

Students Name:-	Roll No:-	Topic Alloted	DURATION
Dhritwan Mondal	26405019013	COMMUNICATION IN MARKETING	6MONTH
SAYANTAN CHAKRABARTY	26405019096	COMMUNICATION IN MARKETING	6MONTH
MD SHAFAQUE ALAM	26405020001	Positioning strategy of bengali content creator; content analysis approach	6MONTH
MD SARIK ALAM	26405020002	Leadership affect employee's productivity	6MONTH
MUNTAZIR SABA	26405020003	Recruitment policied and procedures in Organizations	6MONTH
KRISHNERGHA LAHIRI	26405020004	Walking Capital management	6MONTH
SWARNAYA BHADURY	26405020009	Positioning strategy of bengali content creator; content analysis approach	6MONTH
SYAMANTAK DASGUPTA	26405020010	Work force emotional intellegence and its importance in Organization	6MONTH
ABIR PANDEY	26405020011	Positioning strategy of bengali content creator; content analysis approach	6MONTH
ROHAN BAJ	26405020012	Factors influencing movie going intention	6MONTH
MODHURIMA DUTTA	26405020015	UTILITY OF COMMUNICATION FOR HR	6MONTH
PUJA DAS	26405020016	Leadership affect employee's productivity	6MONTH
MOHAMMAD RAGHIB KHAN	26405020017	Factors influencing movie going intention	6MONTH
ARUNAVA DAS	26405020019	Factors influencing movie going intention	6MONTH
YUSH UPADHYAY	26405020020	Work force emotional intellegence and its importance in Organization	6MONTH
ROMIT HALDER	26405020021	Understanding brand controversy	6MONTH
AITRISH KUNDU	26405020022	Adequate staff welfare package and its affects on productivity	6MONTH
IEHA MONDAL	26405020023	Understanding brand controversy	6MONTH
IRITWIK DAS	26405020026	Understanding brand controversy	6MONTH
AYAN DAS	26405020027	Understanding brand controversy	6MONTH
UBIR NASKAR	26405020030	Financial statement Analysis	6MONTH
SUDIPTA PRADHAN	26405020031	The impact of sales promotion on the marketing of new products and services	6MONTH
SUPARNA MONDAL	26405020033	The importance of leadership and social skills in new entrepreneurs	6MONTH
SIBSANKAR SASMAL	26405020035	Vehicular pollution impact on Enviornment	6MONTH
NIKHIL RAJ	26405020036	Recruitment policied and procedures in Organizations	6MONTH

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	26405020037	Work force emotional intellegence and its importance	6MONTH
KSAJID		in Organization The impact of sales promotion on the marketing of	6MONTH
UBHAJIT HOWDHURY	26405020041	new products and services The effect of product quality on consumer brand	6MONTH
ARSH PRASAD	26405020044		6MONTH
DEBASISH	26405020045	The effect of product quality on consumer brand loyalty	6MONTH
ANERJEE ULIE SINGH	26405020046	The effect of product quality on consumer brand	
HEMANTA MAJHI	26405020048	Brand Switching Behaviour of Consumers in the relevant	6MONTH
		communication sector. Leadership affect employee's productivity	6MONTH
SNEHA KUMARI PRERANA DAS	26405020050 26405020051	Brand Switching Behaviour of Consumers in the lefe	6MONTH
	26405020052	communication sector. Adequate staff welfare package and its affects on	6MONTH
SUCHETA SHARMA	26405020056	productivity Brand Switching Behaviour of Consumers in the Tele-	6MONTH
VARUN SINGH	20403020030	communication sector.	6MONTH
MAHI SINGH	26405020058	Eco-friendly concept of packaging	6MONTH
HIMANSHU	26405020059	Walking Capital management	6MONTH
MAZUMDAR PUSPENDU	26405020060	Eco-friendly concept of packaging	
CHAKROBORTY	26405020061	Eco-friendly concept of packaging	6MONTH
ANKITA SINGH SAPTAM KUMAR	26405020062	COMMUNICATION AND INTERVIEW SKILL	6MONTH
SINGH SHAWLI	26405020063	Comparative Analysis	6MONTH
BHOWMICK REMON DEBNATH	- Standard -	Impact of advertising of beverage companies on	6MONTH
		Consumer Walking Capital management	6MONTH
SAYAN PRADHAN	26405020065	Recruitment policied and procedures in Organizations	6MONTH
SAYAK MANDAL	26405020067		6MONTH
RATAN PRAMAN	K 26405020068 26405020069	Comparative Analysis Impact of advertising of Beverage companies on	6MONTH
MD JABIRULLA	26405020070	Consumer Impact of advertising of Beverage companies on	6MONTH
	26405020071	Consumer Comparative Analysis	6MONTH
BAPPA ROY	26405020071 ICK 26405020072	COMMUNICATION AND INTERVIEW SKILL	6MONTH

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			6MONTH
	26405020073	Determinants of Consumer Behaviour while	
NDAL RTIK	26405020076	Purchasing a Product Determinants of Consumer Behaviour while	6MONTH
AMANIK		Purchasing a Product	6MONTH
AJI AMZAD ALI	26405020077	Determinants of Consumer Behaviour while Purchasing a Product	6MONTH
AHUL SEKH	26405020078	work force emotional intellegence and its importance	
		in Organization Vehicular pollution impact on Enviornment	6MONTH
RESHMI MARANDI	26405020080	Vehicular pollution impact on Environment	6MONTH
SAYAN KOLEY	26405020082	Vehicular pollution impact on Enviornment	6MONTH
IPSHITA DUTTA	26405020083	Green marketing: challenges and strategies	6MONTH
GOLAM MASUD	26405020085	Green marketing: challenges and strategies	6MONTH
SOUDEEP DEY	26405020086	Green marketing: challenges and strategies	6MONTH
SUMIT DEY	26405020087	Green marketing: challenges and strategies	6MONTH
PAYEL	26405020088	Green industry	
PRAMANICK			6MONTH
SUBHASIS DAS	26405020089	Green industry The importance of leadership and social skills in new	6MONTH
PRIYANKA	26405020090	The importance of leadership and social skills in the entrepreneurs	6MONTH
SHARMA ARPITA DE	26405020091	Green industry	6MONTH
	26405020092	Leadership affect employee's productivity	DIVIONITI
ARPAN MUKHERJEE	2010001		6MONTH
EKTA SINGH	26405020093	Green industry	6MONTH
ROHIT KUMAR	26405020094	Adequate staff welfare package and its affects on productivity	6MONTH
RUDRAJIT	26405020096	Effective advertising	
BHADURY	25405020007	Effective advertising	6MONTH
MD ZAKIR KHA	and the second sec	Effective advertising	6MONTH
SOURADIP BHUNIA	26405020098		6MONTH
SOURADIPTA BHATTACHARY	26405020100	Social media as a new market	
PRERONA DAS		The importance of leadership and social skills in new	6MONTH
	26405020102	entrepreneurs Social media as a new market	6MONTH
BITAN SOVAN	26405020103		CI LOUITU
HAZRA HARSH KATYA	(AN 26405020104	Social media as a new market	6MONTH
SOHAM DUTT		Financial statement Analysis	6MONTH
SONALI SHAW		Clandership and social skills in new	6MONTH
SUNALI SHAW	20405020100		2

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			and the second se
		entrepreneurs	
SUSOVON RUIDAS	26405020107	The role of communication in business negotiations.	6MONTH
PRITAM MONDAL	26405020108	Walking Capital management	6MONTH
ARUP GHOSH	26405020109	The role of communication in business negotiations.	6MONTH
PRAVIN KUMAR	26405020111	Adequate staff welfare package and its affects on productivity	6MONTH
SATYAM SINHA	26405020112	The role of communication in business negotiations.	6MONTH
SWETA KUMARI	26405020113	The role of communication in business negotiations.	6MONTH
ROHIT RAJ	26405020114	COMMUNICATION AND ITS UTILITY IN THE CORPORATE WORLD	6MONTH
RATNADEEP PAUL	26405020115	Financial statement Analysis	6MONTH
ANISH ALI DAPTARI	26405020116	COMMUNICATION AND ITS UTILITY IN THE CORPORATE WORLD	6MONTH
ROHIT BAKSHI	26405020117	COMMUNICATION AND ITS UTILITY IN THE CORPORATE WORLD	6MONTH
ARNAB NASKAR	26405020118	Impact of COVID-19 on education system	6MONTH
AKASH MAJUMDER	26405020119	COMMUNICATION AND INTERVIEW SKILL	6MONTH
PRIYAM CHOWDHURY	26405020121	COMMUNICATION AND INTERVIEW SKILL	6MONTH
RUPAM ROY	26405020122	Financial statement Analysis	6MONTH

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Signature Prof. (Dr.) Nilanjana Bhattacharyya Nath Principal



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "COMMUNICATION IN MARKETING" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by DHRITWAN MONDAL [3<sup>rd</sup> year, 2<sup>rd</sup> semester, registration no. 26419200018337 year 2019-20, roll no. 26405019013] under the department of Business Administration for the partial fulfilment 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.

Vice-Principal of Wheekamanda Institute of dern Science w.Str. Road, Karbala P.S.-Narandrapur, Kol-103 Prof. Gargi Gupta

Abu Loyel Prof. (Dr.) Abu Sayeed (Internal Project Guide) Department of Business

Prof. Shalini Mitra (Head of the Dept

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Kolkata-10:

Date:

Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "COMMUNICATION IN MARKETING" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SAYANTAN CHAKRABARTY [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 26419200033067 year 2019-20, roll no. 26405019096] under the department of Business Administration for the partial fulfilment 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.

Vice-Principal Swami Vivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103

Prof. Gargi Gupta

(Vice-Principal) SVIMS

Rober Sorgeed Prof. (Dr.) Abu Sayeed Mondalo3

Department of Business Administration

(Internal Project Guide)

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Date:

Place: Kolkata

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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "A STUDY ON STUDENTS ATTITUDE TOWARDS MULTI LEVEL MARKETING" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by MD SHAFAQUE ALAM [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. year 2020-21, roll no. 26405020001] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

Prof. Gargi Gupta (Vice-Principal)

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**Prof.(Dr.)** Abu Sayeed Mondal (Internal Project Guide)

Department of Business Administration SVIMS Date: Place: Kolkata Vice-Principal Swami Vivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103

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



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled " LEADERSHIP AFFECT EMPLOYEE'S PRODUCTIVITY" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by MD SARIK ALAM [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010121 year 2020-21, roll no.26405020002 ] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been

done by him under our supervision. Swami Vivekananda Institute of nstitute nstitute Modern Science Sonarpur, Kolkata-103 Kolkata-10 Kolkata-103 Prof. Gargi Gupta (Vice-Principal) SVIMS

Prof.Bivash Saha (Internal Project Guide) **Prof.(Dr.)** Shalini Mitra (Head of The Department)

Department of Business Administration SVIMS Date: Department of Business Administration SVIMS

Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "RECRUITMENT POLICIED AND PROCEDURES IN ORGANIZATIONS" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by MUNTAZIR SABA [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no.202642005010120 year 2020-21, roll no. 26405020003] under the Department of Business Administration for fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies 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 "Ratio Ananlysis on Tata Motors" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by KRISHNERGHA LAHIRI [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010119 year 2020-21, roll no. 26405020004] underthe Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our



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> Prof. Gargi Gupta (Vice-Principal) SVIMS

> > **Prof.(Dr.) Shalini Mitra** (Head of The Department) Department of Business Administration SVIMS

itute o

Kolkata-103

Date: Place: Kolkata



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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "DIGITIAL MARKETING: A STUDY ON SELECT COMPANIES" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SWARNAYA BHADURY [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no.

202642005010114 year 2020-21, roll no. 26405020009] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

Prof. Gargi Gupta (Vice-Principal)

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Vice-Principal Swami Vivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala Sonarpur Stn. Road, Karbala

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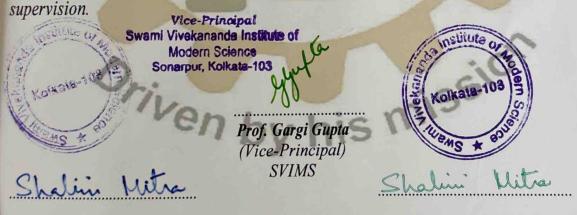
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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "WORK FORCE EMOTIONAL INTELLEGENCE AND ITS IMPORTANCE IN ORGANIZATION" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SYAMANTAK DASGUPTA [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no.202642005010113 year 2020-21, roll no. 26405020010] under the Department of Business Administration for fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our



**Prof.(Dr.)Shalini Mitra** (Internal Project Guide) **Prof.(Dr.)** Shalini Mitra (Head of The Department)

Department of Business Administration SVIMS Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "UNDERSTANDING CELEBRITY BRAND LOVE : A STUDY ON THREE KHANS OF BOLLYWOOD" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by ABIR PANDEY [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010112 year 2020-21, roll no. 26405020011] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

Kolkata-103

Prof.(Dr.) Abu Sayeed Mondal (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata

Vice-Principal Swami Vivekananda Institute of Modern Science Science, Kolkata-103 Prof. Gargi Gupta (Vice-Principal)

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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "UNDERSTANDING CELEBRITY BRAND LOVE : A STUDY ON THREE KHANS OF BOLLYWOOD" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by ROHAN BAJ [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no.2026402005010111 year 2020-21, roll no. 26405020012] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work russ cen done by him under our supervision.

> Swashi Vivekananda Institute of Modern Science Sonarpur, Kolkata-103

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

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Prof.(Dr.) Abu Sayeed Mondal (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



**Prof.(Dr.) Shalini Mitra** (Head of The Department) Department of Business Administration SVIMS



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Utility Of Communication for HR" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by MODHURIMA DUTTA [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010108 year 2020-21, roll no. 26405020015] under the department of Business Administration for the partial fulfilment 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.

> Wice-Principal Swami Vivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala **Prof. Gargi Gupta** Narendrebur. Kol-103

(Vice-Principal)

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Hon Sayerd Mor da Institut Prof. (Dr.) Abu Sayeed Mondal Kolkata-103 (Internal Project Guide) Department of Business Administr SVIMS

Department of Busin

*Iministration* 

Prof. (Dr.) Shah

Date:

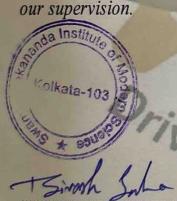
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# TO WHOM IT MAY CONCERN

This is to certify that the project entitled " LEADERSHIP AFFECT EMPLOYEE PRODUCTIVITY" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by PUJA DAS [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no.202642005010107 year 2020-21, roll no. 26405020016] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by her under



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

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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Factors Influencing Movie Going Intention" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by MOHAMMAD RAGHIB KHAN [3<sup>rd</sup> year, 2<sup>rd</sup> semester, registration no. 202642005010106 year 2020-21, roll no. 26405020017] under the department of Business Administration for the partial fulfilment 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.

> Vice-Principal Swami Vivekananda Institute of Modern Science Prof. Gargi Guptonarpur Stn. Rossiana

(Vice-Principal)

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Abn Sayeer Prof. (Dr.) Abu Sayeed Mondal Kolkata-103 (Internal Project Guide) Department of Business Administration SVIMS

Date:

Place: Kolkata

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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "DIGITIAL MARKETING: A STUDY ON SELECT COMPANIES" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by ARUNAVA DAS [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no.202642005010104 year 2020-21, roll no. 26405020019] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

Vice-Principal Swami Vivekananda Institute of Modern Science nstitute onarpur, Kolkata-103 colkata-10 Prof. Gargi Gupta Kolkata-103 (Vice-Principal) SVIMS Prof.(Dr.) Shalini Mitra Prof.(Dr.) Abu Sayeed Mondal

Prof.(Dr.) Abu Sayeed Mondal (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata **Prof.(Dr.) Shalini Mitra** (Head of The Department) Department of Business Administration SVIMS



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "WORK FORCE EMOTIONAL INTELIGENCE AND ITS IMPORTANCE IN ORGANIZATION" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by AYUSH UPADHYAY [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010103 year 2020-21, roll no. 26405020020] under the department of Business Administration for the partial fulfilment 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.

Vice-Principal wami Vivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala P.S .- Narendrapur, Kol-103

Prof. Gargi Gupta

da Institu (Vice-Principal) SVIMS Hon Surjeed Me Prof. (Dr.) Abu Sayeed Mona

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Date:

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This is to certify that the project entitled "DIGITIAL MARKETING: A STUDY ON SELECT COMPANIES" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by PROMIT HALDER [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no.202642005010102 year 2020-21, roll no. 26405020021] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our su, rvision

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



Prof.(Dr.) Abu Sayeed Mondal (Internal Project Guide) Department of Business Administration SVIMS Prof.(Dr.) Shatini Mistra (Head of The Department) Department of Business Administration SVIMS

Vice-Principal Seni Vivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103

Date: Place: Kolkata

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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "ADEQUATE STAFF WELFARE PACKAGE AND ITS AFFECTS ON PRODUCTIVITY" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by MAITRISH KUNDU [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no.202642005010101 year 2020-21, roll no. 26405020022] under the Department of Business Administration for fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



**Prof.(Dr.)Shalini Mitra** (Internal Project Guide)

Vice-Principal Wivekananda Institute of Modern Science Sonarpur, Kolkata-103 Prof. Gargi Gupta (Vice-Principal Kolkata-103 Kolkata-103

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

Department of Business Administration SVIMS Date: Department of Business Administration SVIMS

Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "UNDERSTANDING CELEBRITY BRAND LOVE : A STUDY ON THREE KHANS OF BOLLYWOOD" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by NEHA MONDAL [3rd year, 2rd semester, registration no. 202642005010100 year 2020-21, roll no. 26405020023] under the Department of Business Administration for the partial fulfilment of the degreeof BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by her under our supervision.

> pur Sin. Road, Karbala Narendrapur, Koi-103 **Prof.** Gargi Gupta Vice-Principal) SVIMS

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Prof. (Dr. S. Abu Saveed Mondal (Internal Project Guide) Department of Business Administration SVIMS

Date: Place: Kolkata

of (DE) Shalini Mitra (Head of The Department) Department of Business Administration SVIMS



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Understanding brand controversy" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by HRITWIK DAS [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010097 year 2020-21, roll no. 26405020026] under the department of Business Administration for the partial fulfilment 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.

Vice-Principal ami Vivekananda Institute of **Modern Science** onarpur.Stn. Road, Karbala P.S.-Narendrapur, Kol-103

Prof. Gargi Gupta

(Vice-Principal)

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Prof. (Dr.) Abu Sa

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Department of Business Administration

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Date:

Place: Kolkata

Department of Business Administration

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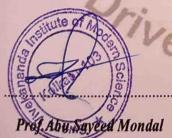
Prof. (Dr.) Shalini Mitra



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "UNDERSTANDING CELEBRITY BRAND LOVE; A STUDY ON THREE KHANS OF BOLLYWOOD" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SAYAN DAS [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no.202642005010096 year 2020-21, roll no. 26405020027] under the Department of Business Administration for fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



(Internal Project Guide)

Department of Business Administration SVIMS Date: Place: Kolkata

Prof. Ga<mark>rgi Gupta</mark> (Vice-Principal) SVIMS

> Prof. Shatini Mitra (Head of The Department)

Department of Business Administration SVIMS

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# TO WHOM IT MAY CONCERN

This is to certify that the project entitled "WORKING CAPITAL MANAGEMENT ON HUL" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SUBIR NASKAR [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010093 year 2020-21, roll no. 26405020030] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



**Prof.Simi Rakshit** (Internal Project Guide) Department of Business Administration SVIMS

Prof. Gargi Gupta (Vice-Principal) SVIMS Prof.(Dr.) Shalini Mitra (Head of The Department)

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Modern Science

Prof.(Dr.) Shalini Mitra (Head of The Department, Department of Business Administration SVIMS

Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "THE IMPACT OF SALES PROMOTION ON THE MARKETING OF NEW PRODUCTS AND SERVICES " with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SUDIPTA PRADHAN [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no.202642005010092 year 2020-21, roll no. 26405020031] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



**Prof.Swarnadeep Goswami** (Internal Project Guide)

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Department of Business Administration SVIMS Date: Place: Kolkata

Prof. Gargi Gupta (Vice-Principal) SVIMS Shalini Hitter

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

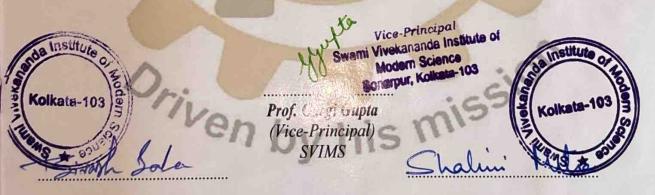
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### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "THE IMPORTANCE OF LEADERSHIP AND SOCIAL SKILLS IN NEW ENTREPRENEURS" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SUPARNA MONDAL [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010090 year 2020-21, roll no. 26405020033] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by her under our supervision.



Prof.Bivash Saha (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata **Prof.(Dr.) Shalini Mitra** (Head of The Department) Department of Business Administration SVIMS



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "VEHICULAR POLLUTION IMPACT ON ENVIORNMENT" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SIBSANKAR SASMAL [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no.202642005010088 year 2020-21, roll no. 26405020035] under the Department of Business Administration for fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

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



Prof.Mausumi Pal (Internal Project Guide)

Department of Business Administration SVIMS Date: Place: Kolkata Prof.(Dr.) Shalini Mitra (Head of The Department)

Department of Business Administration SVIMS

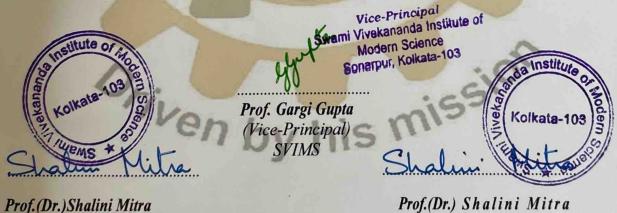
Vice-Principal Swami Vivekananda Institute of Modern Science Sonerpur, Kolkata-103



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "RECRUITMENT POLICIED AND PROCEDURES IN ORGANIZATIONS" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by NIKHIL RAJ [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no.202642005010087 year 2020-21, roll no.26405020036] under the Department of Business Administration for fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



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

Department of Business Administration SVIMS Date: Place: Kolkata

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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "WORK FORCE EMOTIONAL INTELLEGENCE AND ITS IMPORTANCE IN ORGANIZATION" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SK SAJID [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no.203642005010086 year 2020-21, roll no. 26405020037] under the Department of Business Administration for fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

Vice-Principal)

SVIMS

Vice-Principal Swami Vivakananda Institute of Modern Science Sonarpur, Kolkata-103 Prof. Gargi Gupta

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

**Prof.(Dr.)Shalini Mitra** (Internal Project Guide)

PAG

Department of Business Administration SVIMS Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "The impact of sales promotion on the marketing of new products and services" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SUBHAJIT CHOWDHURY [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no.202642005010082 year 2020-21, roll no. 26405020041] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

Prof.Swarnadeep Goswami (Internal Project Guide)

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Department of Business Administration SVIMS Date: Place: Kolkata

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



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# TO WHOM IT MAY CONCERN

This is to certify that the project entitled "THE IMPACT OF SALES PROMOTION ON THE MARKETING OF NEW PRODUCTS AND SERVICES " with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by HARSH PRASAD [3rd year, 2<sup>nd</sup> semester, registration no. 202642005010079 year 2020-21, roll no. 26405020044] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



Prof.Swarnadeep Goswami (Internal Project Guide)

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

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

Department of Business Administration **SVIMS** Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "THE EFFECT OF PRODUCT QUALITY ON CONSUMER BRAND LOYALTY" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by DEBASISH BANERJEE [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642 005010078 year 2020-21, roll no. 26405020045] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

Vice-Principal Swami Vivekananda Institute of Modern Science onarpur, Kolkata-103.

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

Prof.Swarnadeep Goswami (Internal Project Guide)

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

Department of Business Administration SVIMS Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "THE EFFECT OF PRODUCT QUALITY ON CONSUMER BRAND LOYALTY" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by JULIE SINGH [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010077 year 2020-21, roll no. 26405020046] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by her under our supervision.

> Prof. Gargi Gupta (Vice-Principal) SVIMS

**Prof.Swarnadeep Goswami** (Internal Project Guide)

Department of Business Administration SVIMS Date: Place: Kolkata **Prof.(Dr.)** Shalini Mitra (Head of The Department)

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Department of Business Administration SVIMS

Vice-Principal Vivekananda Institute of Modern Science

Sonarpur, Kolkata-103

#### SWAMI VIVEKANANDA INSTITUTE OF

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# TO WHOM IT MAY CONCERN

This is to certify that the project entitled "BRAND SWITCHING BEHAVIOUR OF CONSUMERS IN THE TELE-COMMUNICATION SECTOR." with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by HEMANTA MAJHI [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642 005010075 year 2020-21, roll no. 26405020048] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



**Prof.Swarnadeep Goswami** (Internal Project Guide) Vice-Principal Swami Vivekananda Institute of Modern Science Sonarpur, Kolkata-103

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

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

tute

Department of Business Administration SVIMS Date: Place: Kolkata



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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled " LEADERSHIP AFFECT EMPLOYEE PRODUCTIVITY" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SNEHA KUMARI [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no 202642005010073 year 2020-21, roll no. 26405020050] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been

done by her under our supervision. Vice-Principal Swami Vivekananda Institute of TUTE nstitur Modern Science Sonarpur, Kolkata-103 kala-Kolkata-103 Prof. Gargi Gupta Vice-Principal)

Prof.Bivash Saha (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata

**Prof.(Dr.) Shalini Mitra** (Head of The Department) Department of Business Administration SVIMS



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### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "BRAND SWITCHING BEHAVIOUR OF CONSUMERS IN THE TELE-COMMUNICATION SECTOR." with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by PRERANA DAS [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010072 year 2020-21, roll no 26405020051] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by her under our supervision.



**Prof.Swarnadeep Goswami** (Internal Project Guide) Prof. Gargi Gupta (Vice-Principal) SVIMS

> Prof.(Dr.) Shalini Mitra (Head of The Department)

Department of Business Administration SVIMS Date: Place: Kolkata Department of Business Administration SVIMS



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "ADEQUATE STAFF WELFARE PACKAGE AND ITS AFFECTS ON PRODUCTIVITY" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SUCHETA SHARMA [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no.202642005010071 year 2020-21, roll no. 26405020052] under the Department of Business Administration for fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies



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

**Prof. (Dr.) Shalini Mitra** (Internal Project Guide)

Department of Business Administration SVIMS Date: Place: Kolkata Department of Business Administration SVIMS



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "BRAND SWITCHING BEHAVIOUR OF CONSUMERS IN THE TELE-COMMUNICATION SECTOR. " with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by VARUN SINGH [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010067 year 2020-21, roll no.26405020056] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



**Prof.Swarnadeep Goswami** (Internal Project Guide) Vice-Principal Voswami Vivekananda Institute of Modern Science Sonarpur, Kolkata-103

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

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

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Department of Business Administration SVIMS Date: Place: Kolkata Department of Business Administration SVIMS



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "ECO-FRIENDLY CONCEPT OF WITH REFERENCE TO SWAMI VIVEKANANDA **PACKAGING**" INSTITUTE OF MODERN SCIENCE, Sonarpur, Kolkata-700103 is submitted by MAHI SINGH [3rd year, 2nd semester, registration no. 202642005010065 year 2020-21, roll no. 26405020058] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by her under our supervision.

> Prof. Gargi Gupta Vice-Principal) SVIMS



**Prof.**Aindrila Mandal (Internal Project Guide) Department of Business Administration SVIMS

Date: Place: Kolkata

Prof.(Dr.) Shalini Mitra (Head of The Department) Department of Business Administration SVIMS

Vice-Principal

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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "FINANCIAL STATEMENT ANALYSIS ON NESTLE" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by HIMANSHU MAZUMDAR [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010064 year 2020-21, roll no. 26405020059] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

stitur titute Vice-Principal Swami Vivekananda Institute of Modern Science olkata-10 (oikaks onarpur, Kolkata-103 **Prof.** Gargi Gupta Vice-Principal)

Prof.Simi Rakshit (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata

**Prof.(Dr.) Shalini Mitra** (Head of The Department) Department of Business Administration SVIMS



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Eco-friendly concept of packaging" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by PUSPENDU CHAROBORTY [3rd year, 2nd semester, registration no. 202642005010063 year 2020-21, roll no. 26405020060] under the department of Business Administration for the partial fulfilment 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. Vice-Principal Swami Vivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala

Prof. Gargi Gupta

(Vice-Principal)

SVIMS

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Prof. (Dr.) Abu Sayeed Mona (Internal Project Guide)

Department of Business Administration

SVIMS

Date:

Place: Kolkata

(Head of the Department)

Prof.(Dr.) Shalini Mitra

P.S.-Narendrapur, Kol-103

Department of Business Administration

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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Eco-friendly concept of packaging" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by ANKITA SINGH [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010062 year 2020-21, roll no. 26405020061] under the department of Business Administration for the partial fulfilment 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.

Vice-Principal Swami Vivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103 Prof. Gargi Gupta

(Vice-Principal)

SVIMS

Prof. (Dr.) Abu Sayeed Monda

(Internal Project Guide) Department of Business Administration SVIMS

Prof.(Dr.) Shalini Mitra

(Head of the Department)

Department of Business Administration

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SVIMS

Date:

Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "COMMUNICATION AND INTERVIEW SKILL" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SAPTAM KUMAR SINGH [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010061 year 2020-21, roll no. 26405020062] under the department of Business Administration for the partial fulfilment 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.

Vice-Principal Swami Vivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103

Prof. Gargi Gupta

(Vice-Principal)

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Prof.(Dr.) Shalini Mitra

(Head of the Department) Department of Business Administration SVIMS

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(Internal Project Guide)

Department of Business Administration

SVIMS

Date:

Place: Kolkata

### SWAMI VIVEKANANDA INSTITUTE

OF MODERN SCIENCE



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "RATIO ANANLYSIS ON TATA MOTORS" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SHAWLI BHOWMICK [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010060 year 2020-21, roll no. 26405020063] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by her under

our supervision. Swami Vivekananda Institute of Modern Science stitute Sonarpur, Kolkata-103 Prof. Gargi Gupta (Vice-Principal) SVIMS

Prof.Simi Rakshit (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata **Prof.(Dr.) Shalini Mitra** (Head of The Department) Department of Business Administration SVIMS



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "IMPACT OF ADVERTISING OF BEVERAGE COMPANIES ON CONSUMER" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by REMON DEBNATH [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010059 year 2020-21, roll no. 26405020064] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

> Prof. Gargi Gupta (Vice-Principal) SVIMS

Prof.Aindrila Mandal ANS \* (Internal Project Guide) Department of Business Administration SVIMS Date:

Place: Kolkata

**Prof.(Dr.) Shalini Mitta** (Head of The Department) Department of Business Administration SVIMS

incipal



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "RATIO ANANLYSIS ON TATA MOTORS" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SAYAN PRADHAN [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010058 year 2020-21, roll no. 26405020065] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

Institu

Vice-Principal Swami Vivekananda Institute of Modern Science Sonarpur, Kolkata-103

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

Prof.Simi Rakshit (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata **Prof.(Dr.) Shalini Mitra** (Head of The Department) Department of Business Administration SVIMS

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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Recruitment Policies and Procedures in Organizations" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SAYAK MANDAL [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010056 year 2020-21, roll no. 26405020067] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

lice-Principal wami Vivekanande Institute of Prof. Gargi Guniodem Science Vice-Princeson, Kolkata SVIMS Prof. Shalini M Prof. (Internal Project Ga (Head of T Department of Busin Department of Computer Application ministration SVIMS SVIMS Date:

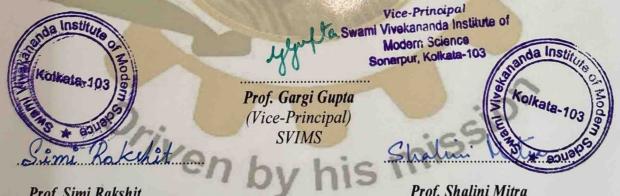
Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Working Capital Management on HUL" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by RATAN PRAMANIK [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 2026420 05010055 year 2020-21, roll no. 26405020068] under the Department of Business Administration for the partial fulfilment of the degreeof BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him w der our supervision.



Prof. Simi Rakshit (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Impact of advertising of Beverage companies on Consumer" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by BAPPA SASMAL

[3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 20264 2005010054 year 2020-21, roll no. 26405020069] under the Department of Business Administration for the partial fulfilment of the degree of **BBA**, under **Maulana Abul Kalam Azad University of Technology, WB**, embodies the work has been done by him under our supervision.

America

**Prof.** Aindrila Mandal (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata Vice-Principal Swami Vivekananda Institute of Modern Science arpur Stn. Road, Karbala S.-Narendrapur, Kol-103

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

> **Prof. Shalini Mitra** (Head of The Department) Department of Computer Application SVIMS

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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Impact of advertising of Beverage companies on Consumer" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by MD JABIRULLA [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no202642005010053 year 2020-21, roll no. 26405020070] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

Prof. Aindrila Mandal

Prof. Gargi Gupta (Vice-Principal) SVIMS

> **Prof. Shalini Mitra** (Head of The Department) Department of Computer Application SVIMS

(Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Ratio Ananlysis on Tata Motors" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by BAPPA ROY [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010052 year 2020-21, roll no. 26405020071] under the Department of Business Administration for the partial fulfilment of the degreeof BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our vision.

Vice-Principal Swami Vivekananda Institute Modern Science alkata Sonarpur, Kolkata-103 Prof. Gargi Gupta (Vice-Principal) **SVIMS** ..... **Prof.** Simi Rakshit

(Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Working Capital Management on HUL" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by KIRTI BHOWMICK[3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 2026420 05010051 year 2020-21, roll no. 26405020072] under the Department of Business Administration for the partial fulfilment of the degreeof BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

nstitut nstitute Vice-Principal Kolkats-103 olkata-10 Swami Vivekananda Institute of Modern Science Sonarpur, Kolkata Roof. Gargi Gupta (Vice-Principal) SVIMS **Prof.** Simi Rakshit

Prof. Simi Rakshit (Internal Project Guide) Department of Business Administration SVIMS Date:

Place: Kolkata



Approved by AICTE, Affiliated to MAKAUT, West Bengal Sonarpur Station Road, Karbala, P.O. - Narendrapur, P.S. - Sonarpur, Kolkata-700103

## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Determinants of Consumer Behaviour while Purchasing a Product" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by DIPANKAR MONDAL [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010050 year 2020-21, roll no. 26405020073] under the department of Business Administration for the partial fulfilment 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.

Vice-Principal Swami Vivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103 Prof. Gargi Gupta nstit, (Vice-Principal) SVIMS Aded Prof. (Dr.) Shalini Mitra Prof. (Dr.) Abu Sa (Head of the Department) (Internal Project Guide) ens \* Department of Business Administration Department of Business Administration SVIMS SVIMS Date: Place: Kolkata



Approved by AICTE, Affiliated to MAKAUT, West Bengal Sonarpur Station Road, Karbala, P.O. - Narendrapur, P.S. - Sonarpur, Kolkata-700103

#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Determinants of Consumer Behaviour while Purchasing a Product" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by KARTIK PRAMANIK [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010047 year 2020-21, roll no. 26405020076] under the department of Business Administration for the partial fulfilment 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.

Abn Loyeen KAnara 163

Prof. (Dr.) Abu Sazeed Mon

(Internal Project Guide)

Department of Business Administration

SVIMS

Date:

Place: Kolkata

Wice-Principal Swami Vivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala Prof. Gargi Gupta.S.-Narendrapur, Kol-103

(Vice-Principal)

SVIMS

Prof. (Dr.) Shalini Mitra

(Head of the Department)

Department of Business Administration

SVIMS



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "DETERMINANTS OF CONSUMER BEHAVIOUR WHILE PURCHASING A PRODUCT" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by KAJI AMZAD ALI [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010046 year 2020-21, roll no. 26405020077] under the department of Business Administration for the partial fulfilment 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.

Wice-Principal Swami Vivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala Prof. Gargi Gupta -Narendrapur 13

(Vice-Principal)

SVIMS

**Prof. (Dr.)** Abu Seveed Mondal (Internal Project Guide) Department of Business Administration SVIMS

Date:

Place: Kolkata

Prof.(Dr.) Shalini Mitra (Head of the Dapa Dan Department of Business Administration



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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Work force emotional intellegence and its importance in Organization" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by RAHUL SEKH [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010045 year 2020-21, roll no. 26405020078] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our



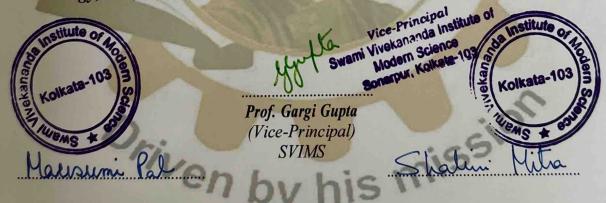
**Prof. Shalini Mitra** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Vehicular pollution impact on Environment" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by RESHMI MARANDI [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010043 year 2020-21, roll no. 26405020080] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by her under our supervision.



**Prof. Mausumi Pal** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Vehicular pollution impact on Environment" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SAYAN KOLEY [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010041 year 2020-21, roll no. 26405020082] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



**Prof. Mausumi Pal** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Green marketing: challenges and strategies" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by IPSHITA DUTTA [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010040 year 2020-21, roll no. 26405020083] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by her under our supervision.

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Vice-Principal Swami Vivekananda Institute of Modern Science Sonarpur, Kolkata-103 Prof. Gargi Gupta (Vice-Principal)



**Prof. Mausumi Pal** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Green marketing: challenges and strategies" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by GOLAM MASUD [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010038 year 2020-21, roll no. 26405020085] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



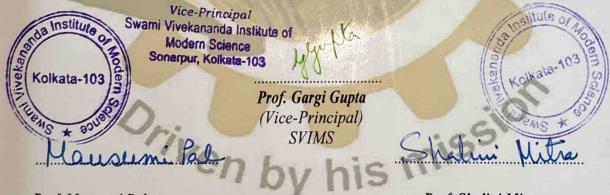
**Prof. Mausumi Pal** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Green marketing: challenges and strategies" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SOUDEEP DEY [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010037 year 2020-21, roll no. 26405020086] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



**Prof. Mausumi Pal** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Green marketing: challenges and strategies" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SUMIT DEY [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010036 year 2020-21, roll no. 26405020087] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

Vice-Principal Swami Vivekananda Institute of Modern Science Sonarpur, Kolkata-103 Prof. Gargi Gupta Thee-Principal) MS Colkata-10 **Prof. Shalini Mitra Prof.** Mausumi Pal (Head of The Department) (Internal Project Guide) Department of Computer Application Department of Business Adminis **SVIMS** SVIMS Date: Place: Kolkata



Affiliated to Maulana Abul Kalam Azad University of Technology, WB Sonarpur Station Road, Karbala, P.O. - Narendrapur, P.S. - Sonarpur, Kolkata-700103

### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Green Industry" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by PAYEL PRAMANICK [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010035 year 2020-21, roll no. 26405020088] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of sechnology, WB, embodies the work has been done by her under our supervision



Syami Vivekananda Institute of Modern Science Sonerpur, Kolkata-103

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



**Prof. Mausumi Pal** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata

# SWAMI VIVEKANANDA INSTITUTE OF

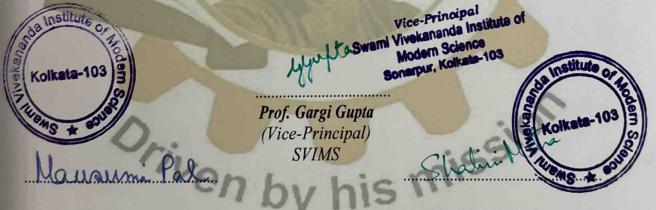
#### **MODERN SCIENCE**



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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Green Industry" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SUBHASIS DAS[3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010034 year 2020-21, roll no. 26405020089] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



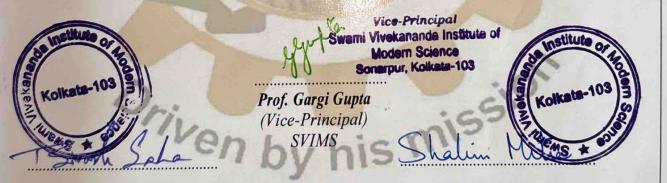
**Prof. Mausumi Pal** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "The importance of leadership and social skills in new entrepreneurs" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by PRIYANKA SHARMA[3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010033 year 2020-21, roll no. 26405020090] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by her under our supervision.



**Prof. Bivash Saha** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



Affiliated to Maulana Abul Kalam Azad University of Technology, WB Sonarpur Station Road, Karbala, P.O. - Narendrapur, P.S. - Sonarpur, Kolkata-700103

#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Green Industry" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by ARPITA DE[3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010032 year 2020-21, roll no. 26405020091] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by her under our supervision.

Vice-Principal itute of Swami Vivekananda Institute of Modern Science Colkata-10 Sonarpur, Kolkata-10 olkata-103 Prof. Gargi Gupta (Vice-Principal) SVIMS

**Prof. Mausumi Pal** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Impact of COVID-19 on education system" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by ARPAN MUKHERJEE [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010031 year 2020-21, roll no. 26405020092] under the Department of Business Administration for the partial fulfilment of the degreeof BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



Vice-Principal Swami Vivekananda Institute Modern Science Sonarpur, Kolkata-103

Prof. Gargi Gupta (Vice-Principal) SVIMS

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nstitut,

Kolkala-10

Prof. Bivash Saha (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata

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# TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Green Industry" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by EKTA SINGH[3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010030 year 2020-21, roll no. 26405020093] under the Department of Business Administration for the partial fulfilment of the degreeof BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by her under our supervision.

Vice-Principal Vivekananda Institute of Modern Science Sonarpur, Kolkata-103 Prof. Gargi Gupta (Vice-Principal) SVIMS Mansur Prof. Shattan M Prof. Mausumi Pal (Head of The (Internal Project Curle) Department of Computer Application Department of Business Administration SVIMS SVIMS Date: Place: Kolkata



Affiliated to Maulana Abul Kalam Azad University of Technology, WB Sonarpur Station Road, Karbala, P.O. - Narendrapur, P.S. - Sonarpur, Kolkata-700103

#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Adequate staff welfare package and its affects on productivity" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by ROHIT KUMAR [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010029 year 2020-21, roll no. 26405020094] under the Department of Business Administration for the partial fulfilment of the degreeof BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

Vice-Principal Swami Vivekananda Institute of Modern Science Sonarpur, Kolkata-103

> Prof. Gargi Gupta (Vice-Principal) SVIMS

Kolkata-103

**Prof. Shalini Mitra** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata

Kolkata-10



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Effective Advertising " with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by RUDRAJIT BHADURY [3rd year, 2nd semester, registration no. 202642005010027 year 2020-21, roll no. 26405020096] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



Senarpur Stn. Road, Karbala arendrapur, Kol-103 Prof. Gargi Gupta (Vice-Principal) SVIMS

NERJEE Prof. KRITTIKA DASBA (Internal Project Guide) Department of Business Administration SVIMS Date:

Place: Kolkata

Prof. Shalini Mitra (Head of The Department) Department of Computer Application SVIMS

-Principal kananda Institute of

Modern Science

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# TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Effective Advertising" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by MD ZAKIR KHAN [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010026 year 2020-21, roll no. 26405020097] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



Prof. Gargi Gupta (Vice-Principal) SVIMS

**Prof. Krittika Das Banerjee** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata **Prof. Shalini Mitra** (Head of The Department) Department of Computer Application SVIMS

Vice-Principal emi Vivekananda Institute Modern Science

our, Kolkata-103



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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Effective Advertising" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SOURADIP BHUNIA[3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 20264 2005010025 year 2020-21, roll no. 26405020098] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



Vice-Principal Swami Vivekananda Institute of Wildern Science Sphan & Kolkata-103

Prof. Garge Gupta (Vice-Principal) SVIMS



Prof. Krittika Das Banerjee (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Social media as a New Market" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SOURADIPTA BHATTACHARYA [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010023 year 2020-21, roll no. 264050200100] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

Vice-Principal Vice-Principal Modern Science Prof. Gargi Supta ndrapur, Kol-103 (Vice-Principal) SVIMS

Prof. Krittika Dis Buillejee (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "THE IMP[ORTANCE OF LEADERSHIP AND SOCIAL SKILLS IN NEW ENTREPRENUERS" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by PRERONA DAS [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010021 year 2020-21, roll no. 26405020102] under the department of Business Administration for the partial fulfilment 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.

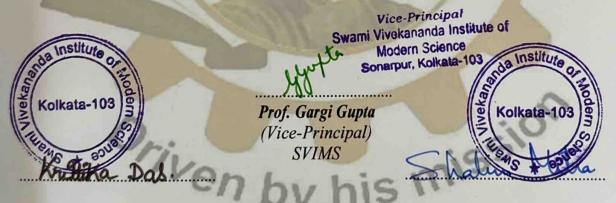
Vice-Principal Swami Vivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala Prof. Gargi Gupta .- Narendrapur, Kol-103 (Vice-Principal) ainsi SVIMS Abn Sorgeed Colkata-1 Prof. (Dr.) Abu Saverd Monda Prof.(Dr.) Shalini Mitra (Internal Project Guide) (Head of the Department) agu Department of Business Administration Department of Business Administration SVIMS Place: Kolkata



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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Social media as a New Market" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by BITAN SOVAN HAZRA [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010020 year 2020-21, roll no. 264050200103] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



**Prof. Krittika Das Banerjee** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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# TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Social media as a New Market" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by HARSH KATYAYAN [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010019 year 2020-21, roll no. 264050200104] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



Vice-Principal Swami Vivekananda Institute of Modern Science Somarpur Strr: Road, Karbala Prof. Gargi-Gupta rapur, Kol-103 (Vice-Principal) SVIMS

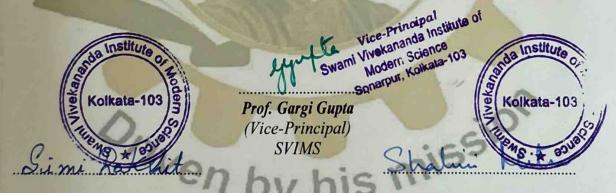
**Prof. Krittika Das Banerjee** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Financial Statement Analysis on Nestle" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SOHAM DUTTA[3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010018 year 2020-21, roll no. 264050200105] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



**Prof. Simi Rakshit** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "The importance of leadership and social skills in new entrepreneurs" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SONALI SHAW [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010017 year 2020-21, roll no. 264050200106] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by her under our supervision.



Vice-Principal Swami Vivekananda Institute of Modern Science Sonarpur, Kolkata-103

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

> **Prof. Shalini Mitra** (Head of The Department) Department of Computer Application SVIMS

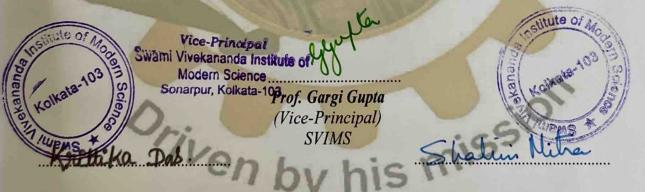
**Prof. Bivash Saha** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "The role of communication in business negotiations." with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SUSOVON RUIDAS [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration No. 202642005010016 year 2020-21, roll no. 264050200107] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



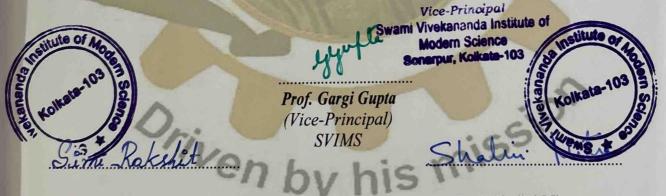
**Prof. Krittika Das Banerjee** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Financial Statement Analysis on Nestle" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by PRITAM MONDAL [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010015 year 2020-21, roll no. 264050200108] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



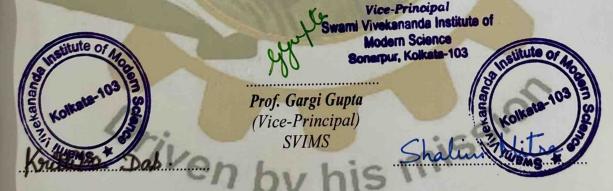
Prof. Simi Rakshit (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "The role of communication in business negotiations" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by ARUP GHOSH [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010014 year 2020-21, roll no. 264050200109] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



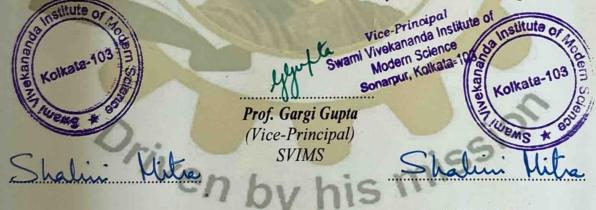
**Prof. Krittika Das Banerjee** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Adequate staff welfare package and its affects on productivity" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by PRAVIN KUMAR [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010012 year 2020-21, roll no. 264050200111] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.



**Prof. Shalini Mitra** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "The role of communication in business negotiations" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SATYAM SINHA [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010011 year 2020-21, roll no. 264050200112] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

Vice-Principal Modern Science Sonarpur, Stn. Road, Karbala Prof. Gargi Gupta (Vice-Principal) SVIMS

**Prof. Krittika Das Banetjee** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "The role of communication in business negotiations" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SWETA KUMARI [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010010 year 2020-21, roll no. 26405020113] under the department of Business Administration for the partial fulfilment 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.

Vice-Principal Swami Vivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103

Prof. Gargi Gupta

(Vice-Principal)

SVIMS

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Institu

Prof. (Dr.) Abu Sayeed Mondal

(Internal Project Guide)

Department of Business Administration

SVIMS

Date:

Place: Kolkata

Prof.(Dr.) Shalini Mitra

(Head of the Department)

Department of Business Administration

Inst

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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "COMMUNICATION AND ITS UTILITY IN THE CORPORATE WORLD" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by ROHIT RAJ [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010009 year 2020-21, roll no. 26405020114] under the department of Business Administration for the partial fulfilment 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.

Vice-Principal Swami Vivekananda Institute of Modern Science Sönarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103

Prof. Gargi Gupta

Institute (Kice-Principal)

SVIMS Abn Joyce a

Prof. (Dr.) Abu Sayeed Mon

(Internal Project Guide)

Department of Business Administration

SVIMS

Date:

Place: Kolkata

Prof.(Dr.) Shalini M

(Head of the Department)

Department of Business Administration

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SVIMS



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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Working Capital Management on HUL" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by RATNADEEP PAUL [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010008 year 2020-21, roll no. 264050200115] underthe Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision, vice-Principal Institute of



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



**Prof. Simi Rakshit** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "COMMUNICATION AND ITS UTILITY IN THE CORPORATE WORLD" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by ANISH ALI DAPTARI [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010007 year 2020-21, roll no. 26405020116] under the department of Business Administration for the partial fulfilment 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. Vice-Principal Swami Vivekananda Institute of

Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Koi-103 Prof. Gargi Gupta

(Vice-Principal)

SVIMS

Prof. (Dr.) Abu Sayeed

stitute

(Internal Project Guide)

Department of Business Administration

SVIMS

Date:

Place: Kolkata

Prof. (Dr.) Shalini Mitro (Head of the Department)

Department of Business Administration

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Modern Science



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "COMMUNICATION AND ITS UTILITY IN THE CORPORATE WORLD" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by ROHIT BAKSHI [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010006 year 2020-21, roll no. 26405020117] under the department of Business Administration for the partial fulfilment 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.

Vice-Principal Swami Vivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103

Prof. Gargi Gupta

(Vice-Principal)

SVIMS

Instit Prof. (Dr.) Abu Sayeed

(Internal Project Guide) \* 8000

Department of Business Administration

SVIMS

Date:

Place: Kolkata

Prof. (Dr.) Shalini Mitra

(Head of the Department)

Department of Business Administration

SVIMS



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# TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Impact of COVID-19 on education system" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by ARNAB NASKAR [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010005 year 2020-21, roll no. 264050200118] underthe Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

lice-Principal ami Vivekanande Institute of Kolkata-103 Modern Science Sonarpur, Kolkata-103 Prof. Gargi Gupta (Vice-Principal) **SVIMS** 6

**Prof. Bivash Saha** (Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "COMMUNICATION AND INTERVIEW SKILL" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by AKASH MAJUMDER [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010004 year 2020-21, roll no. 26405020119] under the department of Business Administration for the partial fulfilment 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.

Vice-Principal Swami Vivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala Prof. Gargi Gupta P.S.-Narendrapur, Kol-103 Institut (Vice-Principal) SVIMS Prof. (Dr.) Abu Saveed Prof.(Dr.) Shalini Mitra (Internal Project Guide) (Head of the Department) Department of Business Administration Department of Business Administration SVIMS SVIMS Date: Place: Kolkata



Approved by AICTE, Affiliated to MAKAUT, West Bengal Sonarpur Station Road, Karbala, P.O. - Narendrapur, P.S. - Sonarpur, Kolkata-700103

#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "COMMUNICATION AND INTERVIEW SKILL" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by PRIYAM CHOWDHURY [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010002 year 2020-21, roll no. 26405020121] under the department of Business Administration for the partial fulfilment 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. Vice-Principal

Swami Vivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103

Prof. Gargi Gupta

Institute (Vice-Principal)

Hon Soyee Mor olkata-103 Prof. (Dr.) Abu Sayeed Mond

(Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata Prof.(Dr.) Shalini Mitra

Department of Business Administration

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(Head of the Department



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#### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Financial Statement Analysis on Nestle" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by RUPAM ROY [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 202642005010001 year 2020-21, roll no. 264050200122] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.

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AND THIN IWENS	<b>Prof. Gargi Gupta</b> (Vice-Principal)	Jan Munews	
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Prof. Simi Rakshit	· by mo	Prof. Shalini Mitra	

(Internal Project Guide) Department of Business Administration SVIMS Date: Place: Kolkata