



**SWAMI VIVEKANANDA INSTITUTE  
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MODERN SCIENCE**

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Sonarpur Station Road, Karbala, P.O. - Narendrapur, P.S. - Sonarpur, Kolkata-700103

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**TO WHOM IT MAY CONCERN**

*This is to certify that the project entitled “**ENHANCING THE SALES OF CONSUMERS GOODS USING MARKETING SEGMENTATION**” with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **DEBANGONA GHOSH** [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 212642005010034 year 2021-22, roll no. 26405021027] under the Department of Computer Application for the partial fulfillment of the degree of **BACHELOR OF BUSINESS ADMINISTRATION**, under **Maulana Abul Kalam Azad University of Technology, WB**, embodies that the work has been done by her under our supervision.*

*G. Gupta*

.....  
**Prof. Gargi Gupta**  
(Vice-Principal)  
SVIMS

*N. Nath*

.....  
**Prof.(Dr.) Nilanjana Bhattacharyya Nath**  
(Principal)  
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*Shalini Mitra*

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**Prof. Shalini Mitra** (Head  
of The Department)

Department of Business  
Administration  
SVIMS

Date:  
Place: Kolkata



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This is to certify that the project entitled **“AI IS NOT A REPLACEMENT FOR MANPOWER BUT A TOOL FOR BETTER EMPLOYEE PERFORMANCE”** with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **ANISH KUMAR DEY** [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. **212642005010003** year 2021-22, roll no. **26405021004**] under the Department of **BUSINESS ADMINISTRATION** for the partial fulfillment of the degree of **BACHELOR OF BUSINESS ADMINISTRATION**, under **Maulana Abul Kalam Azad University of Technology, WB**, embodies that the work has been done by him under our supervision.

*Gyupta*

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**Prof. Gargi Gupta**  
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*This is to certify that the project entitled “The Impact of Soft Skills Training On Employee Performance In the Corporate Sector” with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by Soumit Samanta [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 212642005010048 year 2021-22, roll no. 26405021072] under the Department of BUSINESS ADMINISTRATION for the partial fulfillment of the degree of BACHELOR OF BUSINESS ADMINISTRATION, under Maulana Abul Kalam Azad University of Technology, WB, embodies that the work has been done by him under our supervision.*

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**TO WHOM IT MAY CONCERN**

This is to certify that the project entitled **“EFFECTIVENESS OF INFLUENCER MARKETING THROUGH SOCIAL-MEDIA IN WEST BENGAL: AN ANALYSIS OF CONSUMER PERCEPTION AND ENGAGEMENT”** with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **SOMNATH CHATTERJEE** [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 212642005010102 year 2021-22, roll no. 26405021065] under the Department of Business Administration for the partial fulfillment of the degree of **Bachelor of Business Administration**, under **Maulana Abul Kalam Azad University of Technology, WB**, embodies that the work has been done by him under our supervision.

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*This is to certify that the project entitled “SIGNIFICANCE OF IT IN LOGISTICS MANAGEMENT” with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SOURIK DAS [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 212642005010095 year 2021-22, roll no. 26405021062] under the Department of Computer Application for the partial fulfillment of the degree of BACHELOR OF BUSINESS ADMINISTRATION, under Maulana Abul Kalam Azad University of Technology, WB, embodies that the work has been done by him under our supervision.*

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*This is to certify that the project entitled “CONSUMER AWARENESS OF GREEN MARKETING” with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by ASHIF NASKAR [3rd year, 2nd semester, registration no. 212642005010011 year 2021-22, roll no. 26405021003] under the Department of Business Administration for the partial fulfillment of the degree of BACHELOR OF BUSINESS ADMINISTRATION, under Maulana Abul Kalam Azad University of Technology, WB, embodies that the work has been done by him under our supervision.*

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*This is to certify that the project entitled "A RESEARCH ON WORKING CAPITAL MANAGEMENT: EFFICIENCY AND PERFORMANCE OF RELIANCE INDUSTRY" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SHREYA SHARMA [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 212642005010089 year 2021-22, roll no. 26405021056] under the Department of Computer Application for the partial fulfillment of the degree of BACHELOR OF BUSINESS ADMINISTRATION, under Maulana Abul Kalam Azad University of Technology, WB, embodies that the work has been done by her under our supervision.*

*Gyupla*

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*Gargi Gupta*

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*Nilanjana Nath*

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*This is to certify that the project entitled “ UNDERSTANDING USER SATISFACTION OF AMAZON PRIME AND NETFLIX: A COMPARATIVE STUDY” with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by ANKAN SINHA [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 212642005010033 year 2021-22, roll no. 26405021020 under the Department of Business Administration for the partial fulfillment of the degree of BACHELOR OF BUSINESS ADMINISTRATION, under Maulana Abul Kalam Azad University of Technology, WB, embodies that the work has been done by him under our supervision.*

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.....  
**Prof. Gargi Gupta**  
(Vice-Principal)  
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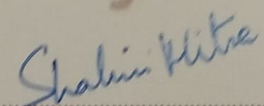
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**TO WHOM IT MAY CONCERN**

*This is to certify that the project entitled "THE IMPACT OF DIFFERENT LEADERSHIP STYLES ON EMPLOYEE MOTIVATION AND PERFORMANCE IN A REMOTE WORK ENVIRONMENT." with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by PANKAJ SHAW [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 212642005010097 year 2021-22, roll no. 26405021070] under the Department of BUSINESS ADMINISTRATION for the partial fulfillment of the degree of BACHELOR OF BUSINESS ADMINISTRATION, under Maulana Abul Kalam Azad University of Technology, WB, embodies that the work has been done by him under our supervision.*

  
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This is to certify that the project entitled "BRAND SWITCHING BEHAVIOR OF CONSUMERS IN THE TELE-COMMUNICATION SECTOR" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by RIVU MONDAL [3rd year, 2nd semester, registration no. 212642005010087 year 2021-22, roll no. 26405021054] under the Department of Business Administration for the partial fulfillment of the degree of BACHELOR OF BUSINESS ADMINISTRATION, under Maulana Abul Kalam Azad University of Technology, WB, embodies that the work has been done by him under our supervision.

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TO WHOM IT MAY CONCERN

This is to certify that the project entitled “**Recruitment process in human resource management**” with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **Shilpa Singh** [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. **212642005010049** year 2021-22, roll no. **26405021073**] under the Department of **BUSINESS ADMINISTRATION** for the partial fulfillment of the degree of **BACHELOR OF BUSINESS ADMINISTRATION**, under **Maulana Abul Kalam Azad University of Technology, WB**, embodies that the work has been done by her under our supervision.

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This is to certify that the project entitled "**GREEN LOGISTICS: A MARKETING STRATEGY**" with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **SOUMYADIP SARKAR** [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 212642005010086 year 2021-22, roll no. 26405021053] under the Department of Computer Application for the partial fulfillment of the degree of **BACHELOR OF BUSINESS ADMINISTRATION**, under **Maulana Abul Kalam Azad University of Technology, WB**, embodies that the work has been done by him under our supervision.

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This is to certify that the project entitled "**GREEN MARKETING: A REAL ISSUE OR A CRAZE**" with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **PUJA JHA** [3rd year, 2nd semester, registration no. 202642005010083 year 2020-21, roll no. 26405020050] under the Department of Business Administration for the partial fulfillment of the degree of **BACHELOR OF BUSINESS ADMINISTRATION**, under **Maulana Abul Kalam Azad University of Technology, WB**, embodies that the work has been done by her under our supervision.

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