

**SUMMER TRAINING PROJECT REPORT**

On

***Recruitment and Selection at Pantaloons***

*Towards partial fulfillment of Master of business  
Administration (MBA)*

*Submitted by Meghna Pandey*

*Roll No. 12000919001*

*Session 2019-2021*

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

***DURGAPUR***

***GUIDED BY***

***Prof. Sandip Mukherjee***



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled **“Recruitment and Selection at Pantaloons”** is a bonafide work done by **Meghna Pandey, University Roll No. 12000919001**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Sandip Mukherjee**



# **SUMMER TRAINING PROJECT REPORT**

On

*A study on motivation of employees at HDFC Bank*

*Towards partial fulfilment of Master of business  
Administration (MBA)*

*Submitted by Amrita Kumari*

*Roll No. 12000919002*

*Session 2019-2021*

***DR. BC ROY ENGINEERING COLLEGE***

***DURGAPUR***

***GUIDED BY***

***Prof.Sandip Mukherjee***



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

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Date : 1<sup>st</sup> September, 2020

### CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Study of Motivation of Employees at HDFC Bank**” is a bonafide work done by **Amrita Kumari, University Roll No. 12000919002**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Sandip Mukherjee**

SUMMER INTERNSHIP PROJECT REPORT

2020-2021



Dr. B. C. ROY ENGINEERING COLLEGE

PROJECT REPORT

ON

"A COMPARATIVE FINANCIAL STUDY OF TATA STEEL AND SAIL"

SUBMITTED FOR THE PARTIAL FULFILLMENT OF

MASTERS OF BUSINESS ADMINISTRATION

Under the supervision of: Partha Chattopadhyay

SUBMITTED BY:

PRAWEEEN KUMAR YADAV

ROLL NO: 12000919003



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

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Comparative Financial Study of Tata Steel and SAIL**” is a bonafide work done by **Praween Kumar Yadav, University Roll No. 12000919003**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Partha Chattopadhyay**

# SUMMER INTERNSHIP PROJECT REPORT

(2019-2021)



DR. B. C. ROY ENGINEERING COLLEGE

PROJECT REPORT

ON

A STUDY OF RECRUITMENT AND SELECTION

AT

WE ARE CRAZY (CRAZY FOR SUCCESS FOUNDATION)



**SUBMITTED IN THE PARTIAL FULFILLMENT OF THE**  
**REQUIREMENT FOR THE AWARD OF DEGREE OF**  
**MASTERS OF ADMINISTRATION**

INTERNAL GUIDE: SANDIP MUKHERJEE

EXTERNAL GUIDE: HIMANSHU SINGH

SUBMITTED BY: NUPUR SINGH

ROLL NO: 12000919004

**DECLARATION**

I, the undersigned, hereby declare that the project report entitled, [RECRUITMENT AND SELECTION] submitted by me to the [MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY], in partial fulfillment of the requirement for the award of the degree of Master of Business Administration under the guidance of Prof. [SANDIP MUKHERJEE], is my original work, and the conclusions drawn therein are based on the material collected by myself.

The Report submitted is my own work and has not been duplicated from any other source. I shall be responsible for any unpleasant moment/situation.

**Place: DURGAPUR**

**Date:**

**[NUPUR SINGH]**



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

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Study of Recruitment and Selection at We Are Crazy for Success Foundation**” is a bonafide work done by **Nupur Singh, University Roll No. 12000919004**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Sandip Mukherjee**





A SUMMER INTERNSHIP PROJECT REPORT ON:-

# Training & Development by Tata Group



Submitted to:  
MAULANA ABUL KALAM AZAD UNIVERSITY OF  
TECHNOLOGY, WEST BENGAL

Submitted in partial fulfilment of the requirement of the  
award for the degree of  
MASTER OF BUSINESS ADMINISTRATION

Submitted by:  
Poonam Kumari  
Roll No: 12000919005  
Registration No:



From:  
Faculty of Management Studies  
Dr. B. C. Roy Engineering College, Durgapur  
Under the Guidance of:  
Prof. Sandip Mukherjee  
Date:





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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**Training and Development at Tata Group**” is a bonafide work done by **Poonam Kumari, University Roll No. 12000919005**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Sandip Mukherjee**

**SUMMER INTERNSHIP PROJECT REPORT**

**2020-2021**



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

**PROJECT REPORT**

**ON**

**“COVID-19 pandemic: Impact and strategies for Education Sector in India”**

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

Internal Guide: Partha Chattopadhyay

External Guide:

SUBMITTED BY:

SUBHRA SARATHI BHATTACHARJEE

ROLL NO: 12000919006



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

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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**Covid19 Pandemic. Impact and Strategies for Education Sector in India**” is a bonafide work done by **Subhra Sarathi Bhattacharjee, University Roll No. 12000919006**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Partha Chattopadhyay**

# A STUDY ON RECRUITMENT AND SELECTION ON TATA MOTORS LIMITED

A STUDY PAPER

*Submitted by: SAFIA FATIMA*

*M.B.A 3<sup>rd</sup> SEMESTER*

*ROLL : 12000919007*

Under the supervision of : PROF. SANDEEP MUKHERJEE

FACULTY OF MANAGEMENT STUDIES

DR. B.C. ROY ENGINEERING COLLEGE, DURGAPUR

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

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Study on Recruitment and Selection at Tata Motors**” is a bonafide work done by **Safia Fatima, University Roll No. 12000919007**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Sandip Mukherjee**

- **DR. B.C ROY ENGINEERING COLLEGE,  
DURGAPUR**



## **A STUDY ON RECRUITMENT & SELECTION PROCESS OF RELIANCE JIO**



*Submitted in partial fulfillment of the requirement for the award of the  
degree of*

***MASTER OF BUSINESS ADMINISTRATION***

***By***

***SANIA RAJDA***

***Roll number – 12000919008***

***Under the Guidance of***

***Prof. Sandip Mukherjee***





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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

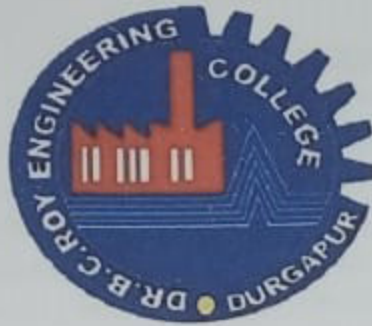
This is to certify that the Summer Internship Project Report entitled **“A Study on Recruitment and Selection Process at Reliance Jio”** is a bonafide work done by **Sania Rajda, University Roll No. 12000919008**, student of Faculty of Management Studies, Dr. B. C. Roy Engineering College, Durgapur (affiliated to Maulana Abul Kalam Azad University of Technology, formerly West Bengal University of Technology), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Sandip Mukherjee**

SUMMER INTERNSHIP PROJECT REPORT

2020-2021



Dr. B. C. ROY ENGINEERING COLLEGE

PROJECT REPORT

ON

" ICICI BANK SOCIAL MEDIA STRATEGY FOR OCT, NOV, DEC 2020"



SUBMITTED FOR THE PARTIAL FULFILLMENT OF  
MASTERS OF BUSINESS ADMINISTRATION

Internal Guide: Rajib Roy

External Guide: Roshan Jain

SUBMITTED BY: RICHA SINGH

ROLL NO: 12000919009





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

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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled **“ICICI Bank Social Media Strategy for the Period October - December 2020”** is a bonafide work done by **Richa Singh, University Roll No. 12000919009**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Rajib Roy**

SUMMER INTERNSHIP PROJECT

(2020-2021)



DR BC ROY ENGINEERING COLLEGE

PROJECT REPORT

ON

A COMPARTIVE STUDY ON FINANCIAL PERFORMANCE OF HOME  
LOAN COMPANIES IN INDIA (DHFL & HDFC)



SUBMITTED FO THE PARTIAL FULFILLMENT OF  
MASTERS OF BUSINESS ADMINISTRATION

INTERNAL GUIDE: PARTHA CHATTOPADHYAY

SUBMITTED BY: PRAGATI JAIN

ROLL NO: 12000919010



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

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Date : 1<sup>st</sup> September, 2020

### CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Comparative Study on Financial Performance of Home Loan Companies in India (DHFL & HDFC)**” is a bonafide work done by **Pragati Jain, University Roll No. 12000919010**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Partha Chattopadhyay**



## INTERNSHIP PROJECT REPORT ON



**Customer Satisfaction Survey of HDFC BANK, Andal Branch**

**Submitted to Faculty of Management Studies, Dr. B. C. Roy Engineering College, Durgapur in partial fulfillment of the requirement for the award of**

**MASTERS OF BUSINESS ADMINISTRATION from MAKAUT**

**Submitted by: Shreya Ghosh**

**University Roll No: 12000919011**

**Internal Guid: Dr. Rajib Roy**

**Academic year: 2020-21**

**Subject: Internship Project and Viva Voce (MB303)**



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

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Date : 1<sup>st</sup> September, 2020

### CERTIFICATE

This is to certify that the Summer Internship Project Report entitled **“Customer Satisfaction Survey of HDFC Bank, Andal.”** is a bonafide work done by **Shreya Ghosh, University Roll No. 12000919011**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Rajib Roy**

PROJECT REPORT ON PATIENT  
SATISFACTION BASED ON TPA SERVICES

IN

RABINDRANATH TAGORE  
INTERNATIONAL INSTITUTE OF  
CARDIAC SCIENCES



SUBMITTED BY: ANANYA DUTTA

IMBA 3<sup>RD</sup> SEMESTER

ROLL NO:12000919012

PLACE:DURGAPUR



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

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Date : 1<sup>st</sup> September, 2020

### CERTIFICATE

This is to certify that the Summer Internship Project Report entitled **“Patient Satisfaction Based on TPA Services in Rabindranath Tagore International Institute of Cardiac Sciences”** is a bonafide work done by **Ananya Dutta, University Roll No. 12000919012**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Rajib Roy**





Dr. BC ROY ENGINEERING COLLEGE

PROJECT REPORT

ON

"A Comparative Financial Analysis on Private Banks & Public Sector Banks of  
India"

Under the Supervision of Prof. Partha Chattopadhyay

SUBMITTED BY:

PROSENJEET DUTTA

ROLL: - 12000919013





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

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Comparative Financial Analysis on Private Banks and Public Sector Banks of India**” is a bonafide work done by **Prosenjeet Dutta, University Roll No. 12000919013**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Partha Chattopadhyay**

**SUMMER INTERNSHIP PROJECT REPORT**

**2019-2021**



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

**PROJECT REPORT**

**ON**

**“ A COMPARATIVE STUDY OF FINANCIAL PERFORMANCE OF SELECTED COMPANIES OF TRAVEL & TOURISM IN INDIA ”**



**MASTERS OF BUSINESS ADMINISTRATION**

Internal Guide: Partha Chattopadhyay

SUBMITTED BY:

Anisha Nayek

ROLL NO: 12000919014



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Comparative Study of Financial Performance of Selected Companies of Travel and Tourism in India**” is a bonafide work done by **Anisha Nayek, University Roll No. 12000919014**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Partha Chattopadhyay**



A Summer Internship Project Report on  
"A Study On The Service Quality Gap & Customer Satisfaction Of  
State Bank Of India"



By

AYAN KARMAKAR

Roll no.: 12000919015

Reg no. 030360 Of 2019-2021

Submitted in Partial Fulfilment of the requirements for the degree of Master of  
Business Administration  
from

Faculty of Management Studies

DR. B. C. ROY ENGINEERING COLLEGE, DURGAPUR

under the supervision of

Prof. Dr. Rajib Roy

30<sup>TH</sup> September 2020





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

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E-mail : info@brec.ac.in • Website : www.brec.ac.in

Date : 1<sup>st</sup> September, 2020

### CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Study on the Service Quality Gap and Customer Satisfaction of State Bank of India**” is a bonafide work done by **Ayan Karmakar, University Roll No. 12000919015**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Rajib Roy**

**STUDY OF RECRUITMENT AND SELECTION  
OF  
STARTUPSHIVE**

**IN THE PARTIAL FULFILMENT OF THE REQUIREMENT  
FOR DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION  
(DEPARTMENT OF BUSINESS STUDIES)**



By

**ALIBHIA MANDAL**

(Roll No. – 12000919016)

Semester – III (2019-2021)

Under the guidance of

**Prof. Sandip Mukherjee**



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

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**Study of Recruitment and Selection at Startups Hive**” is a bonafide work done by **Alibhia Mandal, University Roll No. 12000919016**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Sandip Mukherjee**

**INTERNSHIP PROJECT REPORT**

**ON**



**Customer Satisfaction Survey of KFC, Durgapur**

**Submitted to Faculty of Management Studies, Dr. B. C. Roy Engineering  
College, Durgapur in partial fulfillment of the requirement for the award  
of**

**MASTERS OF BUSINESS ADMINISTRATION from MAKAUT**

Student Name: Ankita Laha

University Roll No.: 12000919017

Internal Guide: Dr. Rajib Roy

Academic Year: 2019-21





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

(Approved by AICTE & Affiliated to MAKAUT, WB)

CAMPUS : JEMUA ROAD, FULJHORE, DURGAPUR-713206 (W.B.), INDIA  
☎ : (0343) 250-1353/4106/4121/2449, Fax : (0343) 250-4059 / 3424  
E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**Customer Satisfaction Survey of KFC, Durgapur**” is a bonafide work done by **Ankita Laha, University Roll No. 12000919017**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Rajib Roy**

A Project Report on  
'Customer Satisfaction Survey of Spencer's, Durgapur'  
AT



BY  
ANKUSH PAUL  
COLLEGE ROLL NO- 1904005  
UNIVERSITY ROLL NO- 12000919018

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF  
BUSINESS ADMINISTRATION

FROM



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

AFFILIATED TO

MAULANA ABUL KALAM AZAD  
UNIVERSITY OF TECHNOLOGY,  
WEST BENGAL



MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

UNDER THE SUPERVISION OF

PROF. DR. RAJIB ROY



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

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled **“Customer Satisfaction Survey of Spencer's, Durgapur”** is a bonafide work done by **Ankush Paul, University Roll No. 12000919018**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Rajib Roy**

A Project Report on  
'A COMPARATIVE STUDY ON THE VARIOUS WEB CONTENT ANALYSIS OF TWO  
LEADING COMPANIES IN THE PAINT INDUSTRY'

AT



BY

MANDIRA KESH

COLLEGE ROLL NO- 1904004

UNIVERSITY ROLL NO- 12000919019

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF  
**MASTER OF BUSINESS ADMINISTRATION**

FROM



FACULTY OF MANAGEMENT STUDIES

DR. B.C.ROY ENGINEERING COLLEGE, DURGAPUR

AFFILIATED TO

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UNIVERSITY OF TECHNOLOGY,  
WEST BENGAL



MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

UNDER THE SUPERVISION OF

PROF. DR. ARUNAVA MOOKHERJEE





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

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Comparative Study on the Various Web Analysis of Two Leading Companies in the Paint Industry - Asian Paints and Dulux.**” is a bonafide work done by **Mandira Kesh, University Roll No. 12000919019**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Arunava Mookherjee**

A Project Report on  
‘A COMPARATIVE STUDY ON THE VARIOUS WEB CONTENT ANALYSIS OF TWO  
LEADING COMPANIES IN THE PAINT INDUSTRY’

AT



BY

ANIKET GOSWAMI

COLLEGE ROLL NO- 1904003

UNIVERSITY ROLL NO- 12000919020

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF  
**MASTER OF BUSINESS ADMINISTRATION**

FROM



FACULTY OF MANAGEMENT STUDIES

DR. B.C.ROY ENGINEERING COLLEGE, DURGAPUR

AFFILIATED TO

MAULANA ABUL KALAM AZAD  
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MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

UNDER THE SUPERVISION OF

PROF. DR. ARUNAVA MOOKHERJEE



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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Comparative Study on the Various Web Analysis of Two Leading Companies in the Paint Industry - Berger and Kansai Nerolac**” is a bonafide work done by **Aniket Goswami, University Roll No. 12000919020**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Arunava Mookherjee**



SUMMER INTERNSHIP PROJECT REPORT

2020-2021



Dr. B. C. ROY ENGINEERING COLLEGE

PROJECT REPORT

ON

"A COMPARATIVE STUDY OF THE FINANCIAL GROWTH OF HERO  
MOTOCORP AND TVS MOTORS"

SUBMITTED FOR THE PARTIAL FULFILLMENT OF  
MASTERS OF BUSINESS ADMINISTRATION

Under the supervision of: Partha Chattopadhyay

SUBMITTED BY:

TANMAY BISWAS

ROLL NO: 12000919021



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

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Comparative Study of the Financial Growth of Hero Motocorp and TVS Motors**” is a bonafide work done by **Tanmay Biswas, University Roll No. 12000919021**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Partha Chattopadhyay**

**A COMPARATIVE STUDY ON MUTUAL FUNDS AND FIXED  
DEPOSITS IN INDIA**

By

**RAJASHREE MONDAL**

Roll No. 12000919022

Regn. No. 029955 of 2019-20

Submitted in Partial Fulfillment of the requirements for the degree of  
Master of Business Administration  
from

Faculty of Management Studies



Dr. B. C. Roy Engineering College, Durgapur

under the supervision of

Professor Partha Chattopadhyay

Date



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

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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

### CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Comparative Study on Mutual Funds and Fixed Deposits in India**” is a bonafide work done by **Rajashree Mondal, University Roll No. 12000919022**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Partha Chattopadhyay**



*"A Comparative Analysis of the Consumer Perception of Web Content of  
Two Leading Brands Ultratech & ACC in the Cement Industry in India"*



**SUBMITTED BY:**

**MAMATA GHOSH**  
Roll No.: 1900919023  
Regn. No. : 032884 OF 2019-21

*Submitted in Partial Fulfillment of the requirements for the degree of Master of  
Business Administration*

**From:**  
**Faculty of Management Studies**  
**Dr. B. C. Roy Engineering College, Durgapur**



Under the Supervision of:  
**Prof. (Dr.) Arunava Mookherjee**  
Professor (Marketing Mgt.)

**Maulana Abul Kalam Azad University of Technology, West Bengal**





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

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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Comparative Analysis of the Consumer Perception of Web Content of Two Leading Brands Ultratech and ACC in the Cement Industry in India**” is a bonafide work done by **Mamata Ghosh, University Roll No. 12000919023**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Arunava Mookherjee**

**A SUMMER INTERNSHIP PROJECT REPORT**  
**ON**  
**A COMPARATIVE STUDY OF FINANCIAL PERFORMANCE**  
**OF**  
**HDFC BANK AND AXIS BANK**



SUBMITTED BY

**GEETANJANI HANSDA**

**ROLL NO: 12000919024**

Submitted in Partial Fulfilment of the requirements for the degree of

**Master of Business Administration**

from

**Faculty of Management Studies**

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

under the supervision of

**Supervisor's Name: Prof. Aparna Bhaduri**

**Date: September 2020**



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

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Date : 1<sup>st</sup> September, 2020

### CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Comparative Study of Financial Performance of HDFC Bank and Axis Bank**” is a bonafide work done by **Geetanjani Hansda, University Roll No. 12000919024**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Aparna Bhaduri**

***"A Comparative Analysis of the Consumer Perception  
of Web Content of Two Leading Banks SBI & ICICI in  
the Banking Industry in India"***



**State Bank of India**



SUBMITTED BY:

**RANKITA PAUL**

Roll No.: 1900919025

Regn. No.: 032700 OF 2019-20

*Submitted in Partial Fulfillment of the requirements for the degree of  
**Master of Business Administration***



***From:***

**Faculty of Management Studies  
Dr. B. C. Roy Engineering College, Durgapur**

Under the Supervision of:  
**Prof. (Dr.) Arunava Mookherjee  
Professor (Marketing Mgt.)**

**Maulana Abul Kalam Azad University of Technology,  
West Bengal.**



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

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Comparative Analysis of the Consumer Perception of Web Content of Two Leading Banks SBI and ICICI in the Banking Industry in India**” is a bonafide work done by **Rankita Paul, University Roll No. 12000919025**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Arunava Mookherjee**



**A STUDY ON EMPLOYEE SATISFACTION**  
**ON TRAINING IN SAIL**

By

Iman Sarkar

Roll No. – 12000919026

Submitted in partial fulfilment of the requirements for the  
degree of Master of Business Administration

from

Faculty of Management Studies

Dr. B.C. Roy Engineering College, Durgapur

under the supervision of

Dr. Indrani Sengupta

Date



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

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Study on Employee Satisfaction on Training in SAIL**” is a bonafide work done by **Iman Sarkar, University Roll No. 12000919026**, 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), during the month of July - August, 2020 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.

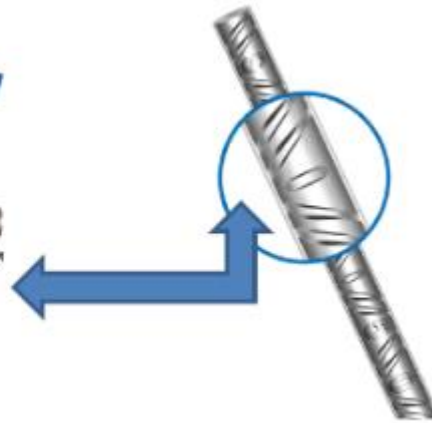
Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Indrani Sengupta**

**SRMB<sup>®</sup> TMT**



**WINGRIP<sup>™</sup>**  
TECHNOLOGY



**A SUMMER INTERNSHIP PROJECT REPORT ON:-**

**A STUDY ON COMPENSATION MANAGEMENT**

MAULANA ABUL KALAM AZAD  
UNIVERSITY OF TECHNOLOGY,  
WEST BENGAL



Submitted to:

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL**

Submitted in partial fulfilment of the requirement of the award for the degree of  
**MASTER OF BUSINESS ADMINISTRATION**

Submitted by:

**SOUMEN CHAKRABORTY**

**Roll No: 12000919027**

**Registration No:**

From:

**Faculty of Management Studies**

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

Under the Guidance of:

**Prof. Indrani Sengupta**





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

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Study on Compensation Management.**” is a bonafide work done by **Soumen Chakraborty, University Roll No. 12000919027**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Indrani Sengupta**

# A PROJECT REPORT

(Submitted in a partial fulfillment of the requirements for  
**MASTER OF BUSINESS ADMINISTRATION (MBA))**

**Title of the Project**

**RESEARCH REPORT ON LAKME (A PRODUCT OF  
HINDUSTAN UNILIVER Ltd.)**

**Submitted by**

Name of the candidate: **SWEETY DEY**

Registration number:

Roll no: **12000919028**

Name of the college: **DR. BC ROY ENGINEERING COLLEGE  
DURGAPUR**

**UNDER THE GUIDANCE OF**

MENTOR/INTERNAL GUIDE: Prof. Niloy Bhattacharjee.





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

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**Research Report on Lakme, a Product of Hindustan Unilever Ltd.**” is a bonafide work done by **Sweety Dey, University Roll No. 12000919028**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Niloy Kumar Bhattacharjee**

Impact of Human Resource Practices  
OF EMPLOYEES  
A STUDY AT DURGAPUR STEEL PLANT

By

RUCHIRA BUTT

Roll No – 12000919029

Submitted in partial fulfilment of the requirement for the degree of

**Master of Business Administration**

From

**Faculty of Management Studies**

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

Under the supervision of

INDRANI SENGUPTA

DATE



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled **“Impact of Human Resource Practices on Employees. A Study at DSP.”** is a bonafide work done by **Ruchira Butt, University Roll No. 12000919029**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Indrani Sengupta**

**“MARKETING STRATEGY OF SAMSUNG IN INDIA”**

A study paper

Submitted by:

HARISHANKAR MANDAL

MBA 3<sup>RD</sup> SEMESTER

ROLL: 12000919030

Under the supervision of:

MR. NELOY BHATTACHARYA

DR. ARUNAVA MOOKHERJEE

(EXTERNAL GUIDE)

(INTERNAL GUIDE)

FACULTY OF MANAGEMENT STUDIES

DR. B.C.ROY ENGINEERING COLLEGE, DURGAPUR





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

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**Marketing Strategy of Samsung in India**” is a bonafide work done by **Harishankar Mandal, University Roll No. 12000919030**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Niloy Kumar Bhattacharjee**



# A SUMMER INTERNSHIP PROJECT REPORT ON:-

## “A DISSERTATION REPORT ON CUSTOMER SATISFACTION REGARDING MARUTI SUZUKI INDIA LIMITED”



Submitted to:  
**MAULANA ABUL KALAM AZAD UNIVERSITY OF  
TECHNOLOGY, WEST BENGAL**

Submitted in partial fulfilment of the requirement of the  
award for the degree of  
**MASTER OF BUSINESS ADMINISTRATION**

Submitted by:  
**SURAJIT KUNDU**  
**Roll No: 12000919031**  
**Registration No:**



From:  
**Faculty of Management Studies**  
**Dr. B. C, Roy Engineering College, Durgapur**  
Under the Guidance of:  
**Prof. Niloy Bhattacharjee**  
**Date:**



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

CAMPUS : JEMUA ROAD, FULJHORE, DURGAPUR-713206 (W.B.), INDIA  
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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Dissertation Report on Customer Satisfaction Regarding Maruti Suzuki India Ltd.**” is a bonafide work done by **Surajit Kundu, University Roll No. 12000919031**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Niloy Kumar Bhattacharjee**



सेल SAIL

Steel Authority of India limited

**Effects of motivational tools on employee morale at  
Durgapur Steel Plant**

By

**ALKA RANI NAYAK**

**Roll No. : 12000919032**

**Registration No. : 031787 of 2019-20**

**Subject: MB-303 Internship Project and Viva Voce**

Submitted in Partial Fulfilment of the requirements for the  
degree of **Master of Business Administration** from

**Faculty of Management Studies**

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

Under the supervision of

**PROFESSOR (Dr.) Bhaswati Roy**



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

CAMPUS : JEMUA ROAD, FULJHORE, DURGAPUR-713206 (W.B.), INDIA  
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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled **“Effects of Motivational Tools on employee Morale at Durgapur Steel Plant.”** is a bonafide work done by **Alka Rani Nayak, University Roll No. 12000919032**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Bhaswati Roy**

**Project report**  
**On**  
**CLIENT MANAGEMENT**

Submitted to:

**MAULANA ABUL KALAM AZAD UNIVERSITY OF  
TECHNOLOGY, WEST BENGAL**

Submitted in partial fulfilment of the requirement of the  
award for the degree of

**MASTER OF BUSINESS ADMINISTRATION**

Submitted by:

**ABHIJIT NATH**

**Roll No: 12000919033**

From:

**Faculty of Management Studies**

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

Under the Guidance of:

**Prof. Bhaswati roy**







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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**Project Report on Client Management**” is a bonafide work done by **Abhijit Nath, University Roll No. 12000919033**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Bhaswati Roy**

**SUMMER INTERNSHIP PROJECT REPORT ON**  
**“CREDIT WORTHINESS OF THE CUSTOMERS”**  
**UNDER STATE BANK OF INDIA “S.B.I”**  
**DURGAPUR - BENACHITY BAZAR BRANCH**



**State Bank of India**

THE BANKER TO EVERY INDIAN

SUBMITTED BY :-

JOYTIRMOY KARMAKAR

M.B.A ({MAJOR-~~{FINANCE}~~ MINOR-~~{MARKETING}~~)

(2019-2021)

ROLL NO. – 12000919034

UNDER THE SUPERVISOR`S OF – APARNA BHADURI

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





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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**Credit-worthiness of the Customers Under State Bank of India**” is a bonafide work done by **Joytirmoy Karmakar, University Roll No. 12000919034**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Aparna Bhaduri**

**A**  
**SUMMER INTERNSHIP REPORT**  
**ON**  
**WORKING CAPITAL MANAGEMENT OF**  
**TATA MOTORS**



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



**AFFILIATED TO**  
**MAULANA ABDUL KALAM UNIVERSITY OF TECHNOLOGY**



**IN FULFILLMENT OF THE REQUIREMENT OF THE DEGREE OF**  
**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SUBMITTED BY**  
**SHRUTI SHREE (ROLL NO. 12000919035)**

**UNDER THE GUIDANCE OF**  
**PROF. APARNA BHADURI**



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**Working Capital Management of Tata Motors.**” is a bonafide work done by **Shruti Shree, University Roll No. 12000919035**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Aparna Bhaduri**



**SUMMER INTERNSHIP PROJECT REPORT**

BY

APARAJITA CHAKRABORTY

ROLL NO.-12000919036

REGISTRATION NO.-

Submitted in Partial Fulfillment of the requirements for  
the degree of Master of Business Administration

From

Faculty of Management Studies

Dr B.C.Roy Engineering College,Durgapur

Under the supervision of

Prof. Aparna Bhaduri



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled **“A Five Year Financial Analysis of HDFC and ICICI Bank”** is a bonafide work done by **Aparajita Chakraborty, University Roll No. 12000919036**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Aparna Bhaduri**



**A COMPARATIVE STUDY ON WORKING CAPITAL  
MANAGEMENT & RATIO ANALYSIS OF  
INDIAN OIL PETRONAS PRIVATE LIMITED (IPPL)**

By

**Anita Sahu**

Roll No. 12000919037

Registration No. \_\_\_\_\_

Submitted in Partial Fulfilment of the requirements for the  
degree of **Master of Business Administration**  
From

**Faculty of Management Studies**  
**Dr. B. C. Roy Engineering College, Durgapur**

Under the Supervision of

**Aparna Bhaduri**

Date: 05.09.2020



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

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Comparative Study on Working Capital Management and Ratio Analysis of Indianoil Petronas Pvt. Ltd.**” is a bonafide work done by **Anita Sahu, University Roll No. 12000919037**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Aparna Bhaduri**



# The fall of Kodak and rise of Fujifilm: A report



**FUJIFILM**





# The fall of Kodak and rise of Fujifilm: A report

By

**SOUTRIK BISWAS**

Roll No. 12000919038

Submitted in Partial Fulfilment of the requirements for the degree  
of **Master of Business Administration**

from

**Faculty of Management Studies**

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

under the supervision of

**PROF. NILOY KUMAR BHATTACHERJEE**



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

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**Film vs. Digital. The Preference of Photographers Which Lead to the Fall of Kodak and Rise of Fujifilm. A Report.**” is a bonafide work done by **Soutrik Biswas, University Roll No. 12000919038**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Niloy Kumar Bhattacharjee**

A  
PROJECT REPORT  
ON  
SALES PROMOTION TECHNIQUES USED BY RETAIL STORES WITH  
REPECT TO BIG BAZAAR, ASANSOL

At  
BIG BAZAAR



Submitted to  
Dr. B.C. Roy Engineering College, Durgapur



Affiliated to  
Maulana Abul Kalam Azad University Of Technology



In fulfillment of the  
Requirement for the degree of  
Master of Business Administration

UNDER THE GUIDANCE OF:

SUMMITTED BY:

PROF. NILOY BHATTACHARJEE

TRITI MISHRA (12000919039)



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

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled **“Sales Promotion Tehcniques Used by Retail Stores with Respect to Big Bazaar, Asansol.”** is a bonafide work done by **Tripti Mishra, University Roll No. 12000919039**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Niloy Kumar Bhattacharjee**

Summer Project (SIP)  
On  
**“CUSTOMER RELATIONSHIP MANAGEMENT  
PRACTICES IN RELIANCE MARKET”**



**Presented By:-**

Nisha Mishra (Roll:-12000919040)

MBA 3<sup>rd</sup> Semester

**Internal Guide/Mentor:-**

Prof. Niloy Bhattacharjee.





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

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled **“Customer Relationship Management Practices in Reliance Market”** is a bonafide work done by **Nisha Mishra, University Roll No. 12000919040**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Niloy Kumar Bhattacharjee**

**SUMMER INTERNSHIP PROJECT**

On

**Impact of Covid-19 on Indian Economy**

**A Project Report Submitted in Partial Fulfilment of the Requirements**

**For the Award of the**

*MASTERS IN BUSINESS ADMINISTRATION (MBA)*

TO

Dr. B C ROY ENGINEERING COLLEGE

BY

RISHAV MISHRA

ROLL NO-12000919042

BATCH 2019-21

Under the guidance of

Prof. NILOY KUMAR BHATTACHARJEE



*Dr. B C ROY ENGINEERING COLLEGE*

*JEMUA ROAD, DURGAPUR-713206*



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled **“Impact of Covid19 on Indian Economy”** is a bonafide work done by **Rishav Mishra, University Roll No. 12000919042**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Niloy Kumar Bhattacharjee**

# A PROJECT REPORT

(Submitted in a partial fulfillment of the requirements for  
**MASTER OF BUSINESS ADMINISTRATION (MBA))**

**Title of the Project**

**A STUDY ON PERCEPTION AND CONSUMER  
SATISFACTION OF CUSTOMERS WITH THE HELP OF  
THE PRIMARY RESEARCH AND SECONDARY RESEARCH ON,  
PATANJALI AYURVED LTD.**

**Submitted by**

Name of the candidate: **ANIL KUMAR**

Registration number:

Roll no: **12000919043**

Name of the college: **DR. BC ROY ENGINEERING COLLEGE  
DURGAPUR**

**UNDER THE GUIDANCE OF**  
MENTOR/ INTERNAL GUIDE



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

### CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Study on Perception and Consumer Satisfaction of Customers with the help of Primary Research and Secondary Research on Patanjali Ayurveda Ltd.**” is a bonafide work done by **Anil Kumar, University Roll No. 12000919043**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Krishna Roy**



Project Dissertation Report on  
A CUSTOMER SATISFICTION SURVEY  
ON E-COMMERCE BUSINESS IN INDIA  
SPECIAL REFERENCE WITH FLIPKART

Submitted by:

**Meherunnisha Khatun**

2019-2021/MBA/044

Under the Guidance of:

Krishna Roy

Assistant Professor



DR. B. C. ROY ENGINEERING COLLEGE



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Customer Satisfaction Survey on E-commerce Business in India with Special Reference to Flipkart**” is a bonafide work done by **Meherunnisha Khatun, University Roll No. 12000919044**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Krishna Roy**

# SUMMER INTERNSHIP PROJECT REPORT

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2020-2021



Dr. B. C. ROY ENGINEERING COLLEGE

PROJECT REPORT ON

RATIO ANALYSIS ON NIRANI SUGAR LIMITED

SUBMITTED FOR THE PARTIAL FULFILLMENT OF  
MASTERS OF BUSINESS ADMINISTRATION

Under the supervision of: **Aparna Bhaduri**

Submitted by: **Sanata kundu**

ROLL NO:12000919045



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**Ratio Analysis. Nirani Sugar Ltd.**” is a bonafide work done by **Sanata Kundu, University Roll No. 12000919045**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Aparna Bhaduri**

A Project Report on  
"A STUDY ON EMPLOYEE JOB SATISFACTION OF MIDDLE & LOWER  
LEVEL EMPLOYEES"

At



IL&FS ENGINEERING & CONSTRUCTION COMPANY LIMITED

Submitted to



DR.B.C.ROY ENGINEERING COLLEGE, DURGAPUR

Affiliated to



MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY

In fulfillment of the  
Requirement of the degree of

MASTER of BUSINESS ADMINISTRATION

Submitted by

ANKIT BANERJEE (12000919046)

PAPER NAME – INTERNSHIP PROJECT & VIVA VOCE (MB-303)





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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Study on Employee Job Satisfaction of Middle and Lower Level Employees at IL & FS Engineering Construction Co. Ltd.**” is a bonafide work done by **Ankit Banerjee, University Roll No. 12000919046**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Bhaswati Roy**



**A SUMMER INTERNSHIP PROJECT REPORT ON:-**

**A STUDY TO UNDERSTAND THE LEVEL OF  
CUSTOMER SATISFACTION FOR HP  
PRODUCTS.**



Submitted to:

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY,  
WEST BENGAL**

Submitted in partial fulfilment of the requirement of the award for the  
degree of

**MASTER OF BUSINESS ADMINISTRATION**

Submitted by:

**SURAJIT SARKAR  
Roll No: 12000919047  
Registration No:**

From:



**Faculty of Management Studies  
Dr. B. C, Roy Engineering College, Durgapur**

Under the Guidance of:

**Prof. Krishna Roy**



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Study to Understand the Level of Customer Satisfaction for HP Products**” is a bonafide work done by **Surajit Sarkar, University Roll No. 12000919047**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Krishna Roy**

# Project Report

On

Summer Training undertaken at



**Mahindra & Mahindra Limited**

“Customer satisfaction (Mahindra Bolero)”

Submitted in the Partial fulfilment  
for the Award of degree of  
Master of Business administration



Submitted By:-

Tuhin Sen

MBA III SEM

Submitted to:-

Dr. Krishna roy

Associate professor

2019-2021

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



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

### CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**Customer Satisfaction. Mahindra Bolero.**” is a bonafide work done by **Tuhin Sen, University Roll No. 12000919048**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Krishna Roy**



**UltraTech**  
**CEMENT**

*The Engineer's Choice*

A SUMMER INTERNSHIP PROJECT REPORT ON  
"EMPLOYEE SATISFACTION" OF UltraTech CEMENT

Submitted to:



Maulana Abul Kalam Azad University  
of Technology, West Bengal

Submitted in partial fulfilment of the requirement of the award for the degree  
of **MASTER OF BUSINESS ADMINISTRATION**

Submitted by:

*Dhiraj Kumar Ojha*

Roll No: 12000919049

Regn No: 013174 OF 2019 – 20

Paper: MB303- Internship Project and Viva Voce

From:



Faculty of Management Studies  
Dr. B. C. Roy Engineering College, Durgapur

Under the Guidance of:

Prof. (Dr.) Bhaswati Roy

August, 2020





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

(Approved by AICTE & Affiliated to MAKAUT, WB)

CAMPUS : JEMUA ROAD, FULJHORE, DURGAPUR-713206 (W.B.), INDIA  
☎ : (0343) 250-1353/4106/4121/2449, Fax : (0343) 250-4059 / 3424  
E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Summer Internship Project Report on Employee Satisfaction of Ultratech Cement**” is a bonafide work done by **Dhiraj Kumar Ojha, University Roll No. 12000919049**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Bhaswati Roy**



Project Study Report  
on



**A SUMMER INTERNSHIP PROJECT REPORT ON**  
**"CUSTOMER SATISFACTION OF AXIS BANK"**

**Branch: Sripally Burdwan**

**Branch Code: 003689**

Submitted to:

Maulana Abul Kalam Azad University

of Technology, West Bengal

Submitted in partial fulfilment of the requirement of the  
award for the degree of **MASTER OF BUSINESS**  
**ADMINISTRATION**

Submitted by:

**SWAGNIK BHATTACHARYYA**

Roll No: 12000919050

Regn No:013118 OF 2019-20

From:-

Faculty of Management Studies Dr. B. C. Roy Engineering College,  
DURGAPUR

Under the Guidance of:

Prof. (Dr.) Bhaswati Roy August 2020



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

CAMPUS : JEMUA ROAD, FULJHORE, DURGAPUR-713206 (W.B.), INDIA  
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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Summer Internship Project Report on Customer Satisfaction of Axis Bank**” is a bonafide work done by **Swagnik Bhattacharyya, University Roll No. 12000919050**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Bhaswati Roy**

**HCL**

# **A Project Report On**



## **“WORKING CAPITAL MANAGEMENT IN HCL INFOSYSTEMS LIMITED” (During the period 2019-2021)**



**A project report submitted in fulfillment of the requirement for the degree of Master of Business Administration of Dr. B.C. Roy Engineering College, Durgapur**

**Submitted by—SUBHRADEEP SIL**

**Roll No. 12000919051**

**Under the Guidance of—Prof. Aparna Bhaduri (S.I.P Mentor),  
Prof. Partha Chatterjee and Other faculty Members.**



**Dr. B.C. Roy Engineering College, Fuljhore Road, Fuljhore,  
Durgapur, West Bengal-713206**





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

(Approved by AICTE & Affiliated to MAKAUT, WB)

CAMPUS : JEMUA ROAD, FULJHORE, DURGAPUR-713206 (W.B.), INDIA  
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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**Working Capital Management at HCL Infosystems Ltd During the Period 2019-21**” is a bonafide work done by **Subhradeep Sil, University Roll No. 12000919051**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Aparna Bhaduri**

SUMMER INTERNSHIP PROJECT REPORT

2020-2021



Dr. B. C. ROY ENGINEERING COLLEGE

PROJECT REPORT

ON

"A STUDY OF WORKING CAPITAL MANAGEMENT IN  
STEEL AUTHORITY OF INDIA LIMITED"



सेल SAIL

स्टील अथॉरिटी ऑफ इण्डिया लिमिटेड  
STEEL AUTHORITY OF INDIA LIMITED

SUBMITTED FOR THE PARTIAL FULFILLMENT OF  
MASTERS OF BUSINESS ADMINISTRATION

Internal Guide: Krishna Roy, Partha Chatterjee

External Guide: Subhadip Ghosh

SUBMITTED BY:

SUBHADRA GORAI  
ROLL NO: 12000919052





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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Study of Working Capital Management in Steel Authority of India Ltd.**” is a bonafide work done by **Subhadra Gorai, University Roll No. 12000919052**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Krishna Roy**

# PROJECT ON CUSTOMER SATISFACTION OF NOKIA



**KUNAL DEY**  
**ROLL-12000919053**  
**COURSE-MBA**  
**Dr. B.C.Roy Engineering College**  
**Guide: Prof. Indrani Sengupta. FMS.**





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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**Project on Customer Satisfaction of Nokia**” is a bonafide work done by **Kunal Dey, University Roll No. 12000919053**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Indrani Sengupta**

# SUMMER INTERNSHIP PROJECT REPORT ON

"Customer Satisfaction of Nike"



SUBMITTED BY :-

Argha Sarkar

M.B.A ({MAJOR-{Marketing} MINOR-{Finance}})

(2019-2021)

ROLL NO. – 12000919054

UNDER THE SUPERVISION OF – Indrani Sengupta

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



MAULANA ABUL KALAM AZAD  
UNIVERSITY OF TECHNOLOGY,  
WEST BENGAL





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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**Customer Satisfaction of Nike**” is a bonafide work done by **Argha Sarkar, University Roll No. 12000919054**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Indrani Sengupta**

**SUMMER INTERNSHIP PROJECT REPORT**

**2019-2021**



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

**PROJECT REPORT**

**ON**

**COMPARATIVE STUDY OF FINANCIAL PERFORMANCE OF PUBLIC  
BANK AND PRIVATE BANK**



**SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS  
FOR THE DEGREE IN MASTER OF BUSINESS ADMINISTRATION**

**FROM**

**FACULTY OF MANAGEMENT STUDIES**

**UNDER THE SUPERVISION OF**

**PROF KRISHNA ROY**

**SUBMITTED BY**

**NAME:- RICHA SINGH**

**ROLL NO:- 12000919055**





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

(Approved by AICTE & Affiliated to MAKAUT, WB)

CAMPUS : JEMUA ROAD, FULJHORE, DURGAPUR-713206 (W.B.), INDIA  
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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

### CERTIFICATE

This is to certify that the Summer Internship Project Report entitled **“Comparative Study of Financial Performance of Public Bank and Private Bank”** is a bonafide work done by **Richa Singh, University Roll No. 12000919055**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Krishna Roy**

FMCG moving  
goods  
goods consumer  
consumer  
goods consumer consumer FMCG  
fast moving FMCG  
moving  
**SUMMER INTERNSHIP PROJECT**  
**REPORT**  
**(2019-2021)**  
moving  
fast  
consumer  
consumer  
FMCG goods fast  
fast consumer moving  
FMCG consumer moving  
fast  
fast  
moving  
moving  
FMCG  
FMCG  
goods  
fast

**A COMPARATIVE STUDY OF**  
**FINANCIAL STATEMENT**

**OF**

**Selected FMCG Companies in India**

**By**

**DISHARI PATRA**

**ROLL NO: 12000919056**

**(Submitted in Partial Fulfilment of the requirements for the  
degree of Master of Business Administration)**

**from**

**Faculty of Management Studies (FMS)**

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

**Under the supervision of**

**Prof. Krishna Roy**

**Date: 12.9.20**

**Place: Durgapur**



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Comparative Study of Financial Statements of Selected FMCG Companies in India**” is a bonafide work done by **Dishari Patra, University Roll No. 12000919056**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. Krishna Roy**



**“ Study on customer satisfaction level”**

**Of**

**“Shoppers Stop”**

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

**The degree of**

**Master of Business Administration**

**Submitted to:**

**Makaut University**

**West Bengal**

**BY**

**PUJA CHOUDHURY**

**SHOPPERS STOP**  
**“Regd No”**

**Under the guidance of**

**“Dr. Indrani Sengupta, Faculty of FMS (BEREC)”**

**START SOMETHING NEW**





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

(Approved by AICTE & Affiliated to MAKAUT, WB)

CAMPUS : JEMUA ROAD, FULJHORE, DURGAPUR-713206 (W.B.), INDIA  
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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**Study on Customer Satisfaction at Shoppers' Stop**” is a bonafide work done by **Puja Choudhury, University Roll No. 12000919057**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Indrani Sengupta**





Dr. BC ROY ENGINEERING COLLEGE

PROJECT REPORT

ON

TO STUDY OF "PARENTS BEHAVIOUR TOWARDS  
THEIR KIDS"

SCHOOLS

*Under the supervision of prof. Indrani Sen Gupta*

*Submitted by:*

*RUBAI PANDEY*

*ROLL:12000919058*

*Master of Business Administration*



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**A Study of Parents' Behaviour Towards Their Kids in Schools**” is a bonafide work done by **Rubai Pandey, University Roll No. 12000919058**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Indrani Sengupta**

**“Employee Satisfaction with Doctospek in association  
with their product reaches”**

A Summer Training Project Report  
Submitted in Partial Fulfillment of the Requirement for the

Award of degree of

MBA-HR

Paper Name-S.I.P

Paper Code- MB 303

2020-2021

Submitted by:

Name: Pammi kumari

Roll No: - 12000919059

*Pammi Kumari*

Guided by :-

Name: Dr. Bhaswati Roy



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**Employee Satisfaction with Doktospek in Association with their Product Reaches**” is a bonafide work done by **Pammi Kumari, University Roll No. 12000919059**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Bhaswati Roy**



**INTERNSHIP REPORT ON WELFARE AMENITIES AND CSR PROVIDED BY  
BANKOLA AREA , ECL  
(A SUBCIDIARY OF CIL)**



**BANKOLA AREA,  
ECL**

**NAME OF COURSE SUPERVISOR**  
**MR. ASHISH MOHAN**  
**ASST. MANAGER (P & ADMN.)**

**DR. B.C.ROY ENGINEERING COLLEGE**  
**(MAKAUT)**  
**NAME OF COURSE COORDINATOR**  
**PROF. BHASWATI ROY**

PERIOD OF INTERNSHIP	14-07-2020 TO 13-08-2020
DATE OF SUBMISSION	17-08-2020
SUBMITTED BY	JHELM GHATAK
MBA ROLL NUMBER	12000919080
SEASON	2019-2021



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

CAMPUS : JEMUA ROAD, FULJHORE, DURGAPUR-713206 (W.B.), INDIA  
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E-mail : info@bcrec.ac.in • Website : www.bcrec.ac.in

Date : 1<sup>st</sup> September, 2020

## CERTIFICATE

This is to certify that the Summer Internship Project Report entitled “**Internship Report on Welfare Amenities and CSR Provided by Bankola Area. ECL. A Subsidiary of CIL.**” is a bonafide work done by **Jhelum Ghatak, University Roll No. 12000919060**, 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), during the month of July - August, 2020 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.

Signature of the Supervisor : \_\_\_\_\_

Name of the Supervisor : **Prof. (Dr.) Bhaswati Roy**





Inventrom/HRD/2019  
16th February 2019

To,

Head-Training and Placement  
Dr. B.C. Roy Engineering College  
Durgapur, West Bengal

**Subject: Offer Letter for Student Partner Internship at Bolt IoT**

Dear Sir/Madam,

With reference to the applications and the subsequent discussions, we would like to congratulate the following student(s) on being selected for an internship as Student Partner with the Inventrom Pvt. Ltd. (Bolt IoT). All of us at Inventrom are excited for them to join our team!

1. Akash Kumar
2. Biswajit Das
3. Saurabh Pratap
4. Anik Kumar Biswas
5. Sruti Sukul
6. Manish Pratap
7. Kunal Mukherjee

Details:

Type	Internship
Duration	02 months
Reporting Manager	Mr. Pranav Pai Vernekar (Co-Founder and CEO)
Location	Work from Home/College
Internship Start Date:	17th February 2019



# BOLT

Stipend: Students will receive a performance-based stipend. For every enrolment and successful payment that we receive of the Bolt IoT and ML online training from their unique referral link, they will receive INR 500/- as a part of the stipend. The compensation that is mentioned in this letter comes under the Non-Disclosure Agreement, please do not disclose it.

**Note:**

- 1. The Internship Completion Certificate will be only issued to the students on successful completion of all the tasks of the internship.**
- 2. The names of the students listed above are same as the names filled by students at the time of application.**

With Best Wishes  
Yours sincerely,

For Inventrom Pvt Ltd.

Joyner Fernandes  
Human Resource Manager



Inventrom/HRD/2019  
15th September 2019

To,

Head-Training and Placement  
Dr. B.C. Roy Engineering College  
Durgapur, West Bengal

**Subject: Offer Letter for Student Partner Internship at Bolt IoT**

Dear Sir/Madam,

With reference to the applications and the subsequent discussions, we would like to congratulate the following student(s) on being selected for an internship as Student Partner with the Inventrom Pvt. Ltd. (Bolt IoT). All of us at Inventrom are excited for them to join our team!

1. Sangram Pramanik

Details:

Type	Internship
Duration	02 months
Reporting Manager	Mr. Pranav Pai Vernekar (Co-Founder and CEO)
Location	Work from Home/College
Internship Start Date:	16th September 2019

Stipend: Students will receive a performance-based stipend. For every enrolment and successful payment that we receive of the Bolt IoT and ML online training from their unique referral link, they will receive INR 500/- as a part of the stipend. The compensation that is mentioned in this letter comes under the Non-Disclosure Agreement, please do not disclose it.

**Note:**



**BOLT**

- 1. The Internship Completion Certificate will be only issued to the students on successful completion of all the tasks of the internship.**
- 2. The names of the students listed above are same as the names filled by students at the time of application.**

With Best Wishes

Yours sincerely,

For Inventrom Pvt Ltd.

Joyner Fernandes  
Human Resource Manager



Inventrom/HRD/2020  
13th September 2020

To,

Head-Training and Placement  
Dr. B.C. Roy Engineering College  
Durgapur, West Bengal

**Subject: Offer Letter for Student Partner Internship at Bolt IoT**

Dear Sir/Madam,

With reference to the applications and the subsequent discussions, we would like to congratulate the following student(s) on being selected for an internship as Student Partner with the Inventrom Pvt. Ltd. (Bolt IoT). All of us at Inventrom are excited for them to join our team!

1. AKANKSHA PRIYA
2. NUPUR BISHNU
3. Ankita Gupta
4. Swarnim Rai
5. IPSITA CHAKRABORTY
6. APARNA KUMARI SINGH
7. Soumita Roy
8. Aishika Pal
9. Debleena Debnath

Details:

Type	Internship
Duration	02 months
Reporting Manager	Mr. Pranav Pai Vernekar (Co-Founder and CEO)
Location	Work from Home/College
Internship Start Date:	14th September 2020



# BOLT

Stipend: Students will receive a performance-based stipend. For every enrolment and successful payment that we receive of the Bolt IoT and ML online training from their unique referral link, they will receive INR 500/- as a part of the stipend. The compensation that is mentioned in this letter comes under the Non-Disclosure Agreement, please do not disclose it.

**Note:**

- 1. The Internship Completion Certificate will be only issued to the students on successful completion of all the tasks of the internship.**
- 2. The names of the students listed above are same as the names filled by students at the time of application.**

With Best Wishes  
Yours sincerely,

For Inventrom Pvt Ltd.

Joyner Fernandes  
Human Resource Manager





Inventrom/HRD/2020  
15th November 2020

To,

Head-Training and Placement  
Dr. B.C. Roy Engineering College  
Durgapur, West Bengal

**Subject: Offer Letter for Student Partner Internship at Bolt IoT**

Dear Sir/Madam,

With reference to the applications and the subsequent discussions, we would like to congratulate the following student(s) on being selected for an internship as Student Partner with the Inventrom Pvt. Ltd. (Bolt IoT). All of us at Inventrom are excited for them to join our team!

1. Saptarshi Das

Details:

Type	Internship
Duration	02 months
Reporting Manager	Mr. Pranav Pai Vernekar (Co-Founder and CEO)
Location	Work from Home/College
Internship Start Date:	16th November 2020

Stipend: Students will receive a performance-based stipend. For every enrolment and successful payment that we receive of the Bolt IoT and ML online training from their unique referral link, they will receive INR 500/- as a part of the stipend. The compensation that is mentioned in this letter comes under the Non-Disclosure Agreement, please do not disclose it.

**Note:**



**BOLT**

- 1. The Internship Completion Certificate will be only issued to the students on successful completion of all the tasks of the internship.**
- 2. The names of the students listed above are same as the names filled by students at the time of application.**

With Best Wishes

Yours sincerely,

For Inventrom Pvt Ltd.

Joyner Fernandes  
Human Resource Manager



Inventrom/HRD/2021

18th January 2021

To,

Head-Training and Placement  
Dr. B.C. Roy Engineering College  
Durgapur, West Bengal

***Subject: Offer Letter for Student Partner Internship at Bolt IoT***

Dear Sir/Madam,

With reference to the applications and the subsequent discussions, we would like to congratulate the following student(s) on being selected for an internship as Student Partner with the Inventrom Pvt. Ltd. (Bolt IoT). All of us at Inventrom are excited for them to join our team!

1. Komal Kumari
2. Suranjan Halder

Details:

Type	Internship
Duration	02 months
Reporting Manager	Mr. Pranav Pai Vernekar (Co-Founder and CEO)
Location	Work from Home/College
Internship Start Date:	19th January 2021

Stipend: Students will receive a performance-based stipend. For every enrolment and successful payment that we receive of the Bolt IoT and ML online training from their unique referral link, they will receive INR 500/- as a part of the stipend. The compensation that is mentioned in this letter comes under the Non-Disclosure Agreement, please do not disclose it.

**Note:**



BOLT

- 1. The Internship Completion Certificate will be only issued to the students on successful completion of all the tasks of the internship.***
- 2. The names of the students listed above are same as the names filled by students at the time of application.***

With Best Wishes  
Yours sincerely,

For Inventrom Pvt Ltd.

Joyner Fernandes  
Human Resource Manager



Inventrom/HRD/2021  
3rd February 2021

To,

Head-Training and Placement  
Dr. B.C. Roy Engineering College  
Durgapur, West Bengal

***Subject: Online Training Offer Letter at Bolt IoT***

Dear Sir/Madam,

With reference to their registration, below are the details of the student(s) who have applied and begun their training with Inventrom Private Limited (Bolt IoT) for Voice Apps Training.

1. Saptarshi Das
2. Rishi Dutta
3. Ananya Ghosh
4. Aastha Bharti
5. Md Ali
6. Amisha Sharma

Details:

Type	Training followed by Internship
Duration	02 months
Reporting Manager	Mr. Pranav Kundaikar (Co-Founder and CTO)
Location	Work from Home/College

Internship: On completion of this training, students will be eligible to apply for internship at companies that we have a tie up with. However, the students will have to go through a selection



process at the respective companies. An internship offer will be made based on their performance during the selection process of the respective company. A minimum stipend of Rs.6,000/- per month will be offered to the selected students.

**Note:**

- 1. The Training Completion Certificate will be only issued to the students on successful completion of all the requirements of the training.**
- 2. The names of the students listed above are same as the names filled by students at the time of registration.**
- 3. This is an offer letter. This is not an internship completion certificate. The student will only be eligible for internship completion certificate after submitting the internship project and its approval by the company which selects the student for internship.**

With Best Wishes

Yours sincerely,

For Inventrom Private Limited (Bolt IoT)

Joyner Fernandes  
Human Resource Manager