

"A PARADIGM SHIFT IN BUYING PATTERN OF MENS CASUAL WEAR IN POST
COVID AT PANTALOONS DURGAPUR"- A STUDY



A Summer Internship Project Report

SUBMITTED BY:

SIDDHARTHA DUTTA

UNIVERSITY ROLL NO.-12000921007

SUBMITTED TO:

Faculty of Management Studies



Under The Supervision Of:

Internal Guide:

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

External Guide:

Mr. Prithu Debnath
Department Manager (Mens
casual Wear)
Junction Mall Pantaloons,
Durgapur

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY

CERTIFICATE



Date: 26-oct-2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify **Siddhartha Dutta** that 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: "A Paradigm shift in buying Pattern Of Mens casual Wear In Post covid"

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

We wish him all the best in all his future endeavors.

For Aditya Birla Fashion & Retail Ltd

Authorized Signatory



pantaloon's

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