



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

1.3.2

**CLARIFICATION OF STUDENTS PROJECT WORK**

NAME OF THE STUDENTS	STATUS	ENROLLMENT YEAR
ASIF ABDULLAH	DROP OUT	2021
Hamza parvez	STILL PURSUING	2021
RAJ KUMAR GUPTA	DROP OUT	2021
SHUBHANGSHU KARMAKAR	PROJECT CERTIFICATE SUBMITTED	2021
MD. IBRAHIM	DROP OUT	2021
SOMNATH CHATTERJEE	PROJECT CERTIFICATE SUBMITTED	2021
MITA ROY	DROP OUT	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	PROJECT CERTIFICATE SUBMITTED	2021
JUSTIN ROZARIO	DROP OUT	2021
SAFIKUL RAHMAN	DROP OUT	2021
ASHIF NASKAR	PROJECT CERTIFICATE SUBMITTED	2021
SOURIK DAS	PROJECT CERTIFICATE SUBMITTED	2021
PANKAJ SHAW	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
JAIDUL SK	PROJECT CERTIFICATE SUBMITTED	2021
SOUMIT SAMANTA	PROJECT CERTIFICATE SUBMITTED	2021
SHILPA SINGH	PROJECT CERTIFICATE SUBMITTED	2021
PUJA JHA	PROJECT CERTIFICATE SUBMITTED	2021
OMAR KHAN	DROP OUT	2021
MD ARIF KHAN	PROJECT CERTIFICATE SUBMITTED	2021
SOUMYADIP SARKAR	PROJECT CERTIFICATE SUBMITTED	2021
RIVU MONDAL	PROJECT CERTIFICATE SUBMITTED	2021
RISHAV PAL	DROP OUT	2021
SHREYA SHARMA	PROJECT CERTIFICATE SUBMITTED	2021
SAHIL AGARWAL	DROP OUT	2021

**Principal**

**Swami Vivekananda Institute of  
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**Sonarpur Stn. Road, Karhala  
P.S.-Narendrapur, Kol-103**

Signature

Prof. (Dr.) Nilanjana Bhattacharyya Nath

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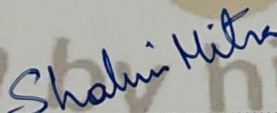
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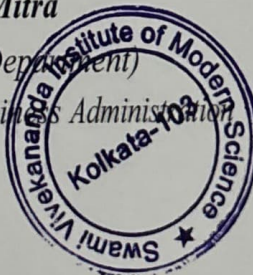
**TO WHOM IT MAY CONCERN**

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

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

*Gupta*

Prof. Gargi Gupta  
(Vice-Principal)

SVIMS  
Vice-Principal  
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Sonarpur, Kolkata-103

*Nath*

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

Prof. Shalini Mitra (Head  
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Department of  
Administration  
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Date:

Place: Kolkata



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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.

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**Prof. Gargi Gupta**  
(Vice-Principal)  
Vice-Principal  
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**Prof. (Dr.) Nilanjana Bhattacharyya Nath**  
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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.

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

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

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

**SVIMS Principal**  
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**Prof. Shalini Mitra**

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**Kolkata-103**



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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.

*Gyfta*

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**Prof. Gargi Gupta**  
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*Dr.*

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*Shalini Mitra*

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

Department of Business  
Administration  
SVIMS



Date:

Place: Kolkata

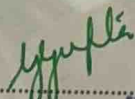


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TO WHOM IT MAY CONCERN

This is to certify that the project entitled **“Impact Of ESG Factors On Corporate”** with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **BISHAL MITRA** [3<sup>rd</sup> year, 2<sup>nd</sup> 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.

  
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**Vice-Principal**  
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P.S. - Narendrapur, Kol-103  
**Prof. Gargi Gupta**  
(Vice-Principal)

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**Prof. Sreeja Paul**

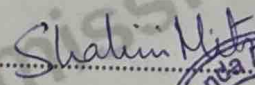
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Department of Business Administration

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Date:

Place: Kolkata

  
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**Prof. Shalini Mitra**  
Swami Vivekananda Institute of Modern Science  
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(Head of the Department)

Department of Business Administration

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

*G. Gupta*

.....  
**Prof. Gargi Gupta**  
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*N. Nath*

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*Shalini Mitra*

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**Prof. Shalini Mitra**  
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Department of Business Administration

SVIMS



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Place: Kolkata



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

*G. Gupta*

*N. Nath*

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

Vice-Principal  
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*Shalini Mitra*

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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.

*Gyupta*

.....  
**Prof. Gargi Gupta**  
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*Nath*

.....  
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*Shalini Mitra*

.....  
**Prof. Shalini Mitra**  
(Head of The Department)  
Department of Business Administration  
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Date:

Place: Kolkata

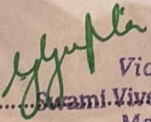


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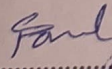
This is to certify that the project entitled **“Impact Of ESG Factors On Corporate”** with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **ARIF KHAN** [3<sup>rd</sup> year, 2<sup>nd</sup> semester, registration no. 212642005010085 year 2021-22, roll no. 26405021052] under the department of **Business Administration** for the **partial** fulfilment of the degree of **Bachelor of Business Administration under 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)

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.....  
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Kolkata-103

**Prof. Sreeja Paul**

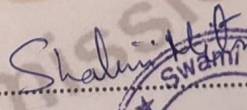
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Department of Business Administration

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Date:

Place: Kolkata

  
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Department of Business Administration

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

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

Principal  
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*Shalini Mitra*  
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**Prof. Shalini Mitra** (Head  
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Department of  
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SVIMS



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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.

*Gyfta*

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

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

*Sh.*

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

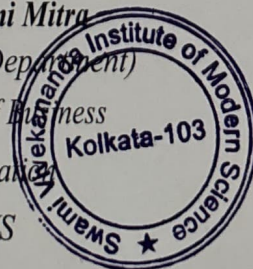
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*Shalini Mitra*

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

Department of Business  
Administration

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*ggupta*

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

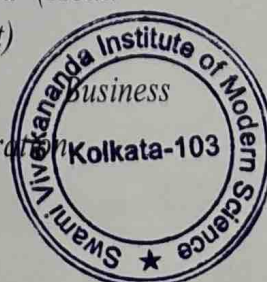
*[Signature]*

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

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Date:

Place: Kolkata



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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.

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**Prof. Gargi Gupta**  
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**TO WHOM IT MAY CONCERN**

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

*ggupta*

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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 **SHUBHANGSHU KARMAKAR** [3rd year, 2nd semester, registration no. 212642005010108 year 2021-22, roll no. 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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**TO WHOM IT MAY CONCERN**

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

  
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**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.

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**TO WHOM IT MAY CONCERN**

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

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