



**SWAMI VIVEKANANDA INSTITUTE OF MODERN SCIENCE
DEPARTMENT OF BUSINESS ADMINISTRATION**

Students Name:-	Roll No:-	Topic Alloted	DURATION
Dhritwan Mondal	26405019013	COMMUNICATION IN MARKETING	6MONTH
SAYANTAN CHAKRABARTY	26405019096	COMMUNICATION IN MARKETING	6MONTH
MD SHAFIQUE 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 policed 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
AYUSH UPADHYAY	26405020020	Work force emotional intellegence and its importance in Organization	6MONTH
PROMIT HALDER	26405020021	Understanding brand controversy	6MONTH
MAITRISH KUNDU	26405020022	Adequate staff welfare package and its affects on productivity	6MONTH
NEHA MONDAL	26405020023	Understanding brand controversy	6MONTH
HRITWIK DAS	26405020026	Understanding brand controversy	6MONTH
SAYAN DAS	26405020027	Understanding brand controversy	6MONTH
SUBIR 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 policed and procedures in Organizations	6MONTH

Principal

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P.S.-Narendrapur, Kol-103**



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SK SAJID	26405020037	Work force emotional intellegence and its importance in Organization	6MONTH
SUBHAJIT CHOWDHURY	26405020041	The impact of sales promotion on the marketing of new products and services	6MONTH
HARSH PRASAD	26405020044	The effect of product quality on consumer brand loyalty	6MONTH
DEBASISH BANERJEE	26405020045	The effect of product quality on consumer brand loyalty	6MONTH
JULIE SINGH	26405020046	The effect of product quality on consumer brand loyalty	6MONTH
HEMANTA MAJHI	26405020048	Brand Switching Behaviour of Consumers in the Tele-communication sector.	6MONTH
SNEHA KUMARI	26405020050	Leadership affect employee's productivity	6MONTH
PRERANA DAS	26405020051	Brand Switching Behaviour of Consumers in the Tele-communication sector.	6MONTH
SUCHETA SHARMA	26405020052	Adequate staff welfare package and its affects on productivity	6MONTH
VARUN SINGH	26405020056	Brand Switching Behaviour of Consumers in the Tele-communication sector.	6MONTH
MAHI SINGH	26405020058	Eco-friendly concept of packaging	6MONTH
HIMANSHU MAZUMDAR	26405020059	Walking Capital management	6MONTH
PUSPENDU CHAKROBORTY	26405020060	Eco-friendly concept of packaging	6MONTH
ANKITA SINGH	26405020061	Eco-friendly concept of packaging	6MONTH
SAPTAM KUMAR SINGH	26405020062	COMMUNICATION AND INTERVIEW SKILL	6MONTH
SHAWLI BHOWMICK	26405020063	Comparative Analysis	6MONTH
REMON DEBNATH	26405020064	Impact of advertising of beverage companies on Consumer	6MONTH
SAYAN PRADHAN	26405020065	Walking Capital management	6MONTH
SAYAK MANDAL	26405020067	Recruitment policed and procedures in Organizations	6MONTH
RATAN PRAMANIK	26405020068	Comparative Analysis	6MONTH
BAPPA SASMAL	26405020069	Impact of advertising of Beverage companies on Consumer	6MONTH
MD JABIRULLA	26405020070	Impact of advertising of Beverage companies on Consumer	6MONTH
BAPPA ROY	26405020071	Comparative Analysis	6MONTH
KIRTI BHOWMICK	26405020072	COMMUNICATION AND INTERVIEW SKILL	6MONTH

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PANKAR MONDAL	26405020073	Determinants of Consumer Behaviour while Purchasing a Product	6MONTH
ARTIK PRAMANIK	26405020076	Determinants of Consumer Behaviour while Purchasing a Product	6MONTH
KAJI AMZAD ALI	26405020077	Determinants of Consumer Behaviour while Purchasing a Product	6MONTH
RAHUL SEKH	26405020078	work force emotional intellegence and its importance in Organization	6MONTH
RESHMI MARANDI	26405020080	Vehicular pollution impact on Enviornment	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 PRAMANICK	26405020088	Green industry	6MONTH
SUBHASIS DAS	26405020089	Green industry	6MONTH
PRIYANKA SHARMA	26405020090	The importance of leadership and social skills in new entrepreneurs	6MONTH
ARPITA DE	26405020091	Green industry	6MONTH
ARPAN MUKHERJEE	26405020092	Leadership affect employee's productivity	6MONTH
EKTA SINGH	26405020093	Green industry	6MONTH
ROHIT KUMAR	26405020094	Adequate staff welfare package and its affects on productivity	6MONTH
RUDRAJIT BHADURY	26405020096	Effective advertising	6MONTH
MD ZAKIR KHAN	26405020097	Effective advertising	6MONTH
SOURADIP BHUNIA	26405020098	Effective advertising	6MONTH
SOURADIPTA BHATTACHARYA	26405020100	Social media as a new market	6MONTH
PRERONA DAS	26405020102	The importance of leadership and social skills in new entrepreneurs	6MONTH
BITAN SOVAN HAZRA	26405020103	Social media as a new market	6MONTH
HARSH KATYAYAN	26405020104	Social media as a new market	6MONTH
SOHAM DUTTA	26405020105	Financial statement Analysis	6MONTH
SONALI SHAW	26405020106	The importance of leadership and social skills in new	6MONTH



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		entrepreneurs	
SUSOVON RUIDAS	26405020107	The role of communication in business negotiations.	6MONTH
PRITAM MONDAL	26405020108	Working 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

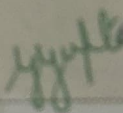


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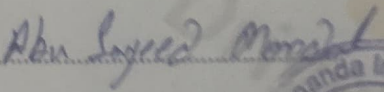
TO WHOM IT MAY CONCERN

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** [3rd year, 2nd 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
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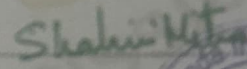
Prof. Gargi Gupta

(Vice-Principal)
SVIMS


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

Date:

Place: Kolkata


Prof. Shalini Mitra
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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** [3rd year, 2nd 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.

Gargi Gupta
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Prof. Gargi Gupta

(Vice-Principal)
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Prof. (Dr.) Abu Sayeed Moinuddin

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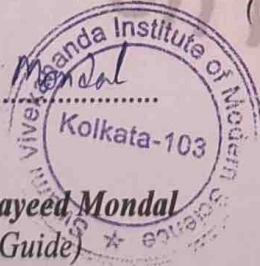


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This is to certify that the project entitled “A STUDY ON STUDENTS ATTITUDE TOWARDS MULTI LEVEL MARKETING ” with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by MD SHAFIQUE ALAM [3rd year, 2nd semester, 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.

Abu Sayeed Mondal



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

Department of Business Administration
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Date:

Place: Kolkata

Gargi Gupta

Prof. Gargi Gupta
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*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 [3rd year, 2nd 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.*

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

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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 [3rd year, 2nd 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.

Gargi Gupta

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Prof. Gargi Gupta
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Prof.(Dr.) Shalini Mitra
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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** [3rd year, 2nd semester, registration no. 202642005010119 year 2020-21, roll no. 26405020004] 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
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Prof. Gargi Gupta
(Vice-Principal)
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Simi Rakshit

Prof. Simi Rakshit
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(Head of The Department)
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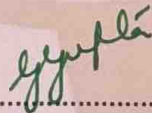


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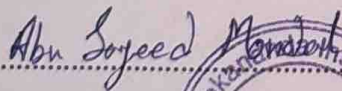
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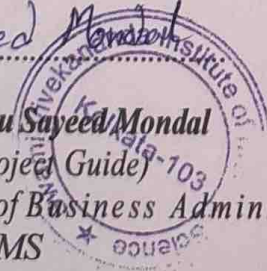
This is to certify that the project entitled “DIGITAL MARKETING: A STUDY ON SELECT COMPANIES” with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SWARNAYA BHADURY [3rd year, 2nd semester, registration no.

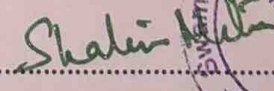
202642005010114 year 2020-21, roll no. 26405020009] under the Department of Business Administration for the partial fulfilment of the degree of BBA, under Maulana Abul Kalam Azad University of Technology, WB, embodies the work has been done by him under our supervision.


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

Vice-Principal
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Prof. (Dr.) Shalini Mitra
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*This is to certify that the project entitled “**WORK FORCE EMOTIONAL INTELLIGENCE AND ITS IMPORTANCE IN ORGANIZATION**” with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **SYAMANTAK DASGUPTA** [3rd year, 2nd 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 supervision.*

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

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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** [3rd year, 2nd 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.

Gargi Gupta
Vice-Principal
Swami Vivekananda Institute of
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Prof. Gargi Gupta
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Vice-Principal
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Gargi Gupta
Prof. Gargi Gupta
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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 “Utility Of Communication for HR” with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by **MODHURIMA DUTTA** [3rd year, 2nd 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.

Vice-Principal

Swami Vivekananda Institute of
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Prof. Gargi Gupta Narendrapur, Kol-103

(Vice-Principal)

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Prof. (Dr.) Abu Sayeed Mondal

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Date:

Place: Kolkata

Prof. (Dr.) Shafiqi Mitra

(Head of the Department)

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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** [3rd year, 2nd 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 our supervision.



Vice-Principal
Swami Vivekananda Institute of
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Gupta

Prof. Gargi Gupta
(Vice-Principal)
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Bivash Saha

Prof. Bivash Saha
(Internal Project Guide)
Department of Business Administration
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Shalini Mitra

Prof.(Dr.) Shalini Mitra
(Head of The Department)
Department of Business Administration
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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 [3rd year, 2nd 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.

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P.S.-Narendrapur, Kolkata-700103

(Vice-Principal)

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Abu Sayeed Mondal

Prof. (Dr.) Abu Sayeed Mondal

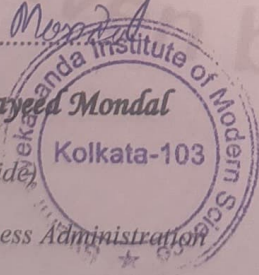
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Department of Business Administration

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Date:

Place: Kolkata



Shalini Mitra

Prof. (Dr.) Shalini Mitra

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This is to certify that the project entitled **"DIGITAL MARKETING: A STUDY ON SELECT COMPANIES"** with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **ARUNAVA DAS** [3rd year, 2nd 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.



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This is to certify that the project entitled **“WORK FORCE EMOTIONAL INTELLIGENCE AND ITS IMPORTANCE IN ORGANIZATION”** with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **AYUSH UPADHYAY** [3rd year, 2nd 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.

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This is to certify that the project entitled “**DIGITAL MARKETING: A STUDY ON SELECT COMPANIES**” with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **PROMIT HALDER** [3rd year, 2nd 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 supervision.

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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 [3rd year, 2nd 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.



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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, 2nd semester, registration no. 202642005010100 year 2020-21, roll no. 26405020023] 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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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 [3rd year, 2nd 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.*

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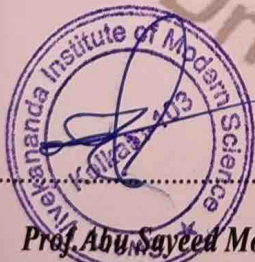
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This is to certify that the project entitled **“WORKING CAPITAL MANAGEMENT ON HUL”** with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **SUBIR NASKAR** [3rd year, 2nd semester, registration 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.



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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** [3rd year, 2nd 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.

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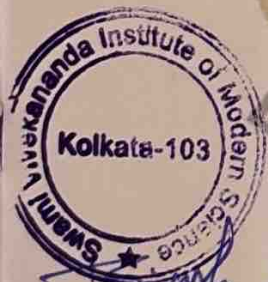
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This is to certify that the project entitled **“THE IMPORTANCE OF LEADERSHIP AND SOCIAL SKILLS IN NEW ENTREPRENEURS”** with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **SUPARNA MONDAL** [3rd year, 2nd 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.



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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 [3rd year, 2nd 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.



Mausumi Pal

Prof. Mausumi Pal
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Place: Kolkata

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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** [3rd year, 2nd 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.



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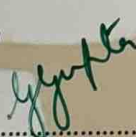


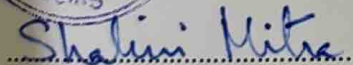
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*This is to certify that the project entitled “**WORK FORCE EMOTIONAL INTELLEGEANCE AND ITS IMPORTANCE IN ORGANIZATION**” with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **SK SAJID** [3rd year, 2nd 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.*

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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 "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** [3rd year, 2nd 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.*

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Shalini Mitra



Prof. Swarnadeep Goswami
(Internal Project Guide)



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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, 2nd 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.

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Shalini Mitra
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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 [3rd year, 2nd 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.

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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** [3rd year, 2nd 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.



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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** [3rd year, 2nd 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.

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*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** [3rd year, 2nd 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.*

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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** [3rd year, 2nd 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
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Date:

Place: Kolkata

Gargi

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Shalini

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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** [3rd year, 2nd 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 the work has been done by her under our supervision.

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*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** [3rd year, 2nd 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.*

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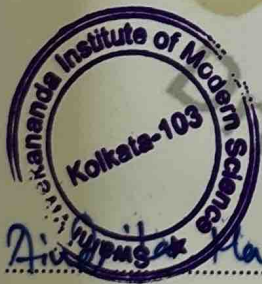
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TO WHOM IT MAY CONCERN

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 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.



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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** [3rd year, 2nd 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.



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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.

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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** [3rd year, 2nd 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.

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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** [3rd year, 2nd 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.

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TO WHOM IT MAY CONCERN

This is to certify that the project entitled "**RATIO ANALYSIS ON TATA MOTORS**" with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **SHAWLI BHOWMICK** [3rd year, 2nd 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.

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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** submitted by **REMON DEBNATH** [3rd year, 2nd 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.

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TO WHOM IT MAY CONCERN

This is to certify that the project entitled “RATIO ANALYSIS ON TATA MOTORS” with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SAYAN PRADHAN [3rd year, 2nd 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.

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Place: Kolkata

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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 [3rd year, 2nd 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.

Gyupka

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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** [3rd year, 2nd semester, registration no. 2026420 05010055 year 2020-21, roll no. 26405020068] 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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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

[3rd year, 2nd 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.

Gargi
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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** [3rd year, 2nd semester, registration no 202642005010053 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.

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Place: Kolkata



[Signature]
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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** [*3rd year, 2nd semester, registration No. 202642005010052 year 2020-21, roll no. 26405020071*] 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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Gargi Gupta
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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**[3rd year, 2nd semester, registration no. 2026420 05010051 year 2020-21, roll no. 26405020072] 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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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** [3rd year, 2nd 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.

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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 **KARTIK PRAMANIK** [3rd year, 2nd 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.

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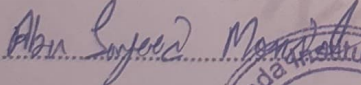
TO WHOM IT MAY CONCERN

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** [3rd year, 2nd 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.


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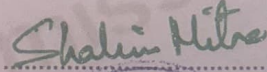
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TO WHOM IT MAY CONCERN

This is to certify that the project entitled “ Work force emotional intelligence and its importance in Organization” with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by RAHUL SEKH [3rd year, 2nd 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 supervision.



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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

[3rd year, 2nd 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.



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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**

[3rd year, 2nd 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.



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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** [3rd year, 2nd 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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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** [3rd year, 2nd 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.



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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 [3rd year, 2nd 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.



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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 [3rd year, 2nd 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.

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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** [3rd year, 2nd 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 Technology, WB**, embodies the work has been done by her under our supervision.

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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** [3rd year, 2nd 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.



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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 [3rd year, 2nd 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.



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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 [3rd year, 2nd 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.



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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 [3rd year, 2nd semester, registration no. 202642005010031 year 2020-21, roll no. 26405020092] 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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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** [3rd year, 2nd semester, registration No. 202642005010030 year 2020-21, roll no. 26405020093] 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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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** [3rd year, 2nd semester, registration No. 202642005010029 year 2020-21, roll no. 26405020094] 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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*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.*

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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 [3rd year, 2nd 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.



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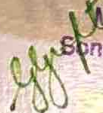


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This is to certify that the project entitled "Effective Advertising" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by **SOURADIP BHUNIA** [3rd year, 2nd semester, registration No. 20264 2005010025 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.

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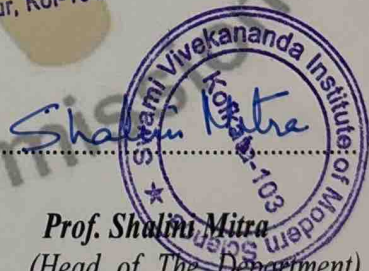
This is to certify that the project entitled "Social media as a New Market" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by **SOURADIPTA BHATTACHARYA** [3rd year, 2nd semester, registration No. 202642005010023 year 2020-21, roll no. 264050200100] 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.

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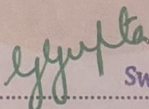


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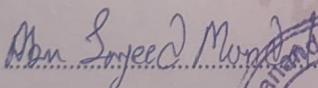
Approved by AICTE, Affiliated to MAKAUT, West Bengal
Sonarpur Station Road, Karbala, P.O. - Narendrapur, P.S. - Sonarpur, Kolkata-700103

TO WHOM IT MAY CONCERN

This is to certify that the project entitled **“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 **PRERONA DAS** [3rd year, 2nd 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.



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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 [3rd year, 2nd 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.



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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** [3rd year, 2nd 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.

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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**[3rd year, 2nd 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.



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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 [3rd year, 2nd 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.



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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 [3rd year, 2nd 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.



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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 [3rd year, 2nd 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.

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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 [3rd year, 2nd 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.

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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 [3rd year, 2nd 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.



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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 [3rd year, 2nd 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.

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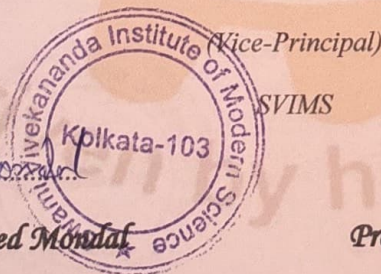
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This is to certify that the project entitled **“COMMUNICATION AND ITS UTILITY IN THE CORPORATE WORLD”** with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **ROHIT RAJ** [3rd year, 2nd semester, 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.

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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** [3rd year, 2nd semester, registration no. 202642005010008 year 2020-21, roll no. 264050200115] 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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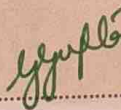


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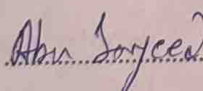
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This is to certify that the project entitled **“COMMUNICATION AND ITS UTILITY IN THE CORPORATE WORLD”** with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **ANISH ALI DAPTARI** [3rd year, 2nd 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.


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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** [3rd year, 2nd semester, registration no. 202642005010005 year 2020-21, roll no. 264050200118] 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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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** [3rd year, 2nd 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.

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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** [3rd year, 2nd 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.

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