor  
FAIZ SIDDIQUI

ASST. PROF.

AIAM, Grater Noida

*Signature*  
Accurate Institute of Advanced Management  
Greater Noida



Accurate Institute of Advance Management,  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)  
(2022-23)



### DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled **"STUDY ON MARKETING STRATEGY AND PROMOTIONAL ACTIVITIES OF BSNL "** is carried out by **GUNIDHI PRAKASH LAL PANDIT** , a student of MBA – II year at Accurate Institute of Advance Management, Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
( DIRECTOR)

AIAM, Gr. Noida Date:





# ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY

Approved by A.I.C.T.E., & Affiliated to Dr. A.P.J. Abdul Kalam Technical University

Plot No. 2, Knowledge Park III, Greater Noida,  
Distt. G.B.Nagar, U.P., India Pin-201306

## A SUMMER TRAINING PROJECT REPORT ON "RECRUITMENT AND SELECTION PROCESS IN HCL"

HCL INFOSYSTEMS LTD. | **HCL**

Submitted for the partial fulfillment towards the awards of the degree in  
Master of Business Administration

of

Dr. A.P.J Abdul Kalam Technical University, Lucknow

*Handwritten signature and date: 2/3/23*



*Handwritten signature and text: Dr. A.P.J. Abdul Kalam Technical University, Lucknow*

Under the Guidance of:  
**Mr. FAIZ SIDDQUE**  
(Internal Supervisor)

Submitted By:  
**Pooja Bansal**  
Roll No. 2002250700022



# **CERTIFICATE**

*This is to certify that Pooja Bansal has undertaken this summer training project work entitled "RECRUITMENT & SELECTION PROCESS IN HCL" for the partial fulfillment of the award of Master of Business Administration degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.).*

*As per best of my knowledge this Research project work is an original piece of work and has not been submitted or published elsewhere.*

*I wish him/ her all the best for his/her bright future ahead.*



Project Supervisor  
Assistant Professor  
Department of Management  
Studies





A Mini project submitted  
Master of Business Administration

By

**Saurabh Yadav**

Under the supervision

**Mohd.Faiz.Siddique**

Assistant professor.



**Accurate Institute Of  
Management & Technology**

**Dr.A.P.J.Abdul Kalam Technical University  
(AKTU)**

**Lucknow (UP) India 2022-2024**



# DIRECTOR' CERTIFICATE

This is to certify that the Mini Project-  
titled 'SAFETY AND SECURITY' is carried out  
by Mr. SAURABH YADAV a student of MBA  
1<sup>st</sup> year at Accurate Institute of  
Management & Technology, greater Noida,  
under the supervision of Mohd. Faiz  
Siddique.

This Mini Project -1 is carried out by the  
said student & I recommend for the  
submission of this mini project -1 report to  
Dr. A.P.J. Abdul Kalam Technical University,  
Lucknow in the partial fulfilment of the  
requirement for the award of MBA Degree.

(DIRECTOR)

AIMT





A  
MINI PROJECT REPORT  
ON  
"COIN BASED MOBILE CHARGER"



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE  
OF  
*MASTER OF BUSINESS  
ADMINISTRATION*

By  
Mahima Kumari  
(Roll No.:...220225070020)

Internal Supervisor  
Name of faculty: Mr. Faiz Siddique  
AIMT  
Gr. Noida



Accurate Institute of Management & Technology, Gr. Noida  
(Affiliated to AKTU and Approved by AICTE)





## DIRECTOR'S CERTIFICATE

This is to certify that the MINI project titled "**COIN BASED MOBILE CHARGER**" is carried out by **MAHIMA KUMARI**, a student of MBA – Ist year at Accurate Institute of Management & Technology, Gr. Noida, under the guide of **Mr Faiz Siddique**. This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this MINI Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

(DIRECTOR)  
AIMT, Gr. Noida  
Date:



**A MINI PROJECT REPORT**  
**On**  
**ONLINE LAUNDARY SYSTEM**

**Submitted to**  
**Dr. A.P.J. Abdul Kalam Technical University,**  
**LUCKNOW**  
**ACCURATE INSTITUTE OF TECHNOLOGY**  
**AND MANAGEMENT (GREATER NOIDA**  
**KNOWLEDGE PARK 2)**

**For the partial fulfilment of**  
**MASTERS OF BUSINESS ADMINISTRATION**

**BATCH 2022-2024**

**SUBMITTED TO:-**  
**Prof. Mohd Faiz Siddiqui**  
**HARSHIT MISHRA**

**SUBMITTED BY:-**

**MB**

**A**  
**1<sup>st</sup> Year (1<sup>st</sup> Sem)**



## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "Online laundry system" is carried out by Mr. Harshit Mishra a student of MBA 1<sup>st</sup> year at Accurate institute of Management and Technology ,Greater Noida, under the supervision of Mr. Faiz Siddiqui.

This mini Project-1 is carried out by the said student and I recommend for the submission of this Mini Project-1 report to Dr.A.P.J. Abdul Kalam University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)





A  
MINI PROJECT REPORT  
ON  
PET □□ GROOMING

Submitted in partial fulfillment of the requirement for the degree of  
MASTER OF BUSINESS ADMINISTRATION AT



ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY GREATER NOIDA



Affiliated By

Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY LUCKNOW, UTTAR  
PRADESH

PRESENTED BY

SWATI RAJ

SUBMITTED TO

PROF. MD. FAIZ SIDDIQUI SIR



## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "Pet grooming" is carried out by Miss Swati Raj a student of MBA 1<sup>st</sup> year at Accurate institute of Management and Technology ,Greater Noida, under the supervision of Mr.Faiz Siddiqui.

This mini Project-1 is carried out by the said student and I recommend for the submission of this Mini Project-1 report to Dr.A.P.J. Abdul Kalam University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

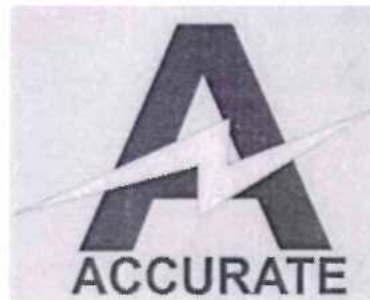
AIMT



A  
MINI PROJECT REPORT  
ON  
CUSTOMER SATISFACTION ON AIRTEL



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,  
LUCKNOW AND APPROVED BY AICTE)**

**Batch (2022-24)**

**Submitted By:**

Name- Yash Kumar Bhati

Father's Name- Harish Kumar

Batch of 2022-24

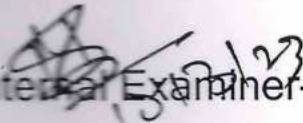
**Submitted To:**

Name- Dr. Faiz Siddiqui




## Certificate

This is to certify that the project report entitled CHOCOLATE INDUSTRY benefiting organizations is a bonafide work done by Yash Kumar Bhati of 1<sup>st</sup> Year submitted in partial fulfilment of requirement for the award of degree of Master of Business Administration of Accurate Institute of Management and Technology (Affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow) during the session 2021-23.

  
Internal Examiner-

Co-Ordinator-

External Examiner-

  
Director  
AIMT/AIAM  
Gr. Noida



**MINI PROJECT REPORT  
ON  
“ELECTRIC CHARGING STATION”**

Submitted in partial fulfillment of the requirements for  
the Two-Year Full-Time Master of Business  
Administration

**(Affiliated To A.P.J. Abdul Kalam Technical University, Lucknow)  
(SESSION -2022- 2024)**

Submitted by:-**MANISH KUMAR**

Under the guidance of:-

**Mr.Mohd faiz SIDDIQUI**

Roll no:-.....

**MBA 1<sup>st</sup> Semester MBA (2022-24) SEC-A**

**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY, KNOWLEDGE PARK, GREATER NOIDA.**





**Session: 2022-24**

**CERTIFICATE**

This is to certify that Mr. MANISH KUMAR MBA (2022-24 Batch) a student of  
A.I.M.T COLLEGE has undertaken the Mini Project-1 on  
“Electric Charging Station” The project has been carried out by the student in partial  
fulfillment of the requirements for the award of MBA, under my guidance and  
supervision.

I am satisfied with the work of Mr. MANISH KUMAR

Date:

15/3/23  
(Signature)



H.O.D.



**MINI PROJECT- 1 REPORT**  
**On**  
**“RENTAL LAND SERVICES FOR**  
**CATTLE HUSBANDRY”**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE**  
**OF**  
**MASTER'S IN BUSINESS ADMINISTRATION**  
**BY**

**PRABHUNATH YADAV**  
**(Roll No- 2206860700071)**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**  
**(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY,**  
**LUCKNOW AND APPROVED BY AICTE)**  
**Batch (2022-24)**

## **DIRECTOR'S CERTIFICATE**

This is to certify that the Mini Project-1 titled **"Rental Land Services For Cattle Husbandry"** is carried out by **Mr. Prabhunath Yadav (roll no-)**, a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of **Mr. Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

(DIRECTOR)

AIMT

Greater Noida

Date:

12/03/2023





**MINI PROJECT REPORT – 1**  
**ON**  
**“HELMET COOLING SYSTEM”**



SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE  
DEGREE OF  
**MASTER'S IN BUSINESS ADMINISTRATION**

BY  
NISHA KUTAR



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY**





## **DIRECTOR'S CERTIFICATE**

This is to certify that the Mini Project-1 titled "Helmet Cooling System" is carried out by Nisha Kutar a student of MBA 1<sup>st</sup> year at Accurate institute of Management and Technology ,Greater Noida,under the supervision of Mr.Faiz Siddiqui.This mini Project-1 is carried out by the said student and I recommend for the submission of this Mini Project-1 report to Dr.A.P.J. Abdul Kalam University,Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
**(DIRECTOR)**

AIMT



# SUMMER TRAINING PROJECT REPORT

On

## OUTLOOK GROUP



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE  
OF

## *MASTER OF BUSINESSADMINISTRATION*

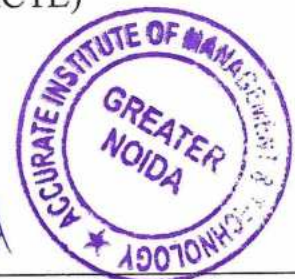
By SATYAM KUMAR  
(Roll No.: 2102250700032)

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Grater Noida



*[Signature]*  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

Accurate Institute of Management & Technology ,  
Greater Noida  
(Affiliated to AKTU and Approved by AICTE)  
(2022-23)



## DIRECTOR'S CERTIFICATE

This is to certify that the Summer Training project titled “ **OUTLOOK GROUP** ” is carried out by **SATYAM KUMAR** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

  
( DIRECTOR )

AIMT, Gr. Noida Date:





**Summer Internship Project**  
(MASTER OF BUSINESS ADMINISTRATION)  
**OUTLOOK GROUP**



By: **SAKSHI UPADHYAY**  
Roll No: **2102250700029**

**Under the guidance of**

Bhuwan Thapar  
Designation: Inter Mentor  
Organization: OUTLOOK GROUP

Mr. Faiz Siddiqui  
Designation: Faculty  
AIMT Greater Noida



Month, Year  
20/ August/2022 to 5 /October/ 2022

*[Handwritten signature in green ink]*



# COMPLETION CERTIFICATE



# RESEARCH PROJECT REPORT

On

## “MERGERS AND ACQUISITIONS”



SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE  
OF

## MASTER OF BUSINESS ADMINISTRATION

By

SATYAM KUMAR

(Roll No.: 2102250700032)

Internal Supervisor  
MD FAIZ SIDDIQUI  
ASST. PROF.  
AIAM, Greater Noida



Accurate Institute of Management & Technology,  
Greater Noida

(Affiliated to AKTU and Approved by AICTE)  
(2021-23)



*Handwritten signature and text:*  
MD FAIZ SIDDIQUI  
Internal Supervisor  
Accurate Institute of Management & Technology  
Greater Noida



## DIRECTOR'S CERTIFICATE

This is to certify that the project titled “ **MERGERS AND ACQUISITIONS** ” is carried out by **SATYAM KUMAR** , a student of MBA – II year at Accurate Institute of Management & Technology , Gr. Noida, under the supervision of **FAIZ SIDDIQUI** This is an original work carried out by the said student to the best of my knowledge and I recommend for the submission of this Summer Training Project report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfillment of the requirement for the award of MBA degree.

( DIRECTOR )

AIAM Gr. Noida Date:



**MINI PROJECT -1 REPORT ON  
SOLID WASTE MANAGEMENT**



SUBMITTED IN PARTIAL FULFILMENT FOR THE AWARD OF THE DEGREE OF  
S

MASTER'S IN BUSINESS ADMINISTRATION

BY

POONAM KUMARI



**ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (AFFILIATED TO DR. APJ ABDUL  
KALAM TECHNICAL UNIVERSITY, LUCKNOW AND  
APPROVED BY AICTE) BATCH (2022-24)**

## DIRECTOR' CERTIFICATE

This is to certify that the mini project -1 titled **SOLID WASTE MANAGEMENT** is carried out by **POONAM KUMARI** a student of MBA 1<sup>st</sup> year at accurate institute of management and technology, greater Noida, Under the supervision of **Mr. Mohd. faiz Siddiqui**.

This mini project-1 is carried out by the said student and I recommend for The submission of this mini project-1 report to Dr. A.P.J. Abdul kalam technical university, Lucknow in the partial fulfilment of the requirement For the award of MBA degree.

  
(DIRECTOR)

AIMT

GREATER NOIDA

DATE:





**MINI PROJECT REPORT**  
**ON**  
**NESTLE MILKY BAR CHOCOLATE INNOVATION**



**SUBMITTED FOR PARTIAL FULFILLMENT OF THE**  
**DEGREE OF**  
**MASTER OF BUSINESS**  
**ADMINISTRATION**

**BY**  
**ATUL PAL**  
(ROLL NO. )




**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY,**  
**GREATER NOIDA**  
(Affiliated to AKTU and Approved by AICTE)

## DIRECTORS CERTIFICATE

This is to inform that the mini project-1 titled "**Nestle Milky Bar Innovation**" is carried out Mr. Atul pal, a student of MBA-1st year at Accurate Institute of Management & Technology/Accurate Institute of Advanced Management, Gr. Noida, under the supervision of Mr. Atul pal.

This Mini Project-1 is carried out by the said student & I recommended for the submission of this project to **Dr. A.P.J. Abdul Kalam Technical University, Lucknow** in the partial fulfillment of the requirement for the award of  
MBA degree.

  
(DIRECTOR)  
AIMT/AIAM,  
Gr. Noida  
Date:



# MINI PROJECT REPORT

“ E TICKET SHARING APP”



(KMBN-106)

SUBMITTED FOR PARTIAL FULLFILLMENT OF THE DEGREE OF  
MASTER OF BUSINESS

ADMINISTRATION

SUBMITTED BY  
VINIT KUMAR

Under Guidance of  
Mr. Faiz Siddique



ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY, GREATER NOIDA

( AFFILATED TO AKTU AND APPROVED BY AICTE)

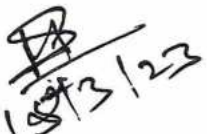
(2022-2024)





### Certificate

This is to certify that VINIT KUMAR , University, is a regular student of MBA 1 st year, full time degree course at out institute. His Project Report work titled, " E TICKET SHARING" submitted as part of the curriculum for the award of the degree of MASTER OF BUSINESS ADMINISTRATION from Dr. A.P.J. Abdul Kalam Technical University, Lucknow , is an original work done by his. This work has not been submitted earlier in any form partially or fully to this or any otherInstitute/University for any degree or diploma.

  
Mr. Faiz Siddique



  
Supervisor  
H.O.D MBA Dept.

# E - NURSERY

("PLANTO")

A Mini Project Report Submitted to



ACCURATE INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY (GREATER NOIDA, KNOWLEDGE PARK 2)

Greater Noida-201306

For the partial fulfilment of  
MASTERS OF BUSINESS ADMINISTRATION

BATCH 2022-2024

By

ASTHA SINGH

Under the Guidance of

Prof. Mohd. FAIZ SIDDIQUI



Dr. APJ Abdul Kalam Technical University

### DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "E-NURSERY(Planto)" is carried out by **Astha Singh (Roll no. 2202250700005)** a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Mr. **Mohd. Faiz Siddiqui**.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

DATE :





**MINI PROJECT- 1 REPORT**  
**On**  
**“A project study on “INNOVATIVE BANKING AT**  
**HDFC BANK LTD.”**

”



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE**  
**OF**  
**MASTER'S IN BUSINESS ADMINISTRATION**  
**BY**  
**AANCHAL BHATI**  
**(Roll NO 2206860700001)**



**ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY**  
**(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW AND**  
**APPROVED BY AICTE)**

**Batch (2022-24)**

## DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled **“INNOVATIVE BANKING AT HDFC BANK LTD.”** is carried out by Mr. AANCHAL BHATI (Roll NO 2206860700001), a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Dr. SUCHITA SHARMA 

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

  
(DIRECTOR)

AIMT

Greater Noida

Date:

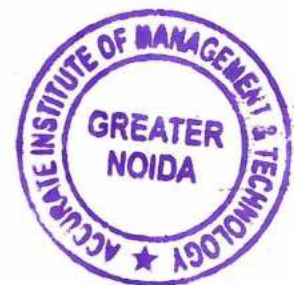


## MINI PROJECT- 1 REPORT

On

"TELECOM  
INDUSTRY"

SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER'S IN BUSINESS ADMINISTRATION  
BY  
**FIROZ ALAM**  
Roll no 2202250700012



ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
(AFFILIATED TO DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW AND  
APPROVED BY AICTE)  
Batch (2022-24)



### DIRECTOR'S CERTIFICATE

This is to certify that the Mini Project-1 titled "TELECOM INDUSTRY" is carried out by **Mr. Firoz Alam** Roll no **2202250700012** a student of MBA-1st year at Accurate Institute of Management & Technology, Greater Noida, under the supervision of Dr. SHUCHITA SINGH.

This Mini Project-1 is carried out by the said student & I recommend for the submission of this Mini Project-1 report to Dr. A. P. J. Abdul Kalam Technical University, Lucknow in the partial fulfilment of the requirement for the award of MBA degree.

(DIRECTOR)

AIMT

Greater Noida

Date:





# ACCURATE INSTITUTE OF ADVANCE MANAGEMENT (AIAM), GREATER NOIDA-UP



## SUMMER TRAINING REPORT (KMBN308)

*Submitted in partial fulfilment of requirement for the award of degree of*

**MASTERS OF BUSINESS ADMINISTRATION**

**[Session 2022-23]**

On

***“Training And Development Programme ”***



Dr. A.P.J. Abdul Kalam Tech. University  
Uttar Pradesh

Under Guidance of  
Mr. Faiz Siddiqui  
Department of Management  
(AIAM), Greater Noida



Submitted by:  
Ankita Arya  
MBA 3<sup>rd</sup> Sem.  
Roll No.- (2106860700004)

*Director  
Accurate Institute of Advanced Management  
Greater Noida*

*Affiliated to Dr. A P J Abdul Kalam Technical University (AKTU), Lucknow*




## CERTIFICATE

This is to certify that the report titled "Training And Development Programme" being submitted by **Ms. Ankita Arya** (ROLL NO.-2106860700004) in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration, is a bonafide record of the project work done by her, under the guidance & supervision of able faculty members of the department.

We wish her all the best and a successful and bright future.



Mr. Faiz Siddiqui.  
Supervisor

  
Head of the Department(HOD)  
MBA Dept.





21/10/2022

## TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. Ankita Arya** student of **MBA** in **AIAM**, has successfully completed her practical training in our **Greater Noida** work from 21st Sep'22 to 30th Oct'2022.

During the period of internship, we found her sincere, hard working and result oriented. We wish her all the best for all her future endeavors.

For **Jubilant Agri & Consume Products ltd.**

Shweta Jagota

Manager-HR

Authorised Signatory



Jubilant Agri and Consumer Products Ltd.

Address: Plot No 15, IILM Rd, Knowledge Park II, Greater Noida, Uttar Pradesh 201310

Tel : +(91)-(120)-7186000

Fax : +(91)-(120)-4234881 / 84 / 85 / 87 / 95 / 96

Email-id: contactJACPL@jubil.com

Report on  
A study on Employee Attraction and Retention Strategies at Elite Placement.

FOR  
THE PARTIAL FULFILLMENT OF THE AWARD OF THE DEG

“MASTER OF BUSINESS ADMINISTRATION”

FROM  
Dr. A.P.J. Abdul Kalam Technical University, Lucknow

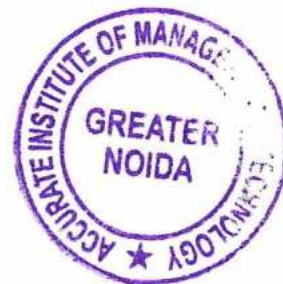


Submitted By :  
Reema Kumari  
Roll No: 2102250700027

Under the Supervision of :  
Mr. Faiz Siddiqui

Batch: 2021 -2023

Accurate Institute of Management and technology  
Knowledge parks-III Greater Noida  
UTTAR PRADESH - 201306



  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida

## Certificate

This is to certify that the Research Project Report entitled "**A study on Employee Attraction and Retention Strategies at Elite Placement**" submitted by Ms. Reema Kumari for the partial fulfillment of the award of the degree of "Master of Business Administration" from the Accurate Institute of Management and Technology, Greater Noida during the academic year 2021-2023. It is the original work carried out by the candidate under my guidance and this work has not formed the basis for the award of any degree or diploma or such other titles.

**Mr. Faiz Siddiqui**

(H.O.D)





185

**SUMMER INTERNSHIP PROJECT REPORT**  
**On**  
**Human Resource Executive at**  
**SUVIDHA FOUNDATION**

Submitted in partial fulfillment of  
the requirements for (MBA)

Submitted by:  
**REEMA KUMRI**  
2102250700027  
(Session:2021-2023)



*Handwritten signature and date 21/5/23*



*Handwritten signature and text: Dr. APJ Abdul Kalam Technical University, Greater Noida*

**DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY**

**ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY,**  
**Knowledge Park 3, Greater Noida. (UP) - 201306**



**SUMMER INTERNSHIP PROJECT REPORT**  
**On**  
**Human Resource Executive at**  
**SUVIDHA FOUNDATION**

Submitted in partial fulfillment of  
the requirements for (MBA)

Submitted by:  
**REEMA KUMRI**  
2102250700027  
(Session:2021-2023)



*Handwritten signature and date 21/5/23*



*Handwritten signature and text: Institute of Management & Technology*

**DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY**

**ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY,**  
**Knowledge Park 3, Greater Noida. (UP) - 201306**





**SUVIDHA FOUNDATION**

Serving the Society Since 20+ Years  
Suvidha Mahila Mandal

SMM222320489

## Certificate of Completion

This certificate is presented to

**Ms. Reema Kumari**

In recognition of completion of internship in Human Resource Management  
from 15 Oct 2022 to 19 Nov 2022 at Suvidha Foundation. During the period  
of his/her internship programme with us, he/she was found punctual and inquisitive.  
We wish him/her all the best for his/her future endeavours.



**CODE KARO YAARO**  
#INDIAKAAPNACODINGSCHOOL

In collaboration with

*Shobha Motghare*

**Mrs. Shobha Motghare**  
Secretary

Verify at [www.suvidhafoundationindia.org/verify](http://www.suvidhafoundationindia.org/verify)





## CERTIFICATE OF ORIGINALITY

(To be filled in by the student in his/her handwriting)

I Reema Kumari Roll No 210225070007 of Batch 2021-2023 is a full time bonafide student of MBA program of **ACCURATE INSTITUTE OF MANAGEMENT TECHNOLOGY**. I hereby certify that this project work was carried out by me

Human Resource Executive the report submitted in partial fulfillment of the requirements of the program is an original work of mine under the guidance of the industry mentor and faculty mentor Foiz Siddiqui, and is not based or reproduced from any existing work of any other person or on any earlier work undertaken of any other tie or for any other purpose, and has not been submitted anywhere else at any time.

Reema Kumari

(Students Signature)

DATE



.....  
(Faculty Mentor Signature)

**Summer Internship Project**  
(MASTER OF BUSINESS ADMINISTRATION)

**OUTLOOK GROUP**



By: **Debabrata Ghosh**

**Under the guidance of**

**Bhuwan Thapar**  
Designation : Inter Mentor  
Organization: OUTLOOK GROUP

**Mr.Faiz Siddiqui**  
Designation : Faculty  
AIMT Greater Noida



*Signature*  
DIRECTOR  
Accurate Institute of Advanced Management  
Greater Noida



# COMPLETION CERTIFICATE

**Outlook**  
group

## Completion Certificate

This certificate is awarded to

**Debabrata Ghosh**

*of*

**Accurate Institute of Management & Technology**

For successfully completing the Internship in Outlook Internship  
Program for the period 1 September, 2022 to 15 October, 2022

Date : 15 October , 2022

  
**Muralidharan K**  
HR Department





# KANTAR

## ANALYSIS OF FIELD CONVEYANCE IN CORPORATE SECTOR OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS

Submitted by  
Sushil Kumar Singh

Roll No. -  
2102250700043

KMBN308

Submission towards partial fulfilment for the Degree of Master of Business Administration

Batch : 2021-23

**External Guide**

Mr. Alok Pandey

Kantar Operations

8, Balaji Estate, Kalkaji

**Internal Guide**

Prof.Faiz

Siddqui sir

AIMT ( GREATER

NOIDA)



Dr. Sushil Kumar Singh  
Head of Management  
Greater Noida

## BONAFIDE CERTIFICATE

This is to certify that SUSHIL KUMAR SINGH a student of AIMA GREATER NOIDA, pursuing **MASTER IN BUSINESS ADMINISTRATION**, has successfully completed Summer Internship **KANTAR** from **SEPTEMBER 1, 2022, - OCTOBER 15, 2022**. As part of his curriculum, the report entitled, "**ANALYSIS OF FIELD CONVEYANCE IN CORPORATE SECTOR OF A MARKET RESEARCH FIRM: KANTAR OPERATIONS**", submitted by the student to the undersigned is an authentic record of his/her original work, which he/she has carried out under my supervision and guidance.

I wish him/her all the best.



Signature of Internal Guide

Date -





**ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY**

Approved by AICTE, Ministry of HRD, Govt. of India & Affiliated  
to Dr. APJ Abdul Kalam Technical University, Lucknow



# **INTERNSHIP COMPLETION CERTIFICATE**

**Director**  
Accurate Institute of Management & Technology  
Greater Noida



# **CERTIFICATE**

*This is to certify that Pooja Bansal has undertaken this summer training project work entitled "RECRUITMENT & SELECTION PROCESS IN HCL" for the partial fulfillment of the award of Master of Business Administration degree from Dr. A P J Abdul Kalam Technical University, Lucknow (U. P.).*

As per best of my knowledge this Research project work is an original piece of work and has not been submitted or published elsewhere.

I wish him/ her all the best for his/her bright future ahead.



Project Supervisor  
Assistant Professor  
Department of Management  
Studies



Director  
Accurate Institute of Management & Technology  
Greater Noida

Date-09 November 2022

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the student **RAJESH GUPTA** of Accurate Institution of Management & Technology Uttar Pradesh- Greater Noida has satisfactorily completed project **MASALA & KAP** during the period 19th September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi



Kunal Kishan/Amit Kumar- Office Head.

**Director**  
Accurate Institute of Management & Technology  
Greater Noida



## CERTIFICATE OF ORIGINALITY

(To be filled in by the student in his / her handwriting)

I SAURABH KUMAR of Batch 2022-24 is a fulltime bonafide student of first year of MBA Program of Accurate Institute of management & technology, Greater Noida. I hereby certify that this project work carried out by me at "ELECTRIC CAR JACK " the report submitted in partial fulfillment of the requirements of the program is an original work of mine under the guidance of the faculty mentor **Prof. FAIZ SIDDIQUI** and is not based or reproduced from any existing work of any other person or on any earlier work undertaken at any other time or for any other purpose, and has not been submitted anywhere else at any time

(Student's Signature)

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



15/3/23

(Faculty Mentor's Signature)

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

**Director**  
Accurate Institute of Management & Technology  
Greater Noida



# Certificate

KANTAR IMRB

R. S. S. S. S.  
Gurgaon, Haryana  
New Delhi 110019

T. 011-26118000  
F. 011-26118001  
www.kantar.com

Date: 30-8-2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Dikshant has done his internship in Market Research & Data Acquisition at Kantar Operations, Delhi, from 3<sup>rd</sup> July 2022 to 30<sup>th</sup> August 2022 under our guidance.

He has worked on various project titled "Adeffect, Iron & Steel, KBT, Porter, Tandem".

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

We wish him all the best for his upcoming career.

KANTAR

Kumar Kishan/Amit Kumar - Office Head.

Director

Accurate Institute of Management & Technology  
Greater Noida



## CERTIFICATE

This is to certify that project entitled "CUSTOMER SATISFACTION ON APPLE I-PHONE" Submitted Abhishek Singh Meena, Roll No 2102250700003 in partial fulfillment of Master of Business Administration,

Final Sem Of AIMT COLLEGE , Greater Noida is a record of student's own work carried out under my supervision and guidance. While working on project they were sincere, disciplined and enthusiastic As per our knowledge.

29/05/23  
SUPERVISOR



H.O.D.

Director

Accurate Institute of Management & Technology  
Greater Noida



Bharti Airtel Limited

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

20-10-2022

**TO WHOM IT MAY CONCERN**

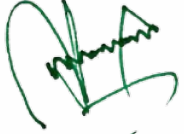
This is to certify that **Ms. Karishma** student of **MBA** from **AIMT, Greater Noida** he has successfully completed the project at our organization for summer Internship w.e.f. **05<sup>th</sup> Sep.** to **20<sup>th</sup> Oct. 2022.**

She has worked with **"HR Department"**

She has completed her internship successfully. We wish her all the best in her bright future endeavours.

**For BHARTI AIRTEL LIMITED**

  
For Bharti Airtel Ltd.  
**Parul Khullar** Authorised Signatory  
Head L&D

  
**Director**  
Accurate Institute of Management & Technology  
Greater Noida





**Date:** October 31, 2022

**CERTIFICATE**

This is to certify that **Rajeev Sharma (Employee ID - 4520RS) [C]**, S/o. Mahesh Chand Sharma, student of Master of Business Administration (Batch 2021-2023), at Accurate Institute of Management & Technology has successfully completed his compulsory training with us, as part of his Course Curriculum.

The duration of his training was from **September 12, 2022 to October 31, 2022** on the project "**Intern, RECRUITMENT AND SELECTION HUMAN RESOURCE MANAGEMENT**" under the supervision of Himani Gupta (Senior Specialist, Talent Relations).

During the period of training, we found him quite sincere, hardworking and his conduct & behavior was good.

We wish him all success in his future endeavors.

With Best Regards,

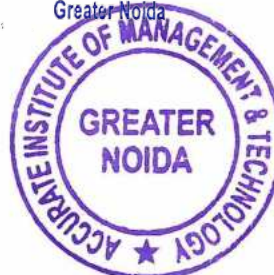
For **TPG Software Pvt. Ltd.**



**Govind Singh Negi**  
Senior Director – Head of Talent India & Europe



**Director**  
Accurate Institute of Management & Technology  
Greater Noida



**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Mr. Sameer** Studying **MBA** from **AIAM, Greater Noida**, has successfully completed his industrial training entitled **"An Analysis of Housing Finance** from **01/09/2022** to **15/10/2023**. During this period his performance and conduct were excellent. He was punctual and had taken keen interest and initiative in his Internship.

We wish him a bright future.

**For: - HDFC BANK LTD.**



**Mr. Lokendra Singh**  
**(Branch Manager)**



**Director**  
Accurate Institute of Management & Technology  
Greater Noida



ate ID: 2022\_09\_27

DATE: 28/09/2022

### TO WHOMSOEVER IT MAY CONCERN

is to certify that **Ms. Kriti Tiwari** student of Accurate Institute of Management and Technology of Greater Noida, has successfully completed her internship as **Human Resource Intern** with **Deltron Technologies Pvt. Ltd.** during the period of **25<sup>th</sup> August 2022 – 27<sup>th</sup> September 2022**.

During the Internship, she actively recruiting the candidates for **Deltron Technologies**, worked on admin and operation for management to grow the business.

During her tenure, **Shivangi** has shown great amount of responsibility, sincerity and a genuine willingness to learn. Her tasks were result oriented. She is sociable and works well individually as well as in teams.

We wish her all the very best for her future endeavors.

Sincerely,

(R Department)

  
**Anurag Rai**  
[anurag@deltrontechnologies.com](mailto:anurag@deltrontechnologies.com)

**Director**  
Accurate Institute of Management & Technology  
Greater Noida

Office Address: Assotech Business Cresterra, Unit # 907, 9<sup>th</sup> Floor,  
Tower-2, Sector-135, Noida 201304.

- Email: [info@deltrontechnologies.com](mailto:info@deltrontechnologies.com) \*
- Contact: +91 7827319129, +91 9999499832\*





ificate ID: 2022\_09\_27

DATE: 28/09/2022

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Shivangi Tiwari** student of Accurate Institute of Management and Technology of Greater Noida, has successfully completed her internship as **Human Resource Intern** with **Deltron Technologies Pvt. Ltd.** during the period of **25<sup>th</sup> August 2022 – 27<sup>th</sup> September 2022**.

During the Internship, she actively recruiting the candidates for **Deltron Technologies**, worked on admin and operation for management to grow the business.

During her tenure, **Shivangi** has shown great amount of responsibility, sincerity and a genuine willingness to learn. Her efforts were result oriented. She is sociable and works well individually as well as in teams.

We wish her all the very best for her future endeavors.

Sincerely,



Director

Accurate Institute of Management & Technology  
Greater Noida

HR Department)



Kalpana Rai  
r@deltrontechnologies.com



Office Address: Assotech Business Cresterra, Unit # 907, 9<sup>th</sup> Floor,  
Tower-2, Sector-135, Noida 201304.

- Email: [info@deltrontechnologies.com](mailto:info@deltrontechnologies.com) \*
- Contact: +91 7827319129, +91 9999499832 \*

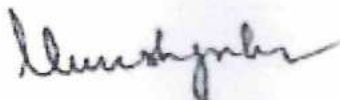
*Resubmit to Bible of content*

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Mr. Sameer** Studying **MBA** from **AIAM, Greater Noida**, has successfully completed his industrial training entitled "**An Analysis of Housing Finance** from **01/09/2022** to **15/10/2023**. During this period his performance and conduct were excellent. He was punctual and had taken keen interest and initiative in his Internship.

We wish him a bright future.

**For: - HDFC BANK LTD.**



**Mr. Lokendra Singh**  
(Branch Manager)



**Director**  
Accurate Institute of Management & Technology  
Greater Noida



Date-09 November 2022

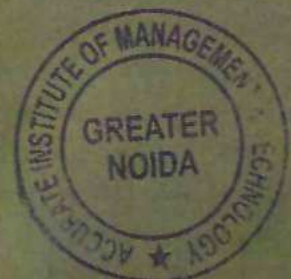
## TO WHOM SO EVER IT MAY CONCERN

This is to certify that the student SAMARESH PAN of Accurate  
Institution of Management & Technology Uttar Pradesh- Greater Noida  
has satisfactorily completed project KAP during the period 19th  
September 2022 to 9th November 2022 under our guidance.

For Kantar – Delhi



Kunal Mishra/Amit Kumar- Office Head.







**ACCURATE INSTITUTE OF MANAGEMENT & TECHNOLOGY**

Approved by AICTE, Ministry of HRD, Govt. of India & Affiliated  
to Dr. APJ Abdul Kalam Technical University, Lucknow



# FIELD WORK COMPLETION CERTIFICATE

**Director**

Accurate Institute of Management & Technology  
Greater Noida

Plot No. : 49, Knowledge Park III, Greater Noida (UP) INDIA  
Phone No. : 0120-2328307, 2328235  
e-mail: info@accurate.in  
Toll Free No. : 1800-180-3515

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

# FIELD WORK CERTIFICATE

This is to certify that

**ABHISHEK KUMAR**

has successfully completed field work training on

**ROBOTICS & AUTOMATION**

from 06-Dec-2021 to 20-Dec-2021 at  
**PROLIFIC SYSTEMS & TECHNOLOGY PVT. LTD.**

**PROLIFIC SYSTEMS & TECHNOLOGY PVT. LTD.**

- An Affiliate of Aref Group (Kuwait)
- Funded by Can Bank, VC Fund, Owned by Canara Bank

Visit us at : [www.prolifictraining.com](http://www.prolifictraining.com)

**National Skill Development Corp. (Govt. of India) Approved Training Company**



**IAO-USA**  
Accredited Courses

  
Director  
Accurate Institute of Management & Technology  
Greater Noida

**An ISO 9001-2008**  
Certified Company



**Director**

# FIELD WORK CERTIFICATE

This is to certify that

**ADARSH PRATAP SINGH**

has successfully completed field work training on

**ROBOTICS & AUTOMATION**

from 06-Dec-2021 to 20-Dec-2021 at  
**PROLIFIC SYSTEMS & TECHNOLOGY PVT. LTD.**

**PROLIFIC SYSTEMS & TECHNOLOGY PVT. LTD.**

- An Affiliate of Aref Group (Kuwait)
- Funded by Can Bank, VC Fund, Owned by Canara Bank

Visit us at : [www.prolifictraining.com](http://www.prolifictraining.com)

**National Skill Development Corp. (Govt. of India) Approved Training Company**



IAO-USA  
Accredited Courses

An ISO 9001-2008  
Certified Company



**Director**



# FIELD WORK CERTIFICATE

This is to certify that

**ADARSH SINGH**

has successfully completed field work training on

**ROBOTICS & AUTOMATION**

from 06-Dec-2021 to 20-Dec-2021 at  
**PROLIFIC SYSTEMS & TECHNOLOGY PVT. LTD.**

**PROLIFIC SYSTEMS & TECHNOLOGY PVT. LTD.**


- An Affiliate of Aref Group (Kuwait)
- Funded by Can Bank, VC Fund, Owned by Canara Bank

Visit us at : [www.prolifictraining.com](http://www.prolifictraining.com)

**National Skill Development Corp. (Govt. of India) Approved Training Company**



**IAO-USA**  
Accredited Courses

  
Director  
Accurate Institute of Management & Technology  
Greater Noida

**An ISO 9001-2008**  
Certified Company



**Director**

# FIELD WORK CERTIFICATE

This is to certify that

**ADITYA SHARMA**

has successfully completed field work training on

**ROBOTICS & AUTOMATION**

from 06-Dec-2021 to 20-Dec-2021 at  
**PROLIFIC SYSTEMS & TECHNOLOGY PVT. LTD.**

**PROLIFIC SYSTEMS & TECHNOLOGY PVT. LTD.**

- An Affiliate of Aref Group (Kuwait)
- Funded by Can Bank, VC Fund, Owned by Canara Bank

Visit us at : [www.prolifictraining.com](http://www.prolifictraining.com)

**National Skill Development Corp. (Govt. of India) Approved Training Company**



**IAO-USA**  
Accredited Courses

  
Director  
Accurate Institute of Management & Technology  
Greater Noida

**An ISO 9001-2008**  
Certified Company



**Director**

# FIELD WORK CERTIFICATE

This is to certify that  
**ADWITA RASTOGI**

has successfully completed field work training on  
**ROBOTICS & AUTOMATION**

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**AFAN ALAM**

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# FIELD WORK CERTIFICATE

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**ALOK KUMAR**

has successfully completed field work training on

**ROBOTICS & AUTOMATION**

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# FIELD WORK CERTIFICATE

This is to certify that

**AMAN BALUNI**

has successfully completed field work training on

**ROBOTICS & AUTOMATION**

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# FIELD WORK CERTIFICATE

This is to certify that

**ABHISHEK KUMAR**

from **Accurate Engineering College Gr. Noida**

has successfully completed field work at

**UniConverge Technologies Pvt. Ltd., Noida**

**04th November 2019**

Date



Director  
Accurate Institute of Management & Technology  
Greater Noida



**Kaushlendra Singh Sisodia**  
Chief Mentor, The IoT Academy  
Director, UniConverge Technologies



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Greater Noida



**Kaushlendra Singh Sisodia**  
Chief Mentor, The IoT Academy  
Director, UniConverge Technologies



# FIELD WORK CERTIFICATE

This is to certify that

**SOHIT YADAV**

from **Accurate Engineering College Gr. Noida**

has successfully completed field work at

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Director, UniConverge Technologies



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This is to certify that

**ADITYA P. SINGH**

from **Accurate Engineering College Gr. Noida**

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**UniConverge Technologies Pvt. Ltd., Noida**

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Chief Mentor, The IoT Academy  
Director, UniConverge Technologies



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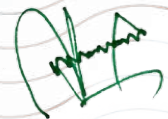
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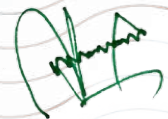
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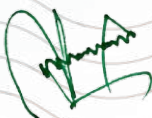
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