

A STUDY ON BASICS OF DIGITAL MARKETING

WEBLOGIX E-SOLUTIONS

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



Bachelor of Commerce [B.Com (H)]
To
K.R. Mangalam University, Gurugram

Guide:
Prof. Kurbir S. Chhara
Designation: Assistant Professor
Submitted by: Gitanjali
Roll No: 1802070013


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

I, Ms. GITANJALI, Roll No. 1802070013, certify that the Summer Training Project Report entitled "A STUDY ON DIGITAL MARKETING" is completed by me and it is an authentic work carried out by me in WITH ONLY T-SOFTWARES. The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student

Date: 25/03/2021

I certify that the Summer Training Project Report entitled "A STUDY ON DIGITAL MARKETING" done by Ms. GITANJALI, Roll No. 1802070013 is completed under my guidance.

Signature of the Guide

Date: 25/03/2021

Name of the Guide: PROF. GURBIR S. LIMA
Designation: ASSISTANT PROFESSOR

K.P. Mangalam University,

Chennai - 600 093

Registrar

K.P. Mangalam University
Sohna Road, Gurugram, (Haryana)



SUMMER INTERNSHIP TRAINING

A STUDY OF WORKERS PARTICIPATION IN MANAGEMENT - DABUR INDIA LTD

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE AWARD OF THE DEGREE OF



B.COM (II)
TO

KR MANGALAM UNIVERSITY, GURUGRAM

SESSION: 2019-22

Submitted by:

Name of Candidate: Umesh Sharma
Registration No.: 1902070027

Under the supervision of

Dr. Gurbir Singh Khera

Professor, School of Management and Commerce
K.R. Mangalam University, Gurugram

Registrar

K.R. Mangalam University

Sohna Road, Gurugram, (Haryana)

CERTIFICATE

I Mr Umesh Sharma, Roll No 1902070027, certify that the project report entitled "A study of workers participation in management - Dabur India Ltd" is completed by me and it is an authentic work earned out by me as "Dabur India Ltd". The matter embodied in this project has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief

Signature of the Student
Date 22/12/2021

Certified that the project report/dissertation entitled "A study of workers participation in management - Dabur India Ltd" done by Mr Umesh Sharma, Roll No 1902070027, is completed under my guidance

Signature of the Guide 28/12/2021
Date
Name of the guide: Dr. Gurvir Singh Khera
Designation: Associate Professor
K.R. Mangalam University
Sohna Road, Gurugram

Countersigned
Director/Project Coordinator

[Signature]

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

SUMMER INTERNSHIP

REPORT ON

"The Study on Advertisement & Brand Promotion of Alpha Technologies"

All India Management Association

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



Bachelor of Commerce (B.Com)(H)

Session 2019-2022

To

K.R. Mangalam University, Gurugram

Submitted By:

Yashima Shrivast

B.com(H)

1902070030

(Assistant professor)

Prof(Dr) Gurbir S Kheter CFA

Under Guidance of:

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

[Signature]

CERTIFICATE

I, YUSHIMA SHARBA, Roll No. 1902030020, a student of B.Tech. in
entitled "ALPHA TECHNOLOGIES- ALPHA R to ALPHA M" project, under the
Management Association. The information provided by me during the
this particular project, my involvement and contribution is duly recorded and the beginning
phase of the project till the end.

Signature of the Student

Date: 9/11/22

Certified that the Summer Internship Project Report entitled "ALPHA TECHNOLOGIES-
ALPHA BIZLAB VISIT" is done by Miss Yushima Sharba, Roll No. 1902030020 is completed
under my guidance.

Signature of the Guide

Date: 9/11/22

Prof(Dr) Gurbir S Khaira CFA
Assistant Professor, SOAIC
K.R. Mangalam University
Gurgaon-122103, Haryana

Registrar

K.R. Mangalam University
Sohna Road, Gurgaon, (Haryana)

RECRUITMENT AND SELECTION

AT

WIPRO

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE AWARD OF THE DEGREE OF



B.COM (II)

TO

K.R. MANGALAM UNIVERSITY, GURUGRAM

SESSION: 2018-21

Submitted by:

Name of Candidate: Anurag

Roll No: 1802070002

Under the supervision of

Dr. Upasana Gaur

K.R. Mangalam University, Gurugram

Registrar

K.R. Mangalam University

Sohna Road, Gurugram, (Haryana)

CERTIFICATE

I, Mr. Anupreet K. B. No. 1802070002, certify that the project report entitled "Recruitment and Selection at Wipro" is completed by me and it is an authentic work as certified by me. The matter embodied in this project has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student
Date 20.03.21

I certify that the project report entitled "Recruitment and Selection at Wipro" done by Mr. Anupreet K. B. No. 1802070002, is completed under my guidance.

Signature of the guide
Date 20.3.21
Name of the guide: Dr. P. Jaganathan
K.R. Mangalam University
Sohna Road, Gurgaon

Count signed
Director/Project Coordinator

[Signature]

Registrar

K.R. Mangalam University
Sohna Road, Gurgaon, (Haryana)

A SUMMER INTERNSHIP PROJECT

ON

BRAND AWARENESS AND CONSUMER PREFERENCE
TOWARDS LUXURY CARS IN DELHI NCR WITH SPECIAL
REFERENCE TO BABA MOTORS

Submitted in partial fulfillment of the requirements

for the award of the degree of



Bachelors of Commerce (B.Com) Hons

To

K.R. Mangalam University, Gurugram

Under the Guidance of:

Dr. Nizamuddin Mohammed

Assistant Professor

Dept. of Management and Commerce

Submitted by:

Bharti Devi

Roll No.: 2002070034

B.Com. 5th Semester

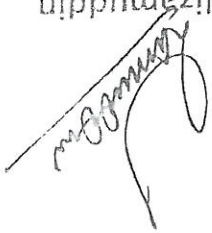
Registrar

K.R. Mangalam University

Sohna Road, Gurugram, (Haryana)

GUIDE CERTIFICATE

This is to certify that Mrs. BHARTI, 2002070034, Bachelor of Commerce student at School of Management & Commerce at K.R. Mangalam University has successfully completed her internship project on "Brand Awareness and Consumer Preference towards luxury cars in Delhi NCR with special reference to Baba Motors" under my supervision to partially complete a Bachelor of Commerce. To the best of my knowledge, the work is genuine.


Dr. Nizamuddin

Mohammed

Asst. Professor

Dept. of Management

and Commerce

K.R. Mangalam University



Registrar

K.R. Mangalam University

Sohna Road, Gurgaon, (Haryana)

SUMMER INTERNSHIP REPORT

ON

"VENDOR MANAGEMENT UNDER GST"

GARG SAURABH & Co.



Submitted in partial fulfillment of the requirements for the award of the degree of

Bachelor of Commerce B.Com. (H.)

To

K.R. Mangalam University, Gurugram

Guide:

Mr. Lavesh Mishra

Assistant Professor

Submitted By:

Chirag Gupta

2002070012

Registrar

K.R. Mangalam University

Sohna Road, Gurugram, (Haryana)

CERTIFICATE

I, Mr. Chirag Gupta Roll No. 2002070012 certify that the Summer Training Project Report entitled "Vendor Management Under GST" is completed by me and it is an authentic work carried out by me at Firm "Garg Saurabh & Co.". The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Chirag Gupta
Signature of the Student

Date: 17th Oct, 2022

Certified that the Summer Training Project Report entitled "Vendor Management Under GST" done by Mr. Chirag Gupta, Roll No. 2002070012 is completed under my guidance.


Signature of the Guide

Date: 17th Oct, 2022

Name of the Guide: Lavesh Mishra

Designation: Assistant Professor

K R Mangalam University,

Gurgaon - 122103



Registrar

K.R. Mangalam University
Sohna Road, Gurgaon, (Haryana)

SUMMER INTERSHIP REPORT

ON

"MARKETING ANALYSIS OF MINDARIKA PVT. LTD."

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

Bachelors Of Commerce (B.Com Honours)



K.R. Mangalam University, Gurugram

Under the Guidance of : Dr. Rashmi Singel
Submitted By: Shweta Raghav
Designation: Associate Professor
Enrollment No.: 2002070027

[Signature]

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

I, SHWETA RAGHAV, Roll No. 2002070027 certify that the Research Project Report entitled "MARKETING ANALYSIS ON MINDARIKA PVT. LTD." is completed by me and it is an authentic work carried out by me in MINDARIKA PVT. LTD. The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student

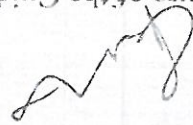


Date: 18 Oct 2022

Certified that the Research Project Report entitled

" MARKETING ANALYSIS OF MINDARIKA PVT. LTD. " done by Mrs. SHWETA RAGHAV , Roll No:- 2002070027 is completed under my guidance.

Signature of the Guide



Date: 18 Oct 2022

Name of the Guide: Dr. Rashmi Singel

Designation: Associate professor

K.R Mangalam University, Gurugram- 122103

Registrar



K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Summer Training Project Report

On

Sources of Financing for Medium and Small Sized Enterprises

Submitted in partial fulfillment of the requirements

for the award of the degree of



Bachelor of Commerce (B.Com)(H)

To

K.R. Mangalam University, Gurugram

Guide: Dr. Vinita Mann
Submitted by: RANBIR

Roll No: 2002070022

Designation: Assistant Professor
SOMC

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Certificate

I, Mr./Ms. Ranbir, Roll No. 2008070022, certify that the Summer Training Project Report entitled "Source of financing for medium & small enterprises" is completed by me and it is an authentic work carried out by me at Tar Bhagwati Enterprises. The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student Ranbir

Date: 12/12/22

Certified that the Summer Training Project Report entitled

"Source of financing for medium & small enterprises" done by Mr./Ms. Ranbir, Roll No. 2008070022 is completed under my guidance.

Name of the Guide: Dr. Vinila

Designation: Assistant Professor,
SOMC

K R Mangalam University,
Gurgaon-122103

Registrar
K.R. Mangalam University
Sohna Road, Gurgaon, (Haryana)

ANALYSE THE PERFORMANCE OF MICROFINANCE IN INDORE (MID)
A SUMMER TRAINING REPORT

Submitted in partial fulfillment of the requirements
for the award of the degree of



Bachelor of Commerce (B. Com) (H)
To
K.R. Mangalam University, Gurugram
(Session 2020-23)

Under the supervision &
Guidance of

Dr. Neha
Assistant Professor

Submitted By:
Rubal Dayma
Roll no : 2002070026


Registrar
K.R. Mangalam University
Sehna Road, Gurugram, (Haryana)

CERTIFICATE

I, Rubal Dayma, "2002070026" certify that the Summer Training Project Report entitled "ANALYSE THE PERFORMANCE OF MICRO FINANCE IN INDORE (MIP)" is completed by me and it is an authentic work carried out by me at JC VENTURE INDORE(MIP). The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma

to the best of my knowledge and belief.

Signature of the Student
Date: 18.06.2023

Certified that the Summer Training Project Report entitled

"Performance of microfinance in in Indore, (MIP)" done by Rubal Dayma, "2002070026" is completed under my guidance.

Signature of the Guide
Date: 18/06/23
Name of the Guide: Dr. Nidhi
Designation: Assistant Professor

K.R. Mangalam University,
Gurugram - 122103

Registrar
K.R. Mangalam University
B-10, Road, Gurugram, (Haryana)

[Signature]

STUDY OF A SERVICE PROVIDER COMPANY

AT

ADVANCE EDUCARE SOLUTIONS OPC PVT. LTD.
GURUGRAM

A SUMMER TRAINING REPORT

Submitted in partial fulfillment of the requirements

for the award of the degree of



Bachelor of Commerce (B.Com)(H)

To

K.R. Mangalam University, Gurugram

(Session 2020-23)

UNDER THE SUPERVISION & SUBMITTED BY:

GUIDANCE OF

Mrs. SHREYA SHARMA

Associate Professor

NO:2002070013

HEMANT GARG

ROLL

K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION



Registrar

K.R. Mangalam University, ACE Scanner
Sohna Road, Gurugram, (Haryana)

B.Com Batch (2020-2023)

Certificate

I, Mr./Ms. HEMANT GARG, Roll No. 2002070013 certifies that the Summer Training Project Report entitled "Study of service provider company" is completed by me and it is an authentic work carried out by me at ADVANCE EDUCARE SOLUTIONS(OPC) PVT. LTD. Gurgaon (Name of the organisation or of the Institute). The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student
Date:

Hemant Garg

Certified that the Summer Training Project Report entitled

"STUDY OF SERVICE PROVIDER COMPANY" done by Mr./Ms. HEMANT GARG, Roll No. 2002070013 is completed under my guidance.

Swyasth Sharma

Signature of the Guide

Date: 13/12/2022

Name of the Guide: Swyasth Sharma

Designation: Asst. Prof.

K.R.Mangalam
University, Gurgaon - 122103

Prof.

Registrar

SUMMER INTERNSHIP REPORT

Marketing Strategies of New Baba Motors

In partial fulfillment of the requirement for the degree of



Bachelor of Commerce (B.Com)(II)

To

K.R. Mangalam University, Gurugram

Guide: Mrs. Kiran Yadav

Designation: Assistant Professor

Roll No: 2002070016

Submitted by: ARUN SHARMA

Registrar

K.R. Mangalam University

Sohna Road, Gurugram, (Haryana)

CERTIFICATE

This is to certify that Mr. ARUN SHARMA, a student of K.R. Mangalam University - Sohna, Haryana, has successfully completed a summer internship as a part of Marketing Research team from 1st July to 31st August 2022, under the guidance of Mr. Sarvag Kumar at Baba Motors.

His internship activities include doing Market Research and learning of all department duties, their operations and process along with a consulting Senior management involved in the process of the Workshop.

During the period of his internship program with us, he had been exposed to different processes and was found diligent, hardworking and inquisitive.

We wish him every success in his life and career.

Signature of the Guide:

Date: 29/11/2022

Name of the Guide: Mr. Kumar Yadav

Designation: Assistant Professor

K.R. Mangalam University
K.R. Registrar
Sohna Road, Gurugram, (Haryana)

MARKETING STRATEGIES FOR RURAL AND URBAN AREAS FOR BIRLA
SUN LIFE INSURANCE

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF



K.R. MANGALAM UNIVERSITY

Bachelor of business administration (BBA)
TO
Bachelor of commerce (B.COM)(H)

K.R. Mangalam university, Gurugram

Guide by: *Raj (or) Gurbir S. Isha CFA*

Submitted by: Ridam sharma

Guide name :

Student name : Ridam sharma

Roll.no : 2002080023

Designation : *Associate Professor*

[Signature]

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Certificate

I, Mr./Ms. Ridam Sharma, Roll No. 2003080023 certify that the Summer Training Project Report entitled "Marketing Insurance" is completed by me and it is an authentic work carried out by me at Birla Institute Insurance. (Name of the organisation or of the Institute). The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student
Date: 17 September 2022

Certified that the Summer Training Project Report entitled

“Marching-.....” done by
Mr./Ms. Ridam Sharma
No. 2002080033 is completed under my guidance.

No. 2002050033 is completed under my guidance.

Signature of the Guide

Date: 12 Oct 2022

Name of the Guide: Prof. G.S. Khera

K R Mangalam University

Gutierrez - 122103

Registrar
K.R. Mangalam University
Sohna Road, Gurgaon, (Haryana)

[Handwritten signature]

STUDY OF INVENTORY MANAGEMENT
AT
SANDHAR TECHNOLOGY LIMITED GURUGRAM
A SUMMER TRAINING REPORT

Submitted in partial fulfillment of the requirements
for the award of the degree of



Bachelor of Business Administration (BBA)
Bachelor of Commerce (B.Com)(H)

To

K.R. Mangalam University, Gurugram

(Session 2020-23)

UNDER THE SUPERVISION &
GUIDANCE OF

DR. ANSHIKA PRAKASH

Associate Professor

KUNAL DOGRA

ROLL NO : 2002070020



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

[Signature]

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

B.Com Batch (2020-2023)

Certificate

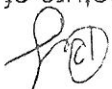
I, Mr./Ms. Kunal Dogra, Roll No. 2002070020 certify that the Summer Training Project Report entitled "Study of Inventory Management" is completed by me and it is an

authentic work carried out by me at Sandhar Technologies Limited (Name of the

organization or of the Institute). The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and

belief.

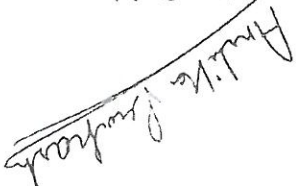
Signature of the Student
Date: 4 Oct 2022



Certified that the Summer Training Project Report entitled

"Inventory Management" done by Mr./Ms. Kunal Dogra, Roll No. 2002070020 is completed under my guidance.

Signature of the Guide



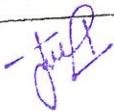
Date: 4 Oct 2022

Name of the Guide: Dr. Anshika Prakash

Designation: Associate Professor

K R Mangalam University,

Gurgaon - 122103



Registrar

K.R. Mangalam University

Sohna Road, Gurgaon, (Haryana)

A study of human resources

at

(MERO MOTOCORP.PVT.LTD.)

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



Bachelor of Commerce

To

K.R. Mangalam University, Gurugram

Guide: MS. UPASANA GUPTA

Guide name: ASSISTANT PROFESSOR

Submitted by: ANSHU SHARMA

Roll No: 1802070004

Registrar

K.R. Mangalam University

Sohna Road, Gurugram, (Haryana)

K. R. Mangalam University

Sohna Road

Gurgaon

B.Com (H) Batch (2018-2021)

I, MS. ANSHU SHARMA _____, Roll No. _____ 1802070004 certify that the Project Report---HR is completed by me and it is an authentic work carried out by me at HERO MOTOCORP. PVT.LTD. The matter embodied in this project work has been submitted for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student

Shruti Sharma

Date: 28.5.21

Certified that the Project Report/Dissertation entitled - HR is done by MS. ANSHU SHARMA Roll No. 1802070004

under my guidance.

Signature of the Guide

Date:

Name of the Guide:

MS. UPASNA GUPTA

Designation: ASSISTANT PROFESSOR

K. R. Mangalam University

Sohna Road, Gurgaon

Registrar

K.R. Mangalam University

Sohna Road, Gurgaon, (Haryana)

SUMMER INTERNSHIP TRAINING
RECRUITMENT AND SELECTION
AT
WIPRO
SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE AWARD OF THE DEGREE OF



B.COM (H)
TO

KR MANGALAM UNIVERSITY, GURUGRAM
SESSION: 2019 -22

Submitted by:

Name of Candidate: Sahil verma

Roll No.: 1902070026

Under the supervision of
Professor Dr. Gurbir Singh Khera
K R Manglam University, Gurugram


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



TO WHOMSOEVER IT MAY CONCERN

This is to certify that Sahil verma, Roll No. 1902070026 a student of B.Com(H) 5th Semester from K.R. Mangalam University, Sohna- Gurugram, has undergone training at our office in Infinity tower, Gurugram for 6 weeks i.e August 03, 2021 to September 18, 2021. During this period he worked on the topic "Recruitment and Selection at Wipro".

He has shown inquisitiveness to work on a new technology and was found to be punctual, sincerely disciplined and hard-working during the time of his training.


JATIN ARORA
HR Manager
Wipro Limited

For Wipro

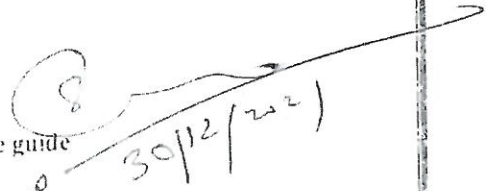

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

I, Mr. Sahil verma, Roll No. 1902070026 . Certify that the project report entitled "Recruitment and Selection at Wipro" is completed by me and it is an authentic work carried out by me at "Wipro". The matter embodied in this project has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.


30/12/22
Signature of the Student Date

Certified that the project report entitled "Recruitment and Selection at Wipro" done by Mr Sahil verma , Roll No. 1902070026 . is completed under my guidance.


Signature of the guide
Date

Name of the guide: prof. Gurbir singh khara
K. R Mangalam University
Sohna Road, Gurugram

Countersigned Director/ Project
Coordinator


V -
Sohana Road, Gurugram, Haryana

SUMMER TRAINING PROJECT REPORT
ON
SOCIAL MEDIA MARKETING AT
ALANKAAR INDIA TRUST
Submitted in partial of the requirements for the award of the degree of
K.R Mangalam University, Gurugram



Bachelor of Commerce (B.Com) (H)
To
SCHOOL OF MANAGEMENT AND COMMERCE

Guide:

Mr. Lavesh Mishra

Assistant Professor

Submitted by:

Anisha Sharma

Roll No: 1902070033

Reg No.: - REG009434

B.Com (H) 5th Semester

(Batch 2019-22)


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

अलंकार

ALANKAAR INDIA TRUST

CERTIFICATE OF APPRECIATION

Anisha Sharma

Social Media Team

31-May-2021

15-Sep-2021

26-Dec-2021

[Signature]

CHAIRMAN

Registered since April 2018

OWN No: 34717700

[Signature]
Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Certificate

I, ANISHA SHARMA, Roll No.: 1902070033 certify that the Summer Training Project Report entitled "Social Media Marketing at Alankaar India trust" is completed by me and it is an authentic work carried out by me at Alankaar India trust. The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.


Signature of the Student
Date: - 30th December, '21

Certified that the Summer Training Project entitled "SOCIAL MEDIA MARKETING" done by MS ANISHA SHARMA, Roll No. 1902070033 is completed under my guidance.


Signature of the Guide
Date: 30th December, '21
Mr. Lavesh Mishra
Assistant Professor, SOMC
K.R Mangalam University,
Gurugram - 122103


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

STUDY OF SALES & MARKETING STRATEGY
OF
SHINE PROJECTS

Submitted in partial fulfillment of the requirements
For the award of the degree of



Bachelor of Commerce (B. Com) (H)

To

K.R. Mangalam University, Gurugram

Guide:

PROF. AMIT KUMAR

Submitted By:

PAYAL RAGHAV

Roll No.: 1802070030


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Ref. : 06091822

Date: 03/06/2020

Internship Completion Certificate

Duration: 3/06/2020-3/08/2020

Dear *Payal Raghav*

This is to certify that you have successfully completed your marketing internship with www.shineprojects.in

During this course you have attained:

1. Hands on experience on cold calling and prospecting.
2. Learn end to end process involved in B2C sales.

You have completed your learning exercises and have implemented them successfully in your internship when interacting with the clients.

Your conduct has been very good and we wish you all the best for your future endeavours



Sri Harsha

Joint MD, Shine Projects

Mobile: +91 7897780465

Email: sriharsha@shineprojects.in

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

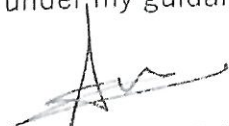
Certificate

I, Ms. Payal Raghav , Roll No. 1802070030 certify that the Summer Internship Project Report entitled "Study of Sales& Marketing Strategy of Shine Project" is completed by me and it is an authentic work carried out by me at Shine Projects Company. The matter embodied in this Project Report has been Submitted Earlier for the award of any degree or diploma to the best of my knowledge and belief.


Signature of the Students

Date: 13-01-21

Certified that the Summer Internship Training Project entitled "Study of Sales & Marketing Strategy of Shine Project" done by Ms. Payal Raghav, Roll No. 1802070030 is completed under my guidance.


Signature of the Guide

Date: 13-

Name: Prof. Amit Kumar

K.R. Mangalam University

Gurugram - 122103



Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

SUMMER INTERNSHIP
REPORT ON
“The Study on Advertisement & Brand Promotion of
Alpha Technologies”

All India Management Association

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



Bachelor of Commerce (B.Com)(H)

Session 2019-2022

To

K.R. Mangalam University, Gurugram

Under Guidance of:

Prof(Dr) Gurbir S Khara CFA

(Assistant professor)

Submitted By:

Yushma Sharraf

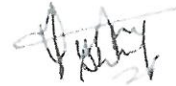
B.com (H)

1902070030

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

I, YUSHMA SHARRAF, Roll No. 1902070030 certify that the Summer Internship Project entitled "ALPHA TECHNOLOGIES- AIMA BIZLAB VSI" is completed by me at All India Management Association. The information and findings presented in the report is authentic. In this particular project, my involvement and contribution is fully notified since the beginning phase of the project till the end.



Signature of the Student

Date: 9/4/22

Certified that the Summer Internship Project Report entitled "ALPHA TECHNOLOGIES- AIMA BIZLAB VSI" at done by Miss. Yushma Sharraf, Roll no. 1902070030 is completed under my guidance



Signature of the Guide

Date: 9/4/2022

Prof(Dr) Gurbir S Khera CFA

Assistant Professor, SOMC

K.R. Mangalam University

Gurgaon- 122103, Haryana



Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

SUMMER INTERNSHIP
REPORT ON
"STUDY OF SALES AND MARKETING PRACTICES

Shri Ram Life Insurance

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



Bachelor of Commerce B. Com (II)

To

K.R Mangalam University, Gurugram

Under the Guidance of:

Mr. Lavesh Mishra

Assistant Professor

Submitted By:

Tushar

B. Com(II)

1902070045

Registrar

K.R. Mangalam University

Sohna Road, Gurugram, (Haryana)

CERTIFICATE OF COMPLETION

This is to certify that Mr. Tushar from K.R Mangalam University, Gurugram has completed The Summer Internship Program with Shriram Life Insurance Company – Digital SO Channel from 30th June, 2021 to 14th August, 2021.

During this Summer Internship Program his performance was satisfactory and best to the industry. He is found to be committed to the assignment and tasks assigned and has shown a desire to learn and complete the task systematically.

We wish him all the success in future endeavors.

For Shriram Life Insurance Company,



Dilip Kumar CH

Area Manager - Digital Channel

Shriram Life Insurance Company Limited
Plot No. 31 & 32, 5th & 6th Floor, Newly, Sector-10,
Bandra Andheri West, Trivang Centre, Financial District,
Gachibowli, Hyderabad - 500 032, Telangana State
Phone: 01 40 2300 9400 (50 lines) Web: www.shriramlife.com
CIN: U66019T 022056PL 004 0118

Sanlam group


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

I, Tushar, Roll No. 1902070045 certify that the Summer Internship Project entitled "MARKETING AND SALES AT SHIRIRAM LIFE INSURANCE" is completed by me and it is an authentic work carried out by me at Shiriram Life Insurance. The matter embodied in this Internship Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.


Signature of the Student

Date:

Certified that the Summer Internship Project Report entitled "MARKETING AND SALES AT SHIRIRAM LIFE INSURANCE" is done by Mr. Tushar, Roll No. 1902070045 is completed under my guidance.


Signature of the Guide

Date:

Mr. Laveesh Mishra

Assistant Professor

K.R. Mangalam University,

Gurgaon, 122103


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana).

SUMMER INTERNSHIP

REPORT ON

"Understand the Operational Strategies of Alpha Technologies"

All India Management Association

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



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

Bachelor of Commerce (Hons.)

Session 2019-2022

TO

K.R. Mangalam University

Under the Guidance of:

Mr. Lavesh Mishra

(Assistant Professor)

Submitted By:

Arti Aggarwal

B. Com(H)

1902070032


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



Prati Duggarwal

K R Mangalam University

has successfully completed AIMA BizLab Simulation Game for Summer Internship



Deepak
Deepak Kapoor
Director, AIMA



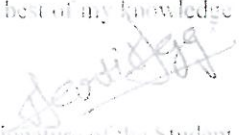
Ravi Jangra
Ravi Jangra
Deputy Director - CMO



Jmf
Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

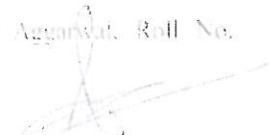
CERTIFICATE

I, ARTI AGGARWAL, Roll No. 1902070032 certify that the Summer Internship Project entitled "ALPHA TECHNOLOGIES - AIMA BIZLAB VSI" is completed by me and it is an authentic work carried out by me at All India Management Association. The matter embodied in this Internship Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.


Signature of the Student

Date:

Certified that the Summer Internship Project Report entitled "ALPHA TECHNOLOGIES - AIMA BIZLAB VSI" done by Arti Aggarwal, Roll No. 1902070032 is completed under my guidance.


Signature of the Guide

Date:

Mr. Lavesh Mishra

Assistant Professor, SOMC

K.R. Mangalam University,

Gurugram-122103, Haryana


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

SUMMER TRAINING PROJECT
ON
A STUDY ON DIGITAL MARKETING AT
WEBLOGIX E-SOLUTIONS



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



BACHELOR OF COMMERCE
To

K.R. MANGALAM UNIVERSITY, GURUGRAM

GUIDE:

Prof. Gurbir Singh Khera

SUBMITTED BY:

MADHU

Roll No.: 1802070019

BCOM(H)

Batch (2018-2021)

A handwritten signature in purple ink, likely of the Registrar.

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

OF COMPLETION

THIS CERTIFICATE IS PROUDLY PRESENTED TO

Madhu

for the completion of Digital Marketing Internship from June, 2020 to July, 2020. During the internship we found him/her a hardworking and innovative individual

05/08/2020

Date

Amit Ranjan

Founder

www.weblogixesolutions.com

Email: info@weblogixesolutions.com

11

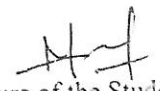

Registrar
K.R. Mangalam University
Sohna Road, Gurgaon, (Haryana)

BBA/B.Com Batch (2018-2021)

Annexure-2

Certificate

I, Mr./Ms. MADHU, Roll No. 1802070019 certify that the Summer Training Project Report entitled "Fundamentals of Digital Marketing" is completed by me and it is an authentic work carried out by me at K.R. Mangalam University (Name of the organisation or of the Institute). The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.


Signature of the Student
Date:

Certified that the Summer Training Project Report entitled

"Fundamentals of DM" done by Mr./Ms. MADHU,
Roll No. 1802070019 is completed under my guidance.


Signature of the Guide
Date: 1st April 2021
Name of the Guide:
Designation:
K R Mangalam University,
Gurugram- 122103


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

**A STUDY ON SOLVE FOUNDATION IS A YOUTH-LED
ORGANIZATION STARTED BY IIT DELHI STUDENTS**

(Solve foundation organization)

Submitted in partial fulfillment of the requirements

for the award of the degree of



Bachelor of Commerce (B.Com)(H)

To

K.R. Mangalam University, Gurugram

Guide: MR. AMIT KUMAR

Guide Name (MR. AMIT KUMAR)

Designation : ASSISTANT PROFESSOR

Submitted by:

Student: PRASHANT

Roll no. : 1802070031


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



Intellify

CERTIFICATE OF VOLUNTEERING

THIS IS TO COMMEND THE SPIRIT OF VOLUNTEERISM IN

Prashant kumar

in the domain of YouTube Marketing (Work-from-Home)

date from 16/08/2020 to 16/09/2020 under

PAN India Curriculum Development Project by Intellify

25/09/2020

Date

Amar Srivastava

Amar Srivastava
President

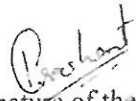
Jed
Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

B.Com Batch (2018-2021)

Annexure-2

Certificate

I, Mr. Prashant kumar, Roll No. 1802070031 certify that the Summer Training Project Report entitled "A Study On Solve Foundation Is A Youth-Led Organization Started By Iit Delhi Students" is completed by me and it is an authentic work carried out by me at Solve foundation organization (Name of the organization or of the Institute). The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

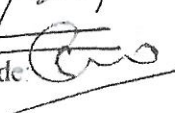

Signature of the Student

Date: 30 - 03 - 2021

Certified that the Summer Training Project Report entitled "A Study On Solve Foundation Is A Youth-Led Organization Started By Iit Delhi Students" done by Mr. Prashant Kumar, Roll No. 1802070031 is completed under my guidance.

Signature of the Guide

Date: 30/3/2021

Name of the Guide: 

Designation:

K R Mangalam University,

Gurugram- 122103


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

SUMMER INTERNSHIP PROJECT

On

A COMPREHENSIVE ANALYSIS OF THE GOODS AND SERVICE TAX

*Submitted in partial fulfillment of the requirements
For the award of the degree of*

Bachelor of Commerce (B.COM)

To



K.R. MANGALAM UNIVERSITY

K.R. Mangalam University, Gurgaon

Mentor:

Mr. Gurbir Singh Khara
(Professor)

Submitted by:

Nancy

Roll No.: 1802070024

Ind
Registrar
K.R. Mangalam University
Sohna Road, Gurugram, Haryana

CERTIFICATE OF INTERNSHIP



SS & ASSOCIATES
We need your wish

This certificate is presented to VAIJAY SHARMA for successfully completing the internship as Finance and investment planning intern at SS & ASSOCIATES under the finance business head Mrs RENU SHARMA Date between 11 may 2020 to 14 august 2020

DATE: 20 AUGUST 2020

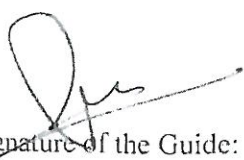
SIGNATURE OF VAIJAY SHARMA (INTERNS)

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE FROM THE INSTITUTION

This is to certify that the Project Report (B.COM-II) titled "A Comprehensive Analysis of Goods and Services Tax" done by Nancy, Roll No. 1802070024, is completed under my guidance.


Signature of the Guide:

Date:

Name of the Guide: Mr. Gurbir Singh Khara

A STUDY ON DIGITAL MARKETING AT
WEBLOGIX E-SOLUTIONS



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



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

Bachelor of Commerce (B. COM)

To

K.R. Mangalam University, Gurugram

Guide:

r. Amit Kumar
Assistant Professor

Submitted by:

Nisha Kumari

Roll No.: 1802070027

B. COM - Batch (2018-2021)


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

OF COMPLETION

THIS CERTIFICATE IS PROUDLY PRESENTED TO

Nisha kumari

for the completion of Digital Marketing Internship from June, 2020 to July, 2020. During the internship, we found him/her a hardworking and innovative individual.

05/08/2020
Date

Amit Ranjan
Founder

Email: info@weblogixesolutions.com

www.weblogixesolutions.com

CERTIFICATE

Ms. Nisha Kumari Roll No. 1802070027 certify that the Summer Training Project Report entitled "A STUDY ON DIGITAL MARKETING AT WEBLOGIX E-SOLUTIONS" is completed by me and it is an authentic work carried out by me at WEBLOGIX E-SOLUTIONS. The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.


Signature of the Student

Date: 09-04-2021

Certified that the Summer Training Project Report entitled "A STUDY ON DIGITAL MARKETING AT WEBLOGIX E-SOLUTIONS" done by Ms. Nisha Kumari Roll No. 1802070027 is completed under my guidance.


Signature of the Guide

Date:

Name of the Guide:

Designation:

K R Mangalam University.

Gurugram- 122103