

Student's Profile of MBA Batch 2016-2018 (MARKETING SPECILIZATION)

1.ABHINASH TIWARI

Age: 22

Graduation: B.com

Major: Marketing

Minor: IT



a)Summer Internship Company:-LG Shopee

b)Project Undertaken (SIP):- Loopholes in market which can be converted into better business opportunities

c)Findings:-

LG has great market share in electronics business also its products are good enough in terms of quality More focus should be on providing better service to the customers because business opportunity in this sector arise with the satisfaction of customer

d)Extra-Curricular Activities:-Event management

e)Certifications: - Microsoft Excel

2. AKASH KUMAR MISHRA

Age: 22

Graduation: B.tech

Major: Marketing

Minor: IT



a)Summer Internship Company: - Prime opinion analysis indiapvt ltd

b)Project Undertaken (SIP):- Media monitoring and management

c)Findings & Recommendations: - Customers can be made aware about the marketing strategy to improve the customer satisfaction level

d)Extracurricular Activities:- Represented college in football at university

e)Certifications:- Microsoft Excel Certified

3.AMANDEEP SINGH BHAAU

Age:22

Graduation: B.Sc

Major:Marketing

Minor:I.T

a)Summer Internship Company: -Volkswagen

b)Project Undertaken (SIP):- Marketing and sales process)

c)Findings &Recommendations: - Sales can be improved by understanding the customer needs

d)Extracurricular Activities: -Folkdance

e)Certifications: - Microsoft Excel Certified



4.AMARJEET SINGH

Age: 24

Graduation: B. Com

Major: Marketing

Minor: International business

a)Summer Internship Company: - Nutrela(ruchi products)

b)Project Undertaken (SIP):-Marketing research on soya products

c) Findings & Recommendations:-

- Awareness of nutrela is mainly because of shopkeeper
- High demand in rural areas
- More and more advertisement should be given to increase the level of awareness

d) Extracurricular Activities: - Sports

e) Certifications: - Microsoft Excel 2013 Certified



5.AMIT SINGH

Age: 23

Graduation: B.Sc.

Major: Marketing



Minor: IT

a) Summer Internship Company:- Varun Beverages Limited

b) Project Undertaken (SIP):- Analysis of brand awareness and promotion of Tropicana Fruit and Nimbu Masala Soda

c) Findings & Recommendations:- Tropicana fruit being new to the market faced a lot of difficulty in reaching to the customers. Those problems were basically because of following reasons:-

- Demography
- Market segmentation etc.

Nimbu Masala Soda don't face difficulty because it has already occupied a good consumer base

d) Other Projects: - winter internship at Gadget wood Pvt. limited (Yaantra.com)

e) Extracurricular Activities:- Event coordinator,

f) Certifications:- MS office 2013

6. ANUPMA YADAV

Age: 22

Graduation: BBA

Major: Human Resource

Minor: Marketing

a) Summer Internship Company:- UdChalo.com

b) Project Undertaken (SIP):- Marketing in a closed segment market at Udchalo.com

c) Findings & Recommendations :- Limited target market which may limit the future growth.

For growth they should enter into other sectors also.

d) Other Projects:- Retail Banking with reference to Axis Bank

e) Extra-Curricular Activities:-

- Alumni Committee member
- Quilling

f) Certifications:- MS-Excel Certified



7. APARNA GAUTAM

Age: 22

Graduation: B.com

Major: Marketing

Minor: HR

a) Summer Internship Company: -Ketchupp



b)Project Undertaken (SIP):- To position Ketchupp as a trust and authority on food in the country

c)Findings & Recommendations:-

- Foster a deep connection by sharing relevant thoughtful and helpful content and engaging in two way conversation. content should be brand relevant but not always promotional -
- Identify and engage with people online which influences and inform your audience ,who share their love for your brand who encourage word of mouth

d)Other Projects:- The role of public and private banks in the economy

e)Extra-Curricular Activities:-

- Secured second position in the International Conference on Tax Budget 2013-2014 St Aloysius ,Jabalpur
- Co-coordinator in MCSD(Mass Communication & Sustainable Development

Hosted events at aimt.

f)Certifications: - MS office specialist (excel 2013), PGDCA, Tally 9.5

8.ASAD AYOOB KHAN

Age: 23

Graduation: B.Sc (Mathematics)

Major: Marketing

Minor: IT

a)Summer Internship Company: - Reliance Jioinfocomm ltd.

b)Project Undertaken (SIP):- A Study on the factors required to enhance the scope of Wi-Fi and LTE Coverage for Reliance Jio.

c)Findings & Recommendations:-

- Jio has successfully targeted the customer base and has been able to increase its user base across India
- Jio is using Eco friendly tower due to which network Coverage problem there so Jio should try to improve its Infrastructure base.

d)Extra-Curricular Activities:-

- Consolation prize in Science Exhibition at Aryan Institute of Management & Computer Studies.

e)Certifications:-

- Microsoft excel Specialist 2013
- Google Ad Words



9. ASHISH KAUSHIK

Age: 24

Graduation: B.Pharmacy



Major: Marketing

Minor: Finance

a) Summer Internship Company: - Credforce Asia Limited

b) Project Undertaken (SIP):- Search Engine optimization: Reach and Ranking for Credforce Asia Limited

c) Findings & Recommendations: - Higher the Domain Authority and Page Authority of website on which you are registering, bookmarking, image submission Google will crawl it fast and your website ranking will increase.

d) Extra-Curricular Activities: - Batch Representative MBA Batch 2016-18

e) Certifications: - Microsoft Excel Certificate, NCC 'C' Certificate

10. BABY KUMARI

Age: 23

Graduation: B.com

Major: Marketing

Minor: HR

a) Summer Internship Company: - SHAREKHAN LTD.

b) Project Undertaken (SIP):- A study on online trading in Sharekhan Ltd.

c) Findings & Recommendations: - Making aware people about online trading in Sharekhan.

d) Other Projects: - Human resource management system in Ordnance Factory Jabalpur

e) Extra-Curricular Activities: - Coordinated in College fest and sports event, Member in ISR Club and CRC Committee, Won 3rd position in easy writing competition.

f) Certifications: - Microsoft Excel Certified, CCC, Tally



11. BALWINDER SINGH

Age: 23

Graduation: B.tech (ECE)

Major: Marketing

Minor: IT

a) Summer Internship Company: - Tectura Infotech Pvt. Ltd.

b) Project Undertaken (SIP):- Optimizing the Marketing Strategy of Tectura.

c) Findings & Recommendations:-

- To understand the methods of generating lead by improvising EDM.
- To find out the frequency and factors that influence the adoption of ERP through EDM.
- Studied the various aspects of social media and its impact.



d)Other Projects: - 6 weeks training program conducted by Jhajjha Power Ltd

e)Extra-Curricular Activities:-

- Represented the University as a cricket captain in North Zone.
- Coordinated many Cultural and Sports Fests for my University during my Graduation.

f)Certifications:-

- Java Certified
- Microsoft Office 2013 Certified

12.BHAGAT SINGH

Age: 22

Graduation: B.com (Hons)

Major: Marketing

Minor: I.B

a)Summer Internship Company: - Varun Beverages Ltd.

b)Project Undertaken (SIP):-

- Analysis of the brand awareness and promotion for two successful brand under PepsiCo portfolio – Tropicana Fruitz and Nimbooz Masala Soda.
- Processing majority focusing on traditional sales and below the line marketing. Detailed study on pre-sales marketing strategy and execution.

c)Findings & Recommendations:-

- In terms of payout preference Tropicana Fruitz is not the desired product in the market.
- Varun Beverages must take serious care of availability of products in the market especially in peak season for the products like Tropicana Fruitz.

d)Other Projects:-

- Worked with Yaastra.com as a Management Trainee during winter Internship.

e)Extra-Curricular Activities: - Sports and sports events coordinator

f)Certifications: - Microsoft Certified



13.BHANU PRATAP

Age: 23

Graduation: B.com

Major: Marketing

Minor: Finance

a)Summer Internship Company: - MED fit

b)Project Undertaken (SIP):- Developing Business Proposal Strategies and Lead Generation.

c)Findings & Recommendations:-

- Now a days everyone wants to be safe and for that they are getting insurance for their health.



- Medical Insurance has become a very important part in people.
- More complimentary insurance should be given by Med fit to increase customer base to sustain in market and to be disruptive.

d)Extra-Curricular Activities:-

- Coordinated various events at the college level
- Member of Cultural committee.

e)Certifications:-

- Microsoft Excel Specialist 2013
- Google AdWords

14.BHAWANA HARBOLA

Age: 23

Graduation: B.Com

Major: Marketing

Minor: IB

a)Summer Internship Company:- Ad2Click Media Pvt. Ltd.

b)Project Undertaken (SIP):-Impact of Email marketing in online advertising.

c)Findings &Recommendations:-

- Email marketing is at its most effective when it's used to build communications aimed at your existing customer list or permission-based "house list" as a means of customer retention.

d)Extra-Curricular Activities:-

- Coordinated International Conference at AIMT, Greater Noida.
- Member of Entrepreneurship cell and Marketing club

e)Certifications:-

- MS Office Specialist (Excel 2013)
- Managerial Skill Development



15. BOBBY PADHIAR

Age: 23

Graduation: BBA

Major: Marketing

Minor: International Business

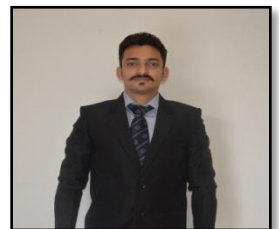
a)Summer Internship Company:- Reliance JioInfocomm Pvt. Ltd

b)Project Undertaken (SIP):- Customer Satisfaction towards Reliance Jio

c)Findings & Recommendations:-

- **Findings:** There are a lot of scope of Reliance Jio market in near future.
- **Recommendations:** Spread out the awareness about Reliance Jio in deep rural areas.

d)Extra-Curricular Activities:- Participated in various Cultural and Sports events organised in college



e)Certifications:- Microsoft Office 2013 Specialist

16.DINESH CHAND JOSHI

Age:24

Graduation:B.A

Major:Marketing

Minor:IT

a)Summer Internship Company:-PPG Asian paints pvt.ltd.

b)Project Undertaken (SIP):-Brand promotion of PPG Asian paints pvt. Ltd.

c)Findings &Recommendations:-Leading urbanization leads to more awareness of the automobile paints.

d)Certifications:-Microsoft Excel certification



17.DEEPESH BHAKAR

Age: 22

Graduation: B.Sc Hotel Management

Major: Marketing

Minor: International Business

a)Summer Internship Company:- Kellogg's India Pvt. Ltd.

b)Project Undertaken (SIP):- Network Expansion and Brand awareness

c)Findings &Recommendations:-Increase network of retailers to sell Kellogg's Product

d)Extra-Curricular Activities:- Active Member of Sports and Cultural events.

e)Certifications:-

- Microsoft office 2013 specialist



18.FARAZ KHAN

Age: 22

Graduation: B Com

Major: Marketing

Minor: IB



- a)Summer Internship Company:-Smiles. Care
- b)Project Undertaken (SIP):-Spreading smiles with smiles.com
- c)Findings & Recommendations:-There is a wide scope of promoting any business in digital marketing and the various platforms to promote the company and how to raise funds and various way to raise funds, making awareness program about the organization and coordinate campaigns.
- d)Extra-Curricular Activities:-Participated in various activities of sports and events
- e)Certifications:-Certification in Microsoft Office 2013

19.GIRWAR SINGH

Age: 22

Graduation: B Com

Major: Marketing

Minor: Finance

a)Summer Internship Company:-Brand Navigators Consulting Pvt. Ltd.

b)Project Undertaken (SIP):-Creating a brand promotion campaign and executing it for Hoppedom.com

c)Findings & Recommendations:-

Research on interest and preferences of centennials and millennials and found that the youth is moving towards outdoors and are passionate towards pursuing their interests as their careers

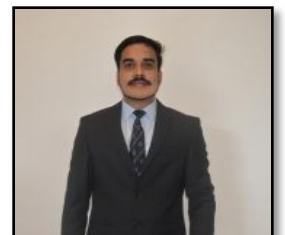
d)Other Projects:-I am currently a part of apprenticeship program which of two years with Brand Navigators consulting Pvt. Ltd.

e)Extra-Curricular Activities:- Sports, Organized and Coordinated the sports fest.

f)Certifications:-Microsoft Excel



20.HIMANSHU YADAV



Age: 23

Graduation: B.tech

Major: Marketing

Minor: IT

a)Summer Internship Company:- Varun Beverages Ltd.

b)Project Undertaken (SIP):-

- Analysis of the brand awareness and promotion for two successful brand under PepsiCo portfolio – Tropicana Fruitz and Nimbooz Masala Soda.
- Detailed study on pre-sales processing majority focusing on traditional sales and below the line marketing strategy and execution.

c)Findings &Recommendations:-

- In terms of payout preference Tropicana Fruitz is not the desired product in the market.
- Varun Beverages must take serious care of availability of products in the market especially in peak season for the products like Tropicana Fruitz.
- More awareness about the product is to be created by advertising about it using sign boards, hoardings on the shops, flex print on retail stores.

d)Other Projects:-

- working with Brand Navigators Pvt. Ltd under student apprenticeship program.

e)Extra-Curricular Activities:-

- Represented AIMT in GGSIPU sports fest and in ITS sports fest.

f)Certifications: - Ms Office 2013.

g) Work Experience:- Worked for one year as Maintenance Engineer.

21.KESHAV SAINI

Age: 24

Graduation: B.com

Major: Marketing

Minor: Finance

a)Summer Internship Company: - VARUN BEVERAGES LTD.(PEPSICO)

b)Project Undertaken (SIP):- Analysis of Brand Awareness and Promotion for two successful brand under PepsiCo Portfolio- Tropicana Frutz and Nimbu Masala Soda.

c)Findings & Recommendations (from your SIP):-

Findings:

- There is less margin for Retailers and lack for brand awareness.

Recommendation:

- If we increase the margin for retailers so 60% for the retailers which will help brand awareness.

d)Other Projects: - 20 days live project with Yaantra.com in Retail Management



22. KOMAL YADAV

Age: 22

Graduation: Bachelor of Arts (BA) English

Major: Marketing

Minor: Information Technology



a) Summer Internship Company: - Varun Beverages Ltd

b) Project Undertaken (SIP):- Analysis of brand awareness and promotion for two successful brands under PepsiCo portfolio - Tropicana fruit and Nimbu masala soda.

c) Findings & Recommendations: - Understanding of the whole process of company from ground level, its sales strategy and marketing tactics to increase the overall sales.

d) Other Projects:- Detailed study on pre sales process-Traditional trade, below the line marketing strategy & execution and performance analysis -company vs competitor

e) Certifications: - Microsoft office Certified

23. KRISHNA BHARTI

Age: 22

Graduation: Bachelor of Commerce

Major: MARKETING

Minor: HR



a) Summer Internship Company: - Ad2Click Media Pvt. Ltd.

b) Project Undertaken (SIP):- Affiliate Marketing (branding and performance)

c) Findings & Recommendations:-

· **Finding:** CPC, CPM, CPL, CPV, CPA, CPO, E-Mail marketing, ATL, BTL.

d) Other Projects:-

· Working with agencies, dealing with clients, verticals of campaigns.

· How mobile marketing is also covers the large segment of digital marketing.

e) Extra-Curricular Activities:-

· Organized a college event in Dayal Singh College (DU).

· Contribution in college Youth fest.

f) Certifications:- Microsoft Office certified

24.LAKSHMAN DEEP VUBBARA

Age: 24

Graduation: B.com

Major: Marketing

Minor: International Business



a)Summer Internship Company:- Smiles. Care

b)Project Undertaken (SIP):- Spreading smiles with smiles.com

c)Findings &Recommendations: - There is a wide scope of promoting any business in digital marketing and the various platforms to promote the company and how to raise funds and various way to raise funds, making awareness program about the organization and coordinate campaigns. The challenge face while raising funds and cold calling to the volunteer, and should change the functions of the organization according to the trend.

d)Extra-Curricular Activities:-

- Secured first position in business quiz conducted by Sastry University
- Participate in various sports events and secured first and second portion.
- Coordinator in national seminar (Mass communication and sustainable development) conducted by AIMT.
- Volunteer in Smiles.care and participate in various Campaigning

e)Certifications: - Microsoft Excel Certified.

25.LATIKA BAJETHA

Age: 27

Graduation: B. tech (Biotech)

Major: Marketing

Minor: HR



a)Summer Internship Company:- Randstad

b)Project Undertaken (SIP):- Recruitment and selection in Randstad

c)Findings &Recommendations:-

- Recruitment differs from company to company for each category, company do utilize internet site for the recruitment

d)Extra-Curricular Activities:-

- National basketball player,
- Won various debate and extempore competition,
- Hosted and staged various events at school and college

e)Certifications:- Microsoft Excel Certified

f)Work Experience:- 4 years

26.LOKESH KUMAR



Age: 21

Graduation: B.tech(Mechanical Engineering)

Major: Marketing

Minor: IT

a)Summer Internship Company:- Sportsadda

b)Project Undertaken: - Identifying New Business Potentials for Sportsadda.in

c)Findings & Recommendations: - The market is very potential to new ideas and there are many opportunities to grow. Use of technology can boost the business in a greater height.

d)Other Projects:- Digital Marketing

e)Extra-Curricular Activities: -

- NCC 'C' certificate holder.
- Coordinator of AIPL [Army Institute Premier League].
- Organizer of Blood Donation Camp
- Sports

f)Certifications:- Microsoft excel certification

27.MADHURI ALAPATI

Age: 21

Graduation: BBA

Major: Marketing

Minor: IT

a)Summer Internship Company: - Sharekhan ltd.

b)Project Undertaken (SIP):- A study about perception of investor towards online trading.

c)Findings & Recommendations: - Getting aware about online trading to the investors.

d)Other Projects:-

- Advertising of Amar PolyfilsPvt Ltd.,
- Product Proposal Report on CAKE.

e)Extra-Curricular Activities: -

- Coordinated College Sports fest and Alumni Meet,
- Painting and Travelling.

f)Certifications:-

- Microsoft office specialist on Ms Excel,
- Tally ERP 0.9
- OS Windows XP , Windows 7 , Windows 8



28.MEHAK REDHU

Age: 23

Graduation: B.TECH (CSE)

Major: MARKETING

Minor: IT

a)Summer Internship Company:- FABIAN MEDIA

b)Project Undertaken (SIP):- How effective are magazine ads for advertising for the hotelier industry

c)Other Projects:-

- At YAANTRA, I learnt also about sales and was part of the project working on the effective marketing strategies to promote Yaantra at CCD outlets.

d)Extra-Curricular Activities:-

- Event management
- Painting to put out my thoughts
- Traveling and swimming

e)Certifications:-

- Microsoft Excel
- Google AdWords



29.NAVJOT SINGH

Age: 23

Graduation: B.sc Bio-tech (Hons.)

Major: MARKETING

Minor: H.R

a)Summer Internship Company:- MARUTI SUZUKI

b)Project Undertaken (SIP):- Customer Satisfaction towards Maruti Suzuki

c)Findings &Recommendations: - Up to what extent a customer can think, what organizations do for full fill the needs of customer, customer's behavior, types of customer etc.

d)Extra-Curricular Activities:-

- ISR activities,
- Visited to ASHA SCHOOL and managed the men force over there.
- Working with an N.G.O BIG HEART and N.G.O YODDHAS.
- Football

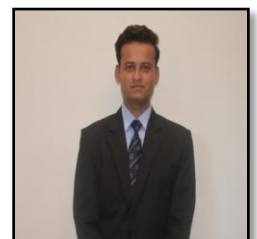
e)Certifications:-

- Microsoft Certified,



30.NEELESH KUMAR

Age: 24



Graduation: B.com (computer application)

Major: Marketing

Minor: IT

a)Summer Internship Company:-Gadget wood E-services Private Limited. (Yaantra.com)

b)Project Undertaken (SIP):- Study of Retailers, Purchasing Behaviour in the Market.

c)Findings &Recommendations: - B2B App makes the work easier and helps in connecting with the right customers. 40% retailers are satisfied and are willing to purchase again and again.

d)Other Projects:- Google Glass

e)Extra-Curricular Activities:-

- Runner up AWES Youth fest cultural event
- Active participation in scouts.
- Played District level badminton

f)Certifications:- Microsoft office 2013 Certified

31.ALAPATINEERAJA

Age: 23

Graduation: BBA

Major: Marketing

Minor: IT

a)Summer Internship Company: - SHAREKHAN LTD.

b)Project Undertaken (SIP):- A role of study on Sharekhan in stock market.

c)Findings & Recommendations):-Role Sharekhan is playing in stock market to make aware people about it.

d)Other Projects:-

- Service sector at Kuber Hotels ,
- A Product Proposal report on Chocolate Bar

e)Extra-Curricular Activities:-

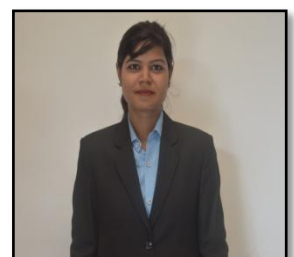
- Painting,
- Coordinated inter college sports fest and Alumni meet,
- Worked of Media Team & Reception Team

f)Certifications:- Microsoft Excel 2013 Certified , CCC



32.NEETU KUMARI

Age: 22



Graduation: B.Sc.

Major: MARKETING

Minor: HR

a) Summer Internship Company:- Varun Beverages limited

b) Project Undertaken (SIP):- Analysis of brand awareness and promotion for two successful brand under PepsiCo portfolio- Tropicana Frutz and Nimbu masala soda

c) Findings and recommendations:- As the Tropicanafrutz is new to the market and

- The margin for retailers is also less. So it faced a lot of difficulty in reaching to the customers.
- If we increase the margin for the retailers than it can do well in the market.

d) Extra-Curricular Activities:- Event Co-ordinator

e) Certifications:- Ms Office certified

33.NEHA TALAN

Age: 23

Graduation: BSc Microbiology

Major: Marketing

Minor: HR

a) Summer Internship Company:- Ketchupp

b) Project Undertaken (SIP):- To leverage Digital Marketing for ensuring Top of Mind Recall for Ketchupp among Millennials in Top six Metro cities.

c) Findings & Recommendations:-

- Digital Marketing tools help to target a niche group of customers specifically, communicate, seek and share feedback and get into a regular connection with them to generate brand recognition and easy recall.
- Instagram is a platform that needs to be used heavily for Guerilla Marketing, whereas SnapChat is an open opportunity for Ketchupp to mark its position in consumer's mind.

e) Extra-Curricular Activities:-

- Member of Newsletter Committee, Marketing Club and Entrepreneurship Cell.
- Cultural Event "Runner up" and secured Second position in Chess Competition at AWES Youth Fest, ACN Jalandhar.
- Coordinated Stage Activities in International Conference on MCSD (Mass Communication and Sustainable Development) at AIMT, Greater Noida.

f) Certifications:-

- MS Office Specialist (Excel 2013)



34.NISHA NITIN SHARMA

Age: 23

Graduation: B.Com

Major: Marketing

Minor: International Business

a)Summer Internship Company:- SABIC India Pvt. Ltd

b)Project Undertaken (SIP):- Benchmarking and Development of E-commerce E-portal Of SABIC

c)Findings &Recommendations: - For development of any business online platform is necessary and increasing day to day.

d)Extra-Curricular Activities:-

- Member of Alumni Committee at AIMT, Greater Noida
- Co-ordinated AIMT Annual Fest 2017
- Participate In National level Karate Competition (Certificates), 2015
- ‘B’ Certificate holder of National Service Scheme (NSS)

f)Certifications:-

- Certification of Tally
- Microsoft Office Specialist certification on Ms Excel 2013

35.NISHANT KUMAR

Age: 25

Graduation: B.TECH

Major: Marketing

Minor: I.T

a)Summer Internship Company:- ITC LIMITED

b)Project Undertaken (SIP):- To find the key interventions of improvement of Savlon Portfolio in Rajasthan.

c)Findings &Recommendations:-

- It depicts that 56% of outlets are not covered by DS on via-route.
- 11 % is the marketing operating price and 14% are the satisfactory retailers.
- Medical shops and others shops should be covered properly using catalog and scheme rates.
- Loyalty Enrolments of shops and Permanent Merchandising of Portfolio should be done.

d)Other Projects:-

- Virtual Calculator a 3D technology.
- WIP at Yaantra.com start up in Delhi NCR.

e)Extra-Curricular Activities:- Coordinated various sports events at college level

f)Certifications:- MS-OFFICE Specialist 2013

g)Work Experience:- Worked as BDO at Brans InfoTech Pvt Ltd for 5 years.



36.PRISHALI CHAUDHARY

Age: 22



Graduation: B.com

Major: Marketing

Minor: IT

a)Summer Internship Company:-ShareKhan.ltd

b)Project Undertaken (SIP):- To Study The Perception Of Investors Towards Sharekhan PVT LTD.

c)Findings & Recommendations (from your SIP):-

- **Findings-**

As far as trade is concern all investors trade in stock market.38% of respondents are strongly agree with the reliability of the demat account of sharekhan.45% of respondents strongly agree that the query handling by the Sharekhan provide them satisfaction when they opt for Demat account.

- **Recommendations-**

Sharekhan should focus on giving more reliable services as customers and investors will develop a good perception for it. If people should learned first and then investors should consult their financial advisor before investing.

e)Extra-Curricular Activities: - Singing competition, Jugalbandi competition.

f)Certifications:- Microsoft Excel Certified

37.PRIYANKA TANWAR

Age: 22

Graduation: B.Com

Major: Marketing

Minor: Finance

a)Summer Internship Company:-Corecode IT solutions

b)Project Undertaken (SIP):- Promotional activities comparison regarding Microsoft products

c)Findings &Recommendations: - To change the promotional method of the products

d)Extracurricular Activities:- Anchoring and event management , sports

e)Certifications:-Ms Excel Certified 2013



38.RAHUL PRATAP SINGH

Age: 23

Graduation: B.com

Major: Marketing

Minor: IT

a)Summer Internship Company:- ITC Limited

b)Project Undertaken (SIP):- “To Find the Key Interventions of Improvement of Savlon portfolio In Rajasthan”



c) Findings & Recommendations :-

- 18% of outlets, 54% medical shops are not covered by DS on via-route
- Medical shops and others shops (shops on main road) should be covered properly using catalog and scheme rates.
- Loyalty Enrolments of shops and Permanent Merchandising of Portfolio should be done.

d) Other Projects:- I have done my winter Internship from YAANTRA.COM (Gadget wood Pvt Ltd.) Start-up from New Delhi.

e) Extra-Curricular Activities:-

- Coordinated various seminars and sports events

f) Certifications:- Microsoft Excel 2013 certified

39. RAJAT BAKSHI

Age: 24

Graduation: BBA

Major: Marketing

Minor: International Business

a) Summer Internship Company:- One Green Diary

b) Project Undertaken (SIP):- A Study on E-commerce Hosting Companies, Point Of Sale System and Customer Feedback Management System.

c) Findings & Recommendations:-

- It was found that most of the Ecommerce and POS companies generate most of their business from 4 Major English speaking countries which are United Kingdom, USA, Australia and Canada.

d) Other Projects:-

- Winter Internship at Yaantra.com for a month.
- Project report on Industrial Visit as a part of curriculum to Ralegan Siddhi (MH), World Trade Centre (Mumbai) and Dynamic Logistics (Pune).

e) Extra-Curricular Activities:-

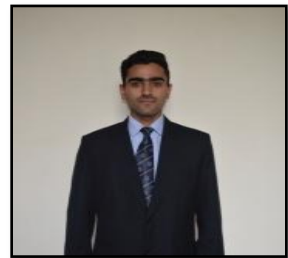
- Regional level player in Table tennis and Football.

f) Certifications:-

- Microsoft Office Certification.

g) Work Experience:-

Worked as an Administrative Assistant with United Parcel Services from October 2014- June 2015



40.RAJESH GURUNG

Age: 24

Graduation: B.sc

Major: Marketing

Minor: HR

a)Summer Internship Company:- LAFARGE (NUVOCO VISTAS CORPORATION LIMITED)

b)Project Undertaken (SIP):- Studied ready mix concrete operation and market strategy

c)Extra-Curricular Activities:-Member of Cultural committee

d)Certifications:- Microsoft office 2013 Certified



41.RANJEET SINGH

Age:25

Graduation:B.COM

Major:MARKETING

Minor:HR

a)Summer Internship Company:- Built By Blank (Noida)

b)Project Undertaken (SIP):- Study of Marketing Strategy with reference to Digital Marketing.

c)Findings &Recommendations: - Marketing Activities, Interact with customers, Market Research, Website testing, Product Management.

d)Certifications:- Microsoft Excel 2013 Certified



42.RISHABH BHUSHAN

Age:21

Graduation: B.com

Major: Marketing

Minor: Information Technology

a)Summer Internship Company:- PepsiCo (Varun Beverages Ltd.)

b)Project Undertaken (SIP):- Analysis of Brand Awareness and Promotion of two successful brand under PepsiCo portfolio –Tropicana Frutz and Nimbu masala Soda

c)Findings &Recommendations :-

Findings:-



- Pepsi must take care of availability of products in the market especially in peak season.
- Schemes are not provided timely.

Recommendations:

- There should be regular visit of company's high official to the market for listening to the problems of retailers.
- The distribution channel must focus on general stores because most of the people purchase soft drinks from general stores.
- More awareness about the product is to be created by advertising about it using sign boards, hoardings on the shops, flex print on retail stores.

d)Extra-Curricular Activities:-

- Participated in various cultural and sports events

e)Certifications:- Microsoft office 2013 Certified

43.RITIKA CHAUDHARI

Age: 25

Graduation: B.TECH (EC)

Major: MARKETING

Minor: IT

a)Summer Internship Company:- Network18

b)Project Undertaken (SIP):- Marketing Campaign through Network18

c)Findings &Recommendations:-

- To increase the brand awareness of the Network18 properties or in they are in association with along with their clients and sponsors.
- My recommendation will be that by doing the competitive tracker we can't say that Network18 is lacking in this field for example marketing, finance, women empowerment etc. The concept for the conclave should be important not the number of times the conclave has been done.

d)Extracurricular Activities:- Event Co-ordinator

e)Certifications:- Microsoft Office 2013 Certified



44.RIYA KUMARI

Age: 21

Graduation: B. Com (Hons)

Major: Marketing

Minor: HR

a)Summer Internship Company:- VARUN BEVERAGES LTD(PEPSICO)

b)Project Undertaken (SIP):- analysis of brand awareness and promotion for two successful and under PepsiCo portfolio-Tropicana fritz and nimbu masala soda



c)Findings:-

- There is less margin for Retailers and lack for brand awareness.

Recommendation:-

- If we increase the margin for retailers so 60% for the retailers which will help brand awareness.

d)Extra-Curricular Activities:- coordinator in various events.

e)Certifications:- Microsoft Office 2013 Certified

45.ROHIT KRISHNA

Age: 23

Graduation: BHM

Major: MARKETING

Minor: INTERNATIONAL BUSINESS

a)Summer Internship Company:- DECATHLON

b)Project Undertaken (SIP):- SATISFACTION OF CUSTOMERS IN RETAIL

c)Findings & Recommendations:-

- The highest degree of the population approaching decathlon are the region from khelgaon
- The prime focus of the company would be, turning on more promotion methods through social media and event organizations

d)Certifications:- Microsoft Office 2013 Certified



46.SAINO RACHEL SLEEBBA

Age: 23

Graduation: B.Tech (Chemical Engineering)

Major: Marketing

Minor: International Business

a)Summer Internship Company:- SABIC India Pvt Ltd

b)Project Undertaken (SIP):- Branding and campaigning for the Ecommerce portal

c)Findings &Recommendations :-

- People are willing to adapt to digital platform.



In countries like Nepal, Bangladesh and Sri Lanka people are having first time experience with B2B Ecommerce portal and are very happy with the Ecommerce initiative of SABIC

d) Other Projects:-

- Study of the crude distillation unit and design of amine treatment unit.
- Preparation of Biodiesel using used cooking oil.

e) Extra-Curricular Activities:-

- Hosted and staged various events during both school and college level,
- Coordinated and held various department events at the inter collegiate techno cultural fest,
- Coordinated zonal level arts fest

f) Certifications:- Microsoft Office Specialist certification on Ms Excel

47.SANDEEP KUMAR TYAGI

Age: 26

Graduation: B.Tech.(Electronics & Communication Engineering)

Major: Marketing

Minor: I.T.



a) Summer Internship Company:-Sportsadda.in

b) Project Undertaken (SIP):-Impact of Social Media Marketing on Sportsadda.in

c) Findings & Recommendations (from your SIP):-

- The market is very potential to new ideas and there are many opportunities to grow.
- Use of digital platform can boost the business in a greater height.

d) Extra-Curricular Activities:-

- Active Member of Marketing club.
- Core member of placement team
- Co-ordinated AIPL, Alankriti and Bassocc college event
- Played for college in IP university cricket league
- HIRS Team Leader in SS Consultancy 2017
- Won photography competition in Alankriti fest
- Head of I.T. Club
- NCC 'C' certificate holder.

e) Certifications:- Microsoft office 2013 Certified, Google AdWord.

f) Work Experience:- Worked as an Digital Marketing Manager for Wiwigo.com, 6 Months

48.SHAHID MD SHAIKH

Age: 21

Graduation: BBA

Major: Marketing

Minor: International Business

a)Summer Internship Company:- Udchalo.Com

b)Project Undertaken (SIP):- “Study of below the line advertisement of Udchalo.com in a limited target market.”

c)Findings &Recommendations :- Worked as a sales and development intern in the company. Learned how to follow chain of commands in the defence forces and how to convince the authorities Rank upto Colonel to Maj Gen and how to address 500 men at a time.

d)Other Projects: - Live Project at Oyo rooms. “Development of offline channel for Oyo rooms”. Worked as a Brand Ambassador student.

e)Extra-Curricular Activities:-

- Honoured by Defence Minister Commendation card by the HonourableDefence Minister ManoharParrikar.

- Head Coordinator of Discipline Committee and Sports Committee of the College.



49.SHAKTI OM SINGH

Age: 23

Graduation: B.E. (Mech)

Major: Marketing

Minor: IB

a)Summer Internship Company:-Mubaraqh



- b)Project Undertaken (SIP):- Inside sales vs Outside sales
- c)Findings & Recommendations :- The outside sale is more easy as compared to inside sale because in outside sale we get time to explain our product or idea but in inside sale the other person donot listen what we are saying and explaining.
- d)Other Projects:-Pykrete Air Conditioning
- e)Extra-Curricular Activities:- Reading, Sketching, Playing Football
- f)Certifications:- Microsoft office 2013 Certified

50.SHAKTI SINGH SHEKHAWAT

Age: 20

Graduation:BCom

Major:Marketing

Minor:Finance

a)Summer Internship Company:- Brand Navigators Consulting Pvt. Ltd.

b)Project Undertaken (SIP):- Creating a brand promotion campaign and executing it for Hoppedom.com

c)Findings & Recommendations:-

- Research on interest and preferences of centennials and millennials and found that the youth is moving towards outdoors and are passionate towards pursuing their interests as their careers
- Suggested three brand promotion strategy on the basis of research.

d)Other Projects:-

- HAAP apprenticeship program which of two years with Brand Navigators consulting Pvt. Ltd.

e)Extra-Curricular Activities:- Coordinated College sports fest , participated in Bplan College Competition , Member of IT club

f)Certifications:- Microsoft office 2013 Certified



51.SHAMI MAHMOOD

Age: 22

Graduation: B.com

Major: Marketing

Minor: IT

a)Summer Internship Company: - Gadgetwood Eservices Pvt. Ltd.

b)Project Undertaken (SIP):- Creating a brand promotion campaign YAANTRA which is dealing in REFURBISHED MOBILE



- c) Findings & Recommendations :-
- Consumer behaviour regarding Refurbished mobile.
 - Retailer acceptance for Refurbished mobile.
- d) Other Projects:- Logistic Department work in updating the Return inventory in daily stock list & update inventories on E-Commerce's sites of our business partners
- e) Extra-Curricular Activities: - Promotional event in AXIS Bank, Residential Apartments in Delhi NCR for the brand YAANTRA.
- f) Certifications: - Microsoft Excel Certified.

52. SHAHNAWAZ AHMED

Age: 22

Graduation: B.com

Major: Marketing

Minor: Information Technology

a) Summer Internship Company:- Varun Beverages Ltd. (PepsiCo)

b) Project Undertaken (SIP):- Comparative Study of Pepsi (330 ml Pack) with Coca-cola 250 (ml Pack)

c) Findings & Recommendations :-

- PepsiCo has the good market share in the market in comparison of Coca-cola. Because the price of Pepsi 330ml pack is cheaper in comparison of Coca-cola 250 ml pack.
- More awareness about the product is to be created by advertising about it using sign boards, hoardings on the shops, flex print on retail stores.

d) Extra-Curricular Activities:-

- Coordinator in international conferences MCS D-2016
- Organised College Events like BASSOC 2016, Alankriti Fest 2017.
- Participated in Various Cultural event in Anugoonj 2017

e) Certifications:- Microsoft Office 2013 Certified



53. SHIKHA ATTRI

Age: 24

Graduation: B.sc (HONS.) Physics

Major: Marketing

Minor: IT

a) Summer Internship Company: - Gadgetwood Eservices Pvt. Ltd.

b) Project Undertaken (SIP):- Channel Development for Yaantra

c) Findings & Recommendations :-



- Order fulfilment rate for B2B app was very low due to which the retailers ordering from the app were dissatisfied with the services of Yaantra.
- Revenue generated by direct retailers was much more than the B2B app of the company Service.
- This resulted in cancellation of orders received from the B2B app.

d) Extra-Curricular Activities:-

- Represent AIMT in IP University in badminton.
- Represent AIMT in IP University in table-tennis.

e) Certifications:- Microsoft Excel Certified

54. SHIVALI CHANDEL

Age: 21

Graduation: B.sc

Major: Marketing

Minor: IT

a) Summer Internship Company:- Ad2 Click Media Pvt Ltd

b) Project Undertaken (SIP):- Effect of mobile advertising in consumer behaviour

c) Findings & Recommendations :-

- Analyze consumer's attitude towards mobile advertising.
- To identify advertising effect on purchasing behavior of customers.
- To Study about percent of consumer attracted towards online advertisements.
- To evaluate the impact of mobile advertisement on consumers.

d) Extra-Curricular Activities:-

- Member of CRC committee at AIMT, Greater Noida
- Co-ordinated MCSD international conference 2016 at AIMT Greater Noida
- Participated in Group Dance at the Guru Gobind Singh

e) Certifications:- Microsoft excel Certified



55. SHUBHENDU PRATAP MISHRA

Age: 22

Graduation: B.Sc

Major: Marketing

Minor: IT

a) Summer Internship Company:- HCCBPL

b) Project Undertaken (SIP):- Happy Deals

c) **Findings** :- customer based promotional schemes are more beneficial as compared to consumer based promotional schemes in terms of appropriate business growth for the company



Recommendations:- If company want to run consumer based promotional schemes they should plan it as such that there is no involvement of the customers for the successful implementation of the scheme and to derive desired response.

d)Extra-Curricular Activities

- Coordinated MCSD
- Coordinated AIMT Sports Fest
- Coordinated AIMT Cultural Fest
- Stand Runner-up in marketing fest at AIMT & IILM

e)Certifications:-MS-OFFICE 2013

56.SONIYA YADAV

Age: 26

Graduation: B.sc (Mathematics)

Major: Marketing

Minor: Finance

a)Summer Internship Company: - Sharekhan LTD.

b)Project Undertaken (SIP):- Comparative analysis of Sharekhan and other brokerage companies.

c)Findings &Recommendations :-

d)Extra-Curricular Activities:- Participated in AWES youth fest 2016

Participated in alankriti college fest

Participated in GGSIPU sportsfest (basketball)

e)Certifications:- Microsoft Excel Certified,copa (ncvt)itc



57.SUNDER BISHNOI

Age: 24

Graduation: BBA

Major: Marketing

Minor: HR

a)Summer Internship Company:-SharekhanPvt ltd

b)Project Undertaken (SIP):- A study on product and services of ShareKhan Ltd

c)Findings &Recommendations :-understand the portfolio of investment and investor behaviour towards sharemarket.



d)Extra-Curricular Activities:-

- . Volunteer at the BIG HEART NGO.
- Participated in various college and inter college Arts fest
- Participated in GGSIPU sports fest (Volleyball and Kabbadi)

e)Certifications:- Microsoft Certified, NCC certificate

58.SURESH KUMAR

Age: 22

Graduation:BCA

Major:Marketing

Minor:Finance

- a)Summer Internship Company:-KarmasparkPvt Ltd
- b)Project Undertaken (SIP):-Digital marketing and lifestyle
- c)Findings & Recommendations:-Increase traffic in the website usage
- d)Extra-Curricular Activities:- Taekwondo, Yoga
- e)Certifications:-Microsoft Excel Certification
- f)Work Experience:-2 years at own startup (Martial arts academy) and 6 months in Reliance corporate sector



59.SURJEET KUMAR YADAV

Age: 24

Graduation: B.COM

Major: MARKETING

Minor: INTERNATIONAL BUSINESS (I.B.)

- a)Summer Internship Company:- PRISM CEMENT LTD
- b)Project Undertaken :- CUSTOMER SATISFACTION TOWARDS PRODUCTS OF PRISM CEMENT
- c)Findings & Recommendations:- Understand the study of the supply chain of Prism Cement, worked on market survey & market storming.
- d)Extra-Curricular Activities:- Attended National Seminars, International Conference
- e)Certifications:- Microsoft Office



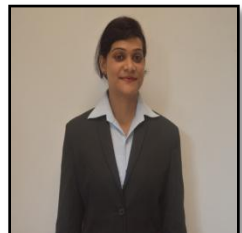
60.SWATI KATIYAR

Age: 24

Graduation: B.tech(Chemical Engineering)

Major: MARKETING

Minor: HR



- a) Summer Internship Company:- Varun Beverages limited
- b) Project Undertaken (SIP):- Analysis of brand awareness and promotion for two successful brand under PepsiCo portfolio- Tropicana Frutz and Nimbu masala soda
- c) Findings & Recommendations :-
 - There is less margin for Retailers and lack for brand awareness.
 - If we increase the margin for retailers so 60% for the retailers which will help brand awareness.
- d) Extra-Curricular Activities:- EVENT CO-ORDINATOR
- e) Certifications:- MS office certified

61. THANVEER SINGH NATHWAT

Age: 23

Graduation: B.COM.

Major: MARKETING

Minor: IB

a) Summer Internship Company: - TECHPROCOMPSoft PVT. LTD.

b) Project Undertaken (SIP):- A Study On Social Media Marketing and Its Impact on Brand Awareness.

c) Findings & Recommendations :-

- Social networking sites have become a corporate branding hub in this digital era.
- Social Media is a dominant platform for brand awareness to reach the target customer.
- Promotion of brand is highly visible with the help of banner ads and pop-up ads.
- Promotion must be interactive, promotional and innovative to hold the audience.

d) Other Projects:-

- Winter Internship with Steel Authority of India Limited (SAIL).
- Key learnings: B2B business, marketing and finance operations, customer Engagement, maintaining and developing relations with potential customer.

e) Extra-Curricular Activities:-

- Sports , Art and craft

f) Certifications: - Microsoft Specialist Certification (Excel 2013).



62. VIBHA DIXIT

Age: 21

Graduation: B.com

Major: Marketing

Minor: Finance



- a) Summer Internship Company: - Sharekhan Ltd.
- b) Project Undertaken (SIP):- Features and future of online trading
- c) Findings & Recommendations-
 - Advertise more
 - Improvement in customer service.
 - Being a recession proof company
- d) Certifications:- Microsoft Excel Certified

63. VIJAY SHANKAR SHUKLA

Age: 25

Graduation: B.tech (Chemical Engineering)

Major: Marketing

Minor: IB

- a) Summer Internship Company:- Varun beverages limited
- b) Project Undertaken (SIP):- comparative analysis of pepsi black can with coke black can, with respect to its demand and price the market
- c) Findings & Recommendations :- Generally both products are more or less same but the variation comes in their sale by how much profit margin is given by dealers and distributors to the retail shops
- d) Certifications:- Microsoft excel certification
- e) Work Experience:- one year



64. VIKAS SINGH GAUR

Age: 23

Graduation: B.TECH (MECHANICAL ENGINEERING)

Major: MARKETING

Minor: IT

- a) Summer Internship Company:- Airtel, Jaipur
- b) Project Undertaken (Sip):- To Find The Key Intervention In Sale Of Postpaid Sim And Sale Of Postpaid Sim Through Canopy Activity.
- c) Findings & Recommendations:-
 - Finding of potential area of sale in Jaipur according to availability of target customers.
 - 80 % customers raises the issue of 1GB/day internet data issue and expected service gap is still short of 50%.



- Enroute all the Government offices, banks, pharmacy stores, jewelry shops, finance and insurance offices, which are not covered now
- Airtel should make their schemes(plans) more flexible to beat the competitors.

d)Extra-Curricular Activities:- won second prize at B-plan competition at AIMT

Bike trip to manali, kasol, mukteswar and jodhpur

e)Certifications:-Microsoft office specialist 2013

f)Work Experience:- 7 month work experience at Super auto ltd., Faridabad

65.VIKESH KUMAR

Age: 23

Graduation: B.com

Major: Marketing

Minor: International Business

a)Summer Internship Company:-Ketchupp

b)Project Undertaken (SIP):- Create viral content for ketchupp to position it as a biggest food player in India

c)Findings &Recommendations :-

- Writing different types of viral content
- How to attract target audience

d)Extra-Curricular Activities:-

- Co-ordinator in MCSD(Mass Communication & Sustainable Development)
- Swimming Gold medallist in inter district level
- Participate in skit at IP University
- Co-ordinate in marketing club activities.

e)Certifications: - Ms-Excel Specialist , Tally ERP 9.



66.VINAY KHANDURI

Age: 24

Graduation: B.tech (Electronics and Communication)

Major: Marketing

Minor: I.T

a)Summer Internship Company:-Varun Beverages (Pepsico)

b)Project Undertaken (SIP):- Comparative study between Pepsi 330 ml product vs Coca cola 250 ml product

c)Findings & Recommendations :- Findings from my project was that now consumer are getting biased towards 330ml pack as they prefer PET bottle which is economical in cost with comparison to coca cola 250 ml pack.



- d)Extra-Curricular Activities:- Member of Alumni Committee , CRC Committee,Played Cricket at Ip University Level , Conducted Various Activities in college
- e)Certifications:- Microsoft Excel , Robotics
- f)Work Experience:- Worked 8 Months with a Real Estate firm

67.VIRENDER SINGH

Age: 25

Graduation: B.COM

Major: MARKETING

Minor: INTERNATIONAL BUSINESS

- a)Summer Internship Company:- EDUSHEDU.COM
- b)Project Undertaken (SIP):- BUSINESS DEVELOPMENT
- c)Findings &Recommendations :- To develop a business one should increase one's business contacts . In order to do so contact different-different activities centre (Dance, Music, Gymetc) and tied up with the company for creating business relationship.
- d)Extra-Curricular Activities:-
Attended National Seminar and International Conference, Played at National level in Football, Represented my college (AIMT) at University in Cricket
- e)Certifications:- Microsoft Office



68.VIVEK KR TIWARI

Age: 26

Graduation: BCA

Major: Marketing

Minor: Information Technology

- a)Summer Internship Company:-Amul
- b)Project Undertaken (SIP):- A comparative Study OfAmul Milk & Its competitors in Lucknow.
- c)Findings &Recommendations :-
·Attract target audience by making good relationship with the seller or retailer by introducing new offers for them.
- d)Other Projects:- Online book Store
Live Project: - I did internship with yantraa.com which was dealing with refurbish phones.
- e)Extra-Curricular Activities:-
·Participated in AIPL event of AIMT College.



- Participate in skit at IP University
- Co-ordinate in marketing club activities.
- g)Certifications:-Ms-Excel Specialist , Tally ERP 9.

69.YOGITA RAJ

Age: 23

Graduation: B.COM

Major: MARKETING

Minor: Human Resource(H.R)

a)Summer Internship Company:- EDUSHEDU.COM

b)Project Undertaken (SIP):- BUSINESS DEVELOPMENT

c)Findings & Recommendations:- To develop a business one should increase one's business contacts . In order to do so contact different-different activities centre (Dance, Music, Gymetc) and tied up with the company for creating business relationship.

d)Extra-Curricular Activities:-

- Attended National Seminars and International Conference,
- Played at National level in Kabaddi and Athletics,
- Represented Uttar Pradesh at Republic Day Parade,
- Represented my college (AIMT) at University in Kabaddi

e)Certifications:- Microsoft Office 2013 Certified



FINANCE SPECIALISATION

1.AJIT KUMAR GUPTA

Age: 22

Graduation: B.com

Major: Finance

Minor: Marketing

a)Summer Internship Company:-Sharekhan ltd

b)Project Undertaken (SIP):- Mutual funds

c)Findings &Recommendations :- How and when to invest money in the mutual funds.

d)Extracurricular Activities: - Event coordinator in College Sports Fest

e)Certifications:- Microsoft Excel



2.AJU.P

Age: 22
Graduation: B.com
Major: Finance
Minor: Marketing



- a) Summer Internship Company:- MARICO INDIA
- b) Project Undertaken (SIP):- INVENTORY MANAGEMENT CONTROL AT MARICO LIMITED
- c) Findings & Recommendations:-
 - More scope to increase its reputation through advertising.
 - Marico must go for more innovative products and it is already been into action and they can do much better.
- d) Extracurricular Activities:- Athletics, Cricket, Basketball
- e) Certifications:- Microsoft Excel Certification

3. AMIT KUMAR

Age: 23
Graduation: B.com
Major: Finance
Minor: Marketing



- a) Summer Internship Company:- Ford academy (Sewells MSXI).
- b) Project Undertaken (SIP):- Profit improvement plan for Ford dealers.
- c) Findings & Recommendations:- Analysis and projections.
- d) Other Projects:- Hoppedom academic apprenticeship program. (1 Aug 2016- continuing),
Visited dealership (Tanish Ford) for inspection and look after the departmental works and procedures
- e) Extracurricular Activities:- Coordinated various events.
- f) Certifications:- Microsoft Office
- g) Work Experience:- Genpact (9 months)

4. ANCHAL PUROHIT

Age: 23

Graduation: B.Com

Major: Finance

Minor: Marketing

a) Summer Internship Company:- Arshiya Ltd

b) Project Undertaken (SIP):- A study of financial performance in Arshiya Ltd

c) Findings & Recommendations:- Provide the service of integrated logistics space offering supply chain management.

d) Extra-Curricular Activities:- Dancing , singing, photography

e) Certifications:- Ms Excel, Tally ERP 9, Ms Office



5. ANKIT KUMAR LAMBA

Age: 21

Graduation: B.com

Major: Finance

Minor: Marketing

a) Summer Internship Company:- Adroit financial Service

b) Project Undertaken (SIP):- Research on Apcotex Industries Ltd.

c) Findings & Recommendations:- Analyze the future performance of the company on the basis of historical data.

d) Extra-Curricular Activities:-

- Participate in National conference (A road map of India , Start-up India)
- Participated in sports activity like football, volleyball, basketball.
- Co-ordinator in College cultural festival
- Donated blood in LION BLOOD CAMP

e) Certifications:-

- Microsoft Office Specialist : Excel 2013
- NISM 5A (Mutual fund distributor)
- NCFM (Capital market dealer module)



6.ANKIT KUMAR

Age: 23

Graduation: B.com

Major: Finance

Minor: Marketing

a)Summer Internship Company:-Sharekhan Ltd.

b)Project Undertaken (SIP):- Mutual Fund As An Investment Avenue

c)Findings &Recommendations :- Returns and risk in some particular mutual fund schemes and which scheme is good to invest in.

d)Extra-Curricular Activities:-

- Managed event for Radical rise in different locations of Gurugram.
- Attended workshop of Panasonic at AWB Tower.
- Participated in March Past and Chess competition in Annual Sports Meet at GGSIP University.

e)Certifications:- Microsoft Office Specialist : Excel 2013



7.ANKIT KUMAR

Age: 22

Graduation: B.com(hons)

Major: Finance

Minor: Marketing

a)Summer Internship Company:-ICICI PRUDENTIAL ASSET MANAGEMENT COMPANY

b)Project Undertaken (SIP):- Investor Perception in Mutual Fund Market

c)Findings &Recommendations :-Majority of investors are not aware of mutual fund industry and the products offered by it. Majority of Investors belongs to the age group of 35 to 50

d)Extra-Curricular Activities:-

- Participated in Volley Ball in Annual Sports Meet at GGSIP University.
- Participated in National Conference on Startup India.
- Attended Budget session of Ajjak.

e)Certifications:- Microsoft Office Specialist : Excel 2013



8.ANKUSH SINGH JAMWAL

Age:21

Graduation:B.com

Major:Finance



Minor:Marketing

a)Summer Internship Company:-ICICI PRUDENTIAL ASSET MANAGEMENT COMPANY

b)Project Undertaken (SIP):-Investor perception in Mutual fund Market.

c)Findings & Recommendation:-

- Majority of the investors are not aware of mutual fund industry and the products offered by it.
- Majority of the investors belongs to the age group of 35 to 50 (57.8%).
- Keep up the brand image in the minds of people through better performance both in the case of returns as well as after sales services.

d)Extra-Curricular Activities:- Member of Alumni Committee

e)Certifications:-NISM V-A Certified & Microsoft Excel Certified

9.ANSHU

Age: 21

Graduation: B.com

Major: Finance

Minor: Marketing

a)Summer Internship Company:-Sharekhan Limited

b)Project Undertaken (SIP):- Equity research on Indian Cement Industry

c)Findings & Recommendations:- The fundamental and technical analysis of companies has shown that Ultratech cement is overall the best performer but from past 2-3 years Shree Cement shows tremendous growth in its fundamental performance

d)Other Projects:- Winter internship in yaantra.com

e)Extra-Curricular Activities:-Athletics

Participant of MISS INDIA AUDITION 2017

Participant of MISS CAMPUS PRINCESS 2016 organised by MISS INDIA

f)Certifications:-Microsoft Specialist certification (Excel 2013).



10. ASHISH RAWAT :-

Age: 23

Graduation: B.COM



Major: FINANCE

Minor: MARKETING

a) Summer Internship Company:- ICICI PRUDENTIAL ASSET MANAGEMENT COMPANY LTD.

b) Project Undertaken (SIP):- Factors that influence investments in mutual funds

c) Findings & Recommendations :-

- To study the various investment alternatives available to the investor
- To know how far the ICICI Prudential mutual fund schemes are able to win the confidence of investors

d) Extra-Curricular Activities:-

- Co-ordinated college sports Event
- Stood First in 100 mtr. Race

e) Certifications:- NISM V A CERTIFIED

11. GAURAV SAH

Age: 26

Graduation: B.com

Major: Finance

Minor: Marketing

a) Summer Internship Company:- Sharekhan Ltd.

b) Project Undertaken (SIP):- Impact of FII on Indian Stock Market (NSE)

c) Findings & Recommendations :-

Findings

- No significant impact of FII on market index nifty.

Recommendation

- Domestic market should support Indian Market.

d) Extra-Curricular Activities:- Member of ISR Club

e) Certifications:- Microsoft Excel Certified



12. KALPANA

Age: 22

Graduation: B.Com (Hons)

Major: Finance



Minor: Marketing

- a) Summer Internship Company:- ICICI Prudential AMC
- b) Project Undertaken (SIP):- Factors that influence investments in mutual funds
- c) Findings & Recommendations :- Mutual fund is a retail product designed to target small investors, salaried people and others who are intimidated by the stock market but nevertheless, like to reap the benefits of stock market investing.
- d) Extra-Curricular Activities:- Stood First in the B Plan competition at AIMT ,Participated in BRICS International Conclave & Indian Women Excellence Leadership Awards (I-WELA)
- e) Certifications:- Microsoft Excel Certified , NISM VA

13.KAPIL GUPTA

Age: 22

Graduation: B.COM

Major: FINANCE

Minor: MARKETING

- a) Summer Internship Company:- KARVY DATA MANAGEMENT SERVICE LTD
- b) Project Undertaken (SIP):- Karvy's drive for effective implementation of GST
- c) Findings & Recommendations :-Karvy's drive helped very much in GST filings to the customer in the market.
- d) Certifications:- Microsoft Excel



14. KESHAV KUMAR

Age: 23

Graduation: B.com(Hons.)

Major: Finance

Minor: Marketing

- a) **Summer Internship Company**:- Ford academy(sewells MSXI)
- b) **Project Undertaken (SIP)**:- ANALYZING THE FINANCIAL PERFORMANCE OF FORD DEALERS IN INDIA: APPLICATION OF ESOS & REPORTING
- c) **Findings & Recommendations**:-



- # To evaluate the dealer financial performance on a monthly and YTD basis using eSOS reports and help them in decision making
- d) **Other Projects**:-Hoppedom academic apprenticeship program.(1 aug 2016- continuing);
Winter Internship in Yaantra.com
- e) **Extra-Curricular Activities**:-
- Played Nationals in Basketball
 - College Representative in the seminar organized by Ministry of Micro Small & Medium Industries.
- f) **Certifications**:-Microsoft Office Specialist certification (Excel 2013).
- g) **Work Experience**:- **11 Months**
- At **Royal Bank of Scotland**

15.KOMAL SHARMA

Age: 22

Graduation: B.com

Major: Finance

Minor: Marketing

a)Summer Internship Company:-Sharekhan Ltd.

b)Project Undertaken (SIP):- TO STUDY IMPACT OF FOREIGN INSTITUTIONAL INVESTORS (FIIs) AND DOMESTIC INSTITUTIONAL INVESTORS (DIIs-MUTUAL FUND) ON INDIAN CAPITAL MARKET

c)Findings &Recommendations :-

Strengthening domestic institutional investors in the participation of domestic pension funds in the equity market would augment the diversity of views on the market and hence the domestic pension funds must be encouraged.

d)Extra-Curricular Activities:-

e)Certifications:-

- Certificate for MS Office
- ITI Certificate from ICAI



16.LEKH BAHADUR THAPA

Age: 25

Post-Graduation:- M.com

Graduation: B.com

Major: Finance



Minor: Marketing

a) Summer Internship Company:- ICICI PRUDENTIAL ASSET MANAGEMENT COMPANY LTD.

b) Project Undertaken (SIP):- MUTUAL FUND INVESTMENTS

c) Findings & Recommendations :-

- Investors are mainly concerned with the risk factors of mutual fund.
- The investors who have invested in mutual funds mainly go for it because of liquidity & tax exemption.
- There are numerous schemes of mutual funds about which common man is not aware of.

d) Extra-Curricular Activities:-

- Participated in inter college Arm Wrestling (70-75kg) event in GGSIP UNIVERSITY.
- Participated in inter college Football event in GGSIP UNIVERSITY.
- Co-ordinated and participated in various activities at AIMT.

e) Certifications:- Microsoft office specialist 2013

17. LOKESH KUMAR

Age: 22

Graduation: B.com

Major: Finance

Minor: Marketing

a) Summer Internship Company:- Prime opinion analysis India pvt ltd

b) Project Undertaken (SIP):- Analysis of global content and media management

c) Findings & Recommendations:- Giving brief scenario to our client for their marketing strategies and also about their competitors to make their work easier and to improve their marketing Planning.

d) Extra-Curricular Activities:-

- Participated in Inter college Dance competition ,
- Participated in youth fest

e) Certifications:- Microsoft Excel Certification, Vibrant soft skill Certifications



18. MADHU RAWAT

Age: 22

Graduation: B com

Major: Finance

Minor: Marketing

a) Summer Internship Company:- Sharekhan Pvt ltd



- b)Project Undertaken (SIP):- A study on effectiveness of IPO Gradings
- c)Findings & Recommendations-analysis and research on IPO
- d)Extra-Curricular Activities:-
 - Participated in various inter college arts fest
 - Discipline in charge in international conference on MCSD(mass Communication and sustainable development)
- e)Certifications:- Microsoft Certified

19.NEHA PANDEY

Age: 21

Graduation: B.sc. (bio)

Major: Finance

Minor: Marketing

a)Summer Internship Company:- Yum! Restaurants (India) Pvt. Ltd.

b)Project Undertaken (SIP):- Implication of GST on Yum! Restaurants

c)Findings &Recommendations :-

- Impact of a new tax reform (GST) on the company's various department like restaurant services, combo offers, promotional schemes. Gained deep knowledge on GST by comparing the current tax system with GST.

e)Extra-Curricular Activities:-

- Stood first in college essay writing competition held during central vigilance commission week , 2016
- Stood second in college speech competition, 2016
- Represented school in Power Interpreter organized by Dewan Public School, Meerut, 2012

f)Certifications:- Microsoft office 2013 Certified



20.PRIYA SINGH

Age: 22

Graduation: B.com (Honours)

Major: Finance

Minor: Marketing

a)Summer Internship Company: - Ford India .(Sewells MSXI).

b)Project Undertaken (SIP):- Quality development

c)Findings &Recommendations :- Dealers performance in the market.

d)Other Projects:- Internship in khadi gram udyog.



Visited dealership (Tanish ford) for inspection and look after the departmental works and procedures.

e)Extra-Curricular Activities:- coordinated various events.

f)Certifications:- Microsoft Excel certified

21.PRIYANKA HATI

Age: 22

Graduation: BBA (HONS)

Major: Finance

Minor: Marketing



a)Summer Internship Company:- Life Insurance Corporation of India

b)Project Undertaken (SIP):- Life Insurance- as a financial service sector and it's changes in the Post Liberalized Era

c)Findings &Recommendations :- New innovations visible in the wake of insurance sector's liberalization-

- Product

- Customer services

- Marketing Strategies

Recommendation- In current scenario LIC is shifting to Conventional policy which is a well and better option as because-the main motto of LIC is "People's money for people's welfare"

d)Other Projects:- "INVESTMENT PORTFOLIO OF ULIP POLICIES IN THE PRESENT INDIAN SCENARIO"

e)Extra-Curricular Activities:-

- Secured first position in kabaddi at GGSIPU,

Certifications: - MS excel, Tally ERP. 9

22.SAILESH KUMAR

Age: 22

Graduation: B.com

Major: Finance

Minor: Marketing



a)Summer Internship Company:- ICICI Prudential Asset Management Company

b)Project Undertaken (SIP):- Factors that influence investments in mutual funds

c)Findings & Recommendations:-

- To analyse to what extent the mutual fund is effective as an investment mode to the investors and study the various investment alternatives available to the investor
 - To know how far the ICICI Prudential mutual fund schemes are able to win the confidence of investors
 - Coordinated in College Fest
 - 'B' Certificate holder of National Service Scheme (NSS)
- d)Certifications:-
- Microsoft Excel Certified
 - NISM V-A Certified

23.SAVITA DEVI

Age: 23

Graduation: BBA

Major: Finance

Minor: Marketing

a)Summer Internship Company: - Sharekhan ltd.

b)Project Undertaken (SIP):- Comparative Analysis of stock Market and Mutual Fund

c)Findings &Recommendations :-

- Exchange authorities should increase the self-confidence of the investors.
- Now a day's most of the persons are unaware about the
- Policies of the exchange. So, authority should guide the interested customer.
- Speculative demands are responsible for the actual wide alteration inside the price tag, not getting the real people towards the increased degree towards market place.

d)Extra-Curricular Activities:-

- Playing badminton

e)Certifications:- Microsoft Excel Certified



25. SHIVAM SHUKLA

Age: 24

Graduation: B.B.A

Major: Finance

Minor: Marketing

a)Summer Internship Company:- Intellect design, chennai

b)Project Undertaken (SIP):- Transaction banking vs Traditional banking

c)Findings &Recommendations :- Perception of customers towards transaction



- banking and traditional banking
- d) Other Projects:- Worked on defined contributions (US retirement plans)
 - e) Extra-Curricular Activities:- Member of alumni committee
 - f) Certifications:- Microsoft office Certified
 - g) Work Experience:- Worked as an Associate Specialist for Fidelity Investments, June 2014-February 2016

26. SRASHTY YADAV

Age: 21

Graduation: B Com.

Major: Finance

Minor: HR

- a) Summer Internship Company:- Varun beverages ltd(pepsico)
- b) Project Undertaken (SIP):- Inventory management
- c) Findings & Recommendations :- Inventory management is necessary in each and every environment
- d) Other Projects:- Nil
- e) Extra-Curricular Activities:- Coordinator at Conference Media and communication in sustainable development (MCSD)
- f) Certifications:- MS office with advanced excel



26. SUDHIR KUMAR

Age: 22

Graduation: B.com

Major: Finance

Minor: Marketing

- a) Summer Internship Company:- Sharekhan ltd
- b) Project Undertaken :- A Study About Perception Of Investor Towards Online



Trading

c)Findings : - Youth shows more interest towards the online trading as compared to the population of age group above 35 years.

Recommendation :- Focus must be on Youth of age between 22-30

d)Extracurricular Activities: - Event coordinator in college events like:-

- Cultural fest(Alankriti)
- Sports fest(BASSOC)
- Army Institute Premier League.

e)Certifications:- Microsoft excel certified

NISM Mutual Fund certificate,

NCC B certificate.

27. SUKHWINDER SINGH

Age: 22

Graduation: B.com

Major: Finance

Minor: Marketing



a)Summer Internship Company: - MORAL CONNECTIONS PVT. LTD.

b)Project Undertaken (SIP):-

- Impact of GST on IT sector and MORAL CONNECTION PVT. LTD.
- Bitcoin is risky Investment or Not.

c)Findings & Recommendations:-

- Bitcoin is most risky investment in digital currency.

d)Other Projects:- Publish a research paper on “Digital marketing in India”

e)Certifications:-

- NISM- Mutual fund Distributor certificate V-A
- NISM-Mutual Fund Foundation Certificate-VB
- NISM-Currency Derivative Certificate series-1

28.VIVEK KUMAR PANDEY

Age: 21

Graduation: B.com

Major: Finance

Minor: Marketing

a)Summer Internship Company:- ICICI PRUDENTIAL ASSET
MANAGEMENT COMPANY LTD



b)Project Undertaken (SIP):- Analysis of awareness level of mutual fund investors with reference to the ICICI Prudential Asset Management Company.

c)Findings &Recommendations :

There is need to build awareness of the new funds among the investors with constantly being in contact with them.

d)Other Projects:- Winter Internship “THE INDIAN HUME PIPE CO. LTD’ Jhansi.

e)Extra-Curricular Activities:- Participated in College events.

Represented college at university in badminton championship.

Participated in national adventure camp.

Represented my school at mumbai region in badminton championship.

f)Certifications:-

- NISM V-A Mutual Fund Distributor
- Microsoft office 2013 Certified
- Tally 7.1

HUMAN RESOURCE SPECIALISATION

1.AMRITA KUMARI

Age: 22

Graduation: BBA



Major: HR

Minor: Marketing

a) Summer Internship Company:- Randstad India Pvt Ltd

b) Project Undertaken (SIP):- Human Resource Practices in Randstad 'Operations and Recruitment'

c) Findings & Recommendations:-

- To some extent a clear picture of the required candidate should be made in order to search for appropriate candidates.

- Time management is very essential and it should not be ignored at any level of the process.

d) Other Projects:- Gone for Recruitment procedure in Alchem life gurugram

e) Extra-Curricular Activities:-

- Won silver medal in 100 meter race,

- Coordinated in college sportsfest & Annual fest

f) Certifications:- Microsoft Excel Certification

2. ATUL KUMAR SINGH

Age: 23

Graduation: B.com

Major: Human Resources

Minor: Marketing

a) Summer Internship Company:- Smiles.care

b) Project Undertaken (SIP):- Challenges for HRs in social entrepreneurship.

c) Findings & Recommendations:- There is really a good scope for HRs in social entrepreneurship as social entrepreneurs are fully based on how much creative and innovative one is.

d) Other Projects:-

1. Student Ambassador for National Student Space Challenge (NSSC'17)



2. Intern and Volunteer at The Big Heart NGO and Yoddhas

e) Extra-Curricular Activities:-

1. Member of 3. I am also writing a research paper with my faculty mentor on job satisfaction of junior level executives.

f) Certifications:-

1. Certification in basics of digital marketing.
2. Certification in Microsoft Specialist.

3. AYUSHI

Age: 22

Graduation: BBA

Major: Human resource

Minor: Marketing

a) Summer Internship Company: - Honda Car India LMT.

b) Project Undertaken (SIP):- Recruitment and selection

c) Findings & Recommendations :- Recruitment policy of Honda car

d) Other Projects:- Training and Development

e) Extra-Curricular Activities:- Coordinate in award function of Honda car employees

f) Certifications:- Microsoft Excel certifications



4. EKTA CHAUHAN

Age: 22

Graduation: BCom

Major: HR

Minor: Marketing

a) Summer Internship Company:- Shree Cement Ltd

b) Project Undertaken (SIP):- Whether people are satisfied with this brand's cement

c) **Findings:** -

- Customer preference depends on price factor, fineness of the cement, brand image as one of the important factor, to knowing the perception of the customer, effective and ineffective factors.

Recommendations:

- Company should concentrate more on aggressive advertisement
- Company should launch more and more promotional scheme
- Company prefer price an important factor

e) Extracurricular Activities:- Dancing and Singing, NCC C Certificate B Grade Holder, NSS Certificate, Coordinated bassoc in AIMT, Coordinated international conference MCSD, Coordinated AIFL league, Coordinated AIPL league



f)Certifications:- Microsoft Excel Certified

5. HARKESH SINGH BAISS

Age: 23

Graduation: BBA

Major: HR

Minor: Marketing

a)Summer Internship Company:- Videocon

b)Project Undertaken (SIP):- Recruitment & Selection and Competition Mapping.

c)Findings & Recommendations

- Currently HR recruitment process involves manual intervention, less of governance on job vacancies, high turn-around time for getting position closed and getting approval from hiring managers regarding the interview feedback.

- Lack of a common database to use the talent pool judiciously.

- To streamline the operations process flow of the recruitment and Selection process with the aid of recruitment metric tools.

- Recruiting Metrics can be classified into Speed, Quality, Productivity and Cost.

d)Other Projects: - What is the Preference of customer in investing real estate in Agra.

e)Extra-Curricular Activities:-

- Basketball and a football player

f)Certifications:- Certification in MS-EXCEL



6.JASMEEN KAUR GHUMMAN

Age: 23

Graduation: BCA

Major: Human Resource

Minor: Marketing

a)Summer Internship Company:- RANDSTAD INDIA PVT LTD

b)Project Undertaken (SIP):- Systematic Process Of On boarding of Deputies of Compliance At Randstad India Pvt Ltd

c)Findings &Recommendations :-A systematic way of applying for PF for the employees.

d)Other Projects:-

e)Extra-Curricular Activities:-

- Swimming and Badminton

f)Certifications:- MS-Excel



7. KOMAL RAMDAS SANDUGADE



Age: 24

Graduation: BE (Information technology)

Major: Human Resource

Minor: Marketing

a) Summer Internship Company:- Videocon Industries Pvt Ltd.

b)Project Undertaken (SIP):- Recruitment & Competition Mapping

c)Findings & Recommendations :- At the end of project after the analysis of Recruitment, Selection and Competency mapping process I have concluded that this project as if proper planning is done before starting the recruitment and if certain parameters i.e. speed, quality, productivity and cost are kept in mind the recruitment operations will definitely improve.

d)Other Projects: - ERP System with the use of Java programming language, Web page designing with C, C++ programming language.

e)Extra-Curricular Activities:-

- NSS Coordinator and coordinated blood donation drives.
- Ladies Representative, Coordinated many National and State level Events.
- Basketball, Dancing and Singing.

f)Certifications: - Earned certificate through online courses on Project management, Human Resource management, Entrepreneurship and Family Business course held by Open Universities of Australia.

8.PRITI SHUKLA

Age: 23

Graduation: B.Com.

Major: HR

Minor: Marketing

a)Summer Internship Company:-Goenka Motors Pvt. Ltd.

b)Project Undertaken (SIP):- Impact of Kaizen in Organization

c)Findings &Recommendations :- Kaizen should be promoted in each organization. There should be one separate department which deal in kaizen. Suggestion should always invite from the employees for the betterment of the organization.

d)Extra-Curricular Activities:-

- Won Inter school Calligraphy COMPETITION and inter house group song competition in 2011.
- Coordinated various activities in school and colleges.

f)Certifications:- Microsoft office 2013 Specialist



9.PRITIKA SHARMA

Age: 23

Graduation: B.com

Major: HR

Minor: Marketing

a)Summer Internship Company:- Luxor

b)Project Undertaken (SIP):- Training need identification and measuring effectiveness.

c)Findings & Recommendations:- For every department different type of training is required

d)Other Projects:-None

e)Extra-Curricular Activities:- None

f)Certifications:- Microsoft Excel Certified



10.RUCHI BISHT

Age: 24

Graduation: B.Com

Major: HR

Minor: Marketing

a)Summer Internship Company:-Randstad India Pvt Ltd

b)Project Undertaken (SIP):- Insight to PF Withdrawal and On boarding in Randstad India Pvt Ltd

c)Findings &Recommendations :- Procedure of withdrawal is time consuming and needs to be altered by fastening the processing time in dispatch of PF and new method of PF withdrawal should be implemented

d)Other Projects:- Went to alwar in Unicharm for educating workers related to PF Withdrawal Portfolio

e)Extracurricular Activities:-Coordinated in social awareness event NOTTO and sports event "BASSOC"

Participated in ALANKRITI, ANUGUNJ, BASKETBALL in GGSIPU

f)Certifications:- NIL



11.VAISHNAVI NITIN KARHALE

Age: 23

Graduation: Bachelor of commerce

Major: HR

Minor: Marketing

a)Summer Internship Company:- Mercedes- Benz India Pvt. Ltd

b)Project Undertaken (SIP):- Automation of Off-Boarding process

c)Findings &Recommendations :-

Initially employees at Mercedes-Benz were moreover doing the exit formalities manually but now they have automated it.

d)Other Projects:-

- Basics of salary revision, drafted exit interview, drafted nomination form for various policies like GTL, GAP, and Gratuity, worked on HR catalyst excel sheet.

- Event manager during unveiling of Honda Mobilio

e)Extra-Curricular Activities:-

- Participation in International conference on interculturality in Symbiosis college Pune

- National throw ball player

f)Certifications:- Microsoft Office certified



12.VIJAY KUMAR SHUKLA

Age: 23

Graduation: BBA

Major: Human Resource

Minor: Marketing

a)Summer Internship Company:-Bhaskar Publication and Allied Industries Pvt Ltd

b)Project Undertaken (SIP):- Employee's Attitude In Productivity of Organization

c)Findings &Recommendations :- Productivity in organization can be increased with concerning the attitude with a employee work.

d)Extra-Curricular Activities:-

e)Certifications: - Microsoft Excel Certified.



13.VIVEK JADLI

Age: 27



Graduation: B.A.
Major: HR
Minor: Marketing

a) Summer Internship Company:- Randstad India

b) Project Undertaken (SIP):- Effectiveness of outsourcing Manpower from a vendor's perspective

c) Findings & Recommendations :-

Effectively the tasks can be completed faster and with better quality output

Outsourcing the supporting processes gives the organization more time to strengthen their core business process.

Since the outsourced vendor is a specialist, risk-sharing is their and .

d) Other Projects:- Nokia Joining Formalities, SBI Joining formalities (Taking interview of prospective applicants), PUMA JF, Cold calling for recruitment for Nestle, Managing Campus Walkin drive , Managing GSK recruitment drive, Alchem Life recruitment drive (taking interview of applicants, Cold calling and managing the drive)

e) Extra-Curricular Activities:- Participated in ski championship in Auli, Uttarakhand

f) Certifications:- Microsoft Certified Professional, Soft Skills Certificate from Ybrant Academy

g) Work Experience:- 3 years