



**A Summer Internship Project**  
**On**  
**“Employee Satisfaction Fostering a Fulfilling Workplace”**  
**At Nikita Road Lines - Durgapur**

**This project is submitted for the partial fulfilment of degree of Master of Business Administration(HR)from MAKAUT.**



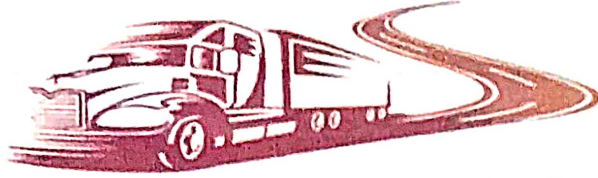
**NIKITA ROAD LINES**

**Supervised by: Ms. Sruti Sharma**  
**HR Head, Nikita Roadlines, Durgapur**

**Guided by : Prof.Sandip Mukherjee**  
**Faculty,FMS,BCREC.**

**Submitted by:**  
**Ahir Joarder**  
**Roll no. : 12000922021**  
**Session: MBA 2022-2024**





**NIKITA ROAD LINES**

**TO WHOM IT MAY CONCERN**



This is to certify that **Mr. Abir Joarder** a student of Master of Business Administration (HR), DR. B.C.ROY Engineering College , MAKAUT, WEST BENGAL has undergone in Industrial Training on various activities related to Human Resource at our organization at Durgapur, West Bengal for 02 Months i.e. from 15<sup>th</sup> June,2023 to 18<sup>th</sup> August,2023.

During the period he gathered knowledge and exposure on "Human Resource" in the area of Personnel and Administration Department of Nikita Road Lines, Faridpur Industrial Area, Durgapur -713213.

Throughout his internship his behavior in the organization was appreciable and we found him to be a good and sincere learner. We wish him all success in future career.

For Nikita Road Lines  
Durgapur

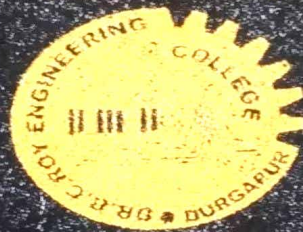
Sruti Sharma  
Human Resource Manager

**H. R. HEAD / मानव संसाधन प्रमुख**  
**NIKITA ROAD LINES**  
**DURGAPUR-713203**  
An ISO 9001 : 2015 Certified Company



**Employee Satisfaction on Health and Safety  
Provisions at Supreme Industries Limited,  
Durgapur**

**Supreme**  
People who know plastics best



**Prepared by:**

**Additiya Pani**

**2<sup>nd</sup> year MBA,**

**FMS Department,**

**Dr. BC Roy Engineering College**





Date : 31.08.2023

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Miss. ADDITIYA PANI, D/o Mr. Anjan kumar Pani , a bonafide student of Dr. B.C Roy Engineering College ,Durgapur pursuing Masters in Business Administration (MBA) has undergone and successfully completed Industrial Training in our organization w.e.f. 03.07.2023 - 31.08.2023.

We wish her all success in life.

For The Supreme Industries Limited,

**P. K. SWAIN**  
(Associate Vice President)

The Supreme Industries Limited  
Export Promotion Industrial Park (EPIP)  
PO : Bankopa, Durgapur - 713212  
GST - 19AAACT1344F1ZL  
PAN - AAAC1344F  
CIN - L35920MH1942PLC003554

durgapur\_supreme@supreme.co.in |   
www.supreme.co.in |



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 16<sup>th</sup>, 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 **21<sup>st</sup> June 2023 to 21<sup>st</sup> 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**

**BERGER PAINTS INDIA LIMITED** Berger House, 129, Park Street, Kolkata - 700 017, Phone : 2229 9724-28, 2229 6005-06, Fax: 91-33-2249 9009/9729, [www.bergerpaints.com](http://www.bergerpaints.com)

**CIN - L51434WB1923PLC004793, E-mail: [consumerfeedback@bergerindia.com](mailto:consumerfeedback@bergerindia.com)**



**SUMMER INTERNSHIP PROJECT REPORT ON**  
***Penetration and Visibility of Fortune Sunflower oil in the Durgapur, South***  
***Bengal.***

**adani wilmar**  
**Fortune**

**SUBMITTED BY:**

**Amit Kumar Singh**  
**UNIVERSITY ROLL NO-12000922006**

**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:**

**Md. Tanweer Alam**  
**Sales officer**  
**Adani Wilmar**

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY**



# CERTIFICATE OF THE COMPANY SUPERVISOR

24/11/2023

## TO WHOM IT MAY CONCERN

This is to certify that, *AMIT KUMAR SINGH*, a 3rd Sem MBA student (2022-2024) of Faculty of Management Studies, Dr. B. C. Roy Engineering College has successfully undergone a two months summer internship programme from July, 2023 to Sept, 2023 on *Penetration and Visibility of Fortune Sunflower oil in the Durgapur Market, South Bengal* under my guidance. His overall activities and performance towards the project is quite encouraging and impressive.

I wish him all the best for her future endeavors.

WARM REGARDS

**Md. TANWEER ALAM**  
(AREA SALES OFFICER)  
ADANI WILMAR, FORTUNE



**A Summer Internship**

**Project On**

**"Comprehensive analysis of employee Retention in Drilling  
department"**

**Of**

**ESSAR Oil and Gas Production and Exploration Ltd Durgapur**

**Year (2022-2023)**

**Report Submitted to MAKAUT in partial fulfilment of the  
requirements of the degree of**

**Master of Business Administration**

**(Human Resource)**

**Year: 2022-2024**

**Guided by:**

**Dr. Bhaswati Roy**

**SIP Co-ordinator**



**Supervised by:**

**Rahul Prakash**

**Senior Manager-(HR)**

**Submitted By:**

**Ankita Chatterjee**

**Roll No: 12000922041**

**MBA 2022-2024**



# CERTIFICATE



Essar Oil and Gas Exploration and Production Ltd.  
ESSAR House - Durgapur  
Village & Post Office - Molandighi  
Block - Kankra  
Durgapur Sub-Division  
Dist - Paschim Bardhaman  
Durgapur - 713212  
West Bengal  
India

CIN : U11203GJ2016PLC091903

E: [esgepl@essarenp.co.in](mailto:esgepl@essarenp.co.in)  
[www.essar.com](http://www.essar.com)

18<sup>th</sup> August, 2023

Ms. Ankita Chatterjee  
Dr. B.C Roy Engineering College  
Durgapur

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Ankita Chatterjee, 2nd Semester MBA Student of Dr. B.C Roy Engineering College has satisfactorily completed her internship in the Human Resource Dept of EOGEPD Durgapur, from 19<sup>th</sup> June 2023 to 18<sup>th</sup> August 2023.

The key focus area during her internship was:

**Study of Comprehensive Analysis of Employee Attrition and Retention Rate in Different Departments of Essar Oil and Gas Production and Exploration Ltd. for year 2022-2023**

She attended her internship program with dedication, sincerity and have successfully completed the tasks assigned to her.

We wish her success in her future endeavours.

A handwritten signature in black ink, appearing to read "Rahul", with a horizontal line underneath.

Rahul Prakash  
Senior Manager - HR



**SUMMER INTERNSHIP PROJECT REPORT**

On

**"RECRUITMENT AND SELECTION"**

**AT SRMB SRIJAN PVT LTD DURGAPUR (W.B)**

**SRMB**

Report Submitted to MAKAUT in partial fulfilment  
for the requirements of the degree of  
**MASTER OF BUSINESS ADMINISTRATION (HR)**  
**SESSION: 2022-2024**



**DR. B. C. ROY ENGINEERING COLLEGE, FACULTY OF MANAGEMENT STUDIES.**

**Report Submitted by-**

**Name- Anshu Kumar Singh.**

**Roll No- 12000922042.**

**Institute- Dr. B. C. Roy Engineering College, Durgapur.**

**Course- MBA(2022-2024).**

**Faculty Supervisor- Dr. Bhaswati Roy.**

**Industry Supervisor- Mr. Somnath Banerjee.**

**Company Name- SRMB SRIJAN PVT LTD DURGAPUR**



## Certificate from industry



**SRMB SRIJAN PRIVATE LIMITED**

Durgapur Works  
Sagarbhanga I Durgapur 713 211 I Dist.- Burdwan  
Phone +91 (0343) 645 0788/645 0677  
Facsimile +91 (0343) 255 9206/255 9205  
CIN No. U74994WB2001PTC093969

Date: 01.09.2023

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Anshu Kumar Singh, student of the Dr. B.C. Roy Engineering College, Durgapur has undergone Internship Programme under H.R. Department of our Organisation during the period from 26<sup>th</sup> June, 2023 to 31<sup>st</sup> August, 2023.

During the tenure of his aforementioned programme, he was found to be regular with an inquisitive framework of mind to learn about the contents of the subject of the programme and his performance was satisfactory.

We wish him every success in his efforts for a bright future career.

For, SRMB Srijan Private Limited.

  
Somnath Banerjee  
(HR – Head)



A Summer Internship Project  
On  
"A STUDY ON CUSTOMER PERCEPTION TOWARDS MUTUAL FUNDS"  
AT NIPPON INDIA ASSET MANAGEMENT LTD  
CITY CENTRE, DURGAPUR

Report Submitted to Mukherjee in Partial Fulfillment for The Degree Of  
Master Of Business Administration

Session - 2022-2023

Guided By Niloy Kumar Bhattacharjee,

Training And Placement Co-Ordinator



SUBMITTED BY ANSHU SHARMA

ROLLNO - 12000922043

MBA 2022-2023



Aug 23, 2023

**To WHOMSOEVER IT MAY CONCERN**

This is to certify that Anshu Sharma has completed internship from 20-06-2023 to 19-08-2023 with Nippon Life India Asset Management Limited (NLIAM). During this period, he was reporting to Bikash Agarwal (Cluster Manager – South Bengal).

During this time, he has exhibited great interest and enthusiasm. He has completed the project successfully.

We value his contribution to NIMF in terms of the insights and recommendations of his project report.

For Nippon Life India Asset Management Limited,

Thanking you



Sheeba K.S  
Zonal HR Head  
(North & East)



Good gets *better*



**A Summer Internship Project**

**On**

**"Impact of Customer Satisfaction on Financial Health of  
Axis Bank Ltd."**

**At Axis Bank Limited, Durgapur Station Bazar**



**AXIS BANK**

**Report Submitted to MAKAUT in partial fulfillment of the  
requirements of the degree of**

**Master of Business Administration (Finance)**

**Year: 2022-2024**

**Guided by: Prof. Sayanti Samanta  
Assistant Professor, BCREC - FMS**

**Supervised by: Mr. Rahul Dey  
SM & Operations Head, Axis Bank**



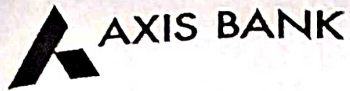
**Submitted By**

**ANUPAMA DAS**

**ROLL NO.-12000922002**

**MBA 2022-2024**





Location : DURGAPUR

Date : 18.10.2023

**CERTIFICATE OF COMPLETION**

This is to certify that; ANUPAMA DAS has successfully completed her Summer Internship with AXIS BANK LIMITED.

**Summer Internship Project Details**

**Project Title** : "Impact of customer satisfaction on Financial Performance of  
AXIS BANK"

**Location** : Station Bazar Branch, Durgapur

**Duration** : 8 weeks

**Project Guide** : Mr. Rahul Dey [Operations Head, Station Bazar Branch]

We wish good luck for her future endeavors and it was a pleasure having her at  
AXIS BANK.

Regards,

Axis Bank Ltd.



Senior Manager & Branch Head

Station Bazar Branch





**EMPLOYEE SATISFACTION  
(SPECIAL EMPHASIS ON WORKING  
CONDITIONS/ ENVIRONMENT)  
SURVEY  
AT  
THE SUPREME INDUSTRIES,  
DURGAPUR, WEST BENGAL**

***Supreme***

**SUPREME INDUSTRIES LIMITED**

**NAME: ANWESHA MUKHERJEE**

**ROLL NO: 12000922018**

**FACULTY SUPERVISOR: DR. BHASWATI ROY**

**COMPANY TRAINER: MRS. SUDIPTA BANERJEE**





Date : 31.08.2023

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Miss. ANWESHA MUKHERJEE ,D/o of Mrs. Swati Mukherjee, a bonafide student of Dr. B.C Roy Engineering College ,Durgapur pursuing Masters in Business Administration (MBA) has undergone and successfully completed Industrial Training in our organization w.e.f. 03.07.2023 - 31.08.2023.

We wish her all success in life.

For The Supreme Industries Limited,

**P.K.SWAIN**  
(Associate Vice President)



# SUMMER INTERNSHIP PROJECT REPORT



## A STUDY OF INVESTOR PERCEPTION AND INVESTMENT PATTERN IN MUTUAL FUNDS



**Submitted by:** Apurba Gorai

**University Roll no:** 12000922011

**Registration no:** 221200710010 of 2022-2024

**Batch:** 2022 - 2024

**Faculty supervisor:** Prof. Krishna Roy

**Company Supervisor:** Cluster Manager Mr. Bikash Agarwal,

Branch Manager Mr. Arijit Dutta, Operation Head Alekhya Bhattacharjee

**NIPPON LIFE INDIA ASSET MANAGEMENT LIMITED, DURGAPUR**



Aug 23, 2023

**To WHOMSOEVER IT MAY CONCERN**

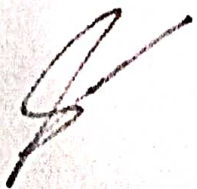
This is to certify that **Apurba Goral** has completed internship from **20-06-2023 to 19-08-2023** with **Nippon Life India Asset Management Limited (NLIAM)**. During this period, he was reporting to **Bikash Agarwal (Cluster Manager – South Bengal)**.

During this time, he has exhibited great interest and enthusiasm. He has completed the project successfully.

We value his contribution to NIMF in terms of the insights and recommendations of his project report.

**For Nippon Life India Asset Management Limited,**

**Thanking you**



**Sheeba K.S**  
**Zonal HR Head**  
**(North & East)**





**A Summer Internship Project Report  
On**

**“A comparative study of cola brands of PepsiCo  
and Coca Cola in Bidhannagar and adjoining  
areas of Durgapur”**

**Report Submitted to MAKAUT in partial fulfillment  
for the requirements of the degree of  
Master of Business Administration (Marketing)**

**Session- 2022-2024**

**Supervised by: Sourav Carbat  
(company supervisor-)  
Varun Beverages Ltd.)**

**Guided by: Dr. Somroop Siddhanta  
(HOD. Of MBA Department)**



**SUBMITTED BY:**

**Arijit Dey  
UNIV. ROLL NO.: 12000922050  
MBA 2022-2024**





**VARUN BEVERAGES LIMITED**



Corporate Off : Plot No.31, Institutional Area, Sec.-44, Gurgaon, Haryana-122002 (India)  
Ph.: +91-124-4643100-500 • Fax: +91-124-4643303/04 • E-mail : info@rjcorp.in • Visit us at : [www.varunbeverages.com](http://www.varunbeverages.com)  
CIN No. : L74899DL1995PLC069839

Ref: VBL/HR/2023/500

Date: 21.08.2023

**To Whomsoever It May Concern**

This is to certify that **Mr. Arijit Dey** has completed his internship in the Sales Department at **Varun Beverages Limited** from 19<sup>th</sup> June 2023 to 19<sup>th</sup> Aug 2023.

During his internship period, he was under the supervision of **Mr. Mushkurul Haque Siddique**. He has completed the internship to our satisfaction.

We wish him all the best for his future endeavors.

For Varun Beverages Limited,

**Mona Baruah**

**Vice President – HR**



# **SUMMER INTERNSHIP PROJECT REPORT**

On

## **"RECRUITMENT AND SELECTION"**

**AT KEVENTER AGRO LTD.-DAIRY DIVISION UHT DIVISION**



Report Submitted to **MAKAUT** in partial fulfilment  
for the requirements of the degree of  
**MASTER OF BUSINESS ADMINISTRATION (HR)**  
**SESSION: 2022-2024**



**DR. B. C. ROY ENGINEERING COLLEGE, FACULTY OF MANAGEMENT STUDIES.**

**Report Submitted by-**

**Name- Arkadip Bishayee.**

**Roll No- 12900922024.**

**Institute- Dr. B. C. Roy Engineering College, Durgapur**

**Course- MBA(2022-2024).**

**Faculty Supervisor- Dr. Bhaswati Roy.**

**Industry Supervisor- Mr. Subhadip Bishayee.**

**Company Name- Keventer Agro Ltd..( Dairy Division UHT Division).**





Ref No: KAL/UHT/ MISC/ 23/90

Date -12-09-2023

TO WHOM IT MAY CONCERN

This is to certify that Mr. Arkadip Bishayee Student of MBA -2<sup>nd</sup> Year of Dr. B.C.Roy Engineering College has undergone summer Internship project on "Recruitment and Selection Process" in our organization from 3<sup>rd</sup> July 2023 to 2<sup>nd</sup> September 2023.

During this period, we found him sincere, hardworking, and well behaved to his superior and colleagues. He is always keen to learn different jobs.

We wish him all the success in his future professional career.

For KEVENTER AGRO LTD.

Subhadip Bishayee  
Assistant Manager- HR & Admin.



**Keventer Agro Limited**

**Factory:** Subhas Nagar Barasat, PO Nilgunj Bazar North 24 Parganas, Kolkata - 700121, West Bengal, India. **Ph:** +91 33 25428533-34/35046200-01

**Registered Office:** 34/1 D.H. Road, Kolkata - 700027, West Bengal, India. **Ph:** +91 33 35036200-01

**Website:** www.keventer.com | **CIN Number:** U15419WB1996PLC040729 | **E-mail:** keventerho@keventer.com



**Summer Internship Project**

**On**

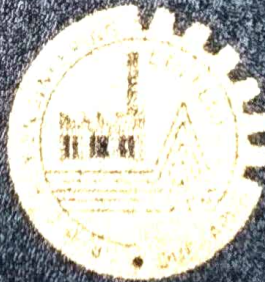
**"A study to understand the factors that lead to  
brand satisfaction among paints dealers and  
their probability of recommending to customer"**

**At Berger Paints India Ltd.**



**Report Submitted to MAKAUT in partial fulfilment  
for the requirement of the degree of  
Master of Business Administration (Marketing)**

**Session-2022-2024**



**Report Submitted by:**

**Name: Asif Islam**

**Roll No:12000922038**

**Institute: Dr. B. C. Roy Engineering College, Durgapur**

**Course: MBA (2022-2024)**

**Project Mentor: Prof. Krishna Roy**

**Company Name: Berger Paints India Ltd.**

**Industry Mentor: Mr. Manoj Sen**





November 16<sup>th</sup>, 2023

Mr. Asif Islam,

**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 **21<sup>st</sup> June 2023 to 21<sup>st</sup> 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**

**BERGER PAINTS INDIA LIMITED**

Berger House, 129, Park Street, Kolkata - 700 017, Phone : 2229 9724-28, 2229 6005-06, Fax : 91-33-2249 9009/9729, [www.bergerpaints.com](http://www.bergerpaints.com)  
CIN - L51434WB1923PLC004793, E-mail : [consumerfeedback@bergerindia.com](mailto:consumerfeedback@bergerindia.com)

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# SUMMER INTERNSHIP PROJECT REPORT

ON

"ASSESSMENT OF EMPLOYEE LEARNING AND DEVELOPMENT ON  
TRAINING AT PCBL LTD."



THIS PROJECT IS SUBMITTED FOR THE PARTIAL FULFILMENT OF MASTER OF BUSINESS  
ADMINISTRATION FROM MAKAUT UNIVERSITY



DR. B.C. ROY ENGINEERING COLLEGE  
FACULTY OF MANAGEMENT STUDIES

REPORT SUBMITTED BY:-

NAME: AVIJIT DHIBAR

UNIVERSITY ROLL NO.: 12000922057

REGISTRATION NO.: 221200710014

INSTITUTE: DR. B.C. ROY ENGINEERING COLLEGE, DURGAPUR

COURSE: MBA (2022-2024)

FACULTY SUPERVISOR: PROF. SANDIP MUKHERJEE

COMPANY SUPERVISOR: Mr. KOUSHIK MUKHERJEE

COMPANY NAME: PCBL LTD




**TO WHOM IT MAY CONCERN**

This is to certify that **Mr. Avijit Dhibar** of 2<sup>nd</sup> year — MBA in HR of **Dr. B. C. Roy Engineering College - Durgapur**, has gone through an Internship at Durgapur plant from **26<sup>th</sup> July 2023 to 26<sup>th</sup> September 2023**.

During the period of Internship, he has undergone a project on **“Training, Learning & Development”** in HR which he has successfully completed. Throughout the duration of his internship, we found him very sincere & dedicated too.

We wish him all the best for his further endeavor.

**PCBL Limited**



**Koushik Mukherjee**

**Unit HR, IR & Admin Head**

**DURGAPUR**

**10<sup>th</sup> September 2023**



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**PCBL Limited**

Registered Office: 31 Netaji Subhas Road, Kolkata - 700 001, West Bengal, India  
Corporate Office: RPSG House, 4th Floor, 2/4 Judges Court Road, Kolkata - 700 027, West Bengal, India  
Durgapur Unit: 27 R. N. Mukherjee Road, Durgapur - 713 201, West Bengal, India  
P: +91 33 6625 1443 | E: pcbl@rpsg.in | W: www.pcblttd.com | CIN: L23109WB1960PLCO24602

Note: "PCBL Limited" was formerly known as "Phillips Carbon Black Limited"



**A Summer Internship Project Report**  
**On**  
**“A comparative study of Cola brands of**  
**PepsiCo and Coca Cola in Panagarh and**  
**Kanksa region”**

**Report Submitted to MAKAUT in partial fulfilment**  
**for the requirements of the degree of**  
**Master Of Business Administration (Marketing)**

**Session- 2022-2024**

**Supervised by: Mr. Anrudh Kanodia**  
**(Customer Executive-**  
**Varun Beverages Ltd.)**

**Guided by: Dr. Somroop Sengupta**  
**(HOD. Of MBA Department)**



**SUBMITTED BY:**

**Avik Ghatak**

**UNIV. ROLL NO.: 12000922046**  
**MBA 2022-2024**





# VARUN BEVERAGES LIMITED



Corporate Off : Plot No.31, Institutional Area, Sec.-44, Gurgaon, Haryana-122002 (India)  
Ph.: +91-124-4643100-500 • Fax: +91-124-4643303/04 • E-mail : info@rjcorp.in • Visit us at : [www.varunbeverages.com](http://www.varunbeverages.com)  
CIN No. : L74899DL1995PLC069839

Ref: VBL/HR/2023/498

Date: 21.08.2023

To Whomsoever It May Concern

This is to certify that Mr. Avik Ghatak has completed his internship in the Sales Department at Varun Beverages Limited from 19<sup>th</sup> June 2023 to 19<sup>th</sup> Aug 2023.

During his internship period, he was under the supervision of Mr. Mushkurul Haque Siddique. He has completed the internship to our satisfaction.

We wish him all the best for his future endeavors.

For Varun Beverages Limited,

Mona Baruah

Vice President – HR



# Summer Internship Project Report

On

"Study on Impact of Customer's Perception on Financial Health of Durgapur Steel Peoples' Co-operative Bank Ltd"



This Project is submitted for the partial fulfilment of Master of Business Administration from MAKAUT University



Dr. B.C. ROY ENGINEERING COLLEGE, FACULTY OF MANAGEMENT STUDIES

Report submitted by:

Name	: Ayan Chowdhury
Roll No	: 12000922027
Institute	: Dr. B.C. Roy Engineering College, Durgapur
Course	: MBA (2022-2024)
Project Mentor	: Prof. Sayanti Samanta
Company Name	: Durgapur Steel Peoples' Co-operative Bank Limited
Industry Mentor	: Mr. Himadri Shekhar Pal





**DURGAPUR STEEL PEOPLES' CO-OPERATIVE BANK LTD.**  
(A Licensed Bank)

Ref. No. : DSP/Co-Op/Bank/

Date :



**TO WHOM IT MAY CONCERN**

*This is to certify that our Bank has extended the hand of co-operation to Ayan Chowdhury, S/o. Swapan Kumar Chowdhury, MBA (Finance) student, 2<sup>nd</sup> Year, 3<sup>rd</sup> Semester of Dr. B. C. Roy Engineering College to successfully complete his internship regarding Banking and Bank Financial activities from 05.07.2023 to 29.08.2023.*

*We wish all success and achievement in field of his carrier.*

**CHIEF EXECUTIVE OFFICER**

CHIEF EXECUTIVE OFFICER  
DURGAPUR STEEL PEOPLES CO-OPERATIVE BANK LIMITED  
BENACHITY HOUSE, DURGAPUR-713204

Benachity House, Durgapur, Dist. : Paschim Bardhaman (W.B.). Pin - 713204  
Phone : (0343) 257 0593, 257 0722, 257 5711, PAX : 445179, 45691 & 45692, Fax : (0343) 257 3166  
GST No. : 19AAFAD4593F1ZJ  
Mail : helpdesk@dspcoopbank.com, Website : www.dspcoopbank.com



# **A COMPARATIVE STUDY OF COLA BRANDS OF PEPSICO AND COCA-COLA IN CITY CENTRE AND ADJOINING AREAS OF DURGAPUR**

**Project Report**

**Submitted in partial fulfillment of the requirements for**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**By**

**BARSHA SAMANTA**

**ROLLNO:12000922025**

**MBA(Marketing)**

**Session:2022-2024**

**Under the guidance of**

**Mentor**

**Mr. Sourav Carbat**

**Internal Guide**

**Prof. Somroop Siddhanta**

**Submitted to**



**The Department of FACULTY of MANAGEMENT STUDIES**

**Dr. B. C. Roy Engineering College, Durgapur**





# VARUN BEVERAGES LIMITED



Corporate Off : Plot No.31, Institutional Area, Sec.-44, Gurgaon, Haryana-122002 (India)  
Ph: +91-124-4643100-500 • Fax: +91-124-4643303/04 • E-mail : info@rjcorp.in • Visit us at : www.varunbeverages.com  
CIN No. : L74399DL1995PLC069839

Ref: VBL/HR/2023/496

Date: 21.08.2023

To Whomsoever It May Concern

This is to certify that Mr. Barsha Samanta has completed his internship in the Sales Department at Varun Beverages Limited from 19<sup>th</sup> June 2023 to 19<sup>th</sup> Aug 2023.

During his internship period, he was under the supervision of Mr. Mushkurul Haque Siddique. He has completed the internship to our satisfaction.

We wish him all the best for his future endeavors.

For Varun Beverages Limited,

*Mona Baruah*

Mona Baruah

Vice President – HR



# Summer Internship Project Report

On

"Exploring the Relationship Between Customer Satisfaction and Financial Performance: A Study on Financial Analysis of Axis Bank"



## AXIS BANK

This Project is submitted for the partial fulfillment of Master of Business Administration from MAKAUT University



Dr. B.C. ROY ENGINEERING COLLEGE, FACULTY OF MANAGEMENT STUDIES

Report submitted by:

Name	: Bishal Mondal
Roll No	: 12000922003
Institute	: Dr. B.C. Roy Engineering College, Durgapur
Course	: MBA (2022-2024)
Project Mentor	: Prof. Sayanti Samanta
Company Name	: Axis Bank
Industry Mentor	: Mr. Sanjoy Das



Location : Durgapur

Date : 18.11.23

### CERTIFICATE OF COMPLETION

This is to certify that, BISHAL MONDAL has successfully completed his Summer Internship with AXIS BANK LIMITED.

#### Summer Internship Project Details

Project Title : "Exploring the relationship between customer satisfaction and financial performance: A study on financial analysis of Axis Bank"

Location : City Centre, Durgapur

Duration : 8 weeks

Project Guide : Mr. Sanjoy Das [Operations Head, City Centre Branch]

We wish good luck for his future endeavors and it was a pleasure having his at AXIS BANK.

Regards,

Axis Bank Ltd.

Branch Head

Durgapur Branch (City Centre)



SAHID KHUDIRAM SARANI CITY CENTRE DURGAPUR DIST BURDWAN Durgapur .  
West Bengal . India 713216  
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





# Summer Internship Project Report

On

"Impact of Customer Satisfaction on Financial Health of Axis Bank"



**AXIS BANK**

This Project is submitted for the partial fulfilment of Master of Business  
Administration from MAKAUT University



Dr. B.C. ROY ENGINEERING COLLEGE, FACULTY OF MANAGEMENT STUDIES

Report submitted by:

Name : Debapriya Ghosh

Roll No : 12000922034

Institute : Dr. B.C. Roy Engineering College, Durgapur

Course : MBA (2022-2024)

Project Mentor : Prof. Sayanti Samanta

Company Name : Axis Bank

Industry Mentor : Mrs. Priyanka Gupta





Location : Benachity

Date : 16.10.23

**CERTIFICATE OF COMPLETION**

This is to certify that; DEBAPRIYA GHOSH has successfully completed her Summer Internship with AXIS BANK LIMITED.

**Summer Internship Project Details**

Project Title : "Impact of customer satisfaction on Financial Performance of  
AXIS BANK"

Location : Benachity Branch, Durgapur

Duration : 8 weeks(07.08.23 to 30.09.23)

Project Guide : Mrs. Priyanka Gupta [Operations Head, Benachity Branch]

We wish good luck for her future endeavors and it was a pleasure having her at  
AXIS BANK.

Regards,

Axis Bank Ltd.

Debray Datta

AVP & Branch Head

Benachity Branch

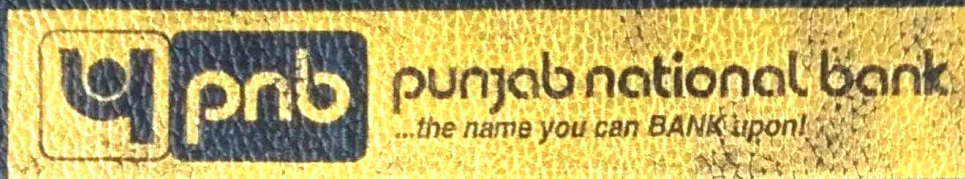




*Summer Internship Project Report*

*On*

**"A COMPARATIVE STUDY OF PNB'S RETAIL PRODUCTS VIS-A-VIS  
THEIR COMPETITORS AND STRATEGIES TO CREATE A  
COMPARATIVE ADVANTAGE FOR PNB"**



*by*

**DEBSHILPI GUHA**

**12000922030**

**Submitted For**

**Partial Completion of the requirements for the degree of  
MASTER OF BUSINESS ADMINISTRATION  
UNDER  
THE FACULTY OF MANAGEMENT STUDIES**



**Dr. B.C. Roy Engineering College, Durgapur**

*Under the Guidance of*

**External Guide**

**Abhinav Verma  
Senior Manager Marketing  
Customer Acquisition Centre  
Punjab National Bank  
Circle Office, Purba Bardhaman**

**Internal Guide**

**Prof. Partha Chattapadhyay  
Assistant Professor  
Dr. B. C. Roy Engineering College  
Durgapur**



### **CERTIFICATE**

This is to certify that Debshilpi Guha student of the Master of Business Administration (MBA) of Dr. B.C.ROY ENGINEERING COLLEGE, DURGAPUR, MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY (WB) has worked under my supervision and guidance for the summer internship project and prepared a report on the topic "A COMPARATIVE STUDY OF PNB'S RETAIL PRODUCTS VIS-A-VIS THEIR COMPETITORS AND STRATEGIES TO CREATE A COMPARATIVE ADVANTAGE FOR PNB" during the month of July- September 2023.

**Signature of the Supervisor (External Guide):**

**Place:**

**Date:**



**A study of comprehensive analysis of employee  
Retention in Operation & Maintenance of Essar Oil  
and Gas for the year (2022-23)**



**Submitted by  
Dishani Sarkar  
University Roll No: 12000922053  
MBA 2022-2024**



# CERTIFICATE



Essar Oil and Gas Exploration and Production Ltd.  
ESSAR House - Durgapur  
Village & Post Office - Midlandlight  
Block - Karidasa  
Durgapur Sub-Division  
Dist. Paschim Bardhaman  
Durgapur - 713212  
West Bengal  
India

CIN : U1120GJ2015PLC014973  
E: [essar@essar.com](mailto:essar@essar.com)  
www.essar.com

18<sup>th</sup> August, 2023

Ms. Dishani Sarkar  
Dr. B.C Roy Engineering College  
Durgapur

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Dishani Sarkar, 2nd Semester MBA Student of Dr. B.C Roy Engineering College has satisfactorily completed her internship in the Human Resource Dept of EOGEPD Durgapur, from 19<sup>th</sup> June 2023 to 18<sup>th</sup> August 2023.

The key focus area during her internship was:

**Study of Comprehensive Analysis of Employee Attrition and Retention Rate in Different Departments of Essar Oil and Gas Production and Exploration Ltd. for year 2022-2023**

She attended her internship program with dedication, sincerity and have successfully completed the tasks assigned to her.

We wish her success in her future endeavours.

Rahul Prakash  
Senior Manager - HR

Essar Oil and Gas Exploration and Production Ltd.  
Registered Office Address : F20, Balaji Shopping, Wide Angle, Highway, Nagarpur, Mehsana, Gujarat - 384002, India

T +91 2762 244 607 F +91 2762 244 601

ENERGY | INFRASTRUCTURE | METALS & MINING | SERVICES & TECHNOLOGY



# SUMMER INTERNSHIP PROJECT REPORT



**DR. B. C. ROY ENGINEERING COLLEGE**

**PROJECT REPORT ON**

**"A study of the effectiveness on Employee Training, Learning & Development"**  
**AT**  
**PCBL LTD.**



**RP- Sanjiv Goenka**  
**Group**  
Growing Legacies

**Submitted by: Indrajit Mondal**

**University Roll no: 12000922026**

**Registration no: 221200710022**

**Batch: 2022- 2024**

**Faculty supervisor: Prof. (Dr.) Sandip Mukherjee, Professor, BCREC- FMS**

**Company Supervisor: MR. Soumen Karmakar, Assistant Manager HR, & MRS. Tukur Bardhan, Executive in Administration.**



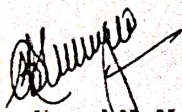
**TO WHOM IT MAY CONCERN**

This is to certify that **Mr. Indrajit Mondal**, a student of 2<sup>nd</sup> year — MBA in HR of **Dr. B. C. Roy Engineering College - Durgapur**, has gone through an Internship at Durgapur plant from 26<sup>th</sup> July 2023 to 26<sup>th</sup> September 2023.

During the period of Internship, he has undergone a project on “**Training, Learning & Development**” in HR which he has successfully completed. Throughout the duration of his internship, we found him very sincere & dedicated too.

We wish him all the best for his further endeavour.

**PCBL Limited**



**Koushik Mukherjee**  
Unit HR, IR & Admin head  
**DURGAPUR**  
10<sup>th</sup> October 2023



**PCBL Limited**

**Registered Office:** 31 Netaji Subhas Road, Kolkata – 700 001, West Bengal, India  
**Corporate Office:** RPSC House, 4th Floor, 2/4 Judges Court Road, Kolkata – 700 027, West Bengal, India  
**Durgapur Unit:** 27 R. N. Mukherjee Road, Durgapur – 713 201, West Bengal, India  
P: +91 33 6625 1443 | E: pcbl@rpsg.in | W: www.pcblttd.com | CIN: L23109WB1960PLCO24602

Note: “PCBL Limited” was formerly known as “Phillips Carbon Black Limited”



SUMMER INTERNSHIP PROJECT REPORT

2022-2023



DR. B.C. ROY ENGINEERING COLLEGE

PROJECT REPORT ON

**"IMPACT OF CUSTOMER PERCEPTION AND ITS INFLUENCE ON THE  
FINANCIAL PERFORMANCE IN THE DURGAPUR STEEL PEOPLE'S  
CO-OPERATIVE BANK LTD"**



Submitted for the partial fulfilment of Master in Business Administration

Internal Guide: Prof. Sayanti Samanta External Guide: Mr. Himadri Shekhar pan

Submitted by:

Name: Ishani Bhattacharyya

Roll No: 12000922019





**DURGAPUR STEEL PEOPLES' CO-OPERATIVE BANK LTD.**  
( A Licensed Bank)

Ref.No.: DSP/Co-Op/Bank/

Date :



**TO WHOM IT MAY CONCERN**

*This is to certify that our Bank has extended the hand of co-operation to Ishani Bhattacharyya, D/o. Sanchita Bhattacharyya, MBA (Finance) student, 2<sup>nd</sup> Year, 3<sup>rd</sup> Semester of Dr. B. C. Roy Engineering College to successfully complete her internship regarding Banking and Bank Financial activities from 05.07.2023 to 29.08.2023.*

*We wish all success and achievement in field of his carrier.*

*A. Lal*

**CHIEF EXECUTIVE OFFICER**

CHIEF EXECUTIVE OFFICER  
DURGAPUR STEEL PEOPLES' CO-OPERATIVE BANK LIMITED  
BENACHITY HOUSE, DURGAPUR-713204

Benachity House, Durgapur, Dist. : Paschim Bardhaman (W.B.), Pin - 713204  
Phone : (0343) 257 0593, 257 0722, 257 5711, PAX : 445179, 45691 & 45692, Fax : (0343) 257 3166  
GST No. : 19AAFAD4593F1ZJ  
Mail : helpdesk@dspcoopbank.com, Website : www.dspcoopbank.com



**SUMMER INTERNSHIP PROJECT REPORT**

**2022-2024**



**Dr. B. C. ROY ENGINEERING COLLEGE**

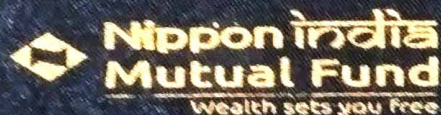
**PROJECT REPORT**

**ON**

**"A STUDY ON MARKET PENETRATION AND INVESTMENT PATTERN OF  
MUTUAL FUND "**

**AT**

**NIPPON LIFE INDIA ASSET MANAGEMENT LTD**



**SUBMITTED FOR THE PARTIAL FULFILLMENT OF  
MASTERS OF BUSINESS ADMINISTRATION**

**Faculty supervisor: Prof. Krishna Roy, Professor, BCREC- FMS**  
**Company Supervisor: Mr. Bikash Agarwal, Cluster Manager, NIMF.**

**SUBMITTED BY: KAMINI MOHAN PAN**

**ROLL NO: 12000922037**



Aug 23, 2023

**To WHOMSOEVER IT MAY CONCERN**

This is to certify that Kamini Mohan Pan has completed internship from **20-06-2023 to 19-08-2023** with **Nippon Life India Asset Management Limited (NLIAM)**. During this period, He was reporting to **Bikash Agarwal (Cluster Manager – South Bengal)**.

During this time, He has exhibited great interest and enthusiasm. He has completed the project successfully.

We value His contribution to NIMF in terms of the insights and recommendations of His project report.

For Nippon Life India Asset Management Limited,

Thanking you



Sheeba K.S  
Zonal HR Head  
(North & East)



Good gets *better*



## **Summer Internship Project Report**

**On**

**"Marketing Strategy" of Birla Corporation Limited in Durgapur Region**



**This project is submitted for the partial fulfillment of Masters of Business Administration from MAKAUT University**



**DR. B.C ROY ENGINEERING COLLEGE FACULTY OF MANAGEMENT STUDIES**

### **REPORT SUBMITTED BY:**

**Name: Mukesh Yadav**

**Roll No. : 12000922036**

**Institute : Dr. B.C Roy Engineering College, Durgapur**

**Course : MBA (2022-2024)**

**Project Mentor : Prof Subhasis Datta**

**Company Name : Birla Corporation Limited**

**Industry Mentor : Mr. Koushik Choudhury**





MP BIRLA  
GROUP

Birla Corporation Limited  
Unit : Durgapur Cement Works  
Durgapur-713203, West Bengal, INDIA  
Phone No. : 7477799614  
E-mail : seogen.dcw@birlacorp.com

08.09.2023

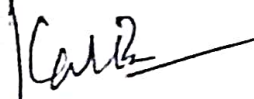
**To Whom It May Concern**

*This is to certify that Mr. Mukesh Yadav, student of M.B.A of Dr. B. C. Roy Engineering College, Durgapur has undergone Internship Programme under Marketing Department of our organisation during the period from 26.06.2023 to 18.08.2023.*

*During the tenure of his aforementioned programme, he was found to be regular with an inquisitive framework of mind to learn about the contents of the subject of the programme and his performance was satisfactory.*

*We wish him every success in his efforts for a bright future career.*

**For Birla Corporation Limited,  
Unit: Durgapur Cement Works,**

  
(K. S. Barwa)

**Dy. General Manager (HR)**



# **SUMMER INTERNSHIP PROJECT REPORT**

**ON**

**"A study on the new employee onboarding success in IQ City Medical College Hospital in Durgapur"**



**This project is submitted for the purpose of fulfillment of Master of Business Administration from MAKAUT University.**



**DR.B.C.ROY ENGINEERING COLLEGE FACULTY OF MANAGEMENT STUDIES.**

**REPORT SUBMITTED BY :**

**NAME: NABANITA HAZRA**

**ROLL NO: 12000922033**

**Course: MBA (2022-2024)**

**PROJECT MENTOR: DR. INDRANI SENGUPTA**

**COMPANY NAME: IQ CITY MEDICAL COLLEGE HOSPITAL**

**INDUSTRIAL MENTOR: Ms. SARITA MAHANTY**



IQ City  
Medical College Hospital  
IQ City Road, Sovapur, Jemua  
Durgapur 713206, India  
Phone: 0343-2608000, 0343-2608888

[www.iqcity.in](http://www.iqcity.in)



Ref. No. IQCT/MC/HR/EL/09/23/3851

Date: 15-09-2023

**TO WHOM IT MAY CONCERN**

This is to certify that **Ms. Nabanita Hazra** has successfully completed 02 months of Internship (Training Programme) from 15-06-2023 to 16-08-2023 as part of her academic curriculum in the department of Human Resources at IQ City Medical College Hospital.

We wish her success in all future endeavours.

  
(**Sarita Mohanty**)  
Dy. GM - HR & Admin (Head)  




**A Summer Internship Project Report  
On  
“A comparative study of Cola brands of PepsiCo  
and Coca Cola in Durgapur and Chandidas region”**

**Report Submitted to MAKAUT in partial fulfilment for the  
requirements of the degree of  
Master Of Business Administration (Marketing)**

**Session- 2022-2024**

**Supervised by: Mr. Anirudh Kanodia  
(Customer Executive-  
Varun Beverages Ltd.)**

**Guided by: Dr. Indrani SenGupta**



**SUBMITTED BY: NEERAJ KUMAR CHOURASIA**

**UNIV. ROLL NO.: 12000922012  
MBA 2022-2024**





**VARUN BEVERAGES LIMITED**



Corporate Off: Plot No. 31, Institutional Area, Sec. 44, Gurgaon, Haryana 122002 (India)  
Ph: +91 124 4643105/500 • Fax: +91 124 4643303/04 • E-mail: info@vbl.co.in • Visit us at: www.varunbeverages.com  
CIN No.: U74202HR1995PLC067829

Ref: VBL/HR/2023/501

Date: 21/08/2023

**To Whomsoever It May Concern**

This is to certify that Mr. Neeraj Kumar Chourasia has completed his Internship in the Sales Department at Varun Beverages Limited from 19<sup>th</sup> June 2023 to 19<sup>th</sup> Aug 2023.

During his internship period, he was under the supervision of Mr. Mushkurul Haque Siddique. He has completed the internship to our satisfaction.

We wish him all the best for his future endeavors.

For Varun Beverages Limited,

*Mona Baruah*

Mona Baruah

Vice President – HR

Regd. Office: T-777, DDA Industrial Area Phase-I, New Delhi - 110 020  
Tel: 011-43706720/25 Fax: 26513665



**A Summer Internship project**  
**on**  
**"A STUDY ON WORKING CAPITAL MANAGEMENT**  
**AND RATIO ANALYSIS IN DURGAPUR PEOPLE'S**  
**CO-OPERATIVE BANK"**

Report submitted to MAKAUT in partial fulfilment for the

Requirement of the degree of

Maste Of Business Administration (Finance)

Session: 2022-2024

Guided By: Prof. Partha Chatterjee

Assistant Professor, BCREC-FMS



BY

Pallavi Kumari

Roll- 12000922016





**DURGAPUR STEEL PEOPLES' CO-OPERATIVE BANK LTD.**  
( A Licensed Bank)

Ref.No.: DSP/Co-Op/Bank/



Date :

**TO WHOM IT MAY CONCERN**

*This is to certify that our Bank has extended the hand of co-operation to Pallavi Kumari, D/o. Nilesk Kumar Singh, MBA (Finance) student, 2<sup>nd</sup> Year, 3<sup>rd</sup> Semester of Dr. B. C. Roy Engineering College to successfully complete her internship regarding Banking and Bank Financial activities from 05.07.2023 to 29.08.2023.*

*We wish all success and achievement in field of his carrier.*

**CHIEF EXECUTIVE OFFICER**

CHIEF EXECUTIVE OFFICER  
DURGAPUR STEEL PEOPLES' CO-OPERATIVE BANK LIMITED  
BENACHITY HOUSE, DURGAPUR-713204



*Summer Internship Project Report*

*On*

**"A COMPARATIVE STUDY OF PNB'S HOME LOAN SCHEME  
VIS A VIS THEIR COMPETITORS AND STRATEGIES TO  
CREATE A COMPARATIVE ADVANTAGE FOR PNB"**



*Submitted by*

**PAYAL CHATTERJEE**

12000922044

**MASTER OF BUSINESS ADMINISTRATION**

**UNDER**

**THE FACULTY OF MANAGEMENT STUDIES**



**Dr. B.C. Roy Engineering College, Durgapur**

*Under the Guidance of*

**Internal Guide**

**Partha Chattopadhyay**

**Assistant Professor**

**Dr. B.C. ROY ENGINEERING COLLEGE  
DURGAPUR**

**External Guide**

**Abhinav Verma**

**Senior Manager Marketing**

**Customer Acquisition Centre**

**PANJAB NATIONAL BANK**

**Circle Head Office**

**Purba Bardhaman**



Faculty of Management Studies  
Dr. B.C.ROY ENGINEERING COLLEGE  
DURGAPUR

**CERTIFICATE**

This is to certify that the project report titled "A COMPARATIVE STUDY OF PNB'S HOME LOAN SCHEME VIS A VIS THEIR COMPETITORS AND STRATEGIES TO CREATE A COMPARATIVE ADVANTAGE FOR PNB" carried out by PAYAL CHATTERJEE, has been accomplished under my guidance & supervision as a duly registered MBA student from 'Dr. B.C. Roy Engineering College, Durgapur', MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY (WB), during the month of July- September, 2023. This project is being submitted by her in the partial fulfillment of the credit requirements for the degree of Master of Business Administration under FINANCE specialization.

Signature of the Supervisor (Internal Guide):-----

*Payal Chatterjee*

Place: DURGAPUR

Date: 29.11.2023



MAULANA ABUL KALAM AZAD  
UNIVERSITY OF TECHNOLOGY  
WARRINGTON



MP BIRLA  
GROUP



## **PROJECT REPORT**

**ON**

## **MARKETING STRATEGY**

**Under the Guidance of**

**Mr. Koushik Choudhury (Sr.GM-SLM)**

**In Partial Fulfilment of The Requirement for The Course**

**MASTERS IN BUSINESS ADMINISTRATION**

**Dr. B. C. ROY ENGINEERING COLLEGE, DURGAPUR**

**SUBMITTED BY**

**NAME: PRANAV RAJ**

**UNIVERSITY ROLL NO: 12000922022**

**SESSION: 2022-2024**



## **Faculty of Management Studies**

### **Dr. B.C. ROY ENGINEERING COLLEGE DURGAPUR**

#### **CERTIFICATE**

This is to certify that the project entitled “**MARKETING STRATEGY** “ is a Bonafede work done by **PRANAV RAJ** , student of faculty of management studies, Dr. B. C. Roy Engineering College, Durgapur (Affiliated to MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, formerly West Bengal University of Technology), and has been carried out under my direct supervision and guidance and that no part of this report has been submitted for the award of my other degree or diploma in any other University or Institute.

Name of Project: **MARKETING STRATEGY**

Name of Student: **PRANAV RAJ**

Roll no / Registration. No: 12000922022/221200710030

Name of the Organization: Dr. B. C. Roy Engineering College, Durgapur

Place: Durgapur



(Signature of Internal Guide)



**Summer Internship Project Report**

**On**

**"A Study on Recruitment Satisfaction of Employees  
of  
Sikharthy Infotech Private Limited**



**This project is submitted for the partial fulfillment of Masters of Business  
Administration from MARAUT University**



**DR. B.C ROY ENGINEERING COLLEGE FACULTY OF MANAGEMENT  
STUDIES**

**REPORT SUBMITTED BY:**

**Name: Pratyusha Seal**

**Roll No. : 12000922059**

**Institute : Dr. B.C Roy Engineering College**

**Course : MBA (2022-2024)**

**Project Mentor : Prof Indrani Sengupta**

**Company Name : Sikharthy Infotech Private Limited**

**Industry Mentor : Ms. Shreya Choudhury**



# CERTIFICATE



## SIKHARTHY INFOTECH PVT. LTD.

PS Srijan Corporate Park, AKASA Co-Working, T-1, 11<sup>th</sup> Floor Sector V, Salt Lake, Kolkata – 91  
Recognized by STARTUP INDIA, NSDC, UTKARSH BANGLA, BOPT

Date: 04-09-2023

### *To Whom It May Concern*

This letter certifies that **Ms. Pratyasha Seal** has successfully completed 2 months of internship in the role of *Human Resource Intern* with **Sikharchy Infotech Pvt. Ltd.**

During her time with **Sikharchy Infotech Pvt. Ltd.** **Ms. Pratyasha Seal** has remained dedicated and loyal to her work and responsibilities with our company. Her responsibilities included **Hard work, Dedication, and Quick learning ability.**

She has done an excellent job while in this role. **Ms. Pratyasha Seal** has always maintained a professional and courteous attitude and appearance while with our company.

We wish her all the best in her future career opportunities.

*Please contact us for any additional information.*

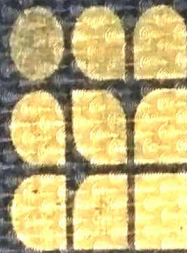
Yours sincerely,

**SHILPI GHOSHAL**  
Director  
**SIKHARTHY INFOTECH PRIVATE LIMITED**

Branch Office: Siliguri (Opp. Siliguri College, Gate 1, College Para, West Bengal – 734 001)  
Contact: +91 8420327035 / 8276878233 || Visit: [www.sipihub.com](http://www.sipihub.com) || Email: [info@sipihub.com](mailto:info@sipihub.com)



MAULANA ABUL KALAM AZAD  
UNIVERSITY OF TECHNOLOGY,  
WEST BENGAL



MP BIRLA  
GROUP



**PROJECT REPORT**

**ON**

**Sales and Distribution Strategy**

**Under the Guidance of**

**Mr. Koushik Choudhury (Sr.GM-SLM)**

**In Partial Fulfillment of The Requirement for The Course**

**MASTERS IN BUSINESS ADMINISTRATION**

**Dr. B. C. ROY ENGINEERING COLLEGE, DURGAPUR**

**SUBMITTED BY**

**NAME: Ramchandra Chowdhury**

**UNIVERSITY ROLL NO.: 12000922031**

**SESSION: 2022-2024**



Faculty of Management Studies  
Dr. B.C. ROY ENGINEERING COLLEGE DURGAPUR  
CERTIFICATE

This is to certify that the project entitled "Sales and Distribution" is a Bonafede work done by Ramechandra chowdhury., student of faculty of management studies, Dr. B. C. Roy Engineering College, Durgapur (Affiliated to Maulana Abul Kalam Azad University of Technology, formerly West Bengal University of Technology), and has been carried out under my direct supervision and guidance and that no part of this report has been submitted for the award of my other degree or diploma in any other University or Institute.

Name of Project: Sales and distribution

Name of Student: Ramechandra chowdhury.

Roll no /Regi. No: 12000922031

Name of the Organization: Dr. B.C. Roy Engineering college, Durgapur,

Place: Durgapur

 28/11/2023

(Signature of Internal Guide)



MAULANA ABUL KALAM AZAD  
UNIVERSITY OF TECHNOLOGY,  
WEST BENGAL



MP BIRLA  
GROUP



**PROJECT REPORT**

**ON**

**Sales and Distribution Strategy**

**Under the Guidance of**

**Mr. Koushik Choudhury (Sr.GM-SLM)**

**In Partial Fulfillment of The Requirement for The Course**

**MASTERS IN BUSINESS ADMINISTRATION**

**Dr. B. C. ROY ENGINEERING COLLEGE, DURGAPUR**

**SUBMITTED BY**

**NAME: RITWIK GHOSH**

**REGISTRATION NO: 221200710034**

**UNIVERSITY ROLL NO.: 12000922023**

**SESSION: 2022-2024**



08.09.2023

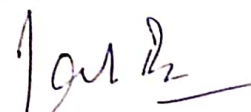
**To Whom It May Concern**

*This is to certify that Mr. Ritwik Ghosh, student of M.B.A of Dr. B. C. Roy Engineering College, Durgapur has undergone Internship Programme under Marketing Department of our organisation during the period from 26.06.2023 to 18.08.2023.*

*During the tenure of his aforementioned programme, he was found to be regular with an inquisitive framework of mind to learn about the contents of the subject of the programme and his performance was satisfactory.*

*We wish him every success in his efforts for a bright future career.*

**For Birla Corporation Limited,  
Unit: Durgapur Cement Works,**

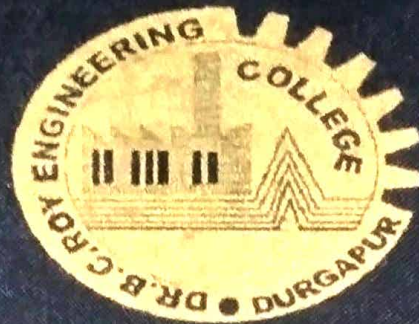


**(K. S. Barwa)**

**Dy. General Manager (HR)**



SUMMER INTERNSHIP PROJECT REPORT 2022-2024



Dr. B. C. ROY ENGINEERING COLLEGE

PROJECT REPORT

ON

**"A BRIEF STUDY OF NIPPON INDIA MUTUAL FUND WITH OTHER  
INVESTMENT OPTION"**



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**SUBMITTED OF THE PARTIAL FULFILLMENT OF  
MASTERS OF BUSINESS ADMINISTRATION**

Internal Guide: Prof. KRISHNA ROY

External Guide: BIKASH AGARWAL

SUBMITTED BY: ROBIN KUMAR CHATTERJEE

ROLL NO: 12000922032



Aug 23, 2023

**To WHOMSOEVER IT MAY CONCERN**

This is to certify that Robin kumar Chatterjee has completed internship from 20-06-2023 to 19-08-2023 with Nippon Life India Asset Management Limited (NLIAM). During this period, he was reporting to Bikash Agarwal (Cluster Manager – South Bengal).

During this time, he has exhibited great interest and enthusiasm. He has completed the project successfully.

We value his contribution to NIMF in terms of the insights and recommendations of his project report.

For Nippon Life India Asset Management Limited,

Thanking you



Sheeba K.S  
Zonal HR Head  
(North & East)



Good gets *better*



**SUMMER INTERNSHIP PROJECT REPORT**

**On**

**"COMPARISON OF MUTUAL FUND INVESTMENT WITH BANKING INVESTMENT"**



**PGIM**  
**India Mutual Fund**

**This project is submitted for the partial fulfillment of Master Of Business  
Administration from MAKAUT University**



**Dr. B.C. ROY ENGINEERING COLLEGE, FACULTY OF MANAGEMENT STUDIES**

**Report Submitted By:**

<b>Name</b>	:	<b>ROHIT AGARWAL</b>
<b>Roll No</b>	:	<b>12000922028</b>
<b>Institute</b>	:	<b>Dr. B.C. ROY ENGINEERING COLLEGE, DURGAPUR</b>
<b>Course</b>	:	<b>MBA(2022-2024)</b>
<b>Project Mentor</b>	:	<b>Prof. PARTHA CHATTOPADHYAY</b>
<b>Company Name</b>	:	<b>PGIM INDIA MUTUAL FUND</b>
<b>Industry Mentor</b>	:	<b>Mr. SANJOY DEY</b>



# **PGIM India Asset Management Private Limited**

**September 04, 2023**

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Rohit Agarwal** has successfully completed his Internship program from July 19, 2023 to September 01, 2023.

During his internship, he was associated with Retail Sales team and has worked on "How prepared are MFD's for Digital Transformations". Where he analyzed all available online platforms where distributors can initiate transactions and also met some MFD's and existing MF investor to understand pros and cons of online platforms.

In this period, he was found dedicated and hardworking in learning new things.

We wish him all the best in his future endeavors.

**For PGIM India Asset Management Pvt Ltd.**



**Rinki Saraf**

**Manager - Human Resources**

PGIM India Asset Management Private Limited  
4th Floor, C Wing, Laxmi Towers, Bandra Kurla Complex, Bandra (East), Mumbai 400051.  
T: +91-22-6159 3000 F: +91-22-6159 3100 W: [pgimindiamf.com](http://pgimindiamf.com)  
Corporate Identity No. U74900MH2008FTC187929

PGIM is the asset management business of Prudential Financial, Inc. (USA)



**SUMMER INTERNSHIP PROJECT REPORT ON**  
*Penetration and Visibility of Fortune Soya oil in the Durgapur and Asansol Market,*  
*South Bengal.*

**adani wilmar**  
**Fortune**

**SUBMITTED BY:**

**Rohit Kumar Tiwari**

**UNIVERSITY ROLL NO-12000922010**

**SUBMITTED TO:**

**FACULTY OF MANAGEMENT STUDIES**



**UNDER THE SUPERVISION OF**

**INTERNAL GUIDE:**

**Dr. Anunava Mookherjee**  
**Professor (Marketing Management)**  
**Faculty of Mgt. Studies, BCRC**

**EXTERNAL GUIDE:**

**Md. Tanweer Alam**  
**Sales officer**  
**Adani Wilmar**



## CERTIFICATE OF THE COMPANY SUPERVISOR

24/11/2023

### TOWHOM IT MAY CONCERN

This is to certify that, *ROHIT KUMAR TIWARI*, a 3rd Sem MBA student (2022-2024) of Faculty of Management Studies, Dr. B. C. Roy Engineering College has successfully undergone a two months summer internship programme from July, 2023 to Sept, 2023 on *Penetration and Visibility of Fortune Soya Oil in the Durgapur Market, South Bengal* under my guidance. His overall activities and performance towards the project is quite encouraging and impressive.

I wish him all the best for her future endeavour.

WARM REGARDS

**Md. TANWEER ALAM**  
(AREA SALES OFFICER)  
ADANI WILMAR, FORTUNE



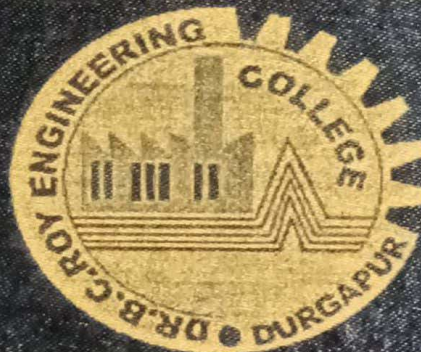
# Summer Internship Project Report

On

“ Banking and Financial Performance of Durgapur Steel Peoples' Co-operative Bank Ltd”



This Project is submitted for the partial fulfillment of Master of Business Administration from MAKAUT University



Dr.B.C ROY ENGINEERING COLLEGE, FACULTY OF MANAGEMENT STUDIES

Report submitted by:

Name : Rohit Prasad  
Roll No : 12000922058  
Institute : Dr.B.C.Roy Engineering College, Durgapur  
Course : MBA (2022-2024)  
Project Mentor : Prof.Partha Chittopadhyay  
Company Name : Durgapur Steel Peoples Co-operative Bank Limited  
Industry Mentor : Mr. Himadri Shekhar Pan





**DURGAPUR STEEL PEOPLES' CO-OPERATIVE BANK LTD.**  
( A Licensed Bank)

Ref.No.: DSP/Co-Op/Bank/

Date :



**TO WHOM IT MAY CONCERN**

*This is to certify that our Bank has extended the hand of co-operation to Rohit Prasad, S/o. Raj Kumar Prasad MBA (Finance) student, 2<sup>nd</sup> Year, 3<sup>rd</sup> Semester of Dr. B. C. Roy Engineering College to successfully complete his internship regarding Banking and Bank Financial activities from 05.07.2023 to 29.08.2023.*

*We wish all success and achievement in field of his carrier.*

**CHIEF EXECUTIVE OFFICER**

**CHIEF EXECUTIVE OFFICER**  
DURGAPUR STEEL PEOPLES' CO-OPERATIVE BANK LIMITED  
BENACHITY HOUSE, DURGAPUR-713204

Benachity House, Durgapur, Dist. : Paschim Bardhaman (W.B.), Pin - 713204

Phone : (0343) 257 0593, 257 0722, 257 5711, PAX : 445179, 45691 & 45692, Fax : (0343) 257 3166

GST No. : 19AAFAD4593F1ZJ

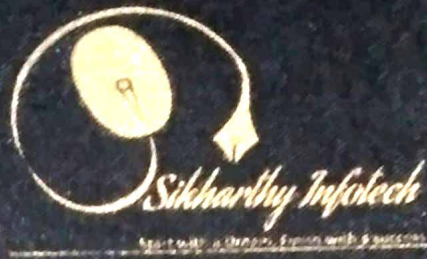
Mail : helpdesk@dspcoopbank.com, Website : www.dspcoopbank.com



# **Summer Internship Project Report**

**On**

**"A Study on Recruitment Satisfaction of Employees" of Sikharthy Infotech  
Private Limited in Kolkata Region**



**This project is submitted for the partial fulfilment of Master of Business  
Administration from MAKAUT University**



**DR. B.C. ROY ENGINEERING COLLEGE FACULTY OF  
MANAGEMENT STUDIES**

## **REPORT SUBMITTED BY :**

**Name: Rumpa Das**

**Roll No: 12000922051**

**Institute: Dr. B. C. Roy Engineering College, Durgapur**

**Course: MBA (2022-2024)**

**Project Mentor: Prof. Indrani Sengupta**

**Company Name: Sikharthy Infotech Private Limited**

**Industry Mentor : Ms Shreya Chowdhury**



# CERTIFICATE



## SIKHARTHY INFOTECH PVT. LTD.

PS Srijan Corporate Park, AKASA Co-Working, T-1, 11<sup>th</sup> Floor Sector V, Salt Lake, Kolkata – 91  
Recognized by STARTUP INDIA, NSDC, UTKARSH BANGLA, BOPT

Date: 04-09-2023

### To Whom It May Concern

This letter certifies that **Ms. Rumpa Das** has successfully completed 2 months of internship in the role of **Human Resource Intern** with **Sikharthy Infotech Pvt. Ltd.**

During her time with **Sikharthy Infotech Pvt. Ltd.**, **Ms. Rumpa Das** has remained dedicated and loyal to her work and responsibilities with our company. Her responsibilities included **Hard work, Dedication,** and **Quick learning ability.**

She has done an excellent job while in this role. **Ms. Rumpa Das** has always maintained a professional and courteous attitude and appearance while with our company.

We wish her all the best in her future career opportunities.

*Please contact us for any additional information.*

Yours sincerely,

**SHILPI GHOSHAL**  
Director  
**SIKHARTHY INFOTECH PRIVATE LIMITED**

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Branch Office: Siliguri (Opp. Siliguri College, Gate 1, College Para, West Bengal – 734 001)  
Contact: +91 8420327035 / 8276878233 || Visit: [www.siplhub.com](http://www.siplhub.com) || Email: [info@siplhub.com](mailto:info@siplhub.com)



**SUMMER INTERNSHIP PROJECT REPORT,**

**ON**

**“A Study to Identify the Factors Affecting Consumer Purchase Intent for Women's western Casual Wear Section at Shoppers' Stop, Durgapur”**

**SHOPPERS STOP**

**START SOMETHING NEW**

**This Project is submitted for the partial fulfilment of Master of Business Administration from MAKAUT University**



**DR. B.C ROY ENGINEERING COLLEGE,  
FACULTY OF MANAGEMENT STUDIES**

**Report submitted by:**

**Name- Sana**

**Roll No- 12060922013**

**Institute-Dr. B.C. Roy Engineering College, Durgapur**

**Course- MBA (2022-2024)**

**Project Mentor- Prof. Dr. Arunava Mookherjee**

**Company Name – Shoppers' Stop**

**Industry Mentor-- Soham Bose**



## SHOPPERS STOP

TO WHOM IT MAY CONCERN

**Soham Bose**  
**Customer Care Associate &**  
**Unit HR Head**  
**Shoppers Stop Limited**

Shoppers Stop Limited

[illegible]



**Summer Internship Project Report**  
**On**  
**"TRAINING & DEVELOPMENT" AT SRMB SRIJAN PVT LTD -DURGAPUR**

**SRMB**

**Report Submitted to MAKAUT in partial fulfilment for the requirements of the degree of Master of Business Administration (HR)**



**DR. B. C. ROY ENGINEERING COLLEGE FACULTY OF MANAGEMENT STUDIES**

**Report submitted by:**

**Name: SANGRAM DAWN**

**Roll No: 12000922007**

**Institute: Dr. B. C. Roy Engineering College, Durgapur**

**Course: MBA (2022-2024)**

**Project Mentor: Dr. Bhaswati Roy**

**Company Name: SRMB Srijan Pvt. Limited (Durgapur)**

**Industry Mentor: Mr. Somnath Banerjee**



## CERTIFICATE FROM INDUSTRY



**SRMB SRIJAN PRIVATE LIMITED**

Durgapur Works  
Superhighways I Durgapur 713 2111 Dist. - Bardhaman  
Phone +91 (0343) 645 8798/545 0577  
Facsimile +91 (0343) 255 1236/255 1235  
CIN No. U74994WB2011PTC028199

Date: 01.09.2023


### TO WHOM IT MAY CONCERN

This is to certify that Mr. Sangram Dawn, student of the Dr. B.C. Roy Engineering College, Durgapur has undergone Internship Programme under H.R. Department of our Organisation during the period from 26<sup>th</sup> June, 2023 to 31<sup>st</sup> August, 2023.

During the tenure of his aforementioned programme, he was found to be regular with an inquisitive framework of mind to learn about the contents of the subject of the programme and his performance was satisfactory

We wish him every success in his efforts for a bright future career.

For, SRMB Srijan Private Limited.

  
Somnath Banerjee  
(HR - Head)

Registered & Corporate Office  
SRMB House I 7 Khetri Chak Lane I Kolkata 700 012 I India  
Phone +91 33 6500 6500 I www.srmbsteel.com



**Summer Internship Project Report on**  
**"Examining the Current Compensation and Benefits Practices in**  
**a Manufacturing Industry to analyse Employee Satisfaction."**

**Supreme**  
People who know plastics best

This project is submitted for the partial fulfilment of Management of Business Administration from Dr. B.C. Roy Engineering College, Durgapur, affiliated to Maulana Abul Kalam Azad University of Technology (M.A.K.A.U.T) University.



Name: Satirtha Dawn

University Roll: 12000922020

Semester: 3<sup>rd</sup> Semester

Course: Masters of Business Administration (2022-24)

Project Mentor: Prof. Sanjit Mukherjee

Industry Mentor: Sudipta Banerjee

Company: The Supreme Industries Limited, Durgapur



**Date : 31.08.2023**

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that MR. SATIRTHA DAWN, S/o Late Ram Gopal dawn a bonafide student of Dr. B.C Roy Engineering College ,Durgapur pursuing Masters in Business Administration (MBA) has undergone and successfully completed Industrial Training in our organization w.e.f. 03.07.2023 - 31.08.2023.

We wish him all success in life.

For The Supreme Industries Limited,



**P.K.SWAIN**  
(Associate Vice President)



Faculty of Management Studies

Dr B. C. Roy Engineering College, Durgapur



Report

On

Exploring Challenges Encountered by Painters in Bankura : A  
Product Feedback Survey for Enhanced Solutions in the Paint  
Industry for Berger paints

Submitted by

Name :- SAURAV KUMAR DUTTA

University Roll :- 12000922060

Host company : Berger paints

COMPANYGUIDE : Manoj sen

Faculty guide : Niloy Bhattacharjee





November 16<sup>th</sup>, 2023

Mr. Saurav Kumar Dutta,

**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 21<sup>st</sup> June 2023 to 21<sup>st</sup> 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**

**BERGER PAINTS INDIA LIMITED**

Berger House, 129, Park Street, Kolkata - 700 017, Phone : 2229 9724-28, 2229 6005-06, Fax : 91-33-2249 9009/9729, [www.bergerpaints.com](http://www.bergerpaints.com)  
CIN - L51434WB1923PLC004793, E-mail : [consumerfeedback@bergerindia.com](mailto:consumerfeedback@bergerindia.com)



# Summer Internship Project Report

On

"A COMPARATIVE STUDY OF PEPSI.CO AND COCA-COLA"



This Project is submitted for the partial fulfilment of Master of Business Administration from MAKAUT University



Dr. B.C. ROY ENGINEERING COLLEGE, FACULTY OF MANAGEMENT STUDIES

Report submitted by:

Name : SAYAN GHOSH

Roll No : 12000922049

Institute : Dr. B.C. Roy Engineering College, Durgapur

Course : MBA (2022-2024)

Project Mentor : Prof. Indrani Sengupta

Company Name : Pepsi.co

Industry Mentor : Mr. Sourav Carbat





## VARUN BEVERAGES LIMITED



Corporate Off : Plot No.31, Institutional Area, Sec.-44, Gurgaon, Haryana-122002 (India)  
Ph.: +91-124-4643100-500 • Fax: +91-124-4643303/04 • E-mail : info@rjcorp.in • Visit us at : [www.varunbeverages.com](http://www.varunbeverages.com)  
CIN No. : L74899DL1995PLC069839

Ref: VBL/HR/2023/497

Date: 21.08.2023

To Whomsoever It May Concern

This is to certify that Mr. Sayan Ghosh has completed his internship in the Sales Department at Varun Beverages Limited from 19<sup>th</sup> June 2023 to 19<sup>th</sup> Aug 2023.

During his internship period, he was under the supervision of Mr. Mushkurul Haque Siddique. He has completed the internship to our satisfaction.

We wish him all the best for his future endeavors.

For Varun Beverages Limited,

Mona Baruah

Vice President – HR



# Summer Internship Project Report

On

## "A COMPARATIVE STUDY OF PEPSI.CO AND COCA-COLA"



This Project is submitted for the partial fulfilment of Master of Business Administration from MAKAUT University



**Dr. B.C ROY ENGINEERING COLLEGE  
FACULTY OF MANAGEMENT STUDIES**

### Report Submitted by:

Name	: SHIBNATH MONDAL
Roll No	: 12000922054
Institute	: Dr. B.C. Roy Engineering College, Durgapur
Course	: MBA (2022-2024)
Project Mentor	: Prof. Indrani Sengupta
Company Name	: Pepsi.co
Industry Mentor	: Mr. Sourav Carbat



**VARUN BEVERAGES LIMITED**

Corporate Off : Plot No.31, Institutional Area, Sec.-44, Gurgaon, Haryana-122002 (India)  
Ph.: +91-124-4643100-500 • Fax: +91-124-4643303/04 • E-mail : info@rjcorp.in • Visit us at : www.varunbeverages.com  
CIN No. : L74899DL1995PLC069839

Ref: VBL/HR/2023/499

Date: 21.08.2023

To Whomsoever It May Concern

This is to certify that Mr. Shibnath Mondal has completed his internship in the Sales Department at Varun Beverages Limited from 19<sup>th</sup> June 2023 to 19<sup>th</sup> Aug 2023.

During his internship period, he was under the supervision of Mr. Mushkurul Haque Siddique. He has completed the internship to our satisfaction.

We wish him all the best for his future endeavors.

For Varun Beverages Limited,

Mona Baruah

Vice President – HR



**Summer Internship Project Report On**  
**“A Study on Market Research and Analysis from Dealer’s**  
**Perspectives”**



**This Project is submitted for the partial fulfillment of**  
**Master of Business Administration from MAKAUT**  
**University**



**Dr. B.C ROY ENGINEERING COLLEGE, FACULTY OF**  
**MANAGEMENT STUDIES**

**Report submitted by:**

**Name : Shilpa Ghosh**

**Roll No : 12000922004**

**Institute : Dr. B.C. Roy Engineering College,**

**Durgapur Course : MBA (2022-2024)**

**Project Mentor : Prof. Krishna Roy**

**Company Name : Berger Paint India Limited**

**Industry Mentor : Mr. Manoj Kumar Sen**





November 16th, 2023

Ms. Shilpa Ghosh,

### 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 21 ST 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**

#### BERGER PAINTS INDIA LIMITED

Berger House, 129, Park Street, Kolkata - 700 017, Phone : 2229 9724-28, 2229 6005-06, Fax : 91-33-2249 9009/9729, [www.bergerpaints.com](http://www.bergerpaints.com)  
CIN - L51434WB1923PLC004793, E-mail : [consumerfeedback@bergerindia.com](mailto:consumerfeedback@bergerindia.com)



2023-2024



Dr. B.C. ROY ENGINEERING COLLEGE

PROJECT REPORT

ON

“Impact of customer satisfaction on Financial Performance of Axis Bank-

An empirical analysis.”



**AXIS BANK**

Internal Guide: - Prof. Sayanti Samanta

External Guide: - Mr. Debraj Nandy

SUBMITTED BY - Shreya Maiti

Roll No: 12000922040





Location DURGAPUR

Date 06-10-2023

**INTERNSHIP EXPERIENCE LETTER**

This is to certify that, Miss. SHREYA MAITI has successfully completed her project with us under the internship program.

**Summer Internship Project Details**

**Project Title:** "Impact of customer satisfaction on Financial  
Performance of AXIS BANK- An empirical analysis"

**Location:** Axis Bank Ltd., Bidhannagar Branch, Durgapur

**Project Duration:** 2 Months

**Project Guide:** Mr. DEBRAJ NANDY

We wish good luck for his future endeavours and it was a pleasure having him at Axis Bank.

Regards,

Axis Bank Ltd

Senior Manager & Branch Head

Bidhannagar Branch





**SUMMER INTERNSHIP PROJECT REPORT**  
**(2022-2024)**



**DR. B. C. ROY ENGINEERING COLLEGE**  
**PROJECT REPORT ON**  
**EMPLOYEE TRAINING: LEARNING AND DEVELOPMENT OUTCOMES**  
**AT**  
**PCBL Ltd.**  
**SUBMITTED IN THE PARTIAL FULFILMENT OF REQUIREMENT**  
**FOR THE AWARD OF DEGREE OF**  
**MASTER OF BUSINESS ADMINISTRATION(MBA)**

**EXTERNAL GUIDE: Mr. KOUSHIK MUKHERJEE**  
**Mr. SOUMEN KARMAKAR**

**INTERNAL GUIDE: Prof. SANDIP MUKHERJEE**

**SUBMITTED BY: SHREYASI DAS,**  
**UNIVERSITY ROLL NO. :12000922005**





RP-Sanjiv Goenka  
Group  
Creating Legacies



**TO WHOM IT MAY CONCERN**

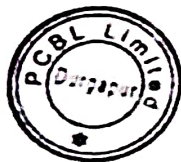
This is to certify that **Ms. Shreyasi Das**, a student of 2<sup>nd</sup> year - MBA in HR of **Dr. B. C. Roy Engineering College - Durgapur**, has gone through an Internship at Durgapur plant from **16<sup>th</sup> June 2023 to 16th August 2023**.

During the period of Internship, she has undergone a project on "**Learning & Development**" in HR which she has successfully completed. Throughout the duration of her internship, we found her very sincere & dedicated too.

We wish her all the best for her further endeavour.

**PCBL Limited**

**Koushik Mukherjee**  
Unit HR, IR & Admin head  
DURGAPUR  
23<sup>rd</sup> August 2023





**SUMMER INTERNSHIP PROJECT REPORT**  
**ON**  
**“CREDIT APPRAISAL - OPTIMIZING OPERATIONS AND**  
**MANAGING CREDIT RISKS”**



**Chola**  
*Enter a better life*

**This Project is submitted for the partial fulfilment of Master of Business Administration from MAKAUT University**



**DR. B.C ROY ENGINEERING COLLEGE,**  
**FACULTY OF MANAGEMENT STUDIES**

**Report submitted by:**

**Name- Sneha Kritt**

**Roll No- 12000922001**

**Institute-Dr. B.C. Roy Engineering College, Durgapur**

**Course- MBA (2022-2024)**

**Project Mentor- Prof. Sayanti Samanta**

**Company Name – Cholamandalam Investment And Finance Company Limited**

**Industry Mentor – Mr. Deepak Burnawal**



## CERTIFICATE



Aug 01, 2023

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Sneha Kriti**, pursuing the course of **M.B.A.**, from **Dr B. C Roy Engineering College**, has successfully completed her **internship** in our company during the period from **June 19, 2023 to July 31, 2023 at Gaya**.

During this period her commitment, involvement and conduct was good.

We wish **Ms. Sneha Kriti** great success in her future endeavors.

For Chola Mandalam Investment & Finance Company Ltd

Digitally signed by N Narendra

**N Narendra Kumar**

Date: 2023.08.02 16:09:55 +05'30'

Senior Associate Vice President - HR Operations & CSR

**Chola Mandalam Investment and finance Company Limited**  
Dare House, First Floor, No 2, N S C Bose Road, Parrys, Chennai - 600 001  
Tel: 91 44 40907172 Fax: 91 44 25346464  
Website: [www.cholamandalam.com](http://www.cholamandalam.com)  
CIN - L65993TN1978PLC007576





Summer Internship Project Report

On

"A comparative study of the brand perception of leading brands among paint dealers in Paschim Bardhaman"

At Berger Paints India Ltd



This Project is submitted for the partial Fulfillment of masters of Business Administration from MAKAUT University



DR.B.C.ROY ENGINEERING COLLEGE FACULTY OF MANAGEMENT STUDIES

Report submitted by:

Name: Sohan Chakraborty

Roll No:12000922014

Institute: Dr. B. C. ROY ENGINEERING College, Durgapur

Course:MBA (2022-24)

Project Mentor: Prof. Krishna Roy

Company Name: Berger Paints India Limited

Industry Mentor: Mr. Manoj Sen





November 16<sup>th</sup>, 2023

Mr. Sohan Chakraborty,

**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 21<sup>st</sup> June 2023 to 21<sup>st</sup> 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**

**BERGER PAINTS INDIA LIMITED**

Berger House, 129, Park Street, Kolkata - 700 017, Phone : 2229 9724-28, 2229 6005-06, Fax : 91-33-2249 9009/9729, [www.bergerpaints.com](http://www.bergerpaints.com)  
CIN - L51434WB1923PLC004793, E-mail : [consumerfeedback@bergerindia.com](mailto:consumerfeedback@bergerindia.com)



## **Summer Internship Project Report On**

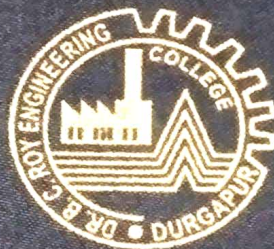
**"A Study to Identify the Factors Affecting Consumer Purchase Intent for Women's Western Formal Wear Section at Shoppers' Stop, Durgapur"**



**SHOPPERS STOP**

**START SOMETHING NEW**

**This Project is submitted for the partial fulfillment of Master of Business Administration from MAKAUT University**



**Dr. B. C ROY ENGINEERING COLLEGE  
FACULTY OF MANAGEMENT STUDIES**

### **Report Submitted by:**

<b>Name</b>	<b>: Sohini Sen</b>
<b>Roll No</b>	<b>: 12000922052</b>
<b>Institute</b>	<b>: Dr.B.C.Roy Engineering College, Durgapur</b>
<b>Course</b>	<b>: MBA (2022-2024)</b>
<b>Project Mentor</b>	<b>: Dr. Arunava Mukherjee</b>
<b>Company Name</b>	<b>: Shoppers Stop Limited</b>
<b>Industry Mentor</b>	<b>: Soham Bose</b>



## CERTIFICATE FROM THE ORGANIZATION

**SHOPPERS STOP**

16<sup>th</sup> August 2023

### TO WHOM IT MAY CONCERN

This is to certify that Ms. Sohini Sen a student of Dr. D.C. ROY ENGINEERING COLLEGE, Durgapur has successfully completed her Internship project from 15.06.2023 till 14.08.2023 at Operations Department of Shoppers Stop Limited - Junction Mall, Durgapur.

During the period of her Internship, she was found punctual, hardworking and inquisitive.

We wish every success in her life.

From Shoppers Stop Limited,  
**SHOPPERS' STOP LIMITED**

*Soham Bose.*  
Customer Care Associate  
And Unit HR Head

Soham Bose  
Customer Care Associate &  
Unit HR Head  
Shoppers Stop Limited

Shoppers Stop Limited  
Junction Mall, Mooda - Landmark: T3, Bldg-74, City Center Durgapur, Dist. Bardhaman, Durgapur - 713216, West Bengal. T + 91 343 6606666.  
Registration & Service Office - Jio Tower, 5th Floor, Mindspace, 100, Link Road, (Patali Bypass), Mumbai - 400 506, Maharashtra  
T + 91 22 625 97500 T + 022 27800677 (IN 1515000099740105758) E-mail us at [customerservice@shoppersstop.com](mailto:customerservice@shoppersstop.com),  
(Customer Care) T + 91 22 7906600 (Toll Free) T + 1 800 497 6666 (Toll free to 9 pm)



## **Summer Internship Project Report**

**On**

**Financial Performance through ratio Analysis and Market sales  
overview of Win Medicare PVT.LTD (Signutra)**



**This Project is submitted for the partial fulfilment of Master of  
Business Administration from MAKAUT University**

**Dr. B.C ROY ENGINEERING COLLEGE, FACULTY OF  
MANAGEMENT STUDIES**



**Name: Souma Roy**

**Roll No: 12000022045**

**Institute : Dr. B.C. Roy Engineering College, Durgapur**

**Course : MBA (2022-2024)**

**Project Mentor : Prof Subhasis Dutta**

**Company name: Win Medicare PVT.LTD (Signutra)**

**Industry Mentor: Mr. Jayanta Roy**



WMPL-H&N/HR/ST/2023

November 17, 2023

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. Souma Roy has successfully completed Summer Training on "Market Overview Summary Of Groviva Child Nutrition" with Signutra (Health & Nutrition Division of Win-Medicare Pvt Ltd), under the guidance of Marketing Department w.e.f. July 12, 2023 till August 31, 2023. This project is only for the submission at his Institute and not to be shared with anyone without the permission of Signutra (Health & Nutrition Division of Win-Medicare Pvt Ltd).

His approach and attitude towards the project has been encouraging. We wish him all the best for his future endeavors.

For HEALTH & NUTRITION DIVISION#

*Ritu Sikka*  
RITU SIKKA  
HEAD - HUMAN RESOURCES



**SUMMER INTERNSHIP PROJECT REPORT**

**2023-2024**



**Dr. B.C ROY ENGINEERING COLLEGE**

**PROJECT REPORT ON**

**A STUDY ON DURGAPUR PROJECTS LTD**

**Submitted for the partially fulfillment of Master in Business  
Administration**

**Submitted by:**

**Sourav Sharan**

**Roll No: 12000922009**



# DURGAPUR

## CERTIFICATE

This is to certify that the project entitled "A Study on Durgapur Projects Limited" is a Bonafede work done by Sourav Sharan, student of Faculty of Management Studies, Dr. B. C. Roy Engineering College, Durgapur (Affiliated to Maulana Abul Kalam Azad University of Technology, formerly West Bengal University of Technology), and has been carried out under my direct supervision and guidance and that no part of this report has been submitted for the award of any other degree or diploma in any other University or Institute.

Name of Project: A Study on Durgapur Projects Limited

Name of Student: Sourav Sharan

Roll No. 12000922009 OF 2022-23

Name of the Organization: Durgapur projects Limited

Place: Durgapur

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Signature of Internal Guide



**A Summer Internship Project**

**on**

**"A comparative Analysis of the Financial Ratios of Bank of India and Canara Bank for the period 2018-19 to 2022-23"**

**Report submitted to MAKAUT in partial fulfilment for the requirement of the degree of**

**Master of Business Administration (Finance)**

**Session: 2022- 2024**

**Guided by: Prof. Partha Chatterjee**

**Assistant Professor, BCREC-FMS**



**By**

**Srija Banerjee**

**Roll – 12000922035**



बैंक ऑफ़ इंडिया  
Bank of India

BOI



**MUCHIPARA BRANCH**

GROUND FLOOR( HOTEL DULAL), MRITYUNJOY HOUSING CMPLX , YURI GAGARIN  
PATH, ITI AMBAGAN , MUCHIPARA , DURGAPUR , DIST- PASCHIM BARDHAMAN-713212

Tel No. – +91-7719378100, RTGS/NEFT CODE – BKID0003905

Date .19.08.2023

**To Whomsoever It May Concern**

This is to certify that Miss Srija Banerjee a student of D.R. B.C Roy Engineering College, Durgapur undergoing MBA course, has completed 8 weeks training with our bank from 20<sup>th</sup> June to 19<sup>th</sup> August during which she was placed at our Bank of India, Muchipara Branch.

The conduct and responsiveness of Miss Srija Banerjee during the training period has been found to excellent.

Miss Srija Banerjee has submitted her project report on the subject/topic Comparative analysis of the financial ratio of Bank of India and Canara Bank for the period of 2018-19 to 2022-23.

This certificate is being issued without any commitment on the part of the Bank for future employment of whatsoever nature.

  
Rajeev Singh  
Branch Manager



# **Summer Internship Project Report**

**On**

**“Exploring Challenges Encountered by Painters in Purulia : A  
Product Feedback Survey for Enhanced Solutions in the Paint  
Industry for Berger Paints”**



**This Project is submitted for the partial fulfilment of Master of Business  
Administration from MAKAUT University**



**Dr. B.C ROY ENGINEERING COLLEGE  
FACULTY OF MANAGEMENT STUDIES**

## **Report Submitted by :**

**Name : Sudeshna Paul**  
**Roll No : 12000922048**  
**Institute : Dr. B.C. Roy Engineering College, Durgapur**  
**Course : MBA (2022-2024)**  
**Project Mentor : Prof. Niloy Kumar Bhattacharjee**  
**Company Name : Berger Paints**  
**Industry Mentor : Mr. Manoj Sen**





November 16<sup>th</sup>, 2023

Ms. Sudeshna Paul,

**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 **21<sup>st</sup> June 2023** to **21<sup>st</sup> 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**

**BERGER PAINTS INDIA LIMITED**

Berger House, 129, Park Street, Kolkata - 700 017, Phone : 2229 9724-28, 2229 6005-06, Fax : 91-33-2248 9009/9725, [www.bergerpaints.com](http://www.bergerpaints.com)  
CIN - L51434WB1923PLC004793, E-mail : [consumerfeedback@bergerindia.com](mailto:consumerfeedback@bergerindia.com)

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**SUMMER INTERNSHIP PROJECT REPORT**

**ON**

**"A STUDY ON INVESTORS' PERCEPTION AND INVESTMENT PATTERN IN MUTUAL FUND AT NIPPON  
INDIA IN SOUTH BENGAL"**



**THIS PROJECT IS SUBMITTED FOR THE PARTIAL FULFILMENT OF MASTERS OF BUSINESS ADMINISTRATION  
FROM MAKAUT UNIVERSITY**



**DR. B.C. ROY ENGINEERING COLLEGE FACULTY OF MANAGEMENT STUDIES**

**REPORT SUBMITTED BY:-**

**NAME: SUNANDITA SAHA**

**UNIVERSITY ROLL NO: 12000922047**

**REGISTRATION NO: 221200710056**

**INSTITUTE: B.C. ROY ENGINEERING COLLEGE, DURGAPUR**

**COURSE: MBA OF (2022-24)**

**FACULTY SUPERVISOR: PROF. NILOY KR BHATTACHARJEE, PROFESSOR, BCREC- FMS**

**COMPANY SUPERVISOR: MR. BIKASH AGARWAL, CLUSTER MANAGER**

**COMPANY NAME: NIPPON INDIA MUTUAL FUND, DURGAPUR**



Aug 23, 2023

**To WHOMSOEVER IT MAY CONCERN**

This is to certify that Sunandita Saha has completed internship from **20-06-2023 to 19-08-2023** with **Nippon Life India Asset Management Limited (NLIAM)**. During this period, she was reporting to **Bikash Agarwal (Cluster Manager – South Bengal)**.

During this time, she has exhibited great interest and enthusiasm. She has completed the project successfully.

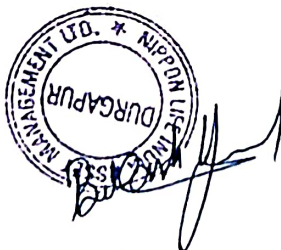
We value her contribution to NIMF in terms of the insights and recommendations of her project report.

For Nippon Life India Asset Management Limited,

Thanking you



Sheeba K.S  
Zonal HR Head  
(North & East)



Good gets *better*



# SUMMER INTERNSHIP PROJECT REPORT ON

AN INVESTIGATION ON INVESTOR'S PERCEPTION AND INVESTMENT PATTERN IN  
MUTUAL FUNDS AT NIPPON INDIA MUTUAL FUND IN SOUTH BENGAL



THIS PROJECT IS SUBMITTED FOR THE PARTIAL FULFILMENT OF MASTER OF BUSINESS  
ADMINISTRATION FROM MAKAUT UNIVERSITY



DR. B.C. ROY ENGINEERING COLLEGE FACULTY OF MANAGEMENT STUDIES

REPORT SUBMITTED BY:-

NAME: TANISHA DAS

UNIVERSITY ROLL NO.: 12000922056

REGISTRATION NO.: 221200710057 of 2022-24

INSTITUTE: DR. B.C. ROY ENGINEERING COLLEGE DURGAPUR

COURSE: MBA (2022-2024)

FACULTY SUPERVISOR: PROF. NILOY BHATTACHARJEE (BCREC-FMS)

COMPANY SUPERVISOR: MR. BIKASH AGARWAL (CLUSTER MANAGER)

COMPANY NAME: NIPPON INDIA MUTUAL FUND, DURGAPUR



Aug 23, 2023

**To WHOMSOEVER IT MAY CONCERN**

This is to certify that Tanisha Das has completed internship from **20-06-2023 to 19-08-2023** with **Nippon Life India Asset Management Limited (NLIAM)**. During this period, she was reporting to **Bikash Agarwal (Cluster Manager – South Bengal)**.

During this time, she has exhibited great interest and enthusiasm. She has completed the project successfully.

We value her contribution to NIMF in terms of the insights and recommendations of her project report.

**For Nippon Life India Asset Management Limited,**

**Thanking you**



**Sheeba K.S**  
**Zonal HR Head**  
**(North & East)**



**Good gets *better***



**SUMMER INTERNSHIP PROJECT REPORT ON**  
**PENETRATION AND VISIBILITY OF FORTUNE SOYA CHUNKS**  
**IN THE RANIGANJ AND ASANSOL MARKET OF SOUTH BENGAL**



**For a healthy growing nation**

**THIS PROJECT IS SUBMITTED FOR THE FULFILMENT OF MASTER**  
**OF BUSINESS ADMINISTRATION FROM MAKAUT UNIVERSITY**



**DR. B.C ROY ENGINEERING COLLEGE FACULTY OF MANAGEMENT STUDIES**

**REPORT SUBMITTED BY:**

**NAME - TAUSIF KHAN**

**UNIVERSITY ROLL NO - 12000922055**

**INSTITUTE : DR. B.C ROY ENGINEERING COLLEGE, DURGAPUR**

**COURSE: MBA (2022-2024)**

**FACULTY SUPERVISOR- PROF. DR ARUNAVA MOOKHERJEE (BCREC-FMS)**

**COMPANY SUPERVISOR: MD TANWEER ALAM (SALES EXECUTIVE)**

**COMPANY NAME: ADANI WILMAR**



## **CERTIFICATE OF THE COMPANY SUPERVISOR**

24/11/2023

### **TO WHOM IT MAY CONCERN**

This is to certify that, *TAUSIF KHAN*, a 3rd Sem MBA student (2022-2024) of Faculty of Management Studies, Dr. B. C. Roy Engineering College has successfully undergone a two months summer internship programme from 18th July 2023 to 18th Sept, 2023 on *Penetration and Visibility of Fortune Soya Chunks in the Raniganj and Asansol Market, South Bengal* under my guidance. His overall activities and performance towards the project is quite encouraging and impressive.

I wish him all the best for her future endeavors.

WARM REGARDS

Md. TANWEER ALAM

(AREA SALES EXECUTIVE)

ADANI WILMAR



SUMMER INTERNSHIP PROJECT REPORT ON  
*Penetration and Visibility of Fortune Mustard Oil in the Durgapur and  
Asansol Market, South Bengal.*

**adani wilmar**  
**Fortune**

SUBMITTED BY:

YOGESH CHAURASIA

UNIVERSITY ROLL NO-12000922008

SUBMITTED TO:

FACULTY OF MANAGEMENT STUDIES



UNDER THE SUPERVISION OF

**INTERNAL GUIDE:**

Dr. Arunava Mondal  
Professor (Marketing Management)  
Faculty of Mgt. Studies, BCRC

**EXTERNAL GUIDE:**

Md Tanweer Alam  
Sales officer  
Adani Wilmar

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY**



## CERTIFICATE OF THE COMPANY SUPERVISOR

24/11/2023

### TO WHOM IT MAY CONCERN

This is to certify that, *YOGESH CHIAURASIA*, a 3rd Sem MBA student (2022-2024) of Faculty of Management Studies, Dr. B. C. Roy Engineering College has successfully undergone a two months summer internship programme from July, 2023 to Sept, 2023 on *Penetration and Visibility of Fortune Mustard Oil in the Durgapur Market, South Bengal* under my guidance. His overall activities and performance towards the project is quite encouraging and impressive.

I wish him all the best for her future endeavour.

WARM REGARDS

**Md. TANWEER ALAM**  
(AREA SALES OFFICER)  
ADANI WILMAR, FORTUNE