

MAULANA ABUL KALAM AZAD
UNIVERSITY OF TECHNOLOGY,
WEST BENGAL



SUMMER INTERNSHIP PROJECT REPORT

(2022-2024)



PROJECT REPORT

ON

**"A market survey of the paint industry with perception of building
painters and channel patterns in Durgapur & Asansol"**

at

Berger paints

SUBMITTED IN THE PARTIAL FULFILMENT OF REQUIREMENT

FOR THE AWARD OF DEGREE OF

MASTER OF BUSINESS ADMINISTRATION (MBA)

EXTERNAL GUIDE: Mr. ARINDOM GONGOPADHYAY (TSM)

INTERNAL GUIDE: Prof. NILOY KUMAR BHATTACHARJEE

SUBMITTED BY: AKASH KUMAR SINGH,

UNIVERSITY ROLL NO. :12000922039



November 16th, 2023

Mr. Akash Kumar Singh,

SUMMER INTERNSHIP COMPLETION CERTIFICATE

On behalf of Berger Paints, we certify that you have undergone a Summer Internship with our Organisation in the **Sales & Marketing** department at Durgapur under the guidance of Mr. Manoj Kumar Sen from **21st June 2023 to 21st August 2023**.

The quality of the report submitted has been found good. Your conduct and discipline during the training was good.

Berger Paints India Limited wishes you a bright future and career.

Yours sincerely,

For BERGER PAINTS INDIA LTD.

(RANJAN BANERJEE) GROUP HEAD - HR

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