



**SWAMI VIVEKANANDA INSTITUTE  
OF  
MODERN SCIENCE**

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

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**TO WHOM IT MAY CONCERN**

This is to certify that the project entitled "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.

*Gyupta*

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

*Nath*

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

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

Department of Business  
Administration  
SVIMS

Date:  
Place: Kolkata



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

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

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*This is to certify that the project entitled “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.*

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