

A STUDY ON WORKING PROCESS IN  
ACCOUNTS DEPARTMENT

CONDUCTED AT  
GALAXY MULTISPECIALITY HOSPITAL,  
KALYANI EXPY, RABINDRAPALLY JAFFARPUR PANCHANANTALA  
, KOLKATA, WEST BENGAL - 700121.



BY  
ANAMIKA KUSHARI.

MASTER OF BUSINESS ADMINISTRATION.

2<sup>ND</sup> YEAR, 3<sup>RD</sup> SEMESTER.

ROLL NO : 26300921019.

REGISTRATION NO : 212630700910019 OF 2021-2022.

REGENT EDUCATION & RESEARCH FOUNDATION.





**CERTIFICATE****GALAXY**  
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**TO WHOM IT MAY CONCERN**

This is certify that Ms. ANAMIKA KUSHARI, student of REGENT EDUCATION & RESEARCH FOUNDATION, pursuing her MBA Degree. She has completed her internship successfully 45( forty five days) in the field of Accounts Department, from 04.08.2022 to 17.09.2022 Under guidance of GALAXY MULTISPECIALITY HOSPITAL.

During the period of her Internship program with us, she had been exposed to different processes and was found diligent, hardworking and inquisitive.

We wish her every success in her life & career.

**For Galaxy Multispeciality Hospital.**

*Ranjit Kumar*  
**Authorised Signature.**





## APPROVAL FORM

**NAME : MS. ANAMIKA KUSHARI.**

**DEGREE : (MBA) MASTER OF BUSINESS  
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**DURATION OF TRAINING : FROM 04.08.22 TO 17.09.22.**

**PLACE OF TRAINING : GALAXY MULTISPECIALITY  
HOSPITAL.**

**PROJECT GUIDE : MR. SUSOVAN SAMANTA (AST.  
PROFESSOR OF MBA DEPARTMENT).**

*S Samanta*

**PROJECT GUIDE SIGNATURE**

*Anamika Kushari*

**CANDIDATE'S SIGNATURE.**



## DECLARATION

I, ANAMIKA KUSHARI, A STUDENT OF MASTER OF BUSINESS ADMINISTRATION OF 'REGENT EDUCATION & RESEARCH FOUNDATION' UNDER WEST BENGAL UNIVERSITY OF TECHNOLOGY. HEREBY, I WOULD LIKE TO DECLARE THAT THE PROJECT IS ON ORIGINAL WORK. IT IS BASED ON THE OBSERVATIONS OBTAINED DURING MY TRAINING PERIOD.

THE PROJECT REPORT WILL NOT BE PRODUCED, PUBLISHED OR TRANSMITTED IN ANY OTHER FORM, WITHOUT APPROVAL OF ME OR MY GUIDE OF THE PROJECT.

*Anamika Kushari*

SIGNATURE OF STUDENT



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THANK YOU



## ACKNOWLEDGEMENT

I have a great pleasure in expressing my sincere thanks and gratitude to all those people who have directly or indirectly assisted me in doing this project works.

Right here beginning I would like to give heartiest thanks to Mr. Suprovat Basu ( HOD of MBA DEPARTMENT) , Mrs. Anamika Mukherjee Basu ( AST. PROFESSOR) , Mr. Susovan Samanta (AST.PROFESSOR), Ms. Payel Roy (AST.PROFESSOR), Mr. Biplab Kr. Dutta (AST PROFESSOR), Mr. Arnab Banerjee (AST.PROFESSOR), Mr. Sayan Mukherjee ( AST. PROFESSOR), Mr. Indrajit Dawn (AST. PROFESSOR) of RERF.

I would like to thank to Dr. Soumaditya Bhattacharya (Superintendent of Galaxy Multispeciality Hospital) who allowed me to perform my training work in this hospital successfully.

I am thankful to all the staffs of Accounts Department and other departmental staffs who co-operated with me and helping me during my training periods.

DATE: 29.11.22  
PLACE: Boorackpare

*Anamika Kushari*  
ANAMIKA KUSHARI



**Internship project on  
THE IMPACT OF SKILL DEVELOPMENT IN PERFORMANCE APPRAISAL**



**Royal**

**Content  
Research  
Services**

An internship report submitted in partial  
fulfilment of the requirements for the  
**Master of Business Administration (MBA)**

From

**Regent Education and Research Foundation Group of Institutions**  
(Approved by AICTE)



Submitted by

**Debarpita Guha**

Roll No: 26300921023 Reg. No: 212630700910034

Session 2021-22

**Under the guidance of**

**Faculty Guide**

**Mr. Suprovat Basu**

Assistant Professor and Head  
Department of MBA

Regent Education and Research Foundation  
Group of Institutions

**Project Guide**

**Mrs. Moumita Khanra**

(Admin)

**Mr. Kuntal Mukherjee**

(Cluster Head)

Royal Content Research Services





Royal  
Content  
Research  
Services

GSTR# 19AAVFP10081225

Date: 31/10/2022

Ref No: INC/RCRS/OCT/311022/1

## CERTIFICATE OF INTERNSHIP

*This is to certify that Debarpita Guha has successfully completed the Internship at Royal Content Research Services for the project entitled "The Impact of Skill Development in Performance Appraisal".*

*The internship was conducted between 01/09/2022 to 31/10/2022.*



Authorised Signatory

Date: 31/10/2022

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## ACKNOWLEDGEMENT

First of all I would like to express my most profound appreciation and sincere gratitude to my faculty guide **Mr. Suprovat Basu** (Assistant Professor and Head, Department of MBA, Regent Education and Research Foundation Group of Institutions). I am obliged to the **Regent Education and Research Foundation Group of Institutions** for the opportunity given to me in pursuing this MBA program. My gratitude also goes to all the faculty members and the administration of **Regent Education and Research Foundation Group of Institutions**, who provided me personal attention, academic support, and primary material for the project report.

I would like to thank, respected **Mr. Chinmoy Pal (CEO) & Mrs. Hemangi Patgiri (HR)** of **“ROYAL CONTENT RESEARCH SERVICES”** from the bottom of my heart for giving me the opportunity to perform my project work in **“ROYAL CONTENT RESEARCH SERVICES”**.

I take this opportunity to express my cordial thanks to **Mrs. Moumita Khanra(Admin) & Mr. Kuntal Mukherjee(Cluster Head)** for guidance, continuous support, recommendations, suggesting, advices and encouragements.

A part from these, I want to thank each and every staff of **“ROYAL CONTENT RESEARCH SERVICES”** as they had guided and helped me so politely and solved each and every problem of me and making me to feel as if I am one among them and not an outsider.

I am also grateful for the constant support; I have received from my friends who also have contributed valuable information in the completion of my project.



## DECLARATION

I, Debarpita Guha, Roll No. 26300921023, Registration No. 212630700910034 of 2021-22 of MBA in Regent Education and Research Foundation Group of Institutions under Maulana Abul Kalam Azad University of Technology hereby declare that the summer internship report entitled on **The Impact of Skill Development in Performance Appraisal in ROYAL CONTENT RESEARCH SERVICES** submitted by me is the result of my original & independent research work. There is no similarity test is done for this project. This project is conducted & completed to meet the research objectives with the help of established model & theories.

All the information in this project is to the best of my knowledge and interest. The data and information provided in this project is also truly original and valid and was not been influenced by any other work done in the same field before. It is prepared by our observation and discussion with employees and other executives of the concerned department. Even the fact and the findings presented in this project report are true to my best knowledge and belief.



---

Debarpita Guha

Student

Department of MBA Regent Education and Research Foundation Group of Institutions

The report in the present form has been accepted by:



---

Mr. Suprovat Basu

Head and Faculty in Charge

Department of MBA

Regent Education and Research Foundation Group of Institutions

Date: \_\_\_\_\_



## EXECUTIVE SUMMARY

The aim of this paper is to examine the importance of skills development in the process of employee performance. As part of this research, we will seek to determine the nature and extent of skills development impact in improving employee performance. This research project is one of the new themes that some researchers have started in recent years. The novelty of this theme is the inclusion of the skill development factor. This factor is likely to have a positive impact on employee motivation and performance. Some of the factors already known to have an impact on employee performance, such as motivation, career development, training, and experience, will be adopted. It is assumed that the results of this research will have a positive impact on employee performance and employee retention. Performance Appraisal is a crucial activity for organizations that are looking for growth and profit maximization in this ever-increasing competitive environment. This project report is view based on theory as well as research and experience. Its importance in the performance management system and its changed scenario. The essential components of an effective performance appraisal system. It is also necessary to recognize objectives & benefits of the system. Skill is the ability to perform certain task with pre decided results within a specified time period, energy, or both. This article tries to study the aspect of Skill Development in performance appraisal. Thus it is important to identify the required skills which should be developed in management so that they make positive contribution to the company. This paper has been divided into - identification of required skills for performance appraisal; strategies to develop these skills; challenges in skill development; and suggestions for implementation of skill development of performance appraisal.



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**Internship project report on**  
**Market research and awareness of LED Motion sensor bulb, Panel & Batten**

**DHANASHREE**  
**ELECTRONICS LTD.**

Under the brand of



Submitted in particular fulfillment of the requirement for the award of degree of  
**MASTER OF BUSINESS ADMINISTRATION**

From

Regent Education and Research Foundation Group of Institution  
(Approved by AICTE)



Submitted by

Arkajit Banerjee

Roll No: 26300921026

Registration No. 212630700910002 of 2021-2022

Session 2021-2023

Under the guidance of

**Faculty guide :**

**Prof. Suprovat Basu**

**(Head of the department of MBA)**

**Regent Education and Research Foundation**

**Group of Institution**

**Project guide:**

**Mr. Amit Jaiswal**

**(Regional Sales Manager)**

**Dhanashree Electronics Ltd.**

**(Under the brand of Rashmi LED**

**Lighting)**



## Acknowledgement

I would like to express my most profound appreciation and sincere gratitude to my faculty guide **Prof. Suprovat Basu** (Assistant Professor and Head of the department of MBA , Regent Education and Research Foundation Group of Institution) , my project report guide Mr. **Amit Jaiswal** (Regional Sales Manager, Dhanashree electronics Ltd. Under the brand of Rashmi LED lighting). They are both excellent mentors and have provided encouraging guidance , valuable suggestions, and inestimable help throughout my work.

I would like to thank **Dhanashree electronics Ltd. under the brand of Rashmi LED lighting** for providing me with this opportunity to work on this project report. I am obliged to the **Regent Education and Research Foundation group of institution** for the opportunity given to me in pursuing this MBA program. My gratitude also goes to all the faculty members and the administration of **Regent Education and Research Foundation group of institution**. Who provided me personal attention, academic support.



## Declaration

I, **Arkajit Banerjee**, Roll No. 26300921026, Registration number: 212630700910002 of 2021-2022 of MBA 2<sup>nd</sup> year (Marketing and Human resource management) in Regent Education and Research Foundation group of institution under Maulana Abul Kalam Azad University of Technology here by declare that the summer internship project report entitled "Market research and awareness of LED Motion sensor bulb, Panel & Batten" is bonafied work and submitted to the MBA department of Regent Education and Research Foundation group of institution.

**Arkajit Banerjee**

Student

Department of MBA

Regent Education and Research Foundation group of institution

*Arkajit Banerjee*  
29.11.22



### Certificate by Institute guide

This to certify that the Internship Project Report submitted is the outcome of the project work entitled "**Market research and awareness of LED Motion sensor bulb, Panel & Batten**" carried out by **Arkajit Banerjee** bearing Roll number : **26300921026** and Registration number: **212630700910002 of 2021-2022** under my guidance and supervision for the award of degree in Master of Business Administration of Regent Education and Research Foundation group of institution. Which he is submitting is his genuine and original work to the best of my knowledge.

Signature: 

Name: Prof. Suprovat Basu

Designation : Assistant Professor and Head of the department of MBA

Name of the Institution : Regent Education and Research Foundation group of institution

*Arkajit Banerjee*  
*20.11.22*



## Certificate by Company



Date: 20/09/2022

### TO WHOM IT MAY CONCERN

This is to certify that Mr. Arkajit Banerjee MBA 2<sup>nd</sup> year pursuing student of Regent Education and Research Foundation Group of Institution has successfully completed his summer internship training program in Sales and Marketing department of our organization's from 01.08.2022-15.09.2022 (45 days) under guidance of Mr. Amit Jaiswal (Regional Sales Manager).

He has worked on the project titled "Market research and awareness of LED Motion sensor bulb, Panel & Batten".

During the training periods he has demonstrated his self-motivation skills to learn new skills. His performance exceeded our expectations, and he has completed the project on time.

We wish him all the best for his upcoming career.

Thanking you,

For, Dhanashree Electronics Ltd.

  
  
Bedpurna Datta Biswas  
HR Manager



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## **Preface**

This project is an attempt to study the for “MARKET RESEARCH AND AWARENESS OF LED MOTION SENSOR BULB , PANEL & BATTEN” and the process that it follows are enhance the knowledge about LED lighting product among the various market retailers in North 24 Parganas and Kolkata’s South & East zone. The study is made to get the information about willingness to purchased the LED product by various location wise retailer and aware them about the benefits and high demand for upcoming years.

The project is an attempt to bring under one cover the entire hard work and dedication put by me. I have tried to put into paper the maximum information that I could gather during the project from various sources , in simple way.

This project is an attempt to increase knowledge and skills and provide valuable knowledge about the organization.



# Master of Business Administration (MBA)

From

Regent Education and Research Foundation Group of Institutions

(Approved by AICTE)



Asif Baidya

**REG NO** – 212630700910023 OF 2021-22

**Roll NO** - 26300921049



SUMMER INTERNSHIP PROJECT ON  
"Wabtec Database Management"



BY

Bassetti India



AT

Inceptial Infrastructure & Technology LLP



Submitted in particular fulfillment of the requirement for the award of degree of

**MASTER OF BUSINESS ADMINISTRATION**

Submitted by

**Asif Baidya**

**REG NO – 212630700910023 OF 2021-22**

Under the guidance of

**Faculty Guide**

**Mr. Indrajit Dawn**  
Assistant professor  
Computer Science & Engineering  
Department.  
RERF, BARRACKPORE

**Project Guide**

**Mrs. Trisha Moitra**  
(Offshore Delivery HEAD, India)  
**Mr. Baptiste AUGE**  
Project manager - France



## PREFACE

This project is an attempt to Create a software for a client **Wabtec** where I have provided them a "Wabtec database management" tool which is called "**WABTEC LIMS**". LIMS stands for Laboratory Information Management System. Where have manage the request for the Requestor who does the request and the lab manager who processes the request the follow up with the Technician.

Wabtec is a leading global provider of equipment, systems, digital solutions, and value-added services. Whether it's freight rail, transit, mining, industrial or marine, our expertise, technologies, and people - together - are accelerating the future of transportation.

This project is an attempt to bring under one cover the entire hard work and dedication put by me. I have tried to put into paper, the maximum information that I could gather during the project from various sources, in simple ways.

This project is an attempt to increase knowledge and skills and provide valuable knowledge about the organization.



## ACKNOWLEDGEMENTS

No project can blossom from a single person mind without proper guidance, assistance and inspirations from various quarters. My project was given its present shape by assistance of many people whom I am greatly indebted too.

I would like to extend my gratitude to our respected Director, External guide and Internal guide Mr. Indrajit Dawn who gave me the prestigious opportunity and idea to work diligently for this project.

My sincere thanks to all who are associated with the project for providing me the excellent guidance, encouragement, inspiration during the project, without who's helping hand and guidance it would not been possible for me to complete this project.



## DECLARATION

I, Asif Baidya, having registration no. 212630700910023 OF 2021-22 of MBA Management Information System & Operations of REGENT EDUCATION & RESEARCH FOUNDATION under the MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY hereby declare that the Summer Training Report entitled WABTEC DATABASE MANGEMENT is an original work and the same has not been submitted any other University/Organization for any other Degree. A seminar presentation of the Training Report was made and the suggestions as approved by the faculty were duly incorporated.

Asif Baidya

Asif Baidya

Student

Department of MBA

Regent Education and Research Foundation Group of Institutions

The report in the present form has been accepted by:

Basu

Mr. Suprovat Basu

Head and Faculty in Charge

Department of MBA

Regent Education and Research Foundation Group of Institutions



01.10.2022

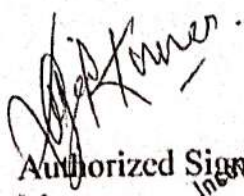
Ref No.:HTLLP/App/2022/090

To Whomsoever It May Concern

This is to certify that **Mr. Asif Baidya** has undergone Training & Internship Programme from **INCEPTIAL INFRASTRUCTURE & TECHNOLOGY LLP**. During his tenure of internship, he has placed at our Overseas Projects of "Bassetti Saas" effective from 1<sup>st</sup> August 2022 and has got a stipend of Rs. 38200 (Thirty-Eight Thousand Two Hundred Only) per month. Please note that this Internship was completed on October 1<sup>st</sup> 2022.

During his internship period, he has worked as a Project Manager in the domain of Product Architecture. He played an important role in the POC development for the organization (Migration of Software). He has the ability to accomplish his work under pressure. He is very concerned about the delivery, quality & deadline.

His association with us was very fruitful and we wish him all the success in her future endeavors.

A handwritten signature in black ink, appearing to read "Asif Baidya".  
Authorized Signatory  
Inceptial Infrastructure & Technology LLP  
Authorized Signatory



**A STUDY ON**  
**THE IMPORTANCE OF EFFECTIVE PAYROLL**  
**MANAGEMENT IN INCREASING ORGANIZATIONAL**  
**RESOURCE CAPACITY**

**AT**

**ROYAL CONTENT RESEARCH SERVICES**

**An internship report submitted in partial**  
**fulfillment of the requirements for the**  
**Master of Business Administration (MBA)**

**From**

**Regent Education and Research Foundation Group of Institutions**  
**(Approved by AICTE)**



**Submitted by:-**

**UMA GHOSH**

**Roll No:- 26300921045**

**Reg. No:- 212630700910028 (2021-2022)**

**Under the guidance of**

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**Mr. Suprovat Basu**

**(Assistant Professor and Head**

**Department of MBA)**

**Regent Education and Research**  
**Foundation Group of Institutions**

**Project Guide**

**1. Mrs. Moumita Khanra (Admin)**

**2. Mr. Kuntal Mukherjee**

**(Cluster Head)**

**Royal Content Research**  
**Services**



# CERTIFICATE



ROYAL CONTENT RESEARCH SERVICES

DATE: 31/10/2022

Ref No: 196/RCRS/CR/11/2022/2

## CERTIFICATE OF INTERNSHIP

*This is to certify that Uma Ghosh has successfully completed the Internship at Royal Content Research Services for the project entitled "The Importance of Effective Payroll Management in Increasing Organizational Resource Capacity".*

*The internship was conducted between 01/09/2022 to 31/10/2022.*



Date: 31/10/2022

Authorised Signatory

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## ACKNOWLEDGEMENT

First of all I would like to express my most profound appreciation and sincere gratitude to my faculty guide **Mr. Suprovat Basu** (Assistant Professor and Head, Department of MBA, Regent Education and Research Foundation Group of Institutions). I am obliged to the **Regent Education and Research Foundation Group of Institutions** for the opportunity given to me in pursuing this MBA program. My gratitude also goes to all the faculty members and the administration of **Regent Education and Research Foundation Group of Institutions**, who provided me personal attention, academic support, and primary material for the project report.

I would like to thank, respected **Mr. Chinmoy Pal** (CEO) and **Mrs. Hemangi Patgiri** (HR) of **Royal Content Research Services** from the bottom of my heart for giving me the opportunity to perform my project works in "**Royal Content Research Services.**"

I take this opportunity to express my cordial thanks to **Mrs. Moumita Khunra** (Admin) & **Mr. Kuntal Mukherjee** (Cluster Head) for guidance, continuous support, recommendations, suggesting, advices and encouragements.

A part from these, I want to thank each and every staff of **Royal Content Research Services** as they had guided and helped me so politely and solved each and every problem of me and making me to feel as if I am one among them and not an outsider.

I am highly indebted to all intellectuals whose guidance and encouragement, I have received in completing the project, either directly or indirectly.

Uma Ghosh



## DECLARATION

I **Uma Ghosh** Roll No- 26300921045 , Reg. No- 212630700910028 (2021-2022) , 2<sup>nd</sup> year, 3<sup>rd</sup> semester, of **MBA (Human Resource and Marketing Management)** in **Regent Education and Research Foundation Group of Institutions** under **Maulana Abul Kalam Azad University of Technology** hereby declare that the summer internship report entitled " **Royal Content Research Services**" submitted to the MBA Department of Regent Education and Research Foundation Group of Institutions. A seminar presentation of the internship report was made, and the suggestions as approved by the faculty were duly incorporated.

*Uma Ghosh*

**Uma Ghosh**

Student

Department of MBA

Regent Education and Research Foundation Group of Institutions

The report in the present form has been accepted by:-



**Mr. Suprovat Basu**

Head and Faculty in Charge

Department of MBA

Regent Education and Research Foundation Group of Institutions

Date: \_\_\_\_\_

*29.11.22*



## EXECUTIVE SUMMARY

This aim of this Paper to the importance of Payroll management has traditionally been in a domain of its own, occupied solely with ensuring correct and timely payment along with compliance with relevant regulations. As a narrowly focused and transaction-oriented process, payroll management has provided the required accuracy and timeliness but has been peripheral to the larger concerns of human capital management, which has been evolving around it rapidly. Over the last decade payroll management has been so widely outsourced that most of its services have been severed from the other HCM processes. As a result, organizations cannot readily connect payroll data to important related processes in today's HCM landscape such as pay-for-performance strategies in compensation, nor to other core human resources processes. This isolation from the evolution of HCM has prevented them from using payroll information and planning in strategizing. Now, however, technology is available that integrates the various aspects of human capital management, merging HR, payroll, talent and workforce management information and processes. With such tools, organizations can realize the same refinement and capability they expect from other instances of next-generation human capital management technology. There is a need for information to understand the market requirements of businesses of different sizes as well as across industries. Organizations with a formalized payroll strategy indicated more advanced payroll operations. Lastly, payroll is taking an active role in driving a positive employee experience.



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# HR POLICIES AND THEIR IMPLEMENTATION

AT

*TYRANNIX*

**TYRANNIX PVT. LTD.**

A Summer Internship Project Report Submitted By,

**NAME: SHARMISTHA PAUL**

Reg No. : 212630700910024 OF 2021-22

Roll No: 26300921041



**REGENT EDUCATION &  
RESEARCH FOUNDATION**  
GROUP OF INSTITUTES

*We prepare you for success*

College name :

(AICTE APPROVED & MAKAUT AFFILIATED)  
MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY  
Year : 2021-2022

Organizational Guide:

Academic Guide:

1. Mr. Suprovat Basu – HOD

1. Mrs. Anamika Deshmukh – AGM

(Assistant General Manager) –  
Human Resource of TYRANNIX PVT. LTD.



## CERTIFICATE

### TO WHOME IT MAY CONCERN

This is to certify that Ms. Sharmistha Paul student of MBA , REGENT EDUCATION AND RESEARCH FOUNDATION, Roll number- 26300921041 and Registration number-: 212630700910024 OF 2021-22 , has successfully completed the study paper on “HR POLITICS AND THEIR IMPLEMENTATION With reference to TYRANNIX PVT.LTD ”, MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY within the stipulated time period.



DATE : 29.11.22

---

PROF. SUPROVAT BASU  
HOD  
MBA  
Faculty Guide



## **PREFACE**

Human resource management is concerned with people element in management. Since every organization is made up of people, acquiring their services, developing their skills/ motivating to high level of performances and ensuring that they continue to maintain their commitments to the organization which are essential to achieve organizational objectives.

This project is meant to know the Human Resource Policies in the organization. The HR Policies are a tool to achieve employee satisfaction and thus highly motivated employees. The main objective of various HR Policies is to increase efficiency by increasing motivation and thus fulfill organizational goals and objectives.

The objective is to provide the reader with a framework of the HR Policy Manual and the various objectives that the different policies aim to achieve. The main focus was on the managerial levels of employees in TYRANNIX PVT.LTD.



## ACKNOWLEDGEMENT

This report is an outstanding prospect to convey my gratefulness to those many people whose timely help and guidance went a long way in finishing this project work from commencement to achievement.

I would like to express my sincere thanks for giving me an opportunity. This project could not been completed without the able guidance and support of **SUPROBHAT BASU** and the faculty members.

I am very glad to work with the organization as a trainee. I am grateful to HR Department of **TYRANNIX PVT. LTD** for helping me to get the information and an invaluable experience.

Last but not the least would like to thank my friends, family members and all those people who helped me for the completion and deeper understanding of the concept of performance appraisal.

Working on this project has proved to be an enlightening experience for me.



## **DECLARATION**

I, SHARMISTHA PAUL, hereby declare that all the information furnished in this PROJECT, is my original work containing authentic facts. This piece of work is only being submitted to REGENT EDUCATION & RESEARCH FOUNDATION in the partial fulfillment for the degree of MBA.

**SHARMISTHA PAUL**



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# MARKET ANALYSIS OF NUTRITIONAL BRANDS

## FOR TODDLERS

An internship report submitted in partial

Fulfilment of the requirements for the

**Master of Business Administration (MBA)**

From

Regent Education and Research Foundation Group of Institutions

(Approved by AICTE)



Submitted by

Sourav Kundu

Roll No.: 26300921040 - Reg. No.: 212630700910017

Session 2022-23

**Under the guidance of**

Faculty Guide

Mr. Suprovat Basu  
Assistant Professor and  
Head Department of MBA,  
Regent Education and Research  
Foundation Group of Institutions

Project Guide

Mr. Prasanta Karmakar  
Area Business Manager

Kolkata  
ZYDUS HEALTHCARE LTD





## ACKNOWLEDGEMENT

Completing a task is never a one-man effort. It is often the result of valuable contribution of several individuals in a direct or indirect manner that helps in achieving an objective. I would like to express my most profound appreciation and sincere gratitude to my faculty guide Mr. Suprovat Basu (Assistant Professor and Head, Department of MBA, Regent Education and Research Foundation Group of Institutions), my project guide Mr. Prasanta Karmakar, Area Business Manager, ZYDUS HEALTHCARE LTD. They are both excellent mentors and have provided encouraging guidance, valuable suggestions, and inestimable help throughout my work.

I would like to thank Zydus Healthcare Ltd. for providing me with this opportunity to work on this project. I am obliged to the Regent Education and Research Foundation Group of Institutions for the opportunity given to me in pursuing this MBA program. My gratitude also goes to all the faculty members and the administration of Regent Education and Research Foundation Group of Institutions, who provided me personal attention, academic support, and primary material for the project report.

I am highly indebted to all intellectuals whose guidance and encouragement, I have received in completing the project, either directly or indirectly.





## Declaration

I, Sourav Kundu, Roll No. 26300921040, Registration No. 212630700910017 of 2022-23 of MBA (Marketing Management) in Regent Education and Research Foundation Group of Institutions under Maulana Abul Kalam Azad University of Technology hereby declare that the summer internship report entitled "**Market Analysis of Nutritional Brands for Toddlers**" is a bona-fide work and submitted to the MBA Department of Regent Education and Research Foundation Group of Institutions. A seminar presentation of the internship report was made, and the suggestions as approved by the faculty were duly incorporated.

Sourav Kundu

Student- Department of MBA

**Regent Education and Research Foundation Group of Institutions**

The report in the present form has been accepted by:

Mr. Suprovat Basu

Head and Faculty in Charge  
Department of MBA

**Regent Education and Research Foundation Group of Institutions**

Date: \_\_\_\_\_

29.11.22





## **Preface**

Our brands worldwide support every-one from everyday people who need to fill a nutritional gap to hard-core athletes. There are also times in life where we need more nutritional support than others. We offer that to people dealing with particular health challenges such as malnutrition, weight management, digestive problems, and more. Our products are rooted in science and developed for specific areas of concern. Our expertise includes: active lifestyle & wellness, cellular nutrition, early food allergen introduction, gut health, healthy aging, healthy growing, hydration, fitness, weight management, mental performance, muscle, bone & joint health.





## Objective of the Project

Your main goal in setting marketing plan objectives is to ensure they are attainable. There are health supplements sold by bigger companies than yours, under well-known brand names, so don't set the lofty objective of surpassing sales of the big players in the health supplement industry- at least not early on. Remember that a marketing plan consists of product, price, place.

### **Spur Sales**

When you initially introduce your health supplement product, your number one objective is to generate sales during the introductory period. You need people to try your product, so use pricing strategies. Set special, introductory pricing, or a combined promotion and price strategy such as "buy one, get one free." Don't set your introductory price so low that customers will balk at the regular price after the introductory period; just make it attractive enough to remove price as a barrier to trying it.

### **Create Name and Brand Awareness**

You don't have the marketing budget to do a heavy advertising push like the larger nutrition companies, so find "hooks" or attention-getting strategies to generate unpaid publicity, or partner with a well-known company. For example, tout yourself as environmentally conscious by asking customers to return their bottles to you for recycling or a discounted refill and publicize the program with a press release to local and national newspapers. Find a health club or other related business that will enter into a joint marketing agreement or similar strategic alliance so you can piggyback off of its name recognition, gain inroads into its customer base and share expenses.





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# A FIELD WORK REPORT ON

TOPIC: Construction Sales and Application of RG Build Mart (India) Private Limited



A summer internship report submitted in partial fulfilment of the requirement for awarding the degree in  
MBA (Marketing)

IN REGENT EDUCATION & RESEARCH FOUNDATION GROUP OF  
INSTITUTIONS

(Approved by AICTE)



Created by

**Amit Mondal**

Submitted by

AMIT MONDAL

(Roll No.: 26300921039, Reg:212630700910016)  
of 2021 - 2022

MBA, 3<sup>rd</sup> SEMESTER(Marketing)

Organizational Guide:

Mr. Surojit Dey

Academic Guide:

Prof. Suprovat Basu

Manager (East), RG Build Mart (India) Private Limited  
"RG HOUSE", Near Chatterjee Para, Rajarhat  
Newtown, Kolkata, WestBengal -700135

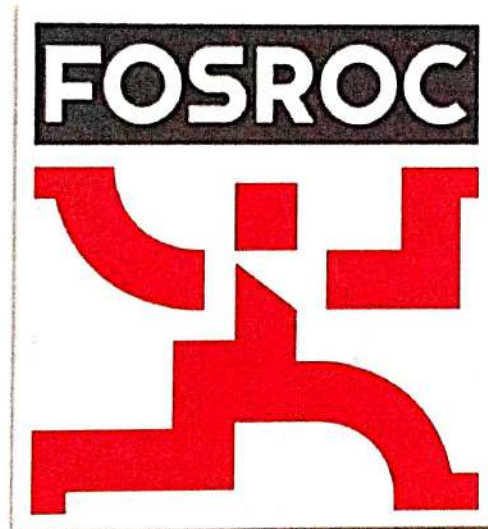
Department of MBA  
Regent Education & Research Foundation





A PROJECT REPORT  
ON

*"Report on Construction Chemical Sales and Application of  
RG Build Mart (India) Private Limited"*





## CERTIFICATE

This is to certify that the project report entitled "**Report on Construction Chemical Sales and Application of RG Build Mart (India) Private Limited**" submitted by AMIT MONDAL

(ROLL NO: 26300921039, REGISTRATION NO: 212630700910016 OF2021-2023)

of REGENT EDUCATION & RESEARCH FOUNDATION, in partial fulfilment of the requirements of the award of the degree of **Master of BusinessAdministration in [Marketing]**, is a Bonafede work carried out under the supervision and guidance of **Prof. Suprovat Basu [Departmental Project Guide]** during the academic session of **2021-2023**. The content of this report has not been submitted to any other University or Institute for the award of any other degree.

It is further certified that work is entirely original and its performance has beenfound to be quite satisfactory.



---

Prof. SUPROVAT BASU

Project Guide

Dept. Of MBA

Regent Education & Research Foundation





1<sup>st</sup> November 2022

**To Whom it may concern**

This is certified that Mr. Amit Mondal, student of Regent Education & Research Foundation, Barrackpore, has successfully completed an internship with RG BUILDMART (INDIA) PRIVATE LIMITED from 20-August-2022 to 20-October-2022 in the field of

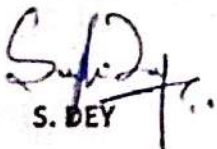
- Marketing & Application: 20-August-2022 to 20-October-2022

During this period of the internship programme, the intern had been exposed to different process and was as a diligent, honest and excellent performer.

The association of the intern with us was very fruitful and we wish all the best for their present and future endeavours.

For RG BUILDMART (INDIA) PRIVATE LIMITED



  
S. DEY

MANAGER (EAST)

**RG BUILDMART (INDIA) PRIVATE LIMITED**

B-182/401, Shapoorji Sukhobristi, Patharghata, New Town, North 24 Parganas, West Bengal-700135  
Ph: 09866 22 9056, email: rg.buildmart@gmail.com



## ACKNOWLEDGEMENT

We should like to take this opportunity to extend our gratitude to the following revered possible,

And for generating in us a profound interest for this subject that kept us motivated during the entire duration of this project.

We would like to express our sincere gratitude to **Prof. Suprovat Basu, H.O.D of (Management)** and other faculties of **Regent Education & Research Foundation**, for their assistance and encouragement.

Last but not the least, we would like to extend our warm regards to our families and peers who have kept supporting us and always had faith in our work.

Name of the student- **Amit Mondal**

Dept. of Management

Reg. No: **212630700910016 OF 2021-2023**

**Regent Education & Research Foundation**



## **ABSTRACT**

Our objective is aims to analyze and create an overview of the financial riskprotection mechanisms within the insurance sector (Govt. and private both).By prioritizing several dimensions of these risks, this paper based on data collection from some of insurance holders in two public and private insurance companies contributes to the research work in healthcare risk management. The analysis will cover Here we discuss only stroke patients. The paper will look at what policies offer in their policies and the actual payouts to the patient. Statistical and probability's mathematics will be used to improve the research. The paper will conclude with remarks and recommendation.



**SUMMER INTERNSHIP PROJECT ON**

**"DIGITAL MARKETING"**

**AT**

**NTPL**

Submitted in particular fulfillment of the requirement for the award of degree of

**MASTER OF BUSINESS ADMINISTRATION**

Submitted by

**PRAVAS KAMILA**

REG NO – **212630700910059**

**Under the guidance of**

**Organizational Guide-**

**ASHISH RAM GOND**  
**CHANDRIKA BHATTACHARYA (HR)**

**Faculty Guide**

**MR. SUPROVAT BASU**  
Assistant professor of MBA  
Department  
**RERF, BARRACKPORE**

**MAULANA ABUL KALAM AZAD  
UNIVERSITY OF TECHNOLOGY,  
WEST BENGAL**





## **REFACE**

This project is an attempt to bring under one cover the entire hard work and dedication put by me. I have tried to put into paper, the maximum information that I could gather during the project from various sources, in simple ways. This project is an attempt to increase knowledge and skills and provide valuable knowledge about the organization.



## ACKNOWLEDGEMENTS

No project can blossom from a single person mind without proper guidance, assistance and inspirations from various quarters. My project was given its present shape by assistance of many people whom I am greatly indebted too.

I would like to extend my gratitude to our respected Sir Mr. Suprovat Basu who gave me the prestigious opportunity and idea to work diligently for this project.

My sincere thanks to all who are associated with the project for providing me the excellent guidance, encouragement, inspiration during the project, without whose helping hand and guidance it would not been possible for me to complete this project.



## DECLARATION

PRAVAS KAMILA, having registration no. **212630700910059** of 2021-2022 of **MBA MARKETING & HR** of **REGENT EDUCATION & RESEARCH FOUNDATION** under the **AULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY** hereby declare that the Summer Training Report entitled **DIGITAL MARKETING(MARKETING IN NTPL)** is an original work and the same has not been submitted any other University/Organization for any other Degree. A seminar presentation of the Training Report was made and the suggestions as approved by the Faculty were duly incorporated.

Signature of Candidate *Pravas Kamila .*  
Charge (Faculty) *Babu .*

Counter signed *[Signature]*  
Director/Dean/Coordinator



## EXECUTIVE SUMMARY

### Project title:-

“ A study on digital marketing and its impact on revenue generation with reference to **NTPL**.”  
Digital marketing is marketing that makes use of electronic devices (computers) such as personal computers, smartphones, cell phones, tablets and game consoles to engage with stakeholders. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks.

**NTPL** has emerged as one of the best online media companies in the Indian marketplace. The company offers a plethora of services in all online media platforms. The offerings include marketing and consulting on Facebook, Twitter, LinkedIn, slideshare, YouTube, and Google. Though the company was started only two years ago, it is way ahead of most of competitors through its relentless pursuit of perfection and enormous amount of creativity which they put in their work. The firm worked with multiple brands on social media and currently have Top brands in Facebook India.



The project was in the marketing department of **NTPL**. The project was “A study on digital marketing and its impact on revenue generation with reference to **NTPL**”. This report will help to get an idea about digital marketing and how the digital marketing has impact on revenue generation for digital marketing companies and with reference to **NTPL**. Through this study we will see how online media companies emerging how they are generating revenue and how they are growing economically and revenue generation models of online media companies particularly reference to **NTPL**.

Main findings of this internship are given here. Indian customers are highly information seekers. They collect more information about a product before buying it. Internet penetration in India is key player for this phenomenon. Most of Indians are getting stimulus through advertisements, but they are not reaching to end phase of customers purchase journey, mainly in high involvement purchases. Brands are getting more touch point to reach their target group in this digital era. More details about findings are given this report.



SUMMER INTERNSHIP PROJECT ON  
**“Human Resource Management”**

AT  
TOPLINK HYUNDAI

Submitted in partial fulfilment of the requirement for the award of

Degree of

**MASTER OF BUSINESS ADMINISTRATION**



Regent Education & Research Foundation Group of Institutions

(Approved by AICTE)

Submitted by

**SHIRSHAK DUTTA**

**ROLL NO- 26300921052**

**REG NO- 212630700910032 of 2020-2021**

Under the guidance of

Faculty Guide  
Prof. **SUPROVAT BASU**  
Assistant Professor  
Department of Business  
Administration  
RERF, BARRACKPORE

Project Guide  
Mr. **SANDIPAN MISRA**  
Human Resource Manager  
Toplink Hyundai  
Kolkata



Date: 02-nov-2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **SHIRSHAK DUTTA** has done his internship in **HUMAN RESOURCE MANAGEMNET** at **TOPLINK HYUNDAI**, Howrah, from 3<sup>rd</sup> August 2022 to 2<sup>nd</sup> November 2022.

During his internship he has demonstrated his skills with self-motivation to learn new skills. His performance exceeded our expectations and he was able to complete the project on time.

We wish him/her all the best for his/her upcoming career.



HR Department  
Toplink Hyundai

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H PROMISE : Salap Bankra, Paschimpara, Howrah - 711 409 | M : +91 8102926943

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PAN : AADCT3123H | CIN : U50103JH2009PTC013867 | GSTIN : 19AADCT3123H1ZH



## PREFACE

Doing a project in real life corporate scenario helps us to have a practical exposure as well as better outlook of the subjects, which we are studying. In a professional course like MBA, the students are equipped with strong theoretical knowledge about the business operation and the time-tested methods of running a successful business. To make this theoretical knowledge stronger, the students are assigned certain projects in various organizations to get an idea of the practical working style.

This project is an attempt to study the entire role of "Human Resource Management". This project is an attempt to bring under one cover the entire hard work and dedication put by me.

In order to make the data and findings easily understandable, efforts have been made to present the information in a simplified, lucid and pristine manner. Wherever possible, tables and figures have been incorporated. Suggestions have been made on the basis of findings herein. It gives me immense practical exposure to the practical working patterns and the environment. I will be satisfied if the organization gets benefit from the study and findings.



# ACKNOWLEDGEMENTS

No project can be completed through the efforts of an individual alone. It always takes the contribution of a lot of people to complete a project, some of which are direct evident and some are indirect. This project report bears the imprint of many people. I feel very blessed that the support and guidance of those people who helped in completing this project report. I am pleased to have a chance here to acknowledge the contribution of these individuals and extend to them my warmest personal gratitude of their professional insights, as well as for their personal support and encouragement throughout the life of this project.

I would like to thank Mr. Suprovat Basu, Assistant professor, Department of MBA, Regent Education & Research foundation, who in the role of institutional guide offered his valuable guidance and suggestion. He always has been here in the times of need with his vast knowledge, insights and support and all other faculty members for giving me their constant in carrying out the project work.

Thanking you all.

SHIRSHAK DUTTA

MBA (HR) 3<sup>rd</sup> semester

Regent Education & Research Foundation Group of Institution



# DECLARATION

## Declaration of student

I, SHIRSHAK DUTTA, having Roll No. 26300920052, Registration No. 212630700910032 of 2021-2022 of MBA HR & FINANCE of REGENT EDUCATION & RESEARCH

FOUNDATION under the MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY hereby declare that the Summer Training Report entitled role of "Human Resource Management" is been result of my own work and has been carried out under supervision of

I declare that this submitted work is done solely by me and to the best of my knowledge; No such work has been submitted by any other University/Organization for any other Degree. A seminar presentation of the Training Report was made and the suggestions as approved by the Faculty were duly incorporated.

I also declare that all the information collected from various secondary sources has been duly acknowledged in this project report

Signature: *Shirshak Dutta*

Name: *SHIRSHAK DUTTA*

Date: *26-11-2022*

Place: *BARRACKPORE*



## Declaration of faculty guide

Certified that the work incorporated in this Project Report HUMAN RESOURCES MANAGEMENT submitted by SHIRSHAK DUTTA is his original work and completed under my guidance.

Material obtained from other sources has been duly acknowledged in the Project Report.

Signature of Guide:



Date:

29.11.22

Place:

Barrackpore



**Internship project on**  
**HUMAN RESOURCE RECRUITMENT**  
**AND SELECTION AT INDCO (INDIA)**

**INDCO (INDIA)**

An internship report submitted in partial  
fulfilment of the requirements for the

**Master of Business Administration (MBA)**

From

**Regent Education and Research Foundation Group of Institutions**

(Approved by AICTE)



Submitted by

**Shovit Sah**

Roll No.: 26300921018 - Reg. No.: 212630700910044

Session 2021-22

**Under the guidance of**

**Faculty Guide**

**Mr. Suprovat Basu**

Assistant Professor and Head

Department of MBA

Regent Education and Research Foundation

Group of Institutions

**Project Guide**

**Mr. Rajiv Sinha.**

CEO

Procure to HR Department

INDCO (INDIA).





GST No. 19AKQPS6515C1ZT

Ref: C/IND/2022-23/152

Dated: 31.10.2022

## **CERTIFICATE OF INTERNSHIP**

This is to certify that Mr. Shovit Sah has completed the internship at INDCO (INDIA) for the Project named "The Recruitment and Selection"

The internship was conducted from 1<sup>st</sup> September, 2022 and ended on 31<sup>st</sup> October, 2022.



Authorised Signatory

M: 9123086639

email: [indco\\_india@rediffmail.com](mailto:indco_india@rediffmail.com)



# Acknowledgement

Completing a task is never a one-man effort. It is often the result of valuable contribution of several individuals in a direct or indirect manner that helps in achieving an objective.

I would like to express my most profound appreciation and sincere gratitude to my faculty guide Mr. Suprovat Basu (Assistant Professor and Head, Department of MBA, Regent Education and Research Foundation Group of Institutions), my project guide Mr. Rajiv Sinha (CEO, Procure to HR Department, INDCO (INDIA)). They are both excellent mentors and have provided encouraging guidance, valuable suggestions, and inestimable help throughout my work.

I would like to thank INDCO (INDIA) for providing me with this opportunity to work on this project. I am obliged to the Regent Education and Research Foundation Group of Institutions for the opportunity given to me in pursuing this MBA program. My gratitude also goes to all the faculty members and the administration of Regent Education and Research Foundation Group of Institutions, who provided me personal attention, academic support, and primary material for the project report.

I am highly indebted to all intellectuals whose guidance and encouragement, I have received in completing the project, either directly or indirectly.



# Declaration

I, Shovit Sah, Roll No. 26300921018, Registration No. 212630700910044 of 2021-22 of MBA (Operations and Marketing Management) in Regent Education and Research Foundation Group of Institutions under Maulana Abul Kalam Azad University of Technology hereby declare that the summer internship report entitled "Human Resource Recruitment & Selection" at INDCO (INDIA)" is a bonafide work and submitted to the MBA Department of Regent Education and Research Foundation Group of Institutions. A seminar presentation of the internship report was made, and the suggestions as approved by the faculty were duly incorporated.

Shovit Sah

Shovit Sah  
Student  
Department of MBA  
Regent Education and Research Foundation Group of Institutions

The report in the present form has been accepted by:

Basu

**Mr. Suprovat Basu**  
Head and Faculty in Charge  
Department of MBA  
Regent Education and Research Foundation Group of Institutions

Date: 29.11.22



## RECRUITMENT AND SELECTION PROCESS

This chapter deals with the recruitment and selection process of small and medium scale industries providing the all-important information related recruitment and selection.

Recruitment and selection constitutes a staffing function of management. Scientific selection ensures right man for the right job. For creating a team of efficient, capable and loyal employees, proper attention needs to be given to scientific selection of managers and other employees. The conventional approach of selecting managers in a casual manner is now treated as outdated and is being replaced by scientific and rational approach, deciding who should hire under the employment rule of the organisation for the short and long-term interests of the individual employee and the organisation.

Recruitment and selection is the process of getting human resources into organizations, departments, sections and jobs use. What might be an even more useful definition of recruitment is that about the art of discovering and procuring potential applicants for actual and anticipated vacancies in the organization. This definition has introduced the concept of 'art' which is about the soft skills of management, some of which might be a natural talent of some managers or acquired through specialized training. The use of the word 'discover' emphasizes effective recruitment, a process that involves exploration which require specialized methods and techniques, short of which no 'discovery' of potential people for the job can be made. Usually, recruitment and selection depends on the organization's policy guiding recruitment and selection. The basic principle in selection is "*right man for the right job*" and can be achieved only through scientific recruitment and selection. This is because the ability of an organization is determined to a great extent by the ability of its workforce. The old belief that capital was fundamental to the progress of the organisation and does not hold good any longer as employers around the world have begun to believe that a smart workforce is the key to the success of an organization.



## RECRUITMENT:

Recruitment means an activity which refers to the discovery and development of workers and employees in the enterprise at the time they are required. It involves locating, maintaining and contacting the sources of man power. The recruitment has been defined by many eminent authors as under:

In the words of Flippo, "Recruitment is the process of searching for prospective employees and stimulating and encouraging them to apply for jobs in the organisation."

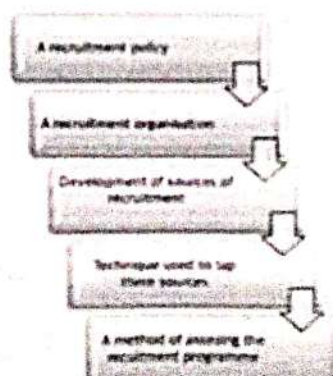
According to Dale Yoder, "Recruitment is a process to discover the sources of manpower to meet the requirement of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force."

In short recruitment is the process of searching for prospective employees and stimulating them for jobs in the organisation. Thus, the recruitment of employees involves the identification of the sources of personnel, evaluation of different sources available, selection of a particular source and stimulating the prospective candidates to apply for the job so that right candidates may be obtained for right job.

## RECRUITMENT PROCESS:

The recruitment and selection is the major function of the human resource department. Recruitment process is the first step towards creating the competitive strength and the strategic advantage for the organizations. In an ideal recruitment programme, individuals responsible for the recruitment process must know how many and what types of employees are needed, where and how to look for individuals with the appropriate qualification and interests, what inducements to use or to avoid for various types of applicant groups, how to distinguish applicants who are unqualified from those who have a reasonable chance of success and how to evaluate their work. Recruitment process involves a systematic procedure from sourcing the candidates to arranging and conducting the interviews and requires many resources and time. A general recruitment process is as follows:

### The process of recruitment





INTERNSHIP PROJECT REPORT ON

# Role of Market Research And PR Skills In sustainable Development

WITH REFERENCE TO DEBSON PUMPS PVT. LTD.



For Masters Of Business Administration (MBA)

From

REGENT EDUCATION AND RESEARCH FOUNDATION GROUP OF INSTITUTIONS

(AICTE APPROVED)



Submitted by: Rajasree Deb

MBA Department

2<sup>nd</sup> Year, Semester-3<sup>rd</sup>

Roll no.- 26300921051

Registration no.- 212630700910022 of 2021-22

Under the guidance of:

**Faculty Guide-**

Mr. Suprovat Basu

Head of the Department (HOD)

MBA

Regent Education & Research Foundation

**Project Guide**

Mr. Abhishek Chakraborty

Director

Debson Pumps Pvt. Ltd.



# Acknowledgement

I would like to express my gratitude and appreciation to all those who gave me the possibility to complete this project. Special thanks to my Mr. Chakraborty, Director of Debson Pumps Pvt. Ltd. whose help, stimulating suggestions and encouragement helped me in all time of fabrication process and in making this report. I also sincerely thanks for the time spent proofreading and correcting many mistakes.

I would also like to thank Mr. Suprovat Basu, HOD of MBA Department RERF for his constant support and guidance which also helped me to complete this project successfully.

Lastly, I would like to thank all the staffs of Debson who equally helped me in this project by sharing the work culture, business strategy, company sales and other necessary datas in between their work period. It was indeed a humbling experience.



# Declaration

I, Miss Rajasree Deb, Student of MBA 2<sup>nd</sup> year, Regent Education & Research Foundation bearing Roll no.-26300921051 hereby declare that the internship report entitled 'ROLE OF MARKET RESEARCH & PR SKILLS IN SUSTAINABLE DEVELOPMENT' With reference to DEBSON PUMPS PVT. LTD. is bonafied work and submitted to the MBA Department of RERF.

Rajasree Deb .

Rajasree Deb

Student

MBA Department

Regent Education & Research Foundation Group of Institution

The report in the present form has been accepted by

Suprovat Basu

Mr. Suprovat Basu

Head & Faculty Incharge

Department of MBA

Regent Education & Research Foundation Group of Institution



## Preface

As a part of the MBA Curriculum and in order to gain practical knowledge in the field of management, we are required to make a report on **ROLE OF MARKET RESEARCH & PR SKILLS IN SUSTAINABLE DEVELOPMENT**. The basic objective behind doing this project is to get practical knowledge of the market.

The project helped me to enhance my knowledge regarding the work in to the attitude of consumer, marketing strategy of a business, role of market research, the brand value of the product and the company itself, marketing approach to a client, commercial aspects of a product for making capable of high demand and also customers expectation from a company.



## Objective of the Project

The objective of the project is to gain the practical as well as theoretical knowledge about the market and market research and how public relation helps a business to grow along with making them sustainable in its own position.

Objective behind doing Market research is to discover the new markets, to hold greater market share, to evaluate tastes and preferences of customers, to anticipate future sales volume, to minimise cost of marketing, to improve quality of the product, to effectively face cutthroat competition etc.

Public relations skills are a wide range of capabilities and proficiencies that typically fall under the category of communications and marketing. These skills can be put to use for a variety of purposes, from introducing new products or services to enhancing the reputation of a company. In most cases, public relations skills help shape public opinion, which is especially helpful if a company wants to reshape its brand.



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# Internship project

## Marketing Strategy on Health Care Services

SPANDAN ADVANCE MEDICARE Pvt. Ltd.

An Internship report submitted in partial fulfillment of the requirements for the

## Master of Business Administration (MBA)

From

Regent Education and Research Foundation Group of Institutions

(Approved by AICTE)



Submitted by

**Subhajit Dey**

Roll No.: 26300921032 - Reg. No.: 212630700910008

Session 2021-2023

Under the guidance of

**Faculty Guide**

**Mr. Suprovat Basu**

Assistant Professor and Head

Department of MBA

Regent Education and Research Foundation

Group of Institutions

**Project Guide**

**Mr. Nilimesh Deb**

General Manager

Marketing

Spandan Advance Medicare Pvt. Ltd.



# Acknowledgement

No project can blossom from a single person mind without proper guidance, assistance and inspiration from various quarters. My project was given its present shape by assistance of many people whom I am greatly indebted to.

I would like to express my most profound appreciation and sincere gratitude to my faculty guide **Mr. Suprovat Basu** (Assistant Professor and Head, Department of MBA, Regent Education and Research Foundation Group of Institutions), he always has been here in the times of need with his vast knowledge, insights and support and all other faculty members constant in carrying out the project work.

I would also like to acknowledge the deep gratitude for the valuable and immense contribution of my organizational guide **Mr. Nilimesh Deb** (GM Marketing) for providing me an opportunity to undertake my project work in their well reputed and esteemed organization along with valuable effort and their full Co-operation and support.

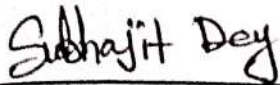
Thanking you to all.

**Subhajit Dey**  
**IBA, 3<sup>rd</sup> Sem**



## Declaration

Subhajit Dey, Roll No. 26300921032, Registration No. 212630700910008 of 2021-22 of IBA (Marketing and Human Resource Management) in Regent Education and Research Foundation Group of Institutions under Maulana Abul Kalam Azad University of Technology hereby declare that the internship report entitled "Marketing in Health Care Services" is a bona-fide work and submitted to the MBA Department of Regent Education and Research Foundation Group of Institutions. A seminar presentation of the internship report was made, and the suggestions as approved by the faculty were duly incorporated.



---

**Suhajit Dey**

Student

Department of MBA

Regent Education and Research Foundation Group of Institutions

The report in the present form has been accepted by:



---

**Mr. Suprovat Basu**

Head and Faculty in Charge

Department of MBA

Regent Education and Research Foundation Group of Institutions

Date: \_\_\_\_\_



## Preface

Doing a project in Marketing at Health Care helps to have a practical exposure as well as better outlook of the subject, Which are studying . In a professional course like MBA, The students are equipped with strong theoretical knowledge about the Marketing and the time-tested methods of running a successful business.

I was assigned as intern at Spandan Medicare PVT LTD. Teghoria, Kol-59. I worked on the project title `Marketing Strategy on Healthcare

It gives me immense practical exposure to the practical working patterns and the environment . It will be satisfied in the organization gets benefit from the study and findings.



# CERTIFICATE OF COMPLETION



**SPANDAN**

Advance Medicare Pvt. Ltd.

BMC-17/1, V.I.P Road, Teghoria, Kolkata - 700059, WB

E-mail: info\_kol@spandanhospital.in

**DATE-19/11/2022**

## TO WHOM IT MAY CONCERN

This is to certify that Mr.Subhajit Dey, Master Of Business Administration  
3<sup>rd</sup> Semester Student at Regent Education & Research Foundation Group Of  
Institutions studies has successfully done his Training (Marketing Department)  
from 01/08/2022 to 01/10/2022 at Spandan Hospital (A unit of Spandan  
advance Medicare Pvt.Ltd.)

We wish all the best in all him future endeavours.

*Handwritten signature and date: 19/11/2022*

**Dr. Partha Pratim Ghosh**

**Medical Superintendent**

**For Spandan Advance Medicare Pvt. Ltd**

**DR. PARTHA PRATIM GHOSH**  
MEDICAL SUPERINTENDENT  
M.B.B.S, P.G.D.H.I.I.M.  
SPANDAN HOSPITAL  
TEGHORIA, V.I.P. ROAD, KOL-59

Regd. Office : Rabindranagar, P.O. - Midnapore, Dist. - Paschim Medinipur, Pin-751001, WB.

Phone : (03222) 283716 / 275475, Fax : 287687  
care@spandanhospital.in • www.spandanhospital.in



## EXECUTIVE SUMMARY

The internship program in MBA is very beneficial to have practical exposure of how things really operate in market. being a student who wants to make a mark in marketing field, the best place to gain practical understanding of marketing is to do internship in the marketing department of healthcare industry which can be regarded as one of the most dynamic industries in India. I completed the internship with Spandan Medicare PVT LTD. I am proud to work as an intern and this experience will surely help me in my future assignments as a marketing professional . The absolute guidance and concern of higher management, perfect working environment with immense co-operation of the staff of all departments specially the marketing department facilitated in making my internship a wonderful learning experience in all aspects .

Internship duration offered to me was two months and was based on marketing project. Through this project , I was able to get direct interaction with different marketing strategy with staff of marketing administration and human resources departments of Spandan Medicare PVT LTD.





REGENT EDUCATION & RESEARCH FOUNDATION  
GROUP OF INSTITUTIONS

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SUMMER INTERNSHIP PROGRAM  
ON  
'A STUDY ON IMPACT ON GOODS AND SERVICE TAX'

GROWTHACCOUNTING&  
TECHNOLOGYPVT.LTD.

An internship report submitted in partial  
fulfilment of the requirements for the

**Master of Business Administration (MBA)**

From  
Regent Education and Research Foundation Group of Institutions  
(Approved by AICTE)



Submitted by  
**BIJOYNASKAR**

Roll No.: 26300921058 - Reg. No.: 212630700910048  
Session 2021-23

Under the guidance of

**Faculty Guide**

**Mr. Susovan Samanta**

Assistant Professor

Department of MBA

Regent Education and Research Foundation  
Group of Institutions

**Project Guide**

**Bitan Ghosh**

CEO of

GROWTH ACCOUNTING  
& TECHNOLOGYPVT.LTD



## Acknowledgement

Completing a task is never a one-man effort. It is often the result of valuable contribution of several individuals in a direct or indirect manner that helps in achieving an objective.

I would like to express my most profound appreciation and sincere gratitude to my faculty guide **Mr. SUSOVAN SAMANTA** (Assistant Professor, Department of MBA, Regent Education and Research Foundation Group of Institutions), my project guide **BITAN GHOSH**. (CEO OF, **GROWTH ACCOUNTING & TECHNOLOGY Pvt. Ltd.**) They are both excellent mentors and have provided encouraging guidance, valuable suggestions, and inestimable help throughout my work. I would like to thank **GROWTH ACCOUNTING & TECHNOLOGY Pvt. Ltd** for providing me with this opportunity to work on this project. I am obliged to the **Regent Education and Research Foundation Group of Institutions** for the opportunity given to me in pursuing this MBA program. My gratitude also goes to all the faculty members and the administration of **Regent Education and Research Foundation Group of Institutions**, who provided me personal attention, academic support, and primary material for the project report.



**GROWTH ACCOUNTING & TECHNOLOGY PVT LTD**

GOVT OF INDIA REGISTERED

CIN:-U74999WB2022PTC152596

PAN:-AAJCG6655M

GSTN-19AAJCG6655M1ZU

Place: KOLKATA

Date: 23/11/2022

To Whom It May Concern

## CERTIFICATE OF INTERNSHIP

It is hereby certifying that Mr BIJOY NASKAR has completed as an INTERN accountant in our company from 01/09/2022 to 31/10/2022.

During his/her tenure of work, we found him sincere and hard working. He/she has in-depth knowledge of accounting concepts and software.

We wish him all the success in all his/her future endeavors.

For the GROWTH ACCOUNTING AND TECHNOLOGY PVT LTD

**BITAN  
GHOSH**

Digitally signed  
by BITAN GHOSH

Date: 2022.11.23

12:45:52 +05'30'

Authorized Signatory.



**REGENT EDUCATION & RESEARCH FOUNDATION GROUP OF  
INSTITUTIONS**

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**Declaration**

I, **Bijoy Naskar**, Roll No. 26300921058, Registration No. 212630700910048 of 2021-23 of **MBA (Finance)** in **Regent Education and Research Foundation Group of Institutions** under **Maulana Abul Kalam Azad University of Technology** hereby declare that the summer internship report entitled "**A STUDY ON IMPACT ON GOODS AND SERVICE TAX**" is a bona-fide work and submitted to the **MBA Department of Regent Education and Research Foundation Group of Institutions**. A seminar presentation of the internship report was made, and the suggestions as approved by the faculty were duly incorporated.

*Bijoy Naskar*

---

**BIJOY NASKAR**

Student  
Department of MBA  
Regent Education and Research Foundation Group of Institutions

The report in the present form has been accepted by:

*S. Samanta*

---

**Mr. Susovan Samanta**

Assistant Professor of  
MBA  
Regent Education and Research Foundation Group of Institutions

Date: 29.11.22



**REGENT EDUCATION AND RESEARCH FOUNDATION GROUP  
OF  
INSTITUTIONS**

---

**PREFACE**

Goods and Service Tax GST is all set to be a game changer for the Indian economy. The tax is expected to reduce the concept of 'tax on tax', increase the gross domestic product of the economy and reduce prices. In India, there are different indirect taxes applied on goods and services by central and state government. GST is intended to include all these taxes into one tax with seamless ITC and charged on both goods and services. For the introduction of GST, the Government needs to get the Constitution Amendment Bill passed so that the proposed objective of subsuming all taxes and allowing states to tax subjects in Union list and vice versa is achieved. Without these powers, it is not legally possible to move towards GST. Conceptually GST is expected to have numerous benefits like reduction in compliances in the long run since multiple taxes will be replaced with one tax. It is expected to bring down prices and hence the inflation since it will remove the impact of tax on tax and enable seamless credit.

It is expected to generate revenue for the country as the tax base will increase as the GST rate will be somewhere around 27% with both goods and services covered. It is also expected to make exports from India competitive and India a preferred destination for foreign investment since GST is a globally accepted tax. Unless the issues relating to GST have been overcome, the GST would become a bare wall without any scripts to describe in future



## **EXECUTIVE SUMMARY**

GROWTH ACCOUNTING & TECHNOLOGY PVT.LTD. is working as Goods and service tax provider of different company. Summer training is by the most important & interesting part of the MBA course. At the end of MBA (Second Sem.) every student is required to go to under the training in a leading business organization on a project in the functional area of his/her choice. The duration of this training is 60 days. The rationale behind this summer training is to expose management student to corporate culture so that they may broaden their outlook & get an insight as to how the theoretical knowledge which they have gained at their institution is applied in business situation. I was extremely lucky to be selected one of the premier organizations in the GROWTH ACCOUNTING & TECHNOLOGY PVT.LTD. for 60 days. Being thoroughly managed organization was had a good opportunity to put over theoretical knowledge in practices.

During our 60 days in the company, I worked on the project **"A study of impact on GST"** for GROWTH ACCOUNTING & TECHNOLOGY PVT.LTD.

These 60 days constituted one of the most interesting & rewarding periods of my MBA studies.



**Internship Project on**

**Role of Finance in  
Product Program of  
Mortgage Loan  
Retail**

**Project executed at**



An internship report submitted to partially fulfill the requirements for the degree of

**Master of Business Administration (MBA)**

*From*

**Regent Education and Research Foundation Group of  
Institutions**

**(Approved by AICTE)**



*Submitted by*

**Ispita Chakrabarty**

**Roll No. 26300921030**

**Reg. No.212630700910006 of 2021-22**

**Under the guidance of**

**Faculty Guide  
Susovan Samanta**

  
**Project Guide  
Somya Ranjan Das**






Date:-10.10.2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss/Smt. *Ispita Chakrabarty*, has successfully completed her Summer Internship Project on **Role Of Finance In Product Program of Mortgage Loan Retail** Aditya Birla Finance Ltd. In Mortgage Department, located at-31 Chowringhee Road, Kolkata-700016 from-01.08.2022 to- 30.09.2022 under our supervision.

Her efforts and dedication towards every aspect of work is highly commendable.

We wish her all the best for her future endeavours.

  
Signature

Relationship Manager

Somya Ranjan Das





# Acknowledgement

Completing a task is never a one-man effort. It is often the result of valuable contribution of several individuals in a direct or indirect manner that helps in achieving an objective. A successful project is never completed without the mention of those people who were instrumental in providing constant guidance and help throughout the project period. It is the same for me, I would like to sincerely thank the following people without whom the project would never have been successful as it turned out to be,

Firstly, I would like to thank **Mr. Nomya Ranjan Das, RM (Relationship Manager-East) – Secured Mortgage Loan Department of Aditya Birla Capital Pvt. Ltd.** who gave me the opportunity to undertake a significant project, to study the role of **Financial Management in the processing and Disbursement of Loans.**

I would also like to thank the entire professor's at my institution **REGENT EDUCATION AND RESEARCH FOUNDATION**, who gave valuable feedback and constant guidance. And all those feedbacks and guidance helped me in many ways during my summer internship at Aditya Birla Pvt. Ltd.

Gracious thanks to my faculty **Mr. Susovan Samanta** and our **HOD. Mr. Suprovat Basu** for constant support and feedback and guiding me through every critical step towards successful completion of my project

Lastly, I would like to thank all my coworkers for their kind support and supervision.

I am highly indebted to all intellectuals whose guidance and encouragement, I have received in completing the project, either directly or indirectly.



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# Declaration

I, Ispita Chakrabarty, Roll No. , Registration No. of 2021-23 of MBA (Financial Management) in Regent Education and Research Foundation Group of Institutions under Maulana Abul Kalam Azad University of Technology hereby declare that the summer internship report entitled "Role of Finance in Product Program of Mortgage Loan Retail at Aditya Birla Capital Pvt. Ltd." is a bona-fide work and submitted to the MBA Department of Regent Education and Research Foundation Group of Institutions. A seminar presentation of the internship report was made, and the suggestions as approved by the faculty were duly incorporated.

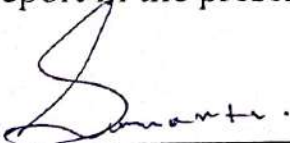


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**Ispita Chakrabarty**

Student  
Department of MBA  
Regent Education and Research Foundation Group of Institutions

The report in the present form has been accepted by:



---

**Mr. Susovan Samanta**

Faculty in  
Charge  
Department of  
MBA Finance of  
Regent Education and Research Foundation Group of Institutions

Date: 29.11.22



## Preface

Finance is one of the crucial prerequisites to start any business. Further, a sufficient corpus of funds and efficient financial management is required throughout a business's lifetime and even when a company is sold or wound up. Therefore, funds need to be managed, regulated as per procedures, and monitored at every step of the business lifecycle.

Any business that manages its finances better experiences exponential growth, and businesses that mismanage their financial resources and activities usually undergo losses or make lower profits. Let's delve deeper into the world of financial management.

In simple terms, financial management is the business function that deals with investing the available financial resources in a way that greater business success and return-on-investment (ROI) is achieved. Financial management professionals plan, organize and control all transactions in a business. They focus on sourcing the capital whether it is from the initial investment by the entrepreneur, debt financing, venture funding, public issue, or any other sources. Financial management professionals are also responsible for fund allocation in an optimized way to ensure greater financial stability and growth for the organization.



# ARDENT COMPUTECH PVT.LTD.

## A PROJECT REPORT ON TRAINING AND DEVELOPMENT



ARDENT  
COMPUTECH PVT. LTD.  
*High-End Technology Training and Project*

**PROJECT GUIDED BY:-** SUPROVAT BASU (H.O.D OF MBA DEPT.)

**PROJECT SUBMITTED BY:-** AKASH MALLICK

**ROLL NO:-** 26300921025

**REGISTRATION NO:-** 212630700910001

**DEPARTMENT:-** MASTER OF BUSINESS ADMINISTRATION (MBA)

**SESSION:-** 2021 – 2022

**INSTITUTE NAME:-** REGENT EDUCATION & RESEARCH FOUNDATION



# Industrial Internship Certificate



This certificate is awarded to  
**AKASH MALLICK**

of

REGENT EDUCATION AND RESEARCH FOUNDATION GROUP OF INSTITUTIONS

for successfully completing the **Industrial Internship** on  
**HUMAN RESOURCE**  
from

05-08-2022 to 20-09-2022

and implementing the project titled

**STUDY OF TRAINING & DEVELOPMENT OF EMPLOYEES AT ARDENT COMPUTECH PVT LTD**

Certificate ID: ARDENT/2022/AD36637  
Issue Date: 20-09-2022



*[Signature]*  
Director  
Technology Services

*[Signature]*  
Director  
Operations





## **ACKNOWLEDGEMENT**

I wish to express my sincere gratitude to Regent Education & Research Foundation (RERF) For providing me an opportunity to do my internship in “ Ardent Computech Pvt. Ltd.”, salt lake, sector 5, Kolkata. I am thankful to my HOD , Mr. Suprovat Basu giving me the opportunity to prepare this project report and his continuous support.

I am greatly thankful to HR Executive officer in Ardent Computech Pvt. Ltd. Mr. Indranil De Sarkar & Deputy HR officer, Mrs. Seema Mam and all employee of Ardent Computech Pvt. Ltd. For their kind support and guidance for successfully complete my Internship.

THANK YOU,



## CERTIFICATE

This is to ready that the project entitled is TRAINING & DEVELOPMENT OF EMPLOYEES AT ARDENT COMPUTECH PVT. LTD. is being submitted by AKASH MALLICK in partial fulfilment of the requirement for the award of the degree of Masters of Business Administration (M.B.A) at REGENT EDUCATION AND RESEARCH FOUNDATION under MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY(MAKAUT) , Kolkata is a record of bonafied work that will be carried out by me under guidance and supervision from 5<sup>th</sup> August 2022 to 20<sup>th</sup> November 2022.

DATE: - 29.11.2022

PLACE:- Barackpore .  
.....



Mr. Suprovat Basu(supervisor)

H.O.D. (MBA)

Regent Education & Research Foundation

Kolkata-700121



## DECLARATION

I, AKASH MALLICK, Student of MBA, Hereby declare that the project report entitled satisfaction level Amongst employee about **Training and Development of Employees** process at THE ARDENT COMPUTECH PVT. LTD. is a piece of genuine work done under the guidance of Mr. Indranil De Sarkar(HR Executive officer) and my project guide in college is Mr. Suprovat Basu (Head of the Department of MBA). The project is undertaken as a part of summer training project accomplished for the partial fulfilment of ARDENT COMPUTECH PVT. LTD . The matter embodied in this project report has not been submitted elsewhere by anybody for the award of any degree.



(signature of the candidate)

NAME :- AKASH MALLICK

STREAM :- MBA(HR)

REG NO :- 212630700910001 OF 2021-2022

ROLL NO :- 26300921025



## PREFACE

Summer training is the most vital part of a MBA course, because it is link between theory and actual industries practices as well as opportunities for hands on experience in Corporate Environment. I therefore, consider myself fortunate to receive the training in an esteemed organization , viz, **ARDENT COMPUTECH PVT. LTD.**( High -End technologies training and project).yet this opportunities could not have been utilised without any guidance & support of many individuals who although had verried position, but were equally instrument for although completion of my summer training , also thanks to all my faculty members to help and support this program. However, I accept the sole responsibility errors of omission and would be extremely gatefull to readers of this project report if they being to such mistake my choice.

AKASH MALLICK

(MBA 3<sup>RD</sup> SEMESTER)



# COMPETITORS ANALYSIS & DEALERS PERCEPTION TOWARDS SHYAM METALICS



SUMMER INTERNSHIP PROJECT REPORT

SUBMITTED TOWARDS PARTIAL  
FULFILLMENT  
OF  
MASTER OF BUSINESS ADMINISTRATION



**REGENT EDUCATION & RESEARCH FOUNDATION**

Barrakpore, West Bengal 700121

(Affiliated to Maulana Abul Kalam Azad University of Technology, West Bengal)

(Formerly known as West Bengal University of Technology)

Academic Session

[2021-2022]

**Submitted by:**

**SOURAV BOSE**

**Roll No: -26300921022, REG No-212630700910033 of 2021-2022**

**UNDER THE GUIDANCE OF:**

**External Supervisor -**

MR. SHIBOJYOTI DAS  
D.G.M MARKETING

SHYAM METALICS.

**Faculty Guide-**

MR. SUPROVAT BASU  
HEAD OF THE DEPARTMENT-MBA

REGENT EDUCATION & RESEARCH FOUNDATION





**SEL**®

**SHYAM  
METALICS**  
ORE TO METAL™

Ref:-SSPL/JAMURIA/ADMIN/Id/17/2022-2023

Date:- 31<sup>st</sup> August 2022

**TO WHOM IT MAY CONCERN**

This is to certify that Mr. Sourav Bose pursuing MASTER OF BUSINESS ADMINISTRATION in Marketing from Regent Education and Research Foundation has successfully completed his internship as part of the academic curriculum starting from 2<sup>nd</sup> July 2022 to 31<sup>st</sup> August 2022 in our organization.

He undertook and completed a project "COMPETITORS ANALYSIS & DEALERS PERCEPTION TOWARDS SHYAM METALICS" at SHYAM SEL AND POWER LIMITED, Jamuria Unit, under guidance of Mr. Shibojyoti Das (DGM Marketing-Shyam Metalics Group)

During his training period he was found sincere, efficient and hardworking.

We wish him all the best in future endeavour.

(SHIBOJYOTI DAS)  
DGM Marketing- Shyam Metalics Group

**SHYAM SEL AND POWER LIMITED**  
Bijaynagar More, P.O.-Bahadurpur, Jamuria  
Dist.-Burdwan, West Bengal

**SHYAM SEL AND POWER LIMITED**

55 Chambers, S, C.R. Avenue, Kolkata-700 072 (India) | U27109WB1991PLC052962 | 19AAEC5942131Z  
+91 33 4011 1000 | +91 33 4011 1031 | contact@shyamgroup.com | www.shyammetalics.com

IRON PELLET | SPONGE IRON | BILLET | TMT & STRUCTURE | WIRE ROD | DUCTILE PIPE | FERRO ALLOY | POW





## PREFACE

Summer Training assignment is a part of MASTER OF BUSINESS ADMINISTRATION program of the REGENT EDUCATION & RESEARCH FOUNDATION, Barrakpore, and West Bengal 700121. Summer assignment not only gives an opportunity to deal with real life situations in a business / industrial environment but also gives a student of management of first hand opportunity to put his theoretical inputs into practice .

The project report mentions the honest efforts to understand the marketing concepts in real life situations. This report is being prepared for the study of competitor analysis & dealers perception toward SHYAM METALICS along with the analysis of major flat Steel producers like TATA STEEL, JINDAL STEELS and SAIL in terms of preference, cost, quality, after sales service etc.

Besides this, the report also puts on to compare market share of SHYAM METALICS and other organizations.

**SOURAV BOSE**





## ACKNOWLEDGEMENT

I am thankful to the “SHYAM METALICS LIMITED, JAMURIA industrial area, Dist. – PaschimBardhaman” for allowing me to undergo my summer Training for partial fulfilment of the requirement for the degree of Master of Business Administration.

The accomplishment of the present study became possible by invaluable assistance and guidance of our professional guides and colleagues to whom we are gratefully indebted.

First of all I wish to express my special thanks to MR. SHIBOJYOTI DAS, D.G.M MARKETING -SHYAM METALICS of SHYAM METALICS. His cheerful induction on my first visit to company’s office helped me to know about SHYAM METALICS as a company and the activities I had to perform. I am thankful to Mr Manish Sharma (Marketing Manager) for providing the necessary orientation throughout the project.

I wish to thank and pay regard to all my teachers specially MR. SUPROVAT BASU(HEAD OF THE DEPERTMENT-MBA, REGENT EDUCATION & RESEARCH FOUNDATION) without their guidance and blessing this project could not be completed.

I am also thankful to all the other people of marketing department, all the dealers, shopkeepers and all the people who have already used the flat Steel products whom I met during the survey, for their cooperation throughout the project.

Last but not the least we are indebted to our parents for their moral support during the course of study.

Date: - 31-08-2022 SOURAV BOSE





## DECLARATIONS

I **SOURAV BOSE**(Roll No. – 26300921022) student of “**REGENT EDUCATION & RESEARCH FOUNDATION, Barrakpore, West Bengal 700121**” hereby declare that the project entitled “**COMPETITORS ANALYSIS & DEALERS PERCEPTION TOWARDS SHYAM METALICS**” is the original work done by me and the information provided in the study is authentic to the best of my knowledge. This study report has not been submitted to any other institutions or university for the award or any other degree.

*Sourav Bose*

**SOURAV BOSE**

**Student**

**Department of MBA**

**Regent Education and Research Foundation Group of Institutions**

The report in the present form has been accepted by:

*Basu*

**Mr. Suprovat Basu**

**Head and Faculty in Charge**

**Department of MBA**

**Regent Education and Research Foundation Group of Institutions**

Date: 29 Nov, 2022





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## EXECUTIVE SUMMARY

Through this project we came to know about the sales & competitor analysis & consumer behavior towards SHYAM METALICS. This report looks into a steel industry, well famous for its steel products. SHYAM METALICS. Is one of the names in steel industry which has high reputation and brand value in the market.

So far research is concerned and survey is done on 100 Respondents. The survey was done to create data base for the company and also do the analysis of the project report. The result which we found out through surveys helped the company to redesign some of its policies.

The objective of the product is to do competitor analysis in comparison to the brand preferred in the market in terms of product range, pricing, availability, supply, quality and after sales services and also to understand the Marketing mix and sales analysis of the flat Steel products.

SHYAM METALICS. Serves the interest of their consumers and also it a competitive organization.

The major finding indicates that SHYAM METALICS. Should take some more initiative to expand their business overseas and adopt more advertising principles to popularize their products.



**ANALYSIS OF THE COMPETITIVE IMAGE OF NEXGEN FORMULATIONS IN THE  
PHARMACEUTICALS INDUSTRY**

Submitted by

**DEBAPRIYA MONDAL**

(ROLL NO: 26300921037, REGISTRATION NO: 212630700910013 OF 2021-2022)

In partial fulfilment of the requirements of the award of the degree of

Master of Business Administration

In

Marketing

Under the Guidance of:

**Prof. SUPROVAT BASU**

**[INTERNAL (RERF) PROJECT GUIDE]**

Department of Management

For the Academic Year 2021-2022



**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

**Regent Education & Research Foundation**

**Barrackpore, North 24 pargana, Kolkata-700121**





A PROJECT REPORT  
ON

ANALYSIS OF THE COMPETITIVE IMAGE OF  
"NEXGEN FORMULATIONS" IN THE  
PHARMACEUTICALS INDUSTRY





# CERTIFICATE

This is to certify that the project report entitled '**ANALYSIS OF THE COMPETITIVE IMAGE OF NEXGEN FORMULATIONS IN THE PHARMACEUTICALS INDUSTRY**' submitted by **DEBAPRIYA MONDAL** (ROLL NO: 26300921037, REGISTRATION NO: 212630700910013 OF 2021-2022)

of **REGENT EDUCATION & RESEARCH FOUNDATION**, in partial fulfilment of the requirements of the award of the degree of **Master of Business Administration in [Marketing]**, is a Bonafede work carried out under the supervision and guidance of **Prof. Suprovat Basu [Departmental Project Guide]** during the academic session of **2021-2022**. The content of this report has not been submitted to any other University or Institute for the award of any other degree.

It is further certified that work is entirely original and its performance has been found to be quite satisfactory.



---

Prof. SUPROVAT BASU

Project Guide

Dept. Of MBA

Regent Education & Research Foundation



1<sup>st</sup> November 2022

To whom it may concern

This is to certify that **Ms. Debapriya Mondal**, student of **Regent Education & Research Foundation, Barrackpore**, has successfully completed an internship with **NEXGEN FORMULATIONS** from **20-August-2022 to 20-October-2022** in the field of

- **Marketing** 20-August-2022 to 20-October-2022

During the period of the internship programme, the intern had been exposed to different processes and was found as a **diligent, honest and excellent performer**.

The association of the intern with us was very fruitful and we wish all the best for their present and future endeavours.

For **NEXGEN FORMULATIONS**

**P. P Kundu**  
P.P Kundu  
Sales Head



## ACKNOWLEDGEMENT

We should like to take this opportunity to extend our gratitude to the following revered possible.

And for generating in us a profound interest for this subject that kept us motivated during the entire duration of this project.

We would like to express our sincere gratitude to **Prof. Suprovat Basu, H.O.D of (Management) and other faculties of Regent Education & Research Foundation**, for their assistance and encouragement.

Last but not the least, we would like to extend our warm regards to our families and peers who have kept supporting us and always had faith in our work.

Name of the student- **Debapriya Mondal**  
Dept. of **Management**  
Reg. No: **212630700910013 OF 2021-2022**  
**Regent Education & Research Foundation**



## EXECUTIVE SUMMARY

The internship Program in MBA is very beneficial to have practical exposure of how things really operate in market. Being a student who wants to make a mark in marketing field, the best place to gain practical understanding of marketing is to do internship in the marketing department of Pharmaceutical Industry which can be regarded as one of the most dynamic industries in India. I completed the internship with NEXGEN FORMULATIONS. I am proud to work as an intern with NEXGEN FORMULATIONS and this experience will surely help me in my future assignments as a marketing professional. The absolute guidance and concern of higher management, perfect working environment with immense cooperation of the staff of all departments especially the marketing department facilitated in making my internship a wonderful learning experience in all aspects.

Internship duration offered to me was two months and was based on marketing projects. Through these projects, I was able to get direct interaction with different Chemists along with staff of finance, Marketing, Procurement, Logistics, Administration and Human resources departments of NEXGEN FORMULATIONS.



**“A PROJECT REPORT ON EMPLOYEE PERFORMANCE  
& APPRAISAL METHOD OF SCHOOL DEKHO”**

**A Project Report**

Submitted in partial fulfillment of the requirement for the award  
Of the degree in

**Master of Business Administration**

Under the Guidance of  
**Mr. SUPRAVAT BASU**



**SCHOOL DEKHO**<sup>TM</sup>

**DEKHO PHIR CHUNO**

INDIA'S FIRST SEARCH ENGINE FOR SCHOOL ADMISSIONS

Submitted by

**NANDINI BHOWMICK**

**Roll No:- 26300921043**

**Registration No: - 212630700910026 of 2021-2022**



**REGENT EDUCATION AND RESEARCH FOUNDATION**



## **TO WHOSOEVER IT MAY CONCERN**

This is to certify that the Summer Project Study Report, titled **“PERFORMANCE APPRAISAL SYSTEM AND ITS EFFECTIVENESS IN SCHOOL DEKHO”** submitted by **Ms. NANDINI BHOWMICK** (Roll No. 26300921043, REG NO. 212630700910026 OF 2021-2022) as partial fulfillment of requirement of the two-year MBA (full time) course is Boniface work carried by the student at our institute.

This Summer Project Study is his original work and has not been submitted to any other University / Institute.



**Prof. Supravat Basu**

**Project Guide**



## DECLARATION

I NANDINI BHOWMICK hereby declare that the work entitled "PERFORMANCE APPRAISAL SYSTEM AND ITS EFFECTIVENESS IN SCHOOL DEKHO", submitted to "Prof. SUPRAVAT BASU" is a record of an original work done by me as requirements of 60 days Summer Training during the period from 10<sup>th</sup> Aug 2022 - 10<sup>th</sup> Oct 2022, for the award of degree of MBA Regent Education and Research Foundation Group of Institutions, Barrackpore under the guidance of Mr. Sabyasachi Acharya at School Dekho.

Nandini Bhowmick

NANDINI BHOWMICK

Student

Department of MBA

Regent Education and Research Foundation Group of Institutions

The report in the present form has been accepted by:



# CERTIFICATE



**SCHOOL DEKHO™**  
**DEKHO PHIR CHUNG**  
INDIA'S FIRST SEARCH ENGINE FOR SCHOOL REVISIONS

Date: 20/10/2022

## TO WHOM IT MAY CONCERN

This is to certify that Nandini Bhowmick, a student of Regent Education & Research Foundation, Barrackpore, has successfully completed an internship in the field of Management from 10<sup>th</sup> August 2022 to 10<sup>th</sup> October, 2022 under the guidance of Mr. Sabyasachi Acharya.

Her internship activities include familiarization to all the departments, their operations and process along with technical overview involved in the process of the organization.

During the period of his internship program with us, she had been exposed to different processes and was found diligent, hardworking and inquisitive.

We wish her every success in his life and career.

For School Dekho

Authorised Signatory  
Chief Executive Officer



1800 258 8074



[www.schooldekho.org](http://www.schooldekho.org)  
[info@schooldekho.org](mailto:info@schooldekho.org)



1st Floor, Sati Plaza, Barrackpore  
Chiriamore, Kolkata-700120



## ACKNOWLEDGEMENT

Some of us in our growth period are lucky enough to be guided by some truly special people, who are respected and admired. Some amount of aspiration, motivation and creativity was required at every step and we need some people to provide us right guidance to do our work.

For any project to be undertaken there has to be certain amount of inputs provided by lot many people around us. While the number of people who supported me throughout the project are numerous but some deserve special attention.

I would like to express my sincere gratitude to **Mr. Sabyasachi Acharyaa**, my mentor for his continuous support and giving me an opportunity to understand the concept of Debtor Management. I would also like to express my gratitude to the **School Dekho** for showing their support throughout my internship period.

I would like to express my sincere thanks to **Prof. Supravat Basu**, my project guide and my mentor, for his valuable support. He gave me the opportunity to do this project and his timely guidance helped me in making this project what it has come out to be.

**NANDINI BHOWMICK**

**MBA**

**Regent Education and Research Foundation**



## ABSTRACT

In my two month tenure at **SCHOOL DEKHO**, I learned about **HUMAN RESOURCES MANAGEMENT** in the Corporate Sector in particular. **SCHOOL DEKHO** worldwide is one of the growing sectors in India. My daily interactions with the Parents and the office employees helped me associate with the Corporate industry. An overview of how School Dekho deals with its clients and the organization structure was explained to me by my Mentor (**Mr. Supravat Basu**) of this project. Regular training classes by sir helped me in my conversation with the Partners. I was trained to set up meetings with prospective partners. The calls made were specific and to the point to set an appointment. In those appointment. It was to motivate them to join **School Dekho** worldwide by discussing the benefits and advantages of the company and the opportunity that will be served. As part of my internship, I was asked to motivate people to go digital because the company uses a digital platform for the business and think I was successful to a certain point. It helped me develop my **HRM** skills.



# A Study on "Health and Safety Measures" at GLOBALCYNAX ENGINEERING PRIVATE LIMITED

A Summer Internship Project Report

Submitted By

NAME: KANCHAN DAS

Reg No. 212630700910011 OF 2021-22 Roll No. 26300921035

COLLEGE NAME:



**REGENT EDUCATION &  
RESEARCH FOUNDATION**  
GROUP OF INSTITUTES

*We prepare you for success*

(AICTE APPROVED & MAKAUT AFFILIATED)

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY

YEAR: 2021-2023

**Organizational Guide:**

1. Mr. Akashdeep Sinha  
Founder

GLOBALCYNAX ENGINEERING PRIVATE LIMITED

**Academic Guide:**

1. Mr. Suprovate Basu  
HOD  
MBA Dept., R.E.R.F



# **CERTIFICATE**

## **TO WHOME IT MAY CONCERN**

This is to certify that **Mr. KANCHAN DAS**, student of MBA 3<sup>rd</sup> Semester of **Regent Education and Research Foundation Group of Institutions**, under **MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY**, bearing **Roll Number: 26300921035** and **Registration Number: 212630700910011** OF 2021-22, has successfully completed the study paper {**Paper Code- MB303**} on A Study on “**Health and Safety Measures**” at **GLOBALCYNAX ENGINEERING PRIVATE LIMITED**, within the stipulated time period.



**PROF. SUPROVAT BASU**

**Faculty Guide**





# Global Cynax Engineering Private Limited

98, Nilmoni Som Street, Bhadrakali, Hooghly 712232, West Bengal, India

Cell : +91 9038206867, Email : akashdeep@gcepl.net

Website : www.gcepl.net CIN - U74999WB2017PTC222731

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DATE: 17.10.2022

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Kanchan Das studying in MBA 3<sup>rd</sup> Semester of REGENT EDUCATION AND RESEARCH FOUNDATION GROUP OF INSTITUTIONS under MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, W.B has done his internship in our company from 16.08.2022 to 15.10.2022.

He has worked on a project titled **Health and Safety**. This project was aimed at working towards the benefits of using our products for a better life.

During his internship he has demonstrated his skills with self-motivation to learn new skills. His performance exceeded our expectations and he was able to complete the project on time.

We wish him all the best for his upcoming career.

FOR GLOBALCYNAX ENGINEERING PRIVATE LIMITED



Akashdeep Sinha  
AUTHORISED SIGNATORIES



# **PREFACE**

Today we are at the doorstep of 21st Century; competition at the various levels is increasing day by day. New and new developments are taking place and these days in all fields all over India to make the life of the people more comfortable and luxurious.

Those in order to survive in market one should practical as well as theoretical knowledge about all different fields existing market. In today's competitive world edges is more significant than theoretical knowledge. Today practical training and knowledge also plays an important role.

Professional courses or work oriented education brings its students in direct contact with the real corporate world thorough industrial training. The master degree programmes provide its students with an in-depth study of various managerial activities that are performed in any organization.



## ACKNOWLEDGEMENT

A successful project is never completed without the mention of those people who were instrumental in providing constant guidance and help throughout the project period. It is the same for me, I would like to sincerely thank the following people without whom the project would never have been successful as it turned out to be.

Firstly, I would like to thank **Mr. Akashdeep Sinha (Founder)** of **Globalcynax Engineering Private Limited** who gave me the opportunity to undertake a significant project, that of **health and safety measures**. Moreover, he was a friend, philosopher and guide to me at my workplace. I would also like to mention everyone at **Globalcynax Engineering Private Limited**, who made my experience a memorable one.

I would also like to thank the entire professors at my institution **REGENT EDUCATION AND RESEARCH FOUNDATION**, who gave valuable feedback and constant guidance. And all those feedbacks and guidance helped me in many ways during my summer internship at **Globalcynax Engineering Private Limited**.

Gracious thanks to our **HOD, Mr. SUPROVAT BASU** for constant support and feedback and guiding me to every critical step I took towards successful completion of the project given to me.

Lastly, I would like to thank all whom I visited and specially those who were kind enough to spare some timeout of their peak sales period at their outlet to give me data. It was indeed a humbling experience.



## DECLARATION

I, **Kanchan Das**, bearing Roll No. **26300921035**, Registration No. **212630700910011** OF 2021-22 of **MBA (Human Resource & Management Information Systems)** in **Regent Education and Research Foundation Group of Institutions** under **Maulana Abul Kalam Azad University of Technology** hereby declare that the summer internship report entitled **A Study on “Health and Safety Measures”** at **GLOBALCYNAX ENGINEERING PRIVATE LIMITED** is a bona-fide work and submitted to the **MBA Department of Regent Education and Research Foundation Group of Institutions**. A seminar presentation of the internship report was made, and the suggestions as approved by the faculty were duly incorporated.

*Kanchan Das*



Summer Internship Project Report  
On  
“Effective Marketing Strategies at School Dekho”



**SCHOOL DEKHO**<sup>TM</sup>  
**DEKHO PHIR CHUNO**  
INDIA'S FIRST SEARCH ENGINE FOR SCHOOL ADMISSIONS

Submitted in partial fulfilment of the requirement of  
MBA in Marketing Management

Under the Supervision of

Prof. Supravat Basu (H.O.D)

Submitted by



ARITRA CHAUDHURI  
Roll No. 26300921001  
REG NO. 212630700910051 of 2021-2022

**REGENT EDUCATION & RESEARCH FOUNDATION**



## **TO WHOM IT MAY CONCERN**

This is to certify that the Summer Project Study Report, titled “Effective Marketing Strategies at School Dekho” submitted by **Mr. ARITRA CHAUDHURI** (Roll No. 26300921001, REG NO. 212630700910051 OF 2021-2022) as partial fulfillment of requirement of the two-year MBA (full time) course is Bonifide work carried by the student at our institute.

This Summer Project Study is his original work and has not been submitted to any other University / Institute.

**Prof. Supravat Basu**

**Project Guide**



# CERTIFICATE OF INTERNSHIP



Date 20/10/2022

## TO WHOM IT MAY CONCERN


This is to certify that **Aritra Chowdhury**, a student of **Regent Education & Research Foundation, Barrackpore** has successfully completed an internship in the field of **Management** from **10<sup>th</sup> August 2022 to 10<sup>th</sup> October, 2022** under the guidance of **Mr. Sabyasachi Acharya**.

His internship activities include familiarization to all the departments, their operations and process along with technical overview involved in the process of the organization.

During the period of his internship program with us, he had been exposed to different processes and was found diligent, hardworking and inquisitive.

We wish him every success in his life and career.

For School Dekho

  
\_\_\_\_\_  
Authorised Signatory  
Chief Executive Officer



1800 258 8074



[www.schooldekho.org](http://www.schooldekho.org)  
[info@schooldekho.org](mailto:info@schooldekho.org)



1st Floor, Sati Plaza, Barrackpore  
Chiriamore, Kolkata-700120



## **ACKNOWLEDGEMENT**

Some of us in our growth period are lucky enough to be guided by some truly special people, who are respected and admired. Some amount of aspiration, motivation and creativity was required at every step and we need some people to provide us right guidance to do our work. For any project to be undertaken there has to be certain amount of inputs provided by lot many people around us. While the number of people who supported me throughout the project are numerous but some deserve special attention.

I would like to express my sincere gratitude to Mr. Sabyasachi Acharya, my industry mentor for his continuous support and giving me an opportunity to understand the concept of Debtor Management. I would also like to express my gratitude to the School Dekho for showing their support throughout my internship period.

I would like to express my sincere thanks to Prof. Supravat Basu, my project guide and my mentor, for his valuable support. He gave me the opportunity to do this project and his timely guidance helped me in making this project what it has come out to be.

**ARITRA CHAUDHURI**

**MBA**

**Regent Education and Research Foundation**



## DECLARATION

I ARITRA CHAUDHURI hereby declare that the work entitled "Effective Marketing Strategies at School Dekho", submitted to "Prof. SUPRAVAT BASU" is a record of an original work done by me as requirements of 60 days Summer Training during the period from 10<sup>th</sup> Aug 2022 - 10<sup>th</sup> Oct 2022, for the award of degree of MBA Regent Education and Research Foundation Group of Institutions, Barrackpore under the guidance of Mr. Sabyasachi Acharya at School Dekho.

*Aritra Chaudhuri*

---

ARITRA CHAUDHURI

Student

Department of MBA

Regent Education and Research Foundation Group of Institutions

The report in the present form has been accepted by:

*Suprat Basu*

---

**Mr. Suprovat Basu**

Head and Faculty in Charge Department of MBA

Regent Education and Research Foundation Group of Institutions

Date: 29.11.22



## ABSTRACT

In my two-month tenure at **SCHOOL DEKHO**, I learned about how to do marketing in the Corporate Sector in particular. **SCHOOL DEKHO** worldwide is one of the growing sectors in India. My daily interactions with the Parents and the office employees helped me associate with the corporate industry. An overview of how School Dekho deals with its clients and the organization structure was explained to me by my Mentor (**Mr. Supravat Basu**) of this project. Regular training classes by sir helped me in my conversation with the Partners. I was trained to set up meetings with prospective partners. The calls made were specific and to the point to set an appointment. In those appointment. It was to motivate them to join **School Dekho** worldwide by discussing the benefits and advantages of the company and the opportunity that will be served. As part of my internship, I was asked to motivate people to go digital because the company uses a digital platform for the business and I think I was successful to a certain point. It helped me develop my **Communication and Marketing skills**.



**“A PROJECT REPORT ON EMPLOYEE PERFORMANCE  
& APPRAISAL METHOD OF SCHOOL DEKHO”**

**A Project Report**

**Submitted in partial fulfillment of the requirement for the award**

**Of the degree in**

**Master of Business Administration**

**Under the Guidance of  
Mr. SUPRAVAT BASU**



**SCHOOL DEKHO™**

**DEKHO PHIR CHUNO**

**INDIA'S FIRST SEARCH ENGINE FOR SCHOOL ADMISSIONS**

**Submitted by**

**ARGHYA ROY**

**Roll No:- 26300921002**

**Registration No: - 212630700910049 of 2021-2022**




**REGENT EDUCATION AND RESEARCH FOUNDATION**



**TO WHOSOEVER IT MAY CONCERN**

This is to certify that the Summer Project Study Report, titled **“PERFORMANCE APPRAISAL SYSTEM AND ITS EFFECTIVENESS IN SCHOOL DEKHO”** submitted by Mr. ARGHYA ROY (Roll No. 26300921002, REG NO. 212630700910049 OF 2021-2022) as partial fulfillment of requirement of the two-year MBA (full time) course is Boniface work carried by the student at our institute.

This Summer Project Study is his original work and has not been submitted to any other University / Institute.



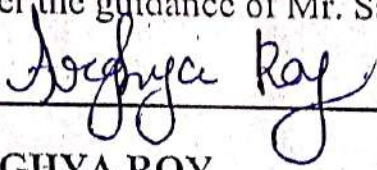
**Prof. Supravat Basu**

**Project Guide**



## DECLARATION

I ARGHYA ROY, hereby declare that the work entitled "PERFORMANCE APPRAISAL SYSTEM AND ITS EFFECTIVENESS IN SCHOOL DEKHO", submitted to "Prof. SUPRAVAT BASU" is a record of an original work done by me as requirements of 60 days Summer Training during the period from 10<sup>th</sup> Aug 2022 - 10<sup>th</sup> Oct 2022, for the award of degree of MBA Regent Education and Research Foundation Group of Institutions, Barrackpore under the guidance of Mr. Sabyasachi Acharya at School Dekho.



---

ARGHYA ROY

Student

Department of MBA

Regent Education and Research Foundation Group of Institutions

The report in the present form has been accepted by:



# CERTIFICATE



Date: 20/10/2022

## TO WHOM IT MAY CONCERN

This is to certify that Arghya Roy, a student of Regent Education & Research Foundation, Barrackpore, has successfully completed an internship in the field of Management from 10<sup>th</sup> August 2022 to 10<sup>th</sup> October, 2022 under the guidance of Mr. Sabyasachi Acharya.

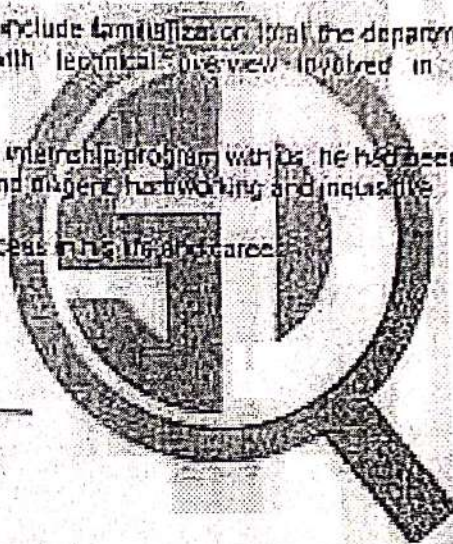
His internship activities include familiarization of all the departments, their operations and process along with technical overview involved in the process of the organization.

During the period of his internship program with us, he has been exposed to different processes and was found diligent, hardworking and inquisitive.

We wish him every success in his life and career.

For: School Dekho

Authorized Signatory  
Chief Executive Officer



1800-258-8074



[www.schooldekho.org](http://www.schooldekho.org)  
[info@schooldekho.org](mailto:info@schooldekho.org)



1st Floor, Sati Plaza, Barrackpore  
Chittanore, Kolkata-700120



## ACKNOWLEDGEMENT

Some of us in our growth period are lucky enough to be guided by some truly special people, who are respected and admired. Some amount of aspiration, motivation and creativity was required at every step and we need some people to provide us right guidance to do our work.

For any project to be undertaken there has to be certain amount of inputs provided by lot many people around us. While the number of people who supported me throughout the project are numerous but some deserve special attention.

I would like to express my sincere gratitude to Mr. Sabyasachi Acharyaa, my mentor for his continuous support and giving me an opportunity to understand the concept of Debtor Management. I would also like to express my gratitude to the School Dekho for showing their support throughout my internship period.

I would like to express my sincere thanks to Prof. Supravat Basu, my project guide and my mentor, for his valuable support. He gave me the opportunity to do this project and his timely guidance helped me in making this project what it has come out to be.

**ARGHYA ROY**

**MBA**

**Regent Education and Research Foundation**



## ABSTRACT

In my two month tenure at **SCHOOL DEKHO**, I learned about **HUMAN RESOURCES MANAGEMENT** in the Corporate Sector in particular. **SCHOOL DEKHO** worldwide is one of the growing sectors in India. My daily interactions with the Parents and the office employees helped me associate with the Corporate industry. An overview of how School Dekho deals with its clients and the organization structure was explained to me by my Mentor (**Mr. Supravat Basu**) of this project. Regular training classes by sir helped me in my conversation with the Partners. I was trained to set up meetings with prospective partners. The calls made were specific and to the point to set an appointment. It was to motivate them to join **School Dekho** worldwide by discussing the benefits and advantages of the company and the opportunity that will be served. As part of my internship, I was asked to motivate people to go digital because the company uses a digital platform for the business and I think I was successful to a certain point. It helped me develop my Communication and **HRM skills**.



**“A PROJECT REPORT ON EMPLOYEE PERFORMANCE  
& APPRAISAL METHOD OF SCHOOL DEKHO”**

**A Project Report**

**Submitted in partial fulfillment of the requirement for the award**

**Of the degree in**

**Master of Business Administration**

**Under the Guidance of  
Mr. SUPRAVAT BASU**



**SCHOOL DEKHO<sup>TM</sup>**

**DEKHO PHIR CHUNO**

**INDIA'S FIRST SEARCH ENGINE FOR SCHOOL ADMISSIONS**

**Submitted by**

**BEAUTY CHAKRABORTY**

**Roll No:- 26300921044**

**Registration No: - 212630700910027 of 2021-2022**




**REGENT EDUCATION AND RESEARCH FOUNDATION**



## **TO WHOM IT MAY CONCERN**

This is to certify that the Summer Project Study Report, titled **“PERFORMANCE APPRAISAL SYSTEM AND ITS EFFECTIVENESS IN SCHOOL DEKHO”** submitted by Ms. **BEAUTY CHAKRABORTY** (Roll No. 26300921044, REG NO. 212630700910027 OF 2021-2022) as partial fulfillment of requirement of the two-year MBA (full time) course is Boniface work carried by the student at our institute.

This Summer Project Study is his original work and has not been submitted to any other University / Institute.



**Prof. Supravat Basu**

**Project Guide**



## **DECLARATION**

I BEAUTY CHAKRABORTY hereby declare that the work entitled "PERFORMANCE APPRAISAL SYSTEM AND ITS EFFECTIVENESS IN SCHOOL DEKHO", submitted to "Prof. SUPRAVAT BASU" is a record of an original work done by me as requirements of 60 days Summer Training during the period from 10<sup>th</sup> Aug 2022 - 10<sup>th</sup> Oct 2022, for the award of degree of MBA Regent Education and Research Foundation Group of Institutions, Barrackpore under the guidance of Mr. Sabyasachi Acharya at School Dekho.

*Beauty Chakraborty 29.11.22*

---

**BEAUTY CHAKRABORTY**

Student

Department of MBA

Regent Education and Research Foundation Group of Institutions

The report in the present form has been accepted by:



# CERTIFICATE



Date 20/10/2022

## TO WHOM IT MAY CONCERN


This is to certify that **Beauty Chakraborty** a student of **Regent Education & Research Foundation, Barrackpore**, has successfully completed an internship in the field of Management from **10<sup>th</sup> August 2022 to 10<sup>th</sup> October, 2022** under the guidance of **Mr. Sabyasachi Acharya**

Her internship activities include familiarization to all the departments, their operations and process along with technical overview involved in the process of the organization

During the period of her internship program with us she had been exposed to different processes and was found diligent, hardworking and inquisitive

We wish her every success in his life and career

For School Dekho

  
Authorized Signatory  
Chief Executive Officer



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## **ACKNOWLEDGEMENT**

Some of us in our growth period are lucky enough to be guided by some truly special people, who are respected and admired. Some amount of aspiration, motivation and creativity was required at every step and we need some people to provide us right guidance to do our work.

For any project to be undertaken there has to be certain amount of inputs provided by lot many people around us. While the number of people who supported me throughout the project are numerous but some deserve special attention.

I would like to express my sincere gratitude to **Mr. Sabyasachi Acharyaa**, my mentor for his continuous support and giving me an opportunity to understand the concept of Debtor Management. I would also like to express my gratitude to the **School Dekho** for showing their support throughout my internship period.

I would like to express my sincere thanks to **Prof. Supravat Basu**, my project guide and my mentor, for his valuable support. He gave me the opportunity to do this project and his timely guidance helped me in making this project what it has come out to be.

**Beauty Chakraborty**

MBA

Regent Education and Research Foundation



## ABSTRACT

In my two month tenure at **SCHOOL DEKHO**, I learned about **HUMAN RESOURCES MANAGEMENT** in the Corporate Sector in particular. **SCHOOL DEKHO** worldwide is one of the growing sectors in India. My daily interactions with the Parents and the office employees helped me associate with the Corporate industry. An overview of how School Dekho deals with its clients and the organization structure was explained to me by my Mentor (**Mr. Supravat Basu**) of this project. Regular training classes by sir helped me in my conversation with the Partners. I was trained to set up meetings with prospective partners. The calls made were specific and to the point to set an appointment. In those appointment. It was to motivate them to join **School Dekho** worldwide by discussing the benefits and advantages of the company and the opportunity that will be served. As part of my internship, I was asked to motivate people to go digital because the company uses a digital platform for the business and think I was successful to a certain point. It helped me develop my **HRM skills**.



**INTERNSHIP PROJECT ON**  
**HUMAN RESOURCE IN TRAINING & DEVELOPMENT PROCESS**

**AT**

**INDORAMA INDIA PRIVATE LIMITED**

**An internship report submitted in partial fulfilment of the requirements for the**  
**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**From**

**Regent Education and Research Foundation Group of Institutions**

**(Approved by AICTE)**



**Submitted by**

**GOPA AICH**

**ROLL NO : 26300921034 – REG NO : 212630700910010**

**SESSION 2021-2022**

**UNDER THE GUIDANCE OF**

**FACULTY GUIDE**

**Mr. Suprovat Basu**  
Assistant Professor & Head  
Of the Department of MBA  
Regent Education and Research  
Foundation Group of Institutions

**PROJECT GUIDE**

**Mr. Prakash Bhowmik**  
General Manager  
Indorama India Pvt. Ltd.





“It is not possible to prepare a project report without the assistance and encouragement of other people. This one is certainly no exception.”

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this MBA project. I am thankful for their aspiring guidance, invaluable constructive criticism and friendly advice during the project work. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

I express my warm thanks to **Mr. Sourav Bhattacharya HOD** and **Mr. Prakash Bhowmik** for their support and guidance at Indorama India Pvt. Ltd.

I would also like to thank my special project guide **Mr. Subhasis Das** from the Indorama India Pvt. Ltd. Company and all the people who provided me with the facilities being required and conducive conditions for my MBA project.

At last, but not least gratitude goes to all of my friends who directly or indirectly helped me to complete this project report.

Any omission in this brief acknowledgement does not mean lack of gratitude.



## DECLARATION

I Gopa Aich, Roll No. 26300921034, Registration No. 212630700910010 OF 2021-2022 of MBA (HUMAN RESOURCE & MARKETING MANAGEMENT) in Regent Education and Research Foundation Group of Institutions under Maulana Abul Kalam Azad University of Technology hereby declare that the summer internship report entitled "TRAINING & DEVELOPMENT PROCESS" is a bonafied work and submitted to the MBA department of Regent Education and Research Foundation Group of Institutions. A seminar presentation of the internship report was made and the suggestions as approved by the faculty were duly incorporated.

*Gopa aich .*

---

**Gopa Aich**

Student

Department of MBA

Regent Education and Research Foundation Group of Institutions

The report in the present form has been accepted by :

*Suprovat Basu*

---

**Mr. Suprovat Basu**

Head of the Department and Faculty in Charge

Department of MBA

Regent Education and Research Foundation Group of Institutions

Date : *29.11.22*



15<sup>th</sup> September 2022**TRAINING CERTIFICATE****To Whomsoever It May Concern**

- Name of the Trainee : Gopa Aich
- Semester/Year : 3<sup>rd</sup> Semester
- Category : Internship
- Sponsoring Inst./College : Regent Education & Research Foundation
- Discipline : MBA(HR)
- Period of Training : 01.08.2022- 15.09.2022
- Training Placement : Human Resources
- Name of Project : Training & Development (T&D)
- Name of Project Guide : Prakash Bhowmik
- Designation of Project Guide : Assistant General Manager- HR
- Performance During Training : Good
- Conduct : Good
- Additional Training /Assignment : NA

This training was imparted at the request of the institution without any liability/obligation on part of Indorama India Private Limited.

Thanking you  
Yours faithfully

**For Indorama India Pvt. Limited**



(Saurabh Bhattacharya)  
**General Manager- HR**





# **PREFACE**

Partial knowledge is an important suffix to theoretical knowledge; one cannot merely upon the theoretical knowledge. Classroom make the fundamental concept clear.

But practical survey in a firm has significant role to play in a subject of Business Management to develop managerial skills.

It is necessary that they combine their classroom's learning with the knowledge of real business environment. I am extremely happy to place before the esteemed Teachers/Management the Report of the project entitled "Training and Development".

It has not only helped me to enhance my knowledge about various fields of HR & Company responsibilities towards their welfare but also gave new dimension to my knowledge about psychology & attitude of the Employees towards the work & their duties.



# EXECUTIVE SUMMERY

**The entire project talks about the Training and Development in theoretical as well as new concepts.**

- \* Training being in different aspect likes integrating it with organizational culture.
- \* Development is integral part of training if somebody is trained properly and efficiently the developments of that individual and the company foe whom he is working.
- \* Every organization needs to have well trained and experienced people to perform the activities that have to be done.
- \* The study reveals that consistency level of training is highly influenced by the area chosen for the training program.
- \* It is found from the study that based on the size of the participants medium number of participants (45) in a training program is found to be optimum for an effective training.
- \* While analysing the effectiveness of training related to objectives, training programs designed based on objectives of the company seem to increase the performance, morale and satisfaction of managers when compared to trainees' objectives and need based objectives.
- \* This report consists of the overall HR practices, such as recruitment and selection, training and development, performance management, staffing etc.



# MARKET ANALYSIS OF NUTRITIONAL BRANDS

## FOR TODDLERS

An internship report submitted in partial

Fulfilment of the requirements for the

**Master of Business Administration (MBA)**

From

Regent Education and Research Foundation Group of Institutions

(Approved by AICTE)



Submitted by

Sourav Kundu

Roll No.: 26300921040 - Reg. No.: 212630700910017

Session 2022-23

**Under the guidance of**

Faculty Guide

Mr. Suprovat Basu  
Assistant Professor and  
Head Department of MBA,  
Regent Education and Research  
Foundation Group of Institutions

Project Guide

Mr. Prasanta Karmakar  
Area Business Manager

Kolkata  
ZYDUS HEALTHCARE LTD





## ACKNOWLEDGEMENT

Completing a task is never a one-man effort. It is often the result of valuable contribution of several individuals in a direct or indirect manner that helps in achieving an objective. I would like to express my most profound appreciation and sincere gratitude to my faculty guide Mr. Suprovat Basu (Assistant Professor and Head, Department of MBA, Regent Education and Research Foundation Group of Institutions), my project guide Mr. Prasanta Karmakar, Area Business Manager, ZYDUS HEALTHCARE LTD. They are both excellent mentors and have provided encouraging guidance, valuable suggestions, and inestimable help throughout my work.

I would like to thank Zydus Healthcare Ltd. for providing me with this opportunity to work on this project. I am obliged to the Regent Education and Research Foundation Group of Institutions for the opportunity given to me in pursuing this MBA program. My gratitude also goes to all the faculty members and the administration of Regent Education and Research Foundation Group of Institutions, who provided me personal attention, academic support, and primary material for the project report.

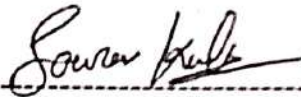
I am highly indebted to all intellectuals whose guidance and encouragement, I have received in completing the project, either directly or indirectly.





## Declaration

I, Sourav Kundu, Roll No. 26300921040, Registration No. 212630700910017 of 2022-23 of MBA (Marketing Management) in Regent Education and Research Foundation Group of Institutions under Maulana Abul Kalam Azad University of Technology hereby declare that the summer internship report entitled "**Market Analysis of Nutritional Brands for Toddlers**" is a bona-fide work and submitted to the MBA Department of Regent Education and Research Foundation Group of Institutions. A seminar presentation of the internship report was made, and the suggestions as approved by the faculty were duly incorporated.



Sourav Kundu

Student- Department of MBA

Regent Education and Research Foundation Group of Institutions

The report in the present form has been accepted by:



Mr. Suprovat Basu

Head and Faculty in Charge  
Department of MBA

Regent Education and Research Foundation Group of Institutions

Date: \_\_\_\_\_

29.11.22





## **Preface**

Our brands worldwide support every-one from everyday people who need to fill a nutritional gap to hard-core athletes. There are also times in life where we need more nutritional support than others. We offer that to people dealing with particular health challenges such as malnutrition, weight management, digestive problems, and more. Our products are rooted in science and developed for specific areas of concern. Our expertise includes: active lifestyle & wellness, cellular nutrition, early food allergen introduction, gut health, healthy aging, healthy growing, hydration, fitness, weight management, mental performance, muscle, bone & joint health.





## **Objective of the Project**

Your main goal in setting marketing plan objectives is to ensure they are attainable. There are health supplements sold by bigger companies than yours, under well-known brand names, so don't set the lofty objective of surpassing sales of the big players in the health supplement industry- at least not early on. Remember that a marketing plan consists of product, price, place.

### **Spur Sales**

When you initially introduce your health supplement product, your number one objective is to generate sales during the introductory period. You need people to try your product, so use pricing strategies. Set special, introductory pricing, or a combined promotion and price strategy such as "buy one, get one free." Don't set your introductory price so low that customers will balk at the regular price after the introductory period; just make it attractive enough to remove price as a barrier to trying it.

### **Create Name and Brand Awareness**

You don't have the marketing budget to do a heavy advertising push like the larger nutrition companies, so find "hooks" or attention-getting strategies to generate unpaid publicity, or partner with a well-known company. For example, tout yourself as environmentally conscious by asking customers to return their bottles to you for recycling or a discounted refill and publicize the program with a press release to local and national newspapers. Find a health club or other related business that will enter into a joint marketing agreement or similar strategic alliance so you can piggyback off of its name recognition, gain inroads into its customer base and share expenses.





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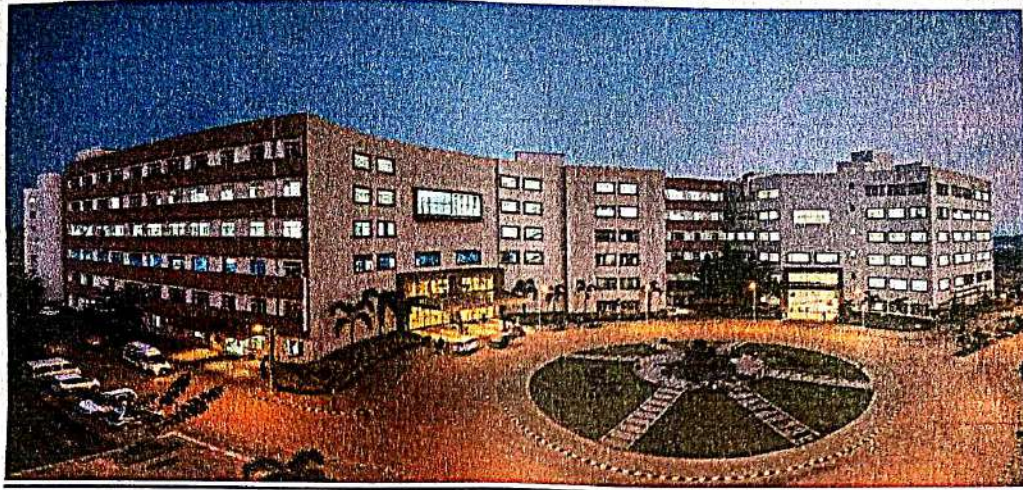


# **KNOW YOUR HOSPITAL**

**A PROJECT ON HUMAN RESOURCES (HR) DEPARTMENT**

**AT**

**IQ CITY MEDICAL COLLEGE HOSPITAL, DURGAPUR**



Submitted in particular fulfillment of the requirement for the award of degree of

**MASTER OF BUSINESS ADMINISTRATION**

Submitted by

**ARITRA PRATI HAR**

**REG NO - 212630700910020**

**ROLL NO - 26300921020**

**DURATION - 45 DAYS**

Under the guidance of

**Faculty Guide**

**Mr. Suprovat Basu**

**Assistant professor - MBA**

**RERF, BARRACKPORE**

**Project Guide**

**Mr. Rajesh Kumar Poddar**

**GM - HR**

**IQCTMCH, DURGAPUR**



## ACKNOWLEDGEMENT

I ARITRA PRATI HAR, student of REGENT EDUCATION & RESEARCH FOUNDATION GROUP OF INSTITUTIONS, department of MASTER OF BUSINESS ADMINISTRATION, 2<sup>nd</sup> year is extremely grateful to IQ CITY MEDICAL COLLEGE AND HOSPITAL for entrusting me with this project.

Firstly, I express my sincere gratitude to the officials and other staff, member of IQ City Medical College and Hospital, Durgapur, who rendered their help during the period of this project work.

I am especially thankful to my project guide Mr. Rajesh Kumar Poddar (GM-HR), Ms. Sarita Mohanty (DGM-HR & ADMIN) and Ms. Sharmistha Sen (Assistant Manager-HR). I would also like to thank all the staff of Human Resource Department Mr. Apurba Chatterjee, Mr. Swapan Paul, Mr. Kumarjit Saha and Mr. Avishek Karmakar of the organization for their immense help and support during the entire project.

I am grateful to Mr. Suprovat Basu (HOD of MBA Dept.) for providing me the opportunity to do this project.

I extend my sincere gratitude towards my parents who have always encouraged me and gave me great support. They have been a great source of motivation for me.

Place: Durgapur

Date: 25.11.22

Aritra Pratihhar  
Signature

Aritra Pratihhar



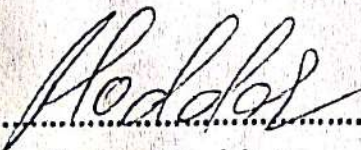
## DECLARATION

I am Aritra Pratihar, hereby declare that the project report at **IQ CITY MEDICAL COLLEGE AND HOSPITAL-DURGAPUR**, has been prepared by me and is the result of my original & independent research work.

The fact and findings presented in this project report are completely genuine and true to the best of my knowledge.

No part of this report shall be produced or transmitted without the prior permission of the documenter.

**Acknowledged By:**



.....

**Rajesh Kumar Poddar**

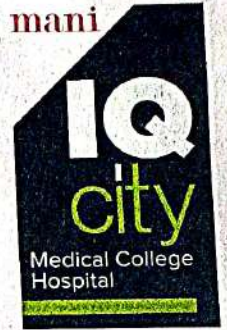
**General Manager - HR**

**IQ City Medical College & Hospital, Durgapur (WB)**



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Medical College Hospital  
IQ City Road, Sovapur, Jemua  
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Phone: 0343-2608000, 0343-2608888

[www.iqcity.in](http://www.iqcity.in)



Ref. No. IQCT/MC/HR/EL/11/22/1854

Date: 25-11-2022

**TO WHOM IT MAY CONCERN**

This is to certify that **Mr. Aritra Pratihari** has successfully completed 1 month 15 days of Internship (Training Programme) from 01-07-2022 to 15-08-2022 as part of his academic curriculum in the department of Human Resources at IQ City Medical College Hospital.

We wish him all the best in all his future endeavours.

  
**(Rajesh Kumar Poddar)**  
**General Manager - HR**



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## EXECUTIVE SUMMARY

To improve my skill and educational knowledge of HRM, I did my internship in **IQ CITY MEDICAL COLLEGE AND HOSPITAL**, and to know how I worked in **IQ CITY MEDICAL COLLEGE AND HOSPITAL** and among various types of people have different attitudes. The objective of this internship was to explore the issue relating to HRM and to find out problems regarding the theoretical concept with practical experience working in organizations during the internship and study the system of **IQ CITY MEDICAL COLLEGE AND HOSPITAL**.

For the purpose I was assigned with the project to practically work with HR department on **IQ CITY MEDICAL COLLEGE AND HOSPITAL**. Although three month duration for studying such large organizations by no means is enough, but I have tried my level best to cover all the areas of the patch in my report. In this report I have given that how different departments to **IQ CITY MEDICAL COLLEGE AND HOSPITAL** operate especially the HR Department of the organization. History of the organization is described in the report, organizational structure of **IQ CITY MEDICAL COLLEGE AND HOSPITAL** is given in detail and mentioned that who perform what job. Regional structure and organization structure is also mentioned with their chart. A special attention is paid to HR department. In the last of this report a SWOT analysis of **IQ CITY MEDICAL COLLEGE AND HOSPITAL** is given which the most important part of the shows what are internal strength and weakness and external opportunities and threats.



SUMMER INTERNSHIP PROJECT ON  
**“Human Resource Management”**

AT

**NOVATURIENT TECHNOLOGIES PVT. LTD.**

Submitted in partial fulfilment of the requirement for the award of

Degree of

**MASTER OF BUSINESS ADMINISTRATION**



Regent Education & Research Foundation Group of Institutions

Submitted by

**ANKITA SAROJ PASI**

ROLL NO- 26300921056

REG NO- 212630700910035 of 2021-2022

Under the guidance of

Faculty Guide

Prof. **SUPROVAT BASU**

Assistant Professor

Department of Business

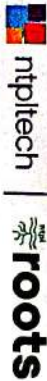
Administration

RERF, BARRACKPORE





NOVA TURRIENT TECHNOLOGIES PRIVATE LIMITED



# NOVA TURRIENT TECHNOLOGIES PVT LTD

## CERTIFICATE OF INTERNSHIP



This certificate is proudly present to

**Ankita Saroj Pasi**

HAS SUCCESSFULLY COMPLETED INTERNSHIP PROGRAM IN HR IN NTPPL FROM 1ST AUG TO 30TH SEPT

NTPPL WISHES YOU THE BEST FOR YOUR FUTURE ENDEAVOURS

*Ashish ram goud*

**Team leader**

*Chandrika Shasthacharyya*

**HR**



## PREFACE

Doing a project in real life corporate scenario helps us to have a practical exposure as well as better outlook of the subjects, which we are studying. In a professional course like MBA, the students are equipped with strong theoretical knowledge about the business operation and the time-tested methods of running a successful business. To make this theoretical knowledge stronger, the students are assigned certain projects in various organizations to get an idea of the practical working style.

This project is an attempt to study the entire role of “**Human Resource Management**”. This project is an attempt to bring under one cover the entire hard work and dedication put by me.

In order to make the data and findings easily understandable, efforts have been made to present the information in a simplified, lucid and pristine manner. Wherever possible, tables and figures have been incorporated. Suggestions have been made on the basis of findings herein. It gives me immense practical exposure to the practical working patterns and the environment. I will be satisfied if the organization gets benefit from the study and findings.



## ACKNOWLEDGEMENTS

No project can be completed through the efforts of an individual alone. It always takes the contribution of a lot of people to complete a project, some of which are direct evident and some are indirect. This project report bears the imprint of many people. I feel very blessed that the support and guidance of those people who helped in completing this project report. I am pleased to have a chance here to acknowledge the contribution of these individuals and extend to them my warmest personal gratitude of their professional insights, as well as for their personal support and encouragement throughout the life of this project.

I would like to thank Mr. Suprovat Basu, Assistant professor, Department of MBA, Regent Education & Research foundation, who in the role of institutional guide offered his valuable guidance and suggestion. He always has been here in the times of need with his vast knowledge, insights and support and all other faculty members for giving me their constant in carrying out the project work.

Thanking you all.

ANKITA SAROJ PASI

MBA (HR) 3<sup>rd</sup> semester

Regent Education & Research Foundation Group of Institution



## DECLARATION

### Declaration of student

I, ANKITA SAROJ PASI, having Roll No. 26300921056,  
Registration No. 212630700910035 of 2021-2022 of MBA HR & MIS of  
REGENT EDUCATION & RESEARCH

FOUNDATION under the MAULANA ABUL KALAM AZAD UNIVERSITY  
OF TECHNOLOGY hereby declare that the Summer Training Report  
entitled role of "**Human Resource Management**" is been result of my  
own work and has been carried out under supervision of

I declare that this submitted work is done solely by me and to the best of  
my knowledge; No such work has been submitted by any other  
University/Organization for any other Degree. A seminar presentation of  
the Training Report was made and the suggestions as approved by the  
Faculty were duly incorporated.

I also declare that all the information collected from various secondary  
sources has been duly acknowledged in this project report

Signature: Ankita S. Pasi  
Name: ANKITA SAROJ PASI  
Date: 29 November, 2022  
Place: Kolkata




## Declaration of faculty guide

Certified that the work incorporated in this Project Report HUMAN  
RESOURCES MANAGEMENT submitted by ANKITA SAROJ  
PASI

is her original work and completed under my guidance.

Material obtained from other sources has been duly acknowledged in the  
Project Report.

Signature of Guide: 

Date: 29.11.22

Place: Barorackpane



**REGENT EDUCATION & RESEARCH FOUNDATION  
GROUP OF INSTITUTIONS**

**SUMMER INTERNSHIP PROGRAM  
ON  
'A STUDY ON IMPACT ON GOODS AND SERVICE TAX'**

**GROWTHACCOUNTING&  
TECHNOLOGYPVT.LTD.**

An internship report submitted in partial  
fulfilment of the requirements for the

**Master of Business Administration (MBA)**

From

**Regent Education and Research Foundation Group of Institutions**

(Approved by AICTE)



Submitted by

**BIKRAM-BISWAS**

Roll No.: 26300921053 - Reg. No.: 212630700910018

Session 2021-23

**Under the guidance of**

**Faculty Guide**

**Mr. Susovan Samanta**

**Assistant Professor**

Department of MBA

Regent Education and Research  
Foundation Group of Institutions

**Project Guide**

**Bitan Ghosh**

**CEO of**

GROWTHACCOUNTING &  
TECHNOLOGYPVT.LTD



## Acknowledgement

Completing a task is never a one-man effort. It is often the result of valuable contribution of several individuals in a direct or indirect manner that helps in achieving an objective.

I would like to express my most profound appreciation and sincere gratitude to my faculty guide **Mr. SUSOVAN SAMANTA** (Assistant Professor, Department of MBA, Regent Education and Research Foundation Group of Institutions), my project guide **BITAN GHOSH.** (CEO OF, **GROWTH ACCOUNTING & TECHNOLOGY Pvt. Ltd.**) They are both excellent mentors and have provided encouraging guidance, valuable suggestions, and inestimable help throughout my work. I would like to thank **GROWTH ACCOUNTING & TECHNOLOGY Pvt. Ltd** for providing me with this opportunity to work on this project. I am obliged to the **Regent Education and Research Foundation Group of institutions** for the opportunity given to me in pursuing this MIBA program. My gratitude also goes to all the faculty members and the administration of **Regent Education and Research Foundation Group of Institutions**, who provided me personal attention, academic support, and primary material for the project report.



# GROWTH ACCOUNTING & TECHNOLOGY PVT LTD

GOVT OF INDIA REGISTERED

CIN:-U74999WB2022PTC252596

PAN:-AAJCG6655M

GSTN-19AAJCG6655M1ZU

Place: KOLKATA

Date:23/11/2022

To Whom It May Concern

## CERTIFICATE OF INTERNSHIP

It is hereby certifying that Mr **BIKRAM BISWAS** has completed as an **INTERN** accountant in our company from **01/09/2022** to **31/10/2022**.

During his/her tenure of work, we found him sincere and hard working. He/she has in-depth knowledge of accounting concepts and software.

We wish him all the success in all his/her future endeavors.

For the **GROWTH ACCOUNTING AND TECHNOLOGY PVT LTD**

**BITAN  
GHOSH**

Digitally signed by  
BITAN GHOSH

Date: 2022.11.23  
12:35:22 +05'30'

Authorized Signatory.

REG OFFICE: -ARBELIA, SIKHARPUR, RAJARHAT, KOLKATA-700135, PH-7003032465, WP:-7450000909

EMAIL: -info@growthtechno.com, Web: -www.growthtechno.com



## Declaration

I, **Bikram Biswas**, Roll No. **26300921053**, Registration No. **212630700910018** of 2021-23 of **MBA (Finance)** in **Regent Education and Research Foundation Group of Institutions** under **Maulana Abul Kalam Azad University of Technology** hereby declare that the summer internship report entitled "**A STUDY ON IMPACT ON GOODS AND SERVICE TAX**" is a bona-fide work and submitted to the MBA Department of Regent Education and Research Foundation Group of Institutions. A seminar presentation of the internship report was made, and the suggestions as approved by the faculty were duly incorporated.

BIKRAM BISWAS (Bikram Biswas)

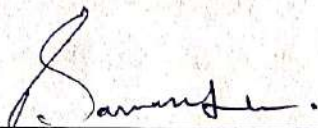
**BIKRAM BISWAS**

Student

Department of MBA

Regent Education and Research Foundation Group of Institutions

The report in the present form has been accepted by:



**Mr. Susovan Samanta**

Assistant Professor of

MBA

Regent Education and Research Foundation Group of Institutions

Date: 29.11.22



# REGENT EDUCATION AND RESEARCH FOUNDATION GROUP OF INSTITUTIONS

---

## PREFACE

Goods and Service Tax GST is all set to be a game changer for the Indian economy. The tax is expected to reduce the concept of 'tax on tax', increase the gross domestic product of the economy and reduce prices. In India, there are different indirect taxes applied on goods and services by central and state government. GST is intended to include all these taxes into one tax with seamless ITC and charged on both goods and services. For the introduction of GST, the Government needs to get the Constitution Amendment Bill passed so that the proposed objective of subsuming all taxes and allowing states to tax subjects in Union list and vice versa is achieved. Without these powers, it is not legally possible to move towards GST. Conceptually GST is expected to have numerous benefits like reduction in compliances in the long run since multiple taxes will be replaced with one tax. It is expected to bring down prices and hence the inflation since it will remove the impact of tax on tax and enable seamless credit.

It is expected to generate revenue for the country as the tax base will increase as the GST rate will be somewhere around 27% with both goods and services covered. It is also expected to make exports from India competitive and India a preferred destination for foreign investment since GST is a globally accepted tax. Unless the issues relating to GST have been overcome, the GST would become a bare wall without any scripts to describe in future.



## EXECUTIVE SUMMARY

GROWTH ACCOUNTING & TECHNOLOGY PVT.LTD. is working as Goods and service tax provider of different company. Summer training is by the most important & interesting part of the MBA course. At the end of MBA (Second Sem.) every student is required to go to under the training in a leading business organization on a project in the functional area of his\ her choice. The duration of this training is 60 days. The rationale behind this summer training is to expose management student to corporate culture so that they may broaden their outlook & get an insight as to how the theoretical knowledge which they have gained at their institution is applied in business situation. I was extremely lucky to be selected one of the premier organizations in the GROWTH ACCOUNTING & TECHNOLOGY PVT.LTD. for 60 days. Being thoroughly managed organization was had a good opportunity to put over theoretical knowledge in practices.

During our 60 days in the company, I worked on the project **"A study of impact on GST"** for GROWTH ACCOUNTING & TECHNOLOGY PVT.LTD.

These 60 days constituted one of the most interesting & rewarding periods of my MBA studies.



A  
Internship Project On

**MARKETING STRATEGY & PATIENT SATISFACTION**

**IQ City Medical College Hospital**  
(IQ City Rd, Durgapur, West Bengal 713206)  
An internship report submitted in partial  
fulfilment of the requirements for the



**MASTER OF BUSINESS ADMINISTRATION (MBA)**

From

**Regent Education and Research Foundation Group of Institutions**  
(Approved by AICTE)



Submitted by

**ARKAPRABHA MITRA**

**ROLL NO : 26300921055 – REG NO : 212630700910037**  
**SESSION 2021-2022**

**UNDER THE GUIDANCE OF**

**FACULTY GUIDE**

**Mr. Suprovat Basu**  
Assistant Professor & Head  
Of the Department of MBA  
Regent Education and Research Foundation

**PROJECT GUIDE**

**DR. ARUNAVA MUKHERJEE**  
Asst. Professor  
IQ City Medical College Hospital





## ACKNOWLEDGEMENT

It gives me great pleasure, on getting this opportunity to do a project on such an interesting topic like **"MARKETING STRATEGY & Patient Satisfaction"**.

Firstly, I would like to express m

y gratitude towards the management of IQ CITY HOSPITAL and all the peoples in the hospital who literally give us the opportunity to work on such a project, helping us in getting the data required and also providing instant approvals for accessing certain places throughout the factory for collecting require information.

I am especially thankful to my project guide **Mr. Debasish Mukherjee (Asst. Manager Marketing)** and **Mrs. Sharmistha Sen (Manager HR)**, who's vivid experience and guidance, has immensely helped me throughout this project.

I am also very much grateful to our internship mentor **Prof. Arunava Mukherjee** for giving us the opportunity of doing a brief project on such a topic.

I would like to express my sincere gratitude towards my batch mates and my family for encouraging and supporting me throughout this whole project. Their motivation, humbleness, courage, and simplicity helped me a lot in completing this project without any hassle.



## DECLARATION

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I, **Arkaprabha Mitra**, hereby declare that the research work presented in this report entitled "**Marketing Strategy & Patient Satisfaction of IQ City Medical College Hospital**" for the fulfillment of the MBA is based on my work during the summer internship in the hospital.

The project embodies the result of original work and studies carried out by me on the basis of market survey in the Durgapur zone to analyze the data collected and transform them into useful information required to conclude the project.

*Arkaprabha Mitra*

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**Arkaprabha Mitra**  
Student  
Department of MBA  
Regent Education and Research Foundation Group of Institutions

The report in the present form has been accepted by :

*Suprovat Basu*

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**Mr. Suprovat Basu**  
Head of the Department and Faculty in Charge  
Department of MBA  
Regent Education and Research Foundation Group of Institutions

Date :

*29.11.2022*



## PREFACE

The summer internship project work has an object to make management studies familiar with real life business situation and give an opportunity to the student to understand the theoretical concept of marketing in a practical way.

Today's Business dynamics is very fast, environment is changing. To understand the changing behavior of the company has to do the systematic study. A research work is a scientific and systematic study intended to catch the nerve of the problem or issue with application of management concept and skill.

As a part of the theoretical concept of the topic, the findings and suggestions are also included.



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## Introduction to the IQ City Hospital:

IQ City Medical College Hospital, Durgapur is an integral part of IQ City Knowledge & Health Campus. It is also the first multispecialty hospital in Durgapur which also has a medical college. A part of the IQ City Knowledge & Health Campus, the hospital offers cutting-edge medical treatment facilities at affordable costs in a safe and comfortable environment. Patient comfort being the primary objective, we pursue global standards of superior medical care through qualified medical and support staff, and patient-centric interactions to keep ourselves in line with our commitment, in a transparent and ethical manner.

In the year 2013, healthcare with a difference was conceptualized, the essence of which would be use of applied intelligence in healthcare delivery. Thus IQ City was born with an ultramodern expansive infrastructure, housing a 830 bedded Multi Specialty Hospital catering to the needs of humanity. This was the beginning.

The Hospital is a part of IQ City Health & Knowledge Campus, which is spread over 50 acres. The hospital offers cutting-edge medical treatment facilities at affordable costs in a safe and comfortable environment. Patient comfort being the primary objective, we pursue global standards of superior medical care through qualified medical and support staff, and patient-centric interactions to keep ourselves in line with our commitment, in a transparent and ethical manner. With over 100 consultant doctors, 300 nurses, 1150 medical and nursing students, interns, PG trainees, para- medical technicians and intern nurses – this is a vibrant multispecialty hospital crowned with major super specialty departments. We also have an environment for continuous learning and development, and practical/ clinical training for the students of IQ City Medical College, IQ City Institute of Nursing Sciences & Paramedical trainees.

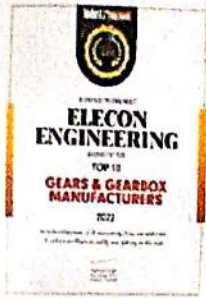
Advanced treatment is available in spheres like Neurology & Neurosurgery, Orthopedics & Joint Replacement, Cardiology, Cardio vascular and Thoracic surgery, Pediatric Surgery, Gastroenterology & GI surgery, Respiratory and Chest Medicine, Nephrology, Medical Oncology, Plastic & reconstructive surgery Gynecology and Obstetrics, Pediatrics and Neonatal Care, ENT, General Medicine & Diabetology, General Surgery, Dentistry, Ophthalmology and other specialty areas.

We have 9 fully equipped Operation Theaters, ICU, CCU & ITU services, Lab Services with more than 2500 diagnostics tests in various disciplines, and one of the most advanced Radio diagnosis units with latest technologies in MRI (1.5 TESLA), CT Scan (128 Slices Spiral CT Scanner), High-Resolution Color Doppler, Ultrasound machines and portable & stationary X-ray machines. Burn Unit, Accident & Trauma Center, Blood Bank and Pharmacy are other significant areas of this multispecialty hospital.

### **Brief Features**

**(a) General Medicine:** A well-equipped and staffed department. Services include – diagnosis, treatment, and management of all diseases covered under Medical disciplines including disorders of the heart and blood vessels, endocrine system, digestive diseases, disorders of the immune system; etc. The department also provides adolescent and geriatric services.





# A Study on "BUSINESS DEVELOPMENT ON SOCIAL MEDIA MARKETING" With reference to Elecon Group of Companies.

A Summer Internship Project Report

Submitted By,

Name: Avisek Chakraborty

Reg No. 212630700910056 of 2021-2022 Roll No. 26300921008

COLLEGE NAME:



**REGENT EDUCATION &  
RESEARCH FOUNDATION**

**GROUP OF INSTITUTES**

*We prepare you for success*

**(AICTE APPROVED & MAKAUT AFFILIATED)**

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY**

**YEAR: 2021 - 2023**

**Organizational Guide:**

**Mr. R. Haridoss – Sr. Vice President**

**Academic Guide:**

**Mr. Suprovat Basu – HOD**

**Business Development (Elecon Group of companies).**



# **CERTIFICATE**

**TO WHOME IT MAY CONCERN**

This is to certify that Mr. Avisek Chakraborty, student of MBA , REGENT EDUCATION AND RESEARCH FOUNDATION, Roll number-26300921008 and Registration number-212630700910056 of 2021-2022 , has successfully completed the study paper on {Paper Code- MM302} “BUSINESS DEVELOPPMENT ON SOCIAL MIDEA MARKETING”, MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY within the stipulated time period.



**PROF. SUPROVAT BASU**

**Faculty Guide**



# ACKNOWLEDGEMENT

A successful project is never completed without the mention of those people who were instrumental in providing constant guidance and help throughout the project period. It is the same for me, I would like to sincerely thank the following people without whom the project would never have been successful as it turned out to be.

Firstly, I would like to thank **MS. Bhumika Soni (Associate Manager) – Human Resource** of **Elecon Group**. Who gave me the opportunity to undertake a significant project, that of **Business Development on Social Media Marketing**.

Secondly, I would like to thank my mentor at **Elecon Group**. **Mr. Bhavesh K Suthar**. He not only helped me learn about the organization, but also intricate details about the set of processes that take place in the sector in which I worked. Moreover, she was a friend, philosopher and guide to me at my workplace. I would also like to mention everyone at Elecon, who made my experience a memorable one.

I would also like to thank the entire professor's at my institution **REGENT EDUCATION AND RESEARCH FOUNDATION**, who gave valuable feedback and constant guidance. And all those feedbacks and guidance helped me in many ways during my summer internship at Elecon Group.

Gracious thanks to our **HOD SUPROVAT BASU** for constant support and feedback and guiding me in every critical step I took towards successful completion of the project given to me.

Lastly, I would like to thank all whom I visited and specially those who were kind enough to spare some timeout of their peak sales period at their Brunch to give me data. It was indeed a humbling experience.



## PREFACE

A performance appraisal (PA) or performance evaluation is a systematic and periodic process that assesses an individual employee's job performance and productivity in relation to certain pre-established criteria and organizational objectives. Other aspects of individual employees are considered as well, such as behavior, accomplishments, potential for future improvement, strengths and weaknesses, etc. A central reason for the utilization of **Business Development on Social Media Marketing**. Is performance improvement ("initially at the level of the individual product, and ultimately at the level of the organization"). Other fundamental reasons include "as a basis for employment decisions (e.g. promotions, terminations, transfers), as criteria in research (e.g. test validation), to aid with communication (e.g. allowing employees to know how they are doing and organizational expectations), to establish personal objectives for training" programs, for transmission of objective feedback for personal development, "as a means of documentation to aid in keeping track of decisions and legal requirements" and in wage and salary administration. Additionally, PAs can aid in the formulation of job criteria and selection of individuals "who are best suited to perform the required organizational tasks". A PA can be part of guiding and monitoring employee career development. PAs can also be used to aid in work motivation through the use of reward systems.



# EXECUTIVE SUMMERY

Managing human resources in today's dynamic environment is becoming more and more complex as well as important. Recognition of people as a valuable resource in the organization has led to increases trends in employee maintenance, job security, etc

My research project deals with "**Business Development on Social Media Marketing**" with Elecon Group. In this report, I have studied & evaluated the **Business Development on Social Media Marketing** process as it is carried out in the company.

The first section of my report deals with a detailed company profile. It includes the company's history: its activities and operations, organizational structure, etc. this section attempts to give detailed information about the company and the nature of its functioning.

The second section deals with performance appraisal. In this section, I have given a brief conceptual explanation to performance appraisal. It contains the definition, process and significance of performance appraisal.

In the third section of my report, I have conducted a research study to evaluate the process of performance appraisal at Elecon Group.; this section also contains my findings, conclusions, suggestions and feedback.

The fourth and final section of this report consists of extra information that I related to the main contents of the report. These annexure include some graphs and diagrams relating to the company, graphs relating to the research study and important documents upon which the project is based.



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