

# SWAMI VIVEKANANDA INSTITUTE OF MODERN SCIENCE DEPARTMENT OF BUSINESS ADMINISTRATION

CLARIFICATIO	ON OF STUDENTS PROJECT WORK	ENROLLMENT YEAR
NAME OF THE STUDENTS	STATUS	
ASIF ABDULLAH	DROP OUT	2021
Hamza parvez	STILL PURSUING	2021
RAI KUMAR GUPTA	DROP OUT	2021
SHUBHANGSHU KARMAKAR	PROJECT CERTIFICATE SUBMITTED	2021
MD. IBRAHIM	DROP OUT	2021
SOMNATH CHATTERJEE	PROJECT CERTIFICATE SUBMITTED	2021
	DROP OUT	2021
MITA ROY	PROJECT CERTIFICATE SUBMITTED	2021
PRITI SAHA	PROJECT CERTIFICATE SUBMITTED	2021
AMITABH SOM	PROJECT CERTIFICATE SUBMITTED	2021
BISHAL MITRA	PROJECT CERTIFICATE SUBMITTED	2021
ANISH KUMAR DEY	PROJECT CERTIFICATE SUBMITTED	2021
AYAN MONDAL		2021
	DROP OUT	2021
SAFIKUL RAHMAN		2021
ASHIF NASKAR	PROJECT CERTIFICATE SUBMITTED	2021
SOURIK DAS PANKAJ SHAW	PROJECT CERTIFICATE SUBMITTED PROJECT CERTIFICATE SUBMITTED	2021
NIRAJ AGARWAL	DROP OUT	2021
ARNAB GHOSH	DROP OUT	2021
ANKAN SINHA	PROJECT CERTIFICATE SUBMITTED	2021
DEBANGONA GHOSH	PROJECT CERTIFICATE SUBMITTED	2021
IAIDUL SK	PROJECT CERTIFICATE SUBMITTED	2021
SOUMIT SAMANTA	PROJECT CERTIFICATE SUBMITTED	2021
HILPA SINGH	PROJECT CERTIFICATE SUBMITTED	2021
AHLALU	PROJECT CERTIFICATE SUBMITTED	2021
DMAR KHAN	DROP OUT	2021
D ARIF KHAN	PROJECT CERTIFICATE SUBMITTED	2021
DUMYADIP SARKAR	PROJECT CERTIFICATE SUBMITTED	2021
/U MONDAL	PROJECT CERTIFICATE SUBMITTED	2021
HAV PAL	DROP OUT	2021
REYA SHARMA	PROJECT CERTIFICATE SUBMITTED	2021
HIL AGARWAL Principal	DROP OUT	2021

Principal Swami Vivekananda Institute of Modern Science Signature Sonarpur Sto. Reed. Karbala Prof. (Dr.) Milaria

Prof. (Dr.) Nilanjana Bhattacharyya Nath Principal



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## TO WHOM IT MAY CONCERN

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

Prof. Gargi Gupta (Vice-Principal) noipal kananda Institute of Modern Science

Sonarpur, Kolkata-103

Prof.(Dr.) Nilanjana Bhattacharyya Nath

(Principal) SVIMS Principal Swami Vivekananda Institute ef Modern Science Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol

Prof. Shalini Mitra (Head of The Depresentent) Department of Business Administories SVIMS



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## TO WHOM IT MAY CONCERN

This is to certify that the project entitled "A RESEARCH ON WORKING CAPITAL MANAGEMENT: EFFICIENCY AND PERFORMANCE OF RELIANCE INDUSTRY" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by AMITABH SOM [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 212642005010008 year 2021-22, roll no. 26405021001] under the Department of Computer Application for the partial fulfillment of the degree of BACHELOR OF BUSINESS ADMINISTRATION, under Maulana Abul Kalam Azad University of Technology, WB, embodies that the work has been done by him under our supervision.

Prof.(Dr.) Nilanjana Bhattacharyya Nath Prof. Gargi Gupta (Principal) Principal Swand Vivekananda Institute of (Vice-Principal) Modern Science Sincipal arpur Stn. Road, Karbala Swami Vivekananda Institute of P.S.-Narendrapur, Kol-103 Modern Science Sonarpur, Kolkata-103 Prof. Shalini Mitra (Head of The Department) Department of Administr

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### TO WHOM IT MAY CONCERN

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

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

Prof.(Dr.) Nilanjana Bhattacharyya Nath

(Principal) Swami/Wivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103

Prof. Shalini Mitra (Head of The Depart 1997) Department of Busines SVIMS



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# TO WHOM IT MAY CONCERN

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

Prof.(Dr.) Nilanjana Bhattacharyya Nath Prof. Gargi Gupta (Principal) (Vice-Principal) SVIMS vice-Principal SVIMS Swami Vivekananda Institute of ekananda Institute of Principal Modern Science Modern Science Sonarpur Stn. Road, Karbala Sonarpur, Kolkata-103 in Mit P.S.-Narendrapur, Kol-103 Prof. Shalini Mitra stitu (Head of the Department Department of Busines Iministratic Kolkata-103 SVIMS



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This is to certify that the project entitled "A RESEARCH ON WORKING CAPITAL MANAGEMENT: EFFICIENCY AND PERFORMANCE OF RELIANCE INDUSTRY" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by AYAN MONDAL [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 212642005010004 year 2021-22, roll no. 26405021005] under the Department of Computer Application for the partial fulfillment of the degree of BACHELOR OF BUSINESS ADMINISTRATION, under Maulana Abul Kalam Azad University of Technology, WB, embodies that the work has been done by him under our supervision.

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

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

Prof.(Dr.) Nilanjana Bhattacharyya Nath

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

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

of

Business

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# TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Impact Of ESG Factors On Corporate" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by BISHAL MITRA [3rd year, 2nd semester, registration no. 212642005010001 year 2021-22, roll no. 26405021006] 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.

	Prof. Gargi Gupkdern Science Sonarpur Stn. Road, Karb. (Vice-Principal)	a Institute ( ience ad, Karbala %, Keistor	
Gaul sola Institute or	SVIMS		
Prof. Sreeja Paal	by his Frof. SI	hal	

(Internal Project Guide) \*

Department of Business Administration

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Date:

Place: Kolkata

Prof. Shalini Mi Kolkata-10 (Head of the Department) Department of Business Administration

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lice-Principal Swami Vivekananda Institute of



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(Vice-Principal) (Vice-Principal) Swami Vivekananda Institute of Prof. (Dr.) Nilanjana Bhattacharyya Nath Swami Vivekananda Institute of Modern Science mur, Kolkata-103 SVIMS Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103 **Prof. Shalini Mitra** (Head of the Department) Department of Busin istration Ristil SVIMS



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# TO WHOM IT MAY CONCERN

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

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

Prof.(Dr.) Nilanjana Bhattacharyya Nath

(Principal) SVIMAvekananda Institute of Modern Science Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103

Shalin: Mitre **Prof.Shalini** Mitra (Head of The Department) Department of Business Administra **SVIMS** 



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# TO WHOM IT MAY CONCERN

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

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

Prof.(Dr.) Nilanjana Bhattacharyya Nath

(Principal) Switcher Science Modern Science Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103

**Prof. Shalini Mitra** of The Departmen Business Department Admin **SVIMS** 



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### TO WHOM IT MAY CONCERN

This is to certify that the project entitled "EFFECTIVENESS OF INFLUENCER MARKETING THROUGH SOCIAL-MEDIA IN WEST BENGAL: AN ANALYSIS OF CONSUMER PERCEPTION AND ENGAGEMENT" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by JAIDUL SK [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 212642005010037 year 2021-22, roll no. 26405021029] under the Department of Business Administration for the partial fulfillment of the degree of Bachelor of Business Administration, under Maulana Abul Kalam Azad University of Technology, WB, embodies that the work has been done by his under our supervision.

ygupte Prof. Gargi Gupta (Vice-Printipal Tinoipal Swami Vivekananda Institute of odern Science Sonarpur, Kolkata-103

Prof. (Dr.) Nilanjana Bhattacharyya Nath (Principal) SVI Mekananda Institute of Modern Science Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103

Prof. Shalini Mitra (Head of The Department) Department of Business Adventistration 103 SVIMS



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# TO WHOM IT MAY CONCERN

This is to certify that the project entitled "Impact Of ESG Factors On Corporate" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by ARIF KHAN [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 212642005010085 year 2021-22, roll no. 26405021052] under the department of Business Administration for the partial fulfilment of the degree of Bachelor of Business Administration under Maulano Abul Kalam Azad University of Technology, WB, embodies that the work has been done by her under our supervision.

ce-Principal ivekananda Institute of **Iodern Science** Prof. Garge Guptanendrapur, Kol-103

(Vice-Principal)

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Department of Business Administration

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Date:

Place: Kolkata

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

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# TO WHOM IT MAY CONCERN

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

yupa Prof.(Dr.) Nilanjana Bhattacharyya Nath Prof. Gargi Gupta (Principal) (Vice-Principal) - principal SV Swami Vivekananda Institute of Swami Vivekananda Institute of Modern Science Modern Science Sonarpur Stn. Road, Karbala Sonarpur, Kolkata-103 P.S.-Narendrapur, Kol-103 Prof. Shalini Mitra (Head of The Department) stitut of Department 1PSS Administrati SVIMS Date:

Place: Kolkata



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## TO WHOM IT MAY CONCERN

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

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

Prof.(Dr.) Nilanjana Bhattacharyya Nath

(Principal) SVIMS Swami Vivenanon da Institute of Modern Science Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103



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

Prof.(Dr.) Nilanjana Bhattacharyya Nath (Principal)

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ananda Institute of odern Science Stn. Road, Karbala P.S.-Narendrapur, Kol-103

Prof. Shalini Mitra (Head of The Department) Department of usiness Administr Kolkata-10 **SVIMS** 



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### TO WHOM IT MAY CONCERN

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

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

Swami Vivekananda Institute of Modern Science Sonarpur, Kolkata-103 Prof.(Dr.) Nilanjana Bhattacharyya Nath

(Principal) principal Swami Mivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103

Prof. Shalini Mitra (Head of The Department Suite of Mode Department of Business Administrationess SVIMS



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Prof. Gargi Gupta (Vice-Printiper Principal Swami Vivekananda Institute of Modern Science

Sonarpur, Kolkata-103

Prof.(Dr.) Nilanjana Bhattacharyya Nath (Principal)

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

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This is to certify that the project entitled "BRAND SWITCHING BEHAVIOR OF CONSUMERS IN THE TELE-COMMUNICATION SECTOR" with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SHUBHANGSHU KARMAKAR [3rd year, 2nd registration no. 212642005010108 year 2021-22, roll no. semester. 26405021069] under the Department of Business Administration for the partial fulfillment of the degree of BACHELOR OF BUSINESS ADMINISTRATION. under Maulana Abul Kalam Azad University of Technology, WB, embodies that the work has been done by him under our supervision.

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**Modern Science** 

rpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103

gypta Prof. Gargi Gupta Prof.(Dr.) Nilanjana Bhattachgryya, Nath (Vice-PriteetDinable Institute of Swath Myskanable Institute of Modern Science Sonarpur, Kolkala-103 **Prof. Shalini Mitra** Instin (Head of The Depart Department of Bu Administratic



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# TO WHOM IT MAY CONCERN

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

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

Prof. (Dr.) Nilanjana Bhattacharyya Nath (Principal) Swangil Vive kananda Institute of Modern Science

Sonarpur Stn. Road, Karbala

P.S.-Narendrapur, Kol-103

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



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# TO WHOM IT MAY CONCERN

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

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

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

Prof.(Dr.) Nilanjana Bhattacharyya Nath

(Principal) SVIMPrincipal Modern Science Modern Science Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103

Prof. Shalini Mitra (Head of the Depay Department of Busines dministra SVIMS



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## TO WHOM IT MAY CONCERN

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

Prof. Gargi Gupta (Vice-Principal) SVIMS Vice-Principal Swami Vivekananda Institute of Modern Science Sonarpur, Kolkata-103 Prof.(Dr.) Nilanjana Bhattacharyya Nath

(Principal) SVIMSvivekananda Institute of Modern Science Sonarpur Stn. Road, Karbala P.S.-Narendrapur, Kol-103

Prof. Shalini Mitra (Head of the Department of Business Administration SVIMS