



**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

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 [3rd year, 2nd 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.

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

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

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

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Prof. Shalini Mitra (Head
of The Department)

Department of Business
Administration
SVIMS

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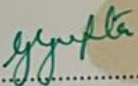



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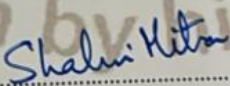
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This is to certify that the project entitled “EFFECTIVENESS OF INFLUENCER MARKETING THROUGH SOCIAL-MEDIA IN WEST BENGAL: AN ANALYSIS OF CONSUMER PERCEPTION AND ENGAGEMENT” with reference to Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103 is submitted by SOMNATH CHATTERJEE [3rd year, 2nd 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.


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Prof. Gargi Gupta
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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 [3rd year, 2nd 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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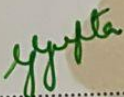



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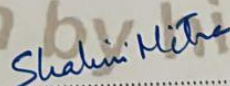
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This is to certify that the project entitled "**SIGNIFICANCE OF IT IN LOGISTICS MANAGEMENT**" with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **SOURIK DAS** [3rd year, 2nd semester, registration 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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