



INTEGRATED FASHION IN ETHNIC WEAR AT PANTALOONS

DURGAPUR

A SUMMER INTERNSHIP PROJECT REPORT

SUBMITTED BY:

MONALISHA MITRA

UNIVERSITY ROLL NO: 12000921034

SUBMITTED TO:

FACULTY OF MANAGEMENT STUDIES

DR.B.C.ROY ENGINEERING COLLEGE, DURGAPUR



UNDER THE SUPERVISION

INTERNAL GUIDE:

Dr. Arunava Mookherjee
Professor (Marketing Management)
Faculty of Mgt. Studies, BCREC

EXTERNAL GUIDE:

Mr. Prithu Debnath
Department Manager (Men's Casual Wear)
Pantaloons, Junction Mall, Durgapur

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY

CERTIFICATE OF THE COMPANY SUPERVISOR



Date: 6th November'2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Monalisha Mitra pursuing MBA from Dr. B C Roy Engineering College, Durgapur 2021-2023 batch, has successfully completed a Project based internship with us from 4th July 2022 to 4th September' 2022.

Project Title: "Integrated Fashion in Ethnic Wear at Pantaloons Durgapur, Junction Mall".

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

We wish her all the best in all her future endeavors.

For Aditya Birla Fashion & Retail Ltd

Authorized Signatory



pantaloons

Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited)

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