

CERTIFICATE OF INTERNSHIP

This certifies that

Abhishek Kumar

Has completed Marketing Internship at CrayDesi from July 19, 2020 to August 19, 2020.

We found him/her sincere, hardworking, dedicated and result oriented.

She/he worked well as part of the team during his/her tenure.

We take this opportunity to thank him/her and wish him/her all the best for his/her future.

Awarded this August 25, 2020

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

HIMANSHU
CO-FOUNDER & MARKETING HEAD

CERTIFICATE NO. 0008


MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR



Humanities And Management Science Department

Certificate

It is to certify that **ABINASH PRASAD (2019213002)** of **M.B.A III Semester, Session 2020-21** has completed his Mini Summer Training Project entitled **"DIGITAL MARKETING AWARENESS LEVEL OF CONSUMERS IN ONLINE PURCHASE DECISION"**. The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project under my guidance.


Dr. VINAY KUMAR YADAV
ASSISTANT PROFESSOR

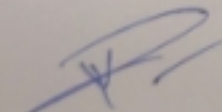
H.M.S.D.

BONAFIDE CERTIFICATE



This is to certify that **Aditya Nayak** is a bona-fide student of Humanities & Management Science Department of this college, registered for M.B.A. degree program for the year 2019-2021.

The title of his project was **"EXPLORING DIGITAL ENGAGEMENT STRATEGIES IN SOCIAL MEDIA MARKETING"**. He has successfully completed her project.


Dr. Vinay Kumar Yadav
Assistant Professor
HMSD, MMMUT

Dr. Sudhir Kumar Narayan
Head of Department
HMSD, MMMUT

A
SUMMER TRAINING PROJECT REPORT
ON
"A STUDY ON DIGITAL MARKETING PROCESSES AT DIGITALLY INSPIRED
MEDIA"



SUBMITTED TO
HUMANITIES AND MANAGEMENT SCIENCE DEPARTMENT
MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR -273010 UP
SESSION: 2019-2021

SUBMITTED BY:
AJAY KUMAR
ROLL NO : 2019213004
MBA 2nd YEAR

UNDER THE GUIDANCE OF :
DR. PRIYANKA RAI
ASSISTANT PROFESSOR
HMSD , MMMUT

Priyanka Rai
22/01/2021

CONTENT



Certificate ID : VCE/COC8632

Date : 16 Aug 2020

Certificate of Completion

This certificate is awarded to Miss. Akanksha Rawat from Madan Mohan Malaviya University of Technology Gorakhpur, for successfully completing her online internship at M/s Vardhan Consulting Engineers as Management Intern Intern during 1 Jul 2020 to 16 Aug 2020.

We appreciate her focus towards learning and analyzing about Case Study and Analysis and completing her internship project along with the report submission.

Akanksha Rawat's Internship project title was "Evaluation of various corporate strategies through real life case study and analysis".

During her tenure as Management Intern Intern, we found her efforts sincere, meticulous and result oriented.

We wish all the best in her future endeavors.

Neha Kumari
Sr. Manager - HR & Internship Coordinator

hr@techvardhan.com, +91 979 111 2715



Certificate URL: <https://certificates.techvardhan.com/COC8632.pdf>



Vardhan Consulting Engineers

Management Office : 55/508, 5th Fl. Indira Park, Bangalore, Thailand, corporate@techvardhan.com, +91 972 151 2715
Registered Address : Vardhan House, Arundel Nagar, Durgam Cheruvu, Bengaluru, India (https://techvardhan.com)

HUMANITIES AND MANAGEMENT SCIENCE DEPARTMENT
MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR (U.P.)



CERTIFICATE

MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR



Humanities And Management Science Department

Certificate

It is to certify that **AKSHATA AGARWAL (2019213006)** of M.B.A III Semester, Session 2020-21 has completed her Mini Summer Training Project entitled "**A Comprehensive Study on the Goods and Service Tax in India**". The report is the result of her efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. She has completed the Mini Summer Training Project under my guidance.

Dr. RAVI KUMAR GUPTA
ASSISTANT PROFESSOR
H.M.S.D.

BONAFIDE CERTIFICATE



This is to certify that Aman pal is a bona-fide student of Humanities & Management Science Department of this college, registered for M.B.A. degree program for the year 2019-2021.

The title of his project was "BALANCE OF PAYMENT ADJUSTMENT THROUGH FISCAL POLICY- AN OBSERATION". He has successfully completed her project.

Er. Bijendar Kumar Pushkar
Assistant Professor
HMSD, MMMUT

Dr. Sudhir Kumar Narayan
Head of Department
HMSD, MMMUT



Certificate ID : VCE/COC8764

Date : 16 Aug 2020

Certificate of Completion

This certificate is awarded to **Mr. Amit Kumar** from **Madan Mohan Malaviya University of Technology, Gorakhpur**, for successfully completing his online internship at M/s Vardhan Consulting Engineers as Management Intern Intern during **1 Jul 2020 to 16 Aug 2020**.

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

Amit Kumar's internship project title was **"Financial Modeling and Analysis of 10 MW Solar PV Power Project in Jaisalmer, Rajasthan IN"**.

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

We wish all the best in his future endeavors.

Neha Kumari
Sr. Manager - HR & Internship Coordinator



hr@techvardhan.com, +91 979 111 2715

Certificate URL : <https://certificates.techvardhan.com/COC8764.pdf>



Vardhan Consulting Engineers

Management Office : 55/108, Soi 11 Sukhumvit, Bangkok, Thailand, corporate@techvardhan.com, +66 872 151 276
Registered Address : Vardhan House, Anand Bazar, Danapur Cantt, Patna, Bihar, India (<https://techvardhan.com/>)

Madan Mohan Malaviya University of Technology

Gorakhpur, Uttar Pradesh, India-273010

(Formerly Madan Mohan Malaviya Engineering College)



CERTIFICATE

This is certified that the summer training minor project report entitled, "Performance Appraisal in Solitaire Infosys" submitted by ANKITA SINGH (Master of Business Administration Second Year), in Humanities and Management Science Department at MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY, GORAKHPUR. This summer training minor project, carried out by her under my supervision and guidance.

Dr. Rajesh Singh

Supervisor

LETTER OF RECOMMENDATION

CERTIFICATE OF COMPLETION

EPITOME TRAINING & RECRUITMENT CONSULTANTS
Journey Par Excellence



Date: Friday, Saturday 11th, 2020

INTERNSHIP CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Ankita Tripathi D/o Mr. Avinash Kumar Tripathi a student of MBA, Madan Mohan Malaviya University of Technology, Gorakhpur, Uttar Pradesh has undergone the training in our organization as a HR Intern for 45 working days with Epitome Training & Recruitment Consultants.

During this process of internship, she was involved in HR End to End Recruitment Projects, her conduct was good with excellent working skills. We found her dedicated, hardworking and inquisitive.

We wish her all the very best for her bright future, every success in her life and future endeavors.

All the best...!



Best Regards,

Y Sree Lakshmi

Founder/ CEO

Epitome Training and Recruitment Consultants

Head Branch Office Address: 208, Swadesh Bhavan, Behind Press complex, Indore, Madhya Pradesh, India.
Website: www.epitometraining.com | Email Id: hr@epitometraining.com | Telephone Number: +91 - 731 - 4063578



Date : 5 Aug 2020

This certificate is awarded to Miss. Anu Singh from Madan Mohan Malaviya University Of Technology, Gorakhpur, for successfully completing her online internship at M/s Vardhan Consulting Engineers as Management Intern during 21 Jun 2020 to 5 Aug 2020.

Pennoli



Management Office : 55/708, Soi 11 Sukhumvit, Bangkok, Thailand, corporate@techwardhan.com, +86 972 151 270
Registered Address : Wardhan House, Anand Bazar, Danapur Cantt, Patna, Bihar, India (https://techwardhan.com/)

MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY, GORAKHPUR



DEPARTMENT OF HUMANITIES AND MANAGEMENT SCIENCE

CERTIFICATE

It is to certify that ANUPMA SONKAR (2019213014) of MBA 2nd year , Session 2020-21 has completed her mini Summer Training Project entitled "GREEN BUSSINESS VALUES CHAIN : A SYSTEMATIC REVIEW " The report is the result of her efforts & endeavours . The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A She has completed the Mini Summer Training Project Under my guidance.

DR. KAHKASHAN KHAN

ASSISTANT PROFESSOR

HMSD, MMMUT

GORAKHPUR

MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR



Department of Humanities and Management Science

CERTIFICATE

It is to certify that ATIKA FATMA (2019213016) of MBA 2nd year, Session 2020-21 has completed her Mini Summer Training Project entitled "FINANCIAL PERFORMANCE OF INDIAN TELECOM SECTOR DURING COVID-19 PANDEMIC:- A CSE STUDY ON RELIANCE JIO". The report is the results of her efforts & endeavours. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. She has completed the Mini Summer Training Project Under my guidance.

Kahkashan Khan
21/1/2021
DR. KAHKASHAN KHAN
ASSISTANT PROFESSOR
HMSD, MMMUT
GORAKHPUR.

HUMANITIES AND MANAGEMENT SCIENCE DEPARTMENT
MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR (U.P.)



CERTIFICATE

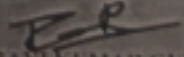
MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR



Humanities And Management Science Department

Certificate

It is to certify that BALRAM YADAV (2019213017) of M.B.A III Semester, Session 2020-21 has completed his Mini Summer Training Project entitled "Uncertainty in Foreign Exchange Market". The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project under my guidance.


Dr. RAVI KUMAR GUPTA
ASSISTANT PROFESSOR
H.M.S.D.

MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY

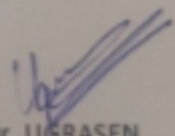
GORAKHPUR

Humanities And Management Science Department



Certificate

It is to certify that DEEPAK KUMAR PASWAN (2019213018) of M.B.A III Semester, Session 2020-21 has completed his Mini Summer Training Project entitled "FINANCIAL ASPECTS OF MERGER AND ACQUISITION OF VODAFONE AND IDEA" is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project under my guidance.


Dr. UGRASEN

ASSISTANT PROFESSOR

HMSD, MMMUT

MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY



DEPARTMENT OF HUMANITIES AND MANAGEMENT SCIENCE

CERTIFICATE

It is to certify that DILEEP SINGH (2019213019) of M.B.A III Semester, Session 2020-21 has completed his Mini Summer Training Project entitled "Financial Statement Analysis of Asian Paint by Using Technique of Ratio Analysis from Investor Perspective". The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project under my guidance

Kabir Khan
21/12/21
Dr. KAHKASHAN KHAN
ASSISTANT PROFESSOR
HMSD, MMMUT



R.N. SECURITIES

Name: Ganesh Verma

Employee Code: RNS/20/34

Designation: Equity & Derivatives Market

Date of Join: 1st June 2020

Date of Completion: 1st August 2020

Paid / Non Paid: Non Paid

Candidate Signature

Ganesh Verma

Authorized Signatory

Sunil Mohan Gupta

Contact us: 9935034801

**MADAN MOHAN MALAVIYA UNIVERSITY
OF TECHNOLOGY GORAKHPUR**



Humanities And Management Science Department

Certificate

It is to certify that **HIMANSHU SINGH (2019213022)** of **M.B.A III Semester**, Session 2020-21 has completed his Mini Summer Training Project entitled **"A STUDY ON IMPULSIVE BUYING BEHAVIOUR"**. The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project under my guidance.

DR. BHARTI SHUKLA
ASSISTANT PROFESSOR
H.M.S.D.



Certificate ID : VCE/COC8997

Date : 31 Aug 2020

Certificate of Completion

This certificate is awarded to **Miss. Jay Priya Singh** from **Madan Mohan Malaviya University of Technology, Gorakhpur**, for successfully completing her online internship at M/s Vardhan Consulting Engineers as Finance Analyst Intern during **20 Jul 2020 to 31 Aug 2020**.

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

Jay Priya Singh's internship project title was **"Financial Modeling and Analysis of PPP based Expressway Project in Hyderabad, Telangana IN"**.

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

We wish all the best in her future endeavors.

Neha Kumari
Sr. Manager - HR & Internship Coordinator

hr@techvardhan.com, +91 979 111 2715



Certificate URL : <https://certificates.techvardhan.com/COC8997.pdf>



Vardhan Consulting Engineers

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



Certificate ID : VCE/COC9009

Date : 5 Sep 2020

Certificate of Completion

This certificate is awarded to **Miss. Jaya P Tiwari** from **Madan Mohan Malviya University of Technology**, for successfully completing her online internship at M/s Vardhan Consulting Engineers as **Finance Analyst Intern** during **1 Jul 2020 to 5 Sep 2020**.

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

Jaya P Tiwari's internship project title was **"Lender's Analysis of Project Financial Cash Flows and Risk Assessment of Infrastructure Projects."**

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

We wish all the best in her future endeavors.

Neha Kumari
Sr. Manager - HR & Internship Coordinator



hr@techvardhan.com, +91 979 111 2715

Certificate URL : <https://certificates.techvardhan.com/COC9009.pdf>



Vardhan Consulting Engineers

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Madan Mohan Malviya University of Technology
Gorakhpur, Uttar Pradesh, India-273010
Established by U.P. Act No. 22 of 2013 of U.P. Government
(Formerly Madan Mohan Malaviya Engineering College)



27-10-2020

CERTIFICATE

This is certified that the report entitled, "RECRUITMENT AND SELECTION PROCESS IN THE EXTRAMARKS EDUCATION INDIA PVT. LTD." Has been successfully completed by Kanchan Mishra M.B.A (Second Year). She has undergone this project from 15-06-2020 to 05-08-2020. She successfully carried out this mini project under my supervision and guidance.

Dr. Rajesh Singh (Contract)
Supervisor

HUMANITIES AND MANAGEMENT SCIENCE DEPARTMENT
MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR (U.P.)



CERTIFICATE

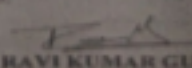
MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR

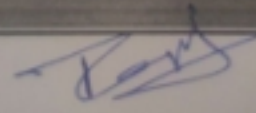


Humanities and Management Science Department

Certificate

It is to certify that **KARTIK TRIPATHI** (2019213027) of M.B.A III Semester, Session 2020-21 has completed his Mini Summer Training Project entitled " **ANALYSIS OF E-PAYMENT METHODS IN E-COMMERCE**". The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project under my guidance.


Dr. RAVI KUMAR GUPTA
ASSISTANT PROFESSOR
H.M.S.D.



MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR



Humanities And Management Science Department

Certificate

It is to certify that KRITIKA SHUKLA (2019213028) of M.B.A III Semester, Session 2020-21 has completed his Mini Summer Training Project entitled "*Effectiveness of Performance Appraisal*". The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project under my guidance.

Dr. PRIYANKA RAI

ASSISTANT PROFESSOR

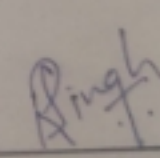
H.M.S.D.

Madan Mohan Malaviya University of Technology
Gorakhpur, Uttar Pradesh, India-273010
Established by U.P. Act No. 22 of 2013 of U.P. Government
(Formerly Madan Mohan Malaviya Engineering College)



CERTIFICATE

This is certified that the report entitled, "**CHALLENGES AND OPPORTUNITIES OF HUMAN RESOURCES**" submitted by Manisha Gupta (Master of Business Administration), in Humanities and Management Science Department at MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY, GORAKHPUR is carried out by her during the period from 15-06-2020 to 10-08-2020 under my supervision and guidance.


Dr. Rajesh Singh (Contract)
Supervisor

MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR



Department of Humanities and Management Science

CERTIFICATE

It is to certify that MEENAKSHI RAO (2019213030) of MBA 2nd year, Session 2020-21 has completed her Mini Summer Training Project entitled "Employees preception about organizational HR Practices and Culture". The report is the results of her efforts & endeavours. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. She has completed the Mini Summer Training Project Under my guidance.

Kahkashan Khan
27/11/2021

DR. KAHKASHAN KHAN
ASSISTANT PROFESSOR
HMSD, MMMUT
GORAKHPUR.

CERTIFICATE


This is to certify that MRITUNJAY KUMAR MALL has preceded under my supervision her project report on

"Effect of social media promotion of mutual fund on investors investment decision (A case study of ICICI mutual fund)"

in specialization area "Marketing".

The work embodied in this report is original and is of the standard expected of an MBA student and has not been submitted in part or full to this or any other University for the award of any degree. She has completed all requirements of guidelines for Summer Training Project report and the work is fit for evaluation.

Project Mentor



Signature of Supervisor/Guide

Certificate

MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR



Humanities and Management Science Department

Certificate

It is to certify that MUCHKUND NARAYAN DUBEY (2019213032) of M.B.A III Semester, Session 2020-21 has completed his Summer Training Project entitled "Scope of e-Commerce". The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Summer Training Project Report for the M.B.A. He has completed the Summer Training Project under my guidance.

Dr. BHARTI SHUKLA

ASSISTANT PROFESSOR

H.M.S.D.

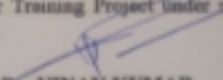
MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR



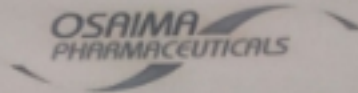
Humanities And Management Science Department

Certificate

It is to certify that MUKUL MISHRA (2019213033) of M.B.A III Semester, Session 2020-21 has completed his Mini Summer Training Project entitled "CONSUMER PERCEPTION OF GLOBAL AND LOCAL BRANDS IN THE INDIAN RETAIL INDUSTRY". The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project under my guidance.


Dr. VINAY KUMAR
YADAV

ASSISTANT PROFESSOR



OSAIMA PHARMACEUTICALS PVT. LTD.

Certificate ID : OSAIMA202031

Date : 2 Sep 2020

Certificate of Completion

This certificate is awarded to Mr. Naveen Kumar Kushwaha from MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY, for successfully completing internship at OSAIMA PHARMACEUTICALS PVT. LTD. Medicine exporter in Vapi, Gujarat as Management Intern during 19 Jul 2020 to 2 Sep 2020.

We appreciate his focus towards learning and analyzing about Case Study and Analysis and completing his internship project along with the report submission.

Mr. Naveen Kumar Kushwaha internship project title was "The Market Potential Of Multi-Vitamin (Prescription Driven)"

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

We wish all the best in his future endeavors.

Santosh Dixit:

Marketing manager

Medicine exporter in Vapi, Gujarat

OSAIMA PHARMACEUTICALS PVT. LTD

Address: SHOP NO. 3, Muktanand Marg, Chala, Vapi, Gujarat 396215

Certificate

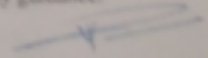
MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR



Humanities And Management Science Department

Certificate

It is to certify that NAVIN TIWARI (2019213035) of M.B.A III Semester, Session 2020-21 has completed his Mini Summer Training Project entitled "Customer Satisfaction towards Product and After Sale Services Offered by Ford". The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project under my guidance.


DR. VINAY KUMAR YADAV
ASSISTANT PROFESSOR
H.M.S.D. MMIMUT



SUN SURYA INFRA TECH PVT. LTD.

Ref. No. : 2020-21/08/R-08

Date : 31st August 2020

CONSENT FOR CREATING REPORT

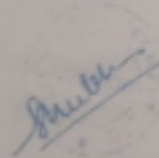
To whomsoever it may concern

This letter is to allow Mr. Shivam Agrahari (Roll no.2019213058 ,MMMUT) to create a project report titled Summer Training Project on Internship completed by him from 1/07/2020 to 31/08/2020 , the information provided in the project report in no way discloses something private and confidential to the company and that the facts and figures contained in the project report are true and Sun Surya Infratech Pvt. Ltd. gives all the rights to use the information provided by company for completing this project report.

This project report will be submitted by Mr. Shivam Agrahari (Roll no. 2019213058) at his UNIVERSITY - MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY, GORAKHPUR.

One copy of the report rests with the company

This project report consists of 25 pages

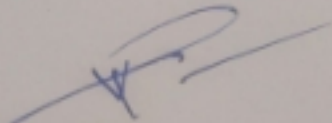

For Sun Surya Infratech Pvt. Ltd.

(CIN: U45206UP2014PTC062348)

BONAFIDE CERTIFICATE

This is to certify that Sachin Yadav is a bonafide student of Humanities & Management Science Department of this university, registered for M.B.A. degree program for the year 2019-2021. He has done his summer training at Vardhan Consulting Engineers, Patna (Bihar).

The title of his project was "Evaluation of various corporate strategies through real life case study and analysis (AMUL: A Cooperative with a Brand)". He has successfully completed his project.



Dr. Vinay Kumar Yadav

(Assistant Professor)

Dr. S. N. Singh

(Head of Department)

NIGAMAN MOHINI MAHARAJA UNIVERSITY OF TECHNOLOGY
GODAKHINPUR

Humanities And Management Science Department



Certificate

It is to certify that, PRADIP NATHA, is (20180210159) of M.B.A. II Semester, Session 2020-21, has completed his Mini Summer Training Project entitled "A COMPREHENSIVE STUDY ON STRATEGIC ALLIANCE OF MULTI-NATIONAL COMPANIES IN INDIA" is the result of his efforts & endeavor. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project, under my guidance.

for Teacher
Dr. KANAKSHAN KHAN

ASSISTANT PROFESSOR

HQISO, KUMBLUT

MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR



Humanities And Management Science Department

Certificate

It is to certify that **PANKAJ KUMAR PASWAN (2019213036)** of **M.B.A III Semester, Session 2020-21** has completed his Mini Summer Training Project entitled "**MARKETING STRATEGY WITH SPECIAL REFERENCE TO MAHINDRA PRODUCTS**". The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the **M.B.A.** He has completed the Mini Summer Training Project under my guidance.

**Dr. VINAY KUMAR
YADAV**

ASSISTANT PROFESSOR

H.M.S.D

**MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR**



Humanities and Management Science Department

Certificate

It is to certify that **PANKAJ KUMAR SINGH (2019213037)** of **M.B.A III Semester, Session 2020-21** has completed his Mini Summer Training Project entitled "**VIDEO CONSULTATION IN PRIMARY HEALTHCARE AND TELEMEDICINE**". The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project under my guidance.

Dr. ABHIJIT MISHRA
ASSISTANT PROFESSOR
H.M.S.D.

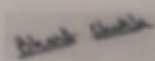
MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR



Humanities and Management Science Department

Certificate

It is to certify that Parth Pandey (2019213038) of M.B.A III Semester, Session 2020-21 has completed his Summer Training Project entitled "How Flipkart Manage its Marketing Strategies: A Critical Analysis". The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Summer Training Project Report for the M.B.A. He has completed the Summer Training Project under my guidance.


Dr. BHARTI SHUKLA
ASSISTANT PROFESSOR
H.M.S.D.

**MADAN MOHAN MALAVIYA UNIVERSITY
OF TECHNOLOGY GORAKHPUR**



Humanities And Management Science Department

Certificate

It is to certify that **PRADEEP KUMAR (2019213040)** of **M.B.A III Semester**, Session 2020-21 has completed his Mini Summer Training Project entitled **"A STUDY ON CONSUMER BUYING BEHAVIOUR : FMCG PRODUCT"**. The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project under my guidance.

Pushkar
23/01/2021

ER. BIJENDRA KUMAR PUSHKAR

ASSISTANT PROFESSOR

H.M.S.D.

Madan Mohan Malaviya University of Technology

Gorakhpur, Uttar Pradesh, India-273010

(Formerly Madan Mohan Malaviya Engineering College)



CERTIFICATE

27/10/2020

This is certified that the summer training minor project report entitled, "**Job Description & Human Resource Management in Accenture**" submitted by **Pratya Mishra (MBA Second Year)**. She has undergone this project from 17/06/2020 to 12/08/2020 She successfully carried out this mini project under my supervision and guidance.

Dr. Rajesh Singh

Supervisor

Madan Mohan Malviya University of Technology
Gorakhpur, Uttar Pradesh, India-273010
Established by U.P. Act No. 22 of 2013 of U.P. Government
(Formerly Madan Mohan Malaviya Engineering College)



CERTIFICATE

This is certified that the report entitled, **"EMPLOYEE'S TRAINING & DEVELOPMENT IN HCL, NOIDA"** submitted by Priyanka Kumari (Master of Business Administration), in Humanities and Management Science Department at MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY, GORAKHPUR is carried out by her during the period from 15-06-2020 to 05-08-2020 under my supervision and guidance.

B Singh
20.01.2021

Dr. Rajesh Singh (Contract)
Supervisor



Certificate ID : VCE/COC6626

Date : 16 Aug 2020

Certificate of Completion

This certificate is awarded to Mr. Pulkit Kumar from Madan Mohan Malaviya University of Technology, for successfully completing his online internship at M/s Vardhan Consulting Engineers as Management Intern Intern during 1 Jul 2020 to 16 Aug 2020.

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

Pulkit Kumar's internship project title was "Financial Modeling and Analysis of PPP based Expressway Project in Hyderabad, Telangana IN".

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

We wish all the best in his future endeavors.

Neha Kumari
Sr. Manager - HR & Internship Coordinator

hr@techvardhan.com, +91 979 111 2715



Certificate URL : <https://certificates.techvardhan.com/COC6626.pdf>




**Vardhan Consulting Engineers**

Management Office : 55/108, Soi II Sukhumvit, Bangkok, Thailand, corporate@techvardhan.com, +66 972 151 276

Registered Address : Vardhan House, Anand Bazar, Danapur Cantt, Patna, Bihar, India (<https://techvardhan.com/>)



SHINE PROJECTS

Follow us on:    @shineprojects

Ref.: 0908859

Date: 07/08/2020

Internship Completion Certificate

Duration: 07/07/2020-07/08/2020

Dear **Raj Kumar**

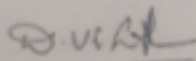
This is to certify that you have successfully completed your marketing internship with www.shineprojects.in

During this course you have attained:

1. Hands on experience on cold calling and prospecting.
2. Learnt end to end process involved in B2C sales.

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

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



Sri Harsha

Joint MD, Shine Projects

Mobile: +91 7897780465

Email: sriharsha@shineprojects.in

www.shineprojects.in

HUMANITIES AND MANAGEMENT SCIENCE DEPARTMENT
MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY

GORAKHPUR (U.P.)



CERTIFICATE

MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR



Humanities and Management Science Department

Certificate

It is to certify that RAJMANGAL SINGH (2019213046) of M.B.A III Semester, Session 2020-21 has completed his Mini Summer Training Project entitled "INVESTOR'S PERCEPTION REGARDING VARIOUS INVESTMENT AVENUES AVAILABLE IN FINANCIAL MARKETS". The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project under my guidance.

Pushkar
Er. BIJENDRA KUMAR PUSHKAR
ASSISTANT PROFESSOR
H.M.S.D.

Pushkar
24/09/2021

Madan Mohan Malaviya University of Technology
Gorakhpur (U.P.) India 273010
(Formerly Madan Mohan Malaviya Engineering College)



Date: 27/10/2020

CERTIFICATE

This is to certify that the Summer Training Minor Project, entitled, "STUDY OF AGRICULTURE LOAN IN COMMERCIAL BANK" has been successfully completed by RAVI PRATAP SINGH, student of MBA (second year). He has undergone this project from 15/06/2020 to 10/08/2020. He successfully carried out this mini-project work under my supervision and guidance.

Signature
19/10/2021

ER. BIJENDRA KUMAR PUSHKAR

Assistant Professor

Department of Humanities and Management Science

Madan Mohan Malaviya University of Technology, Gorakhpur

Madan Mohan Malaviya University of Technology

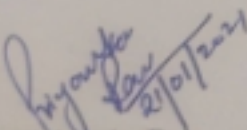
Gorakhpur (U.P.) India 273010



Humanities and Management Science Department

CERTIFICATE

This is to certify that the Summer Training Mini Project, entitled, "Mergers and Acquisition: A Case Study of SBI and its Associates" has been successfully completed by Ms Riya Mishra (2019213048) student of MBA (Second Year). She has undergone this project from 19/06/2020 to 16/08/2020. She successfully carried out this mini-project work under my supervision and guidance.


Dr. Priyanka Rai
(Mentor)

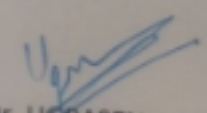
MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR

Humanities And Management Science Department



Certificate

It is to certify that SANKALP CHAUDHARY(2019213051)of M.B.A III Semester, Session 2020-21 has completed Mini Summer Training Project entitled "PERFORMANCE ANALYSIS OF MUTUAL FUND SCHEME.A CASE STUDY OF EQUITY LINKED SAVING SCHEME" is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project under my guidance.


Dr. UGRASEN

ASSISTANT PROFESSOR

HMSD,MMMUT

MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR



Humanities And Management Science Department

Certificate

It is to certify that SANCHITA GUPTA (2019213050) of M.B.A III Semester, Session 2020-21 has completed her Summer Training Project entitled "AN ANALYSIS OF NON-PERFORMING ASSETS OF PRIVATE SECTOR BANKS". The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. She has completed the Mini Summer Training Project under my guidance.

Bijendra Kumar Pushkar
Er. Bijendra Kumar Pushkar

ASSISTANT PROFESSOR

H.M.S.D.



Certificate ID : VCE/COC8372

Date : 28th July 2020

Certificate of Completion

This certificate is awarded to Miss. Sapna Devi from Madan Mohan Malaviya University of Technology, Gorakhpur, for successfully completing her online internship at M/s Vardhan Consulting Engineers as Management Intern during 14th June 2020 to 28th July 2020.

We appreciate her focus towards learning and analyzing about Case Study and Analysis and completing her internship project along with the report submission.

Sapna Devi's internship project title was "Evaluation of various corporate strategies through real life case study and analysis".

During her tenure as Management Intern, we found her efforts sincere, meticulous and result oriented.

We wish all the best in her future endeavors.

Neha Kumari
Sr. Manager - HR & Internship Coordinator

hr@techvardhan.com, +91 979 111 2715



Certificate URL : <https://certificates.techvardhan.com/COC8372.pdf>



Vardhan Consulting Engineers

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

INTERNSHIP CERTIFICATE

EPITOME TRAINING & RECRUITMENT CONSULTANTS
Journey For Excellence



Date: Friday, September 11th, 2020

INTERNSHIP CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Saumya Gaur, D/o Mr. Rajeev Kumar Gaur, a student of MBA, Madan Mohan Malaviya University of Technology (MMUT), Gorakhpur, Uttar Pradesh has undergone the virtual training in our organization as a HR Intern for 45 working days with Epitome Training & Recruitment Consultants.

During this process of internship, she was involved in HR End to End Recruitment Projects, her conduct was good with excellent working skills. We found her dedicated, hardworking and inquisitive.

We wish her all the very best for her bright future, every success in her life and future endeavors.

All the best...!



Best Regards,

Y Sree Lakshmi

Founder/ CEO

Epitome Training and Recruitment Consultants

Head Branch Office Address: 208, Swadesh Bhawan, Behind Press complex, Indore, Madhya Pradesh, India.
Website: www.epitometr.com | Email id: hr@epitometr.com | Telephone Number: +91 - 791 - 4061078

MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR



DEPARTMENT OF HUMANITIES AND MANAGEMENT SCIENCE.

CERTIFICATE

It is to certify that SREKHA CHAKRABORTY of BBA, 2nd year, sem-II (2020-21) has completed her Mini Semester Training Project entitled "THE IMPACT OF PERSONNEL MANAGEMENT IN AN ORGANIZATION". The report is the result of her efforts. The report is found worthy of acceptance as Mini Semester Training Report for BBA. She has completed the Mini Semester Training Project Under my guidance.

DILPREET ARORA, JAI

ASSISTANT PROFESSOR

HUMAN RESOURCES

GORAKHPUR

Madan Mohan Malaviya University of Technology
Gorakhpur (U.P.) India 273010
(Formerly Madan Mohan Malaviya Engineering College)



Date: 27/10/2020

CERTIFICATE

This is to certify that the Summer Training Minor Project, entitled, "Strategic Human Resource Management" has been successfully completed by Ms. Shefali, a student of MBA (second year). She has undergone this project from 17/06/2020 to 12/08/2020. She successfully carried out this mini-project work under my supervision and guidance.

Dr. Rajesh Singh

(Mentor)


MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR



Humanities and Management Science Department

Certificate

It is to certify that SHIVAM KUMAR MISHRA (2019213059) of MBA III Semester, Session 2020-21 has completed his Mini Summer Training Project entitled "Effect of In-Game Advertisement in Gaming Sector". The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project under my guidance.


Dr. RAVI KUMAR GUPTA
ASSISTANT PROFESSOR
H.M.S.D.

CERTIFICATE

This is to certify that Ms. Shivangi Mishra MBA 3rd Semester , Roll No. 2019213060 has completed her Mini Project title "Factors affecting Job Satisfaction among teachers" under my supervision. The report is the result of her efforts & endeavours and has not submitted to any other University for the award of any degree.

Abhijit Mishra
25/1/2021

Dr. Abhijit Mishra

Assistant Professor

H.M.S.D

EPITOME TRAINING & RECRUITMENT CONSULTANTS
Journey Par Excellence



Date: Friday, September 11th, 2020

INTERNSHIP CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Shobha Tazeen, D/o Late Mohammad Umar, a student of MBA, Madan Mohan Malaviya University Of Technology (MMUT), Gorakhpur, Uttar Pradesh has undergone the virtual training in our organization as a HR Intern for 45 working days with Epitome Training & Recruitment Consultants.

During this process of internship, she was involved in HR End to End Recruitment Projects, her conduct was good with excellent working skills. We found her dedicated, hardworking and inquisitive.

We wish her all the very best for her bright future, every success in her life and future endeavors.

All the best...!



Best Regards,

Y Sree Lakshmi

Founder/ CEO

Epitome Training and Recruitment Consultants

Head Branch Office Address: 206, Swadesh Bhawan, Behind Press complex, Indore, Madhya Pradesh, India.
Website: www.epitometr.com | Email id: hr@epitometr.com | Telephone Number: +91 - 731 - 4063078

Madan Mohan Malaviya University of Technology

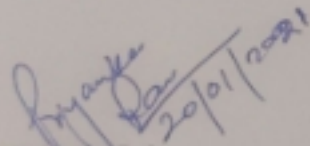
Gorakhpur (U.P.) India 273010



Humanities and Management Science Department

CERTIFICATE

This is to certify that the Summer Training Mini Project. Entitled, "Credit Appraisal System of Punjab National Bank-Repayment Capacity of Borrowers" has been successfully completed by Ms Shreya Gupta (2019213062) student of MBA (Second Year). She has undergone this project from 20/06/2020 to 17/08/2020. She successfully carried out this mini project work under my supervision and guidance.


Dr. Priyanka Rai

(Mentor)

GORAKHPUR



Humanities and Management Science Department

Certificate

It is to certify that **SHUBHAM DWIVEDI (2019213063)** of M.B.A III Semester, Session 2020-21 has completed his Mini Summer Training Project entitled “ **PROMOTING E-ASSESSMENT IN INSTITUTIONS**”. The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project under my guidance.

Abhijit Mishra

Dr. ABHIJIT MISHRA

ASSISTANT PROFESSOR

H.M.S.D.

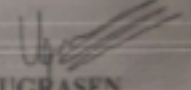
MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR



Humanities And Management Science Department

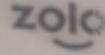
Certificate

It is to certify that SHUBHAM GUPTA (2019213064) of M.B.A III Semester, Session 2020-21 has completed his Mini Summer Training Project entitled "A study on Financial literacy among the investors". The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project under my guidance.


Dr. UGRASEN

ASSISTANT PROFESSOR

H.M.S.D.



Certificate of Internship

To,
Shubham Sharma
Bangalore

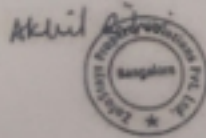
This is to certify that Shubham Sharma interned with Zolostays Property Solutions Pvt. Ltd., under the guidance of Spoorthy M, Sales Manager.

Here are the details of the internship:

| | |
|------------------------|--------------|
| Name of the Department | Sales |
| Last Designation Held | Sales Intern |
| Date of Joining | 1-Jul-2020 |
| Date of Leaving | 31-Aug-2020 |

In case of any queries, please feel free to reach out to seal@zolostays.com

Yours faithfully,
For Zolostays Property Solutions Pvt. Ltd.



Akhil Sikri
Director
Date: 31-Aug-2020
Place: Bangalore

ZOLOSTAYS PROPERTY SOLUTIONS PRIVATE LIMITED

Ph: 88 8010 8010
www.zolostays.com
CIN U74900KA2015PTC080643

Registered Address
No. 1190, 22nd Cross, HSR Layout,
Sector 3, Bangalore, KA-560102, India

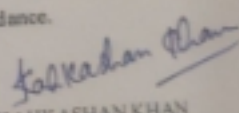
MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR



Department of Humanities and Management Science
Certificate

This is to certify that SHWETA TRIPATHI (2019213066) of MBA III Semester, Session 2020-21 has completed her Mini Summer Training Project entitled "A Comparative Analysis of Financial Report of Top Three Banks in India." The report is the result of her efforts & endeavors.

The Report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. She has completed the Mini Summer Training Project under my guidance.


Dr. KAHKASHAN KHAN
ASSISTANT PROFESSOR
HMSD MMUT

CERTIFICATE

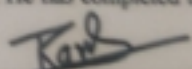
MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY,
GORAKHPUR

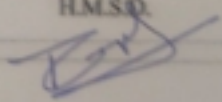


Humanities and Management Science Department

Certificate

It is to certify that SOURABH PANDEY (2019213067) of M.B.A III Semester, Session 2020-21 has completed his Mini Summer Training Project entitled "A COMPARATIVE ANALYSIS BETWEEN ALGO AND NON-ALGO TRADES IN INDIAN STOCK MARKET". The report is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project under my guidance.


Dr. RAVI KUMAR GUPTA
ASSISTANT PROFESSOR

H.M.S.D.


CERTIFICATE

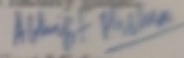
Certified that this summer training project report titled "*Consumer Awareness on Products*" is the bona-fide work of Mr. Sujeet Kumar (Roll No. 2019213068) who carried out the research under my supervision. I also certify further, that to the best of my knowledge the work reported here in does not form part of any other project report or dissertation on the basis of which a degree or a work was conferred on an earlier occasion on this or any other candidate.

It is certified that the work mentioned above is carried out under my guidance.

Date:

Place: Gorakhpur

Name of faculty guide:


Dr. Abhijeet Mishra

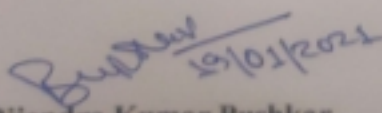
Madan Mohan Malaviya University of Technology
Gorakhpur (U.P.) India 273010
(Formerly Madan Mohan Malaviya Engineering College)



Date: 27/10/2020

CERTIFICATE

This is to certify that the Summer Training Minor Project, entitled, "A study on Financial Problems of Rural Entrepreneurs" has been successfully completed by Ms. Sukanya Pandey, student of MBA (second year) in Humanities and Management Science Department at MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY, GORAKHPUR. She has undergone this project from 17/06/2020 to 12/08/2020. She successfully carried out this mini project work under my supervision and guidance.

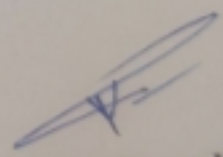

Er. Bijendra Kumar Pushkar

(Mentor)

CERTIFICATE



This is to certify that **Trishal Niboria** is a student of **Humanities & Management Science Department** of this college, registered for M.B.A. degree program for the year 2019-2021. The title of his project was **"FUTURE OF SOCIAL MEDIA: AS AN EFFECTIVE PLATFORM STRATEGY FOR ONLINE BUSINESSES"**. He has successfully completed his project.


Dr. Vinay Kumar Yadav

Assistant Professor

HMSD, MMMUT

CERTIFICATE

Madan Mohan Malviya University of Technology
Gorakhpur, Uttar Pradesh, India-273010
Established by U.P. Act No. 22 of 2013 of U.P. Government
(Formerly Madan Mohan Malaviya Engineering College)



CERTIFICATE

This is certified that the summer training minor project report entitled, "RECRUITMENT AND SELECTION PROCESS" Has been successfully completed by Tulika Srivastava M.B.A (Second Year). She has undergone this project from 15-06-2020 to 05-08-2020. She successfully carried out this mini project under my supervision and guidance.

R Singh
2.11.2020

Dr. Rajesh Singh (Contract)

Supervisor

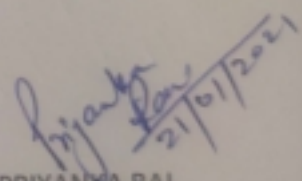
**MADAN MOHAN MALVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR**

Humanities And Management Science Department



Certificate

It is to certify that VAIBHAV KRISHNA MISHRA (2019213073) of M.B.A III Semester, Session 2020-21 has completed his Mini Summer Training Project entitled "MERGER AND ACQUISITION OF VODAFONE AND IDEA: AN OVERVIEW" is the result of his efforts & endeavors. The report is found worthy of acceptance as Mini Summer Training Project Report for the M.B.A. He has completed the Mini Summer Training Project under my guidance.


Dr. PRIYANKA RAI

ASSISTANT PROFESSOR

HMSD, MMMUT



InsiderSherpa

Empiring and empowering
future professionals

Vijay laxmi Gupta

Global Consumer Banking Virtual Internship Program

Certificate of Completion
July 4th, 2020

Over the period of June 2020 to July 2020, Vijay laxmi Gupta has completed practical task modules in:

Navigate the organizational
landscape and product mix
Segmentation and Ideation
Pitching your New Product Idea
Performance Analysis and Insights
Campaign Planning

Brianna D'Amico
Assistant Director
Zedland Campus
Recruiter

Tom Brunskill
CEO, Co-Founder of
InsiderSherpa

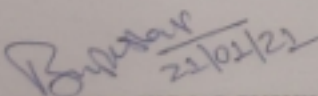
Certificate Verification Code: 47196wC7y3P9wGRT | Scan Verification Code: F288wW2GwghHqHs | Issued by: InsiderSherpa

Madan Mohan Malviya University of Technology
Gorakhpur (U.P.) India ,273010
Humanities and Management Science Department



CERTIFICATE

This is to certify that the summer training mini project entitled, "Current and Future scenario of E-payment system in India" has been successfully completed by MS. VINDHYAVASINI SAROJ Roll no- 2019213075 student of MBA 2nd year. She successfully carried out this summer training mini project work under my supervision and guidance.


MR. BIJENDRA KUMAR PUSHKAR

(Project Guide)