

SCHOOL OF MANAGEMENT

Criteria: 1.3.3
The percentage of students undertaking field projects, research projects, or internships.



School of Management Index

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SCHOOL OF MANAGEMENT

Total Number of Research Projects in Post-graduate program

Research Projects	Program	Total Number of students involved in research projects
	MBA (Dual Specialization)	252
	BBA	142

The MBA students at the School of Management engage in both mini and major projects to enhance their practical knowledge and hands-on experience. Encouraged to immerse themselves in research, students delve into diverse settings such as the university, hospitals, and the community. This approach fosters a research-centric mindset, enabling students to develop valuable insights and skills for academic and professional growth.

Total Number of Internship Projects in Post-graduate Program

	Program	Total Number of students involved in research projects
Internships	MBA (Dual Specialization)	252

Practical experience is deemed essential in the School of Management's MBA program. To ensure this, mandatory internships have been integrated into the curriculum. These internships are structured to provide students with real-world exposure and hands-on training, crucial to their final year education.

Total Number of Field Project/Industry Visits in Post-graduate Program

	Program	Total Number of students involved in field projects
Field Project/Industry visits	MBA (Dual Specialization)	252
	BBA	142

Field or industrial visits are integral to the MBA program at the School of Management. These visits provide invaluable insights into various industries' internal operations and working dynamics, offering students practical exposure to real-world business scenarios. Throughout the course, MBA students embark on field visits to diverse industries from manufacturing to service sectors. These visits offer firsthand experiences and enable students to connect theoretical concepts with practical applications. Students gain a deeper understanding of the business TRAR

landscape by witnessing the day-to-day operations, management strategies, and industry trends of M.P.



STUDY AND EVALUATION SCHEME (2022-2023) (SUBJECT-WISE DISTRIBUTION OF MARKS AND CORRESPONDING CREDITS)

Programme: MBA (Dual_Specialization)

Semester:4th

			Maximum Marks Allotted						Credits Allotted			Total Credit	
S.No.	Course Code	Course Name	Theory			Practical			Total Marks				
			End Sem. Exam	Mid Sem. Exam	Class Participation	End Sem. Exam	Prograssive Evaluation	Internal Viva		ι	т	Р	
1	MBA-401[T]	Management Science	40	30	30	0	0	0	100	3	0	0	3
2	MBA-402[T]	Management Information System	40	30	30	0	0	0	100	3	0	0	3
3	MBA-406[P]	Viva-Voce on Summer Training	0	0	0	0	0	100	100	0	0	3	3
4		Elective4.Marketing	0	0	0	100	0	0	100	0	0	1	1
5		Elective4HR*	0	0	0	100	0	0	100	0	0	1	1
6		Elective4.Finance	0	0	0	100	0	0	100	0	0	1	1
7		Elective3.Marketing	40	30	30	0	0	0	100	3	0	0	3
8		Elective3HR*	40	30	30	0	0	0	100	3	0	0	3
9		Elective3.Finance	40	30	30	0	0	0	100	3	0	0	3
10		Elective2.Marketing	40	30	0	0	0	0	70	3	0	0	3
11		Elective2HR*	40	30	30	0	0	0	100	3	0	0	3
12		Elective2.Finance	40	30	30	0	0	0	100	3	0	0	3
13	181.723	Elective1.Marketing	40	30	30	0	0	0	100	3	0	0	3
14		Elective1HR*	40	30	30	0	0	0	100	3	0	0	3
15		Elective1.Finance	40	30	30	0	0	0	100	3	0	0	3

^{*}Newly Added Courses

^{*}MBA Dual Program requires students to select four elective domains from specialization buckets encompassing Finance, Marketing, and HR, enhancing interdisciplinary expertise and professional versatility.



STUDY AND EVALUATION SCHEME (2022-2023) (SUBJECT-WISE DISTRIBUTION OF MARKS AND CORRESPONDING CREDITS)

Programme: MBA (Dual_Specialization)

Semester:6th

				Maximum Marks Allotted						Credits Allotted			Total Credit
S.No.	lo. Course Code Course Name			Theory		Practical			Total Marks				
			End Sem. Exam	Mid Sem. Exam	Class Participation	End Sem. Exam	Prograssive Evaluation	Internal Viva		L	т	Р	
1 2	MBA-601[P]	Dissertation	0	0	0	0	0	100	100	0	0	10	10

*Newly Added Courses



Syllabus-2022-2023

(SOM)(MBA-Dual_Specialization)

Title of the Course	Viva-Voce on Summer Training
Course Code	MBA-406[P]

Part A

			Part A					
Year	2nd	Semester	4th	Credits	L	Т	Р	С
					0	0	3	3
Course Type	Project							
Course Category	Projects and	Internship						
Pre-Requisite/s	familiarity with	ompletion of the summer h the tasks, projects, cha during the internship per	llenges, and solutions	Co-Requisite/s				
Course Outcomes & Bloom's Level	gained.(BL3- CO2- Studen business scer CO3- Studen (BL3-Apply) CO4- Studen encountered CO5- Student faculty evalual CO6- Student	Apply) ts will be able to demons narios encountered durin ts will be able to commur ts will be able to apply th during the internship.(BL ts will be able to receive ators.(BL3-Apply)	trate critical thinking and progethe internship.(BL4-Analynicate effectively about their eoretical concepts learned in 3-Apply) constructive feedback on the lights into professional conductive feedback.	erience and articulate the known below-solving abilities in discurze) internship projects, tasks, and in the MBA program to practical eir performance and areas for auct, ethical behavior, and work	ssing d respond al situa impro	real- onsib ations	world illities s ent fro	i s.
Skill Development ✓ Entrepreneurship × Employability × Professional Ethics × Gender × Human Values × Environment ×		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and eco SDG17(Partnerships for the		ic gro	owth)		

Part R

Modules	Contents	Pedagogy	Hours
1	Review of Internship Experience: Reflecting on overall experience Highlighting key learnings Identifying significant achievements	Experiential Learning	45
2	Analysis of Learned Skills and Knowledge: Evaluating skills acquired during the internship Assessing knowledge gained in various areas Relating internship experiences to academic learning	Experiential Learning	45
3	Discussion of Challenges Faced and Solutions Implemented: Identifying obstacles encountered during the internship Describing strategies employed to overcome challenges Reflecting on lessons learned from overcoming difficulties	Experiential Learning	45
4	Presentation of Internship Projects: Showcasing projects completed during the internship Discussing the objectives, methods, and outcomes of projects Sharing insights gained from project experiences	Experiential Learning	45

Part D(Marks Distribution)

			Theory		
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
			Practical		
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	0	0	100	11.16.16.13.14.16.16

Part E

Books	
Articles	
References Books	
MOOC Courses	
Videos	

Part F

Project 1	No project available
Project 2	No project available
Project 3	No project available
Project 4	No project available
Project 5	No project available

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	1	-	1	-	-	-	-	-	1	-	2
CO2	2	-	3	-	1	1	2	-	-	-	-	-	1	1	-
CO3	1	-	2	-	1	-	-	1	-	-	-	-			1
CO4	1	2	-	1	-	1	2	1	-	-	-	-	1	1	-
CO5	-	1	2	1	2	1	1	-	-	-	-	-		1	-
CO6	1	-	1	2	1	1	-	1	-			-	-	-	1



Syllabus-2022-2023

(SOM)(MBA-Dual_Specialization)

Title of the Course	Dissertation
Course Code	MBA-601[P]

Part A

	_		raitA					
Year	2nd	d Semester 6th Credits	Credits	L	Т	Р	С	
					0	0	10	10
Course Type	Project							
Course Category	Projects a	and Internship					17.11	
Pre-Requisite/s	Completion	on of core MBA cou	ırses	Co-Requisite/s				528,535
Course Outcomes & Bloom's Level	pnenome CO2- Stu findings.(i CO3- Stu (BL4-Ana CO4- Stu evidence. CO5- Stu defense.(enon in depth.(BL3- ident will be able to BL4-Analyze) ident will be able to alyze) dent will be able to .(BL4-Analyze) dent will be able to BL5-Evaluate)	Apply) synthesize and ana design and execute interpret research fil communicate resea	nodologies to investigate a yze relevant literature to in a structured research plan indings and draw meaningfunch findings effectively thro conduct in all aspects of the	form the re , including ul conclusi ugh a writt	data co	topic and llection an ed on emp ertation an	support d analysis. irical d oral
Course Elements	Entrepren Employab	nal Ethics X dalues X	SDG (Goals)	SDG1(No poverty) SDG4(Quality education SDG8(Decent work and SDG17(Partnerships for	economic	growth)		

Part B

Modules	Contents	Pedagogy	Hours
1	Research Proposal Development	Workshops, Case Studies, Mentorship	60
2	Review of Literature	Workshops, Case Studies, Mentorship	60
3	Research Methodology	Workshops, Case Studies, Mentorship	60
4	Data Collection and Analysis	Workshops, Case Studies, Mentorship	60
5	Discussion, Conclusion, Presentation and Defense	Workshops, Case Studies, Mentorship	60

Part C

	Г	art C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Students will work on real-world business problems related to their research topic, applying theoretical knowledge to practical scenarios.	Field work	BL5-Evaluate	45

Part D(Marks Distribution)

			Theory		
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
			Practical		
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	0	0	100	

Part E

Creswell, J. W. (2018). Qualitative inquiry and research design: Choosing among five approaches. Sage Publications.
Ridley, D. (2008). The role of literature review in the research process. Journal of Business & Management, 14(1) 45-52.
Kumar, R. (2020). Research methodology: A step-by-step guide for beginners. Sage Publications.
Scribbr. (2019, October 3). How to write a thesis: Step by step guide [Video]. YouTube. https://www.youtube.com/watch?v=-qFi5h9OaGw

Part F

Project 1	No project available
Project 2	No project available
Project 3	No project available
Project 4	No project available
Project 5	No project available

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	1	1	2	1	-	-	-	-	1	2	1
CO2	2	1	3	-	1	-	-	1	-	-	-/	-	-	1	-
CO3	2	-	-	1	-	2	-	-	-	-	-	-	1	2	1
CO4	2	1	-	3	3	-	1	-	-	-	-	-	-	1	1
CO5	2	1	3	1	-	2	1	1	-	-	-	-	1	-	1
CO6	2	-	1	-	1	-	1	-	-	-	-	-	1	1	-



STUDY AND EVALUATION SCHEME (2022-2023) (SUBJECT-WISE DISTRIBUTION OF MARKS AND CORRESPONDING CREDITS)

Programme:BBA_Hons(BBA_Hons)

Semester:5th

					Maximu	ım Marks A	llotted			Cred	its Allo	tted	Total Credit
S.No.	Course Code	Course Name		Theor	у		Practical		Total Marks				
		End Sem. Exam	Mid Sem. Exam	Class Participation	End Sem. Exam	Prograssive Evaluation	Internal Viva		ι	т	Р		
1	BBA-501[7;	Business Policy and Strategy-1	40	30	30	0	0	0	100	3	0	0	3
2	BBA-502[T]	Operation Research	40	30	30	0	0	0	100	3	0	0	3
3	BBA- 503[7;	Management Information System	40	30	30	0	0	0	100	3	0	0	3
4	BBA-507[P]	Viva-Voce on Summer Internship	0	0	0	0	0	100	100	0	0	3	3
5		Elective3.Marketing	4.0	30	30	0	0	0	100	4	0	0	4
6		Elective3HR*	40	30	30	0	0	0	100	4	0	0	4
7		Elective3Finance*	4:0	30	30	0	0	0	100	4	0	0	4
8		Elective2.Marketing	40	30	30	0	0	0	100	4	0	0	4
9	e Transfer	Elective2HR*	40	30	30	0	0	0	100	4	0	0	4
10		Elective2Finance*	40	30	30	0	0	0	100	4	0	0	4
11		Elective1.Marketing	40	30	30	0	0	0	100	4	0	0	4
12		Elective1HR*	40	30	30	0	0	0	100	4	0	0	4
13		Elective1Finance*	40	30	30	0	0	0	100	4	0	0	4

^{*}Newly Added Courses

^{*}Students enrolled in the BBA program are required to select three electives from Finance, Marketing, and HR specialization buckets, providing flexibility in specialization areas.



Syllabus-2022-2023

(SOM)(BBA_Hons)

Title of the Course	Viva-Voce on Summer Internship
Course Code	BBA-507[P]

Part A

Year	3rd	Semester	5th	Odit	L	Т	Р	0
roui	Joid	Semester	Sui	Credits	0	0	3	Ť
Course Type	Lab only							
Course Category	Internships							
Pre-Requisite/s	familiarity with t	npletion of the summ the tasks, projects, c uring the internship p	er internship program and hallenges, and solutions eriod.	Co-Requisite/s				
	co1- Students gained.(BL1-Re	will be able to reflec	on their summer training ex	perience and articulate the l	nowled	ge ar	d ski	ls
Course Outcomes & Bloom's Level	CO2- Students business scena CO3- Students (BL3-Apply) CO4- Students encountered du CO5- Students	will be able to demo arios encountered du will be able to comm will be able to apply uring the internship.	ring the internship.(BL2-Und unicate effectively about the theoretical concepts learned BL4-Analyze)	problem-solving abilities in di lerstand) ir internship projects, tasks, I in the MBA program to practive their performance and areas	and res	ponsi uatior	bilitie is	s.

Part B

Modules	Contents	Pedagogy	Hours
1	Review of Internship Experience: Reflecting on overall experience Highlighting key learnings Identifying significant achievements	Experiential Learning	45
2	Analysis of Learned Skills and Knowledge: Evaluating skills acquired during the internship Assessing knowledge gained in various areas Relating internship experiences to academic learning	Experiential Learning	45
3	Discussion of Challenges Faced and Solutions Implemented: Identifying obstacles encountered during the internship Describing strategies employed to overcome challenges Reflecting on lessons learned from overcoming difficulties	Experiential Learning	45
4	Presentation of Internship Projects: Showcasing projects completed during the internship Discussing the objectives, methods, and outcomes of projects Sharing insights gained from project experiences	Experiential Learning	45

Part D(Marks Distribution)

	Theory									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
			Practical							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
100	40	0	0	100						

Part E

Books	
Articles	
References Books	
MOOC Courses	
Videos	

Part F

Project 1	No project available
Project 2	No project available
Project 3	No project available
Project 4	No project available
Project 5	No project available

Course Articulation Matrix

							7041007	ti ti o ai a		******					
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PS01	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	2
CO2	2	-	3	-	-	-	-	-	-	-	-	-	1	1	-
CO3	2	-	2	-	-	-	-	-	-	-	-	-	-	-	1
CO4	1	2	-	1	-	-	-	-	-	-	-	-	1	1	-
CO5	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
CO6	-	-	-	-	-	-	-	-		-	-	-	-	-	-



MBA Dissertations: A Comprehensive Overview of Research Undertaken by Students at the School of Management, ITM University, Gwalior

MBA dissertations are a pivotal component of graduate business education, offering students the opportunity to delve deeply into a specific area of interest within their field of study. This summary provides an in-depth analysis of the diverse range of dissertation topics undertaken by MBA students at the School of Management, ITM University, Gwalior, while also highlighting the importance of dissertations in shaping students' academic and professional development.

Importance of Dissertation for MBA Students

The dissertation represents the pinnacle of academic achievement for MBA students, offering a platform for them to showcase their research prowess, critical thinking abilities, and practical application of theoretical knowledge. Its significance cannot be overstated, as it serves as a testament to students' mastery of their chosen field and their readiness to transition into the realm of business professionals.

- Research Skills Enhancement: Conducting a dissertation involves extensive research, data collection, and analysis, which provides students with valuable experience in research methodology and enhances their research skills.
- Critical Thinking and Problem-Solving: Dissertations require students to critically analyze existing literature, identify research gaps, and propose innovative solutions to realworld business challenges, fostering critical thinking and problem-solving abilities.
- Specialization Exploration: Dissertations allow students to explore specific areas of interest within their field of study, enabling them to develop expertise and specialization in niche areas of business management.
- 4. Application of Theoretical Knowledge: By applying theoretical concepts learned in the classroom to practical scenarios, dissertations bridge the gap between academic theory and real-world application, equipping students with valuable practical insights.
- Career Advancement: A well-executed dissertation can enhance students' resumes and differentiate them in the competitive job market, showcasing their expertise, research capabilities, and commitment to their field of study.
- 6. Contribution to Knowledge: Dissertations contribute to the existing body of knowledge in various fields of business management, providing valuable insights and solutions to contemporary business challenges.
- 7. Networking Opportunities: Engaging in dissertation research often involves collaboration with industry professionals, academic mentors, and peers, facilitating networking opportunities, and expanding students' professional connections.





Overview of MBA Dissertation Topics

The dissertation topics undertaken by MBA students at ITM University, Gwalior, reflect the diverse interests and specializations in business management. The topics span across various domains, including marketing, finance, human resources, agriculture, and technology. Notable dissertation topics include:

- Impact of Green Buildings on Customer Behavior: Investigating the influence of environmentally sustainable buildings on consumer behavior, with a focus on customer preferences and decision-making processes.
- Social Media Marketing's Influence on Consumer Behavior in Agriculture: Analyzing
 the impact of social media marketing strategies on consumer behavior in the agricultural
 sector, exploring trends, attitudes, and purchasing patterns.
- 3. E-commerce's Effect on Agribusiness Firms' Performance: This dissertation examines the implications of e-commerce adoption for agribusiness firms in terms of financial performance, operational efficiency, and market competitiveness.
- 4. Self-Service Technologies and Customer Readiness: Exploring the readiness of customers to adopt self-service technologies in various industries, assessing factors influencing acceptance and adoption rates.
- Online Banking and Customer Value: Investigating the relationship between online banking services and customer perceived value, analyzing factors influencing customer satisfaction and loyalty.
- 6. Application of Technology Acceptance Model in Healthcare Robotics: The Technology Acceptance Model (TAM) is used to assess the adoption of robotics technology in the healthcare industry, evaluating its impact on patient care, efficiency, and cost-effectiveness.
- 7. Brand Anthropomorphism and Cognitive Dissonance in Apple Products: This dissertation examines brand anthropomorphism and its effects on consumer behavior, mainly focusing on cognitive dissonance and brand loyalty in relation to Apple products.

Evaluation Criteria for MBA Dissertations

1. Research Quality (25%):

TTM School Of life

- a. Clarity and coherence in research objectives, hypotheses, and methodology.
- b. Rigor in data collection, analysis, and interpretation.
- c. Use of credible sources and literature to support arguments and findings.
- d. Contribution to existing knowledge in the field.

2. Critical Thinking and Problem-Solving (20%):

- a. Depth of critical analysis in identifying research gaps and addressing research questions.
- b. Creativity and innovation in proposing solutions to real-world business challenges.
- c. Logical reasoning and sound judgment in drawing conclusions based on empirical evidence.



3. Theoretical Application (15%):

- Effective integration of theoretical frameworks and concepts into the dissertation.
- Demonstration of understanding of theoretical principles and their relevance to the research topic.
- Ability to apply theoretical insights to analyze practical business scenarios and phenomena.

4. Methodological Soundness (15%):

- a. Appropriateness of research design and methodology for addressing research objectives.
- Transparency and reliability in data collection methods and techniques.
- c. Awareness and mitigation of potential biases or limitations in the research approach.

5. Contribution to Practice (15%):

- Relevance and practical implications of research findings for industry practitioners.
- Potential for application of research outcomes to inform managerial decision-making or strategy development.
- c. Alignment with contemporary business challenges and opportunities.

6. Writing and Presentation (10%):

- Clarity, organization, and coherence of writing style and structure.
- b. Adherence to academic writing conventions and standards.
- c. Effectiveness of visual aids or presentation materials in conveying key ideas.

Viva Assessment Criteria:

1. Understanding of Dissertation Content (20%):

- Ability to articulate research objectives, methodology, and key findings concisely and accurately.
- b. Depth of understanding of theoretical concepts and their application to the research topic.

2. Critical Analysis and Defense (20%):

- Ability to engage in critical discussion and defend research choices, interpretations, and conclusions.
- b. Response to challenging questions regarding research limitations, implications, and future directions.

3. Communication Skills (20%):

TYM School Of I

Clarity, coherence, and confidence in oral presentation during the viva.

b. Ability to communicate complex ideas effectively to a non-specialist audience.





4. Research Contribution and Impact (20%):

- Explanation of how the dissertation contributes to advancing knowledge or practice in the field.
- b. Discussion on potential implications of research findings for academia and industry.

Reflection on Learning and Development (20%):

- a. Reflection on personal and academic growth throughout the dissertation process.
- Identification of strengths, weaknesses, and lessons learned for future research endeavors or professional practice.

These evaluation and assessment criteria aim to comprehensively evaluate the quality, rigor, and impact of MBA dissertations, considering both the written document and the viva voce examination.

Conclusion

MBA dissertations play a crucial role in the academic and professional development of students by enhancing their research skills, critical thinking abilities, and subject matter expertise. The diverse range of dissertation topics undertaken by MBA students at ITM University, Gwalior, underscores the multidisciplinary nature of business management and highlights the significance of research in driving innovation and growth in the business landscape. As students engage in dissertation research, they not only contribute to the advancement of knowledge in their respective fields but also prepare themselves for successful careers in the dynamic and competitive business environment.







Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
1	MBA Dual Specialization	Akash Singh Parihar	MBAN1MG21001	Impact of green buildings on customer behaviour with special reference to Pune city.	2 Years	Dr. Shahid Amin
2	MBA Dual Specialization	Korthiwada Harish	MBAN1AG21029	Impact of Social media marketing on the consumer behaviour with special reference to Agri products in India.	2 Years	Dr. Shahid Amin
3	MBA Dual Specialization	Miriyala Nagaraju	MBAN1AG21030	The impact of e- commerce on non- financial performance of agribusiness firms in India.	2 Years	Dr. Shahid Amin
4	MBA Dual Specialization	Ankur Singh Chauhan	MBAN1MG21002	Impact of Self-Service technologies on customer readiness.	2 Years	Dr. Shahid Amin
5	MBA Dual Specialization	Anshul Kumar	MBAN1MG21004	Impact of online banking on customer value.	2 Years	Dr. Shahid Amin
6	MBA Dual Specialization	Anubhav Gupta	MBAN1MG21005	Impact of green buildings on customer behaviour with special reference to Madhya Pradesh	2 Years	Dr. Shahid Amin
7	MBA Dual Specialization	Ayush Rana	MBAN1MG21008	Impact of online banking on customer readiness.	2 Years	Dr. Shahid Amin
8	MBA Dual Specialization	Anshika Sharma	MBAN1MG21003	Application of Technology Acceptance Model with respect to robotics in healthcare industry.	2 Years	Dr. Shilpa Bhakar
•	MBA Dual Specialization	Chilukuri Srinivas Mani Chakri	MBAN1AG21026	E-retailing, customer satisfaction and customer loyalty-An introspection agricultural product.	2 Years	Dr. Shilpa Bhakar
10	MBA Dual Specialization	Chahat Batra	MBAN1MG21009	E- retailing and subscription programs- An introspection of Indian retail industry	2 Years	Dr. Shilpa Bhakar
1	MBA Dual Specialization DEAM hool Of Management	Mansi Joshi	MBAN1MG21045	Impact of return policy on customer retention, acquisition and purchase decision	2 Years	Dr. Shilpa Bhakar REGISTRA



Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
12	MBA Dual Specialization	Poonam Saxena	MBAN1MG21097	Brand anthropomorphism, brand love and brand addiction on post purchase cognitive dissonance with respect to Apple products.	2 Years	Dr. Shilpa Bhakar
13	MBA Dual Specialization	Garima Chauhan	MBAN1MG21012	Analysis of consumer behaviour towards domestic and international adventurous tourism.	2 Years	Dr. Shilpa Bhakar
14	MBA Dual Specialization	Arpit jain	MBAN1MG21007	Impact of brand image and advertisement on consumer buying behaviour.	2 Years	Ms. Gaura Chauhar
15	MBA Dual Specialization	Thotla Sharath Yadav	MBAN1AG21007	Impact of center for agri business incubation and entrepreneurship on new era startups	2 Years	Ms. Gaura Chauhan
16	MBA Dual Specialization	Muskan Agarwal	MBAN1MG21017	Endorser credibility and its influence on the attitude towards social media advertisement.	2 Years	Ms. Gaura Chauhan
17	MBA Dual Specialization	Namrata Sahu	MBAN1MG21018	The impact of social media characteristics on purchase decision.	2 Years	Ms. Gaura Chauhan
18	MBA Dual Specialization	Yoganshi Kukreja	MBAN1MG21076	Perception of advertisement for healthy food on social media; effect of attitude on consumer response	2 Years	Ms. Gaura Chauhan
19	MBA Dual Specialization	Neha Khandelwal	MBAN1MG21020	The effect of celebrity endorsement on customers attitude towards the brand.	2 Years	Ms. Gaura Chauhan
20	MBA Dual Specialization	Nikita Dandotiya	MBAN1MG21021	Brand advertisement through social media and its impact on purchase intention	2 Years	Ms. Gaura Chauhan
1	MBA Dual Specialization	Atul Kumar Soni	MBAN1MG21093	What are the benefits of sensible investing: a study of how it affects the growth of a business	2 Years	Ms. Rakhi Shukla



Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
22	MBA Dual Specialization	Syed Bilal Ahamad	MBAN1AG21028	Employment of youth in modern agriculture	2 Years	Ms. Rakhi Shukla
23	MBA Dual Specialization	Prachi Rai	MBAN1MG21073	What are the effects of the existing tax system in your country on the people of lower income groups?	2 Years	Ms. Rakhi Shukla
24	MBA Dual Specialization	Rahul Modi	MBAN1MG21074	Cryptocurrency: Are we ready to digitalise the monetary world?	2 Years	Ms. Rakhi Shukla
25	MBA Dual Specialization	Ifra Khan	MBAN1MG21079	A study of the challenges faced by external audits due to fair value measurements	2 Years	Ms. Rakhi Shukla
26	MBA Dual Specialization	Abhijeet Thakur	MBAN1MG21088	Role of the micro- finance companies in helping the poor people.	2 Years	Ms. Rakhi Shukla
27	MBA Dual Specialization	Niharika Jadwani	MBAN1MG21066	Financial statements and frauds- Identification and solutions.	2 Years	Ms. Rakhi Shukla
28	MBA Dual Specialization	Ojas Agrawal	MBAN1MG21022	Analytical study of Relationship between Employees Motivation and Job Satisfaction at workplace	2 Years	Dr. Kahmeera Shail
29	MBA Dual Specialization	Thamatam Chandana Reddy	MBAN1AG21025	The Role of Organic Farming for Small- Scale Farmers in Andhra Pradesh	2 Years	Dr. Kahmeera Shaik
30	MBA Dual Specialization	Vankodath Raghu	MBAN1AG21034	Rural Development through Agripreneurship Orientation: A Tool to Upliftment of Farmers in Andhra Pradesh	2 Years	Dr. Kahmeera Shaik
31	MBA Dual Specialization	Prafful Kumar Agrawal	MBAN1MG21024	Impact of Human Relations on work culture	2 Years	Dr.Kahmeera Shaik
32	MBA Dual Specialization BEAN Hood Of Management	Pragya Sharma	MBAN1MG21025	Influence of Green HRM Policies and Practices towards wellbeing, Sustainability and environmental improvement	2 Years	Dr. Kahmeera Saari REGISTRA ITM UNIVERSI Gwalior (M.P.



Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
33	MBA Dual Specialization	Rohini Singh	MBAN1MG21029	Work from Home Vs Work from Office: A Comparative Study towards Job Satisfaction	2 Years	Dr. Kahmeera Shaik
34	MBA Dual Specialization	Roopam Sharma	MBAN1MG21030	Employee Training and Development and Employee Performance are the major indicators towards Organizational Development -In Perspective of Employee	2 Years	Dr. Kahmeera Shaik
35	MBA Dual Specialization	Kamal Singh Parihar	MBAN1MG21014	An Empirical Study of the Factors influencing Consumer Behaviour in the Electric Appliances Market	2 Years	Mr. Ambar Agarwal
36	MBA Dual Specialization	Survipalli Yashwanth Goud	MBAN1AG21018	Determinants of consumer satisfaction for EV in Gwalior region	2 Years	Mr. Ambar Agarwal
37	MBA Dual Specialization	Shaik Asif	MBAN1AG21019	Buying behaviour of farmers toward pesticides in Nellore district Andhra Pradesh	2 Years	Mr. Ambar Agarwal
38	MBA Dual Specialization	Sanjay Rathore	MBAN1MG21032	Effect of social media advertising	2 Years	Mr. Ambar Agarwal
39	MBA Dual Specialization	Shivam kumar Diwakar	MBAN1MG21033	A paradigm shifts toward organic food	2 Years	Mr. Ambar Agarwal
10	MBA Dual Specialization	Shivangi Sharma	MBAN1MG21034	Factors affecting consumer loyalty toward automobiles brand	2 Years	Mr. Ambar Agarwal
11	MBA Dual Specialization	Shruti Pachauri	MBAN1MG21036	Causal Relationship between Gold Price and Sensex: A Study in Indian Context	2 Years	Mr. Ambar Agarwal
12	MBA Dual Specialization	Divya Rani	MBAN1MG21011	Age and factors influencing consumer behaviour	2 Years	Mr. Ambar Agarwal
3	MBA Dual Specialization	Shivani Gupta	MBAN1MG21035	An examination of consumer advocacy and complaining behavior in the context of service failure	2 Years	Mr. Keshav Kansane



Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
44	MBA Dual Specialization	Adi Seshadri	MBAN1AG21020	Innovation, marketing strategy, environment, and performance	2 Years	Mr. Keshav Kansana
45	MBA Dual Specialization	Tejal Mahor	MBAN1MG21038	Consumer preference toward electric vehicals	2 Years	Mr. Keshav Kansana
35	MBA Dual Specialization	Vaibhav Namdev	MBAN1MG21039	The Impact of Pricing on Consumer Buying Behavior with Special Reference to Smart Phones in India	2 Years	Mr. Keshav Kansana
36	MBA Dual Specialization	Surbhi Sharma	MBAN1MG21041	Impact of Digital Marketing on Consumer Behaviour with reference to smartwatches in India	2 Years	Mr. Keshav Kansana
37	MBA Dual Specialization	Dewank Mahendra	MBAN1MG21042	Consumer Preference for a No-Choice Option	2 Years	Mr. Keshav Kansana
38	MBA Dual Specialization	Sonam Shrivas	MBAN1MG21095	An Analytical Study of NPA and profitability of State Bank of India	2 Years	Dr. R.B. Shridhar
39	MBA Dual Specialization	Siddarth Singh Yadav	MBAN1MG21037	Evaluation of the Financial Performance of Banks Using Financial Ratio- A Study of Punjab National Bank	2 Years	Dr. R.B. Shridhar
40	MBA Dual Specialization	S.Rameswar Reddy	MBAN1AG21035	comparing the financial performance of MP Gramin Bank and District Cooperative Bank	2 Years	Dr. R.B. Shridhar
41	MBA Dual Specialization	Riya Gupta	MBAN1MG21043	The impact of technology adoption on customer satisfaction in the banking sector in Gwalior region	2 Years	Dr. R.B. Shridhar
42	MBA Dual Specialization	Deepali Upadhyay	MBAN1MG21010	Microfinance its use and effect	2 Years	Dr. R.B. Shridhar
43	MBA Dual Specialization	Manvendra Singh Tomar	MBAN1MG21016	Factors for Shift in credit preference from banks to NBSC's	2 Years	Dr. R.B. Shridhar
44	MBA Dual Specialization	Rahul Prajapati	MBAN1MG21047	Shift the paradigm of investment preference from traditional investment to modern investment	2 Years	Dr. R.B. Shridhar



Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
56	MBA Dual Specialization	Sourav Yadav	MBAN1MG21049	Banking sector development and economic growth in India	2 Years	Dr. R.B. Shridhar
57	MBA Dual Specialization	Ms. Sakshi Chauhan	MBAN1MG21031	Impact of organizations' climate on employee retention and working efficiency	2 Years	Ms. Sakshi Chauha
58	MBA Dual Specialization	Yagyesh Prakash Sharma	MBAN1MG21060	Impact of working shifts and breaks on working efficiency and on the health of employees	2 Years	Ms. Sakshi Chauha
59	MBA Dual Specialization	Palak Jain	MBAN1MG21094	Impact of artificial intelligence on employee well-being and job satisfaction	2 Years	Ms. Sakshi Chauhar
60	MBA Dual Specialization	Vanshika Duseja	MBAN1MG21077	Peer relationship, mental health, and social learning as predictors of bystander behavior	2 Years	Ms. Sakshi Chauhar
61	MBA Dual Specialization	Gali Jagadeesh	MBAN1AG21023	menstrual leave laws and regulations- a gender perception biopsy/ application of AI in agriculture re- retailing	2 Years	Ms. Sakshi Chauhar
62	MBA Dual Specialization	Dhruvi Jain	MBAN1MG21046	impact of human efficacy, non-human efficacy on employee behavior	2 Years	Ms. Sakshi Chauhar
63	MBA Dual Specialization	Aditi Pathak	MBAN1MG21099	impact of brand endorser on consumer buying behavior and loyalty, perception towards product	2 Years	Ms. Sakshi Chauhar
64	MBA Dual Specialization	Mohammed Anas	MBAN1AG21024	An Analysis of the association and impact of Premium with the Solvency Margin of Selected Life Insurance Companies in India	2 Years	Dr. Dr. Vinay Gupta
65 80	MBA Dual Specialization DEAN hool Of Interagement	Megavath Prakash Rathod	MBAN1AG21015	Comparatively study of actively managed equity funds & passively managed equity	2 Years	Dr. Vinay Gupta REGISTRAL ITM UNIVERSI Gwalior (M.P)



Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
66	MBA Dual Specialization	Surbhi Gupta	MBAN1MG21053	A Study on Management of Non- Performing Assets in Private sector bank and Public Sector Banks (PSBs)	2 Years	Dr. Vinay Gupta
67	MBA Dual Specialization	Abhijeet Yadav	MBAN1MG21067	Determinants of financial literacy and its impact on financial behaviour of Indian entrepreneurs	2 Years	Mr. Pradeep Singh Tomar
68	MBA Dual Specialization	Kothagorla Sri Naga Sai Ram Gopal Varma	MBAN1AG21016	Entrepreneurial intentions, perceived danger, entrepreneurial self-efficacy, resilience with respect to financial literacy of entrepreneur	2 Years	Mr. Pradeep Singh Tomar
69	MBA Dual Specialization	Banoth Praveen Kumar	MBAN1AG21017	Behavioural conditions impact on Financial literacy of Agricultural Entrepreneurs	2 Years	Mr. Pradeep Singh Tomar
70	MBA Dual Specialization	Rahul Choudhary	MBAN1MG21058	Employee engagement and productivity among startups	2 Years	Mr. Pradeep Singh Tomar
71	MBA Dual Specialization	Shyam Dubey	MBAN1MG21059	The Impact of Financial Literacy Education on Subsequent Financial Behavior	2 Years	Mr. Pradeep Singh Tomar
72	MBA Dual Specialization	Himanshu Joshi	MBAN1MG21062	Role of small finance banks in financial inclusion in India	2 Years	Mr. Pradeep Singh Tomar
73	MBA Dual Specialization	Bhuvan Choubey	MBAN1MG21100	Employee commitment and satisfaction	2 Years	Mr. Pradeep Singh Tomar
74	MBA Dual Specialization	Devesh Parashar	MBAN1MG21102	Effectiveness in Training and Development	2 Years	Mr. Pradeep Singh Tomar
75	MBA Dual Specialization	Ayush Gupta	MBAN1MG21071	A Study of Challenges encountered in Retail Banking with Special Reference to ICICI BANK.	2 Years	Dr. Intekhab N. Khan
76	MBA Dual Specialization	Sama Srikar Reddy	MBAN1AG21012	A comparative study of depository schemes of SBI Bank & HDFC Bank.	2 Years	Dr. Intekhab N. Khan



Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
77	MBA Dual Specialization	Devaki Manoj Kumar	MBAN1AG21013	The growth of microfinance in South Asia over a period of time (2015-2020).	2 Years	Dr. Intekhab N. Khar
78	MBA Dual Specialization	Rohit Kumar Singh	MBAN1MG21052	A critical study of home loan scheme offered by PNB bank with regard to rise in NPA.	2 Years	Dr. Intekhab N. Khar
79	MBA Dual Specialization	Akash Dev	MBAN1MG21054	A comparative study of earning ratio in SBI & ICICI Bank.	2 Years	Dr. Intekhab N. Khar
80	MBA Dual Specialization	Anil Goyal	MBAN1MG21055	A Study on Financial Ratio Analysis of selected FMCG companies in India.	2 Years	Dr. Intekhab N. Khar
81	MBA Dual Specialization	Pallavi Chauhan	MBAN1MG21056	Effect of NPA on the profitability of the selected public sector banks in India.	2 Years	Dr. Intekhab N. Khar
82	MBA Dual Specialization	Aniket Chauhan	MBAN1MG21057	Impact of Microfinance on Small and Medium Enterprise Growth.	2 Years	Dr. Intekhab N. Khar
83	MBA Dual Specialization	Vipul Kumar Pathak	MBAN1MG21040	The effect of perceived security on consumer purchase intensions in e commerce	2 Years	Dr. Vandana Bharti
84	MBA Dual Specialization	Mandem Abdul Kalam	MBAN1AG21014	The Role of Brand Image in Mediating the Influence of e-Wom and Celebrity Endorser on Purchase Intention	2 Years	Dr. Vandana Bharti
85	MBA Dual Specialization	Deepak Rajoriya	MBAN1MG21064	Role of social media marketing to enhance CRM and brand equity in terms of purchase intention	2 Years	Dr. Vandana Bharti
86	MBA Dual Specialization	Vaibhav Pratap Singh Gurjar	MBAN1MG21065	Consumer's perceptions of website's utilitarian and hedonic attributes and online purchase intentions: A cognitiveaffective attitude approach	2 Years	Dr. Vandana Bharti





Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
87	MBA Dual Specialization	Suyash Singh Rajput	MBAN1MG21098	Social e WOM: does it affect the brand attitude and purchase intention of brands?	2 Years	Dr. Vandana Bhart
88	MBA Dual Specialization	Venkata Suryanarayana	MBAN1AG21032	Consumers Perception, Purchase Intention and Actual Purchase Behavior of Organic Food Products	2 Years	Dr. Vandana Bharti
89	MBA Dual Specialization	Rishabh Pandey	MBAN1MG21101	An Evaluative Study on Internet Banking Service among Customers of Commercial Banks.	2 Years	Mr. Mr. Nitesh Dubey
90	MBA Dual Specialization	Sunkesula Thanveer	MBAN1AG21010	A Study of the Use of Cashless Payments in Relation to Income & Financial Bias in Gwalior	2 Years	Mr. Nitesh Dubey
91	MBA Dual Specialization	Dasari Kranthi Kumar	MBAN1AG21011	FinTech Revolution: A study on Digital payments of Payment Banks in India.	2 Years	Mr. Nitesh Dubey
92	MBA Dual Specialization	Sejal Hayaran	MBAN1MG21068	A Study on Financial Ratio Analysis of Supreme Industries ltd.	2 Years	Mr. Nitesh Dubey
93	MBA Dual Specialization	Amit Yadav	MBAN1MG21069	The Relationship Between Retirement Planning and Financial Literacy in India	2 Years	Mr. Nitesh Dubey
94	MBA Dual Specialization	Sarthak Tomar	MBAN1MG21070	The Saving Behaviour of College & University Students in India	2 Years	Mr. Nitesh Dubey
95	MBA Dual Specialization	Vaibhav Raj Singh Tomar	MBAN1MG21072	A Study on Cultural and Demographic Differences on Financial Risk Tolerance	2 Years	Mr. Nitesh Dubey
96	MBA Dual Specialization	Kunal Waghmare	MBAN1MG21048	A study of the impact of fear appeals on Advertising attitude for low-involvement products	2 Years	Mr. Sushil Laddhu





Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
97	MBA Dual Specialization	Mettemi Ajaychowdary	MBAN1AG21006	A study of impact of emotional appeals on Advertising attitude for high involvement products	2 Years	Mr. Sushil Laddhu
98	MBA Dual Specialization	Parag Agarwal	MBAN1MG21023	Effect of rational appeals on Purchase intention: A Study with reference to high involvement Product category	2 Years	Mr. Sushil Laddhu
99	MBA Dual Specialization	Abhishek Rana	MBAN1MG21090	Study of the effect of emotional appeals on Purchase intention for low involvement products	2 Years	Mr. Sushil Laddhu
100	MBA Dual Specialization	Rishabh Agrawal	MBAN1MG21091	Impact of attitude on Purchase intention	2 Years	Mr. Sushil Laddhu
101	MBA Dual Specialization	Shubham Rana	MBAN1MG21092	Effect of humour appeals in ads on Advertising Attitude	2 Years	Mr. Sushil Laddhu
102	MBA Dual Specialization	Thota Sisindri	MBAN1AG21031	Effect of humour appeals on Intention to buy.	2 Years	Mr. Sushil Laddhu
103	MBA Dual Specialization	Musukuri Sakshi	MBAN1AG21001	Ownership Structure's Effect on Dividend Policy	2 Years	Dr. Rakhi Chauhan
104	MBA Dual Specialization	Pankaj Kumar	MBAN1AG21003	Impact of the R&D Investment on the Firm's Stock Return	2 Years	Dr. Rakhi Chauhan
105	MBA Dual Specialization	Nancy Arya	MBAN1MG21019	A study on the impact of market movements on investment decision	2 Years	Dr. Rakhi Chauhan
106	MBA Dual Specialization	Anuj Khumaria	MBAN1MG21096	Impact of FDI on Indian stock market	2 Years	Dr. Rakhi Chauhan
107	MBA Dual Specialization	Akhilendra Nigam	MBAN1MG21078	Impact of Value-Based Management on Share Price	2 Years	Dr. Rakhi Chauhan
108	MBA Dual Specialization	Divyansh Sharma	MBAN1MG21087	Impact Of Capital Structure on Firm's Performance	2 Years	Dr. Rakhi Chauhan
109	MBA Dual Specialization	Drishti Grover	MBAN1MG21080	Impact of Macro- Economic Factors on the Indian Stock Market	2 Years	Dr. Rakhi Chaullan



Sn.	Specialization	Students Name	Roll No.	Dissertation Topics Name	Duration	Guide Name
110	MBA Dual Specialization	Yogita Suryavanshi	MBAN1MG21081	Impact of FII on Indian stock market	2 Years	Dr. Rakhi Chauhan
111	MBA Dual Specialization	Vadapalli Nikhil	MBAN1AG21004	The influence of Reliable Internet Reviews on brand Equity measures and their implications for Customer Behaviour	2 Years	Dr. Bhagwan Chandra
112	MBA Dual Specialization	Mothukuri Reddy Chaitanya	MBAN1AG21005	The Mediating Effect of Brand Equity on the Influence of Social Media Content on Consumer Purchase Intention	2 Years	Dr. Bhagwan Chandra
113	MBA Dual Specialization	Vivek Singh Tomar	MBAN1MG21082	Customer Satisfaction with EWOM and Brand Equity's Influence on E- Commerce Purchase Intention in India, Moderated by Culture	2 Years	Dr. Bhagwan Chandra
114	MBA Dual Specialization	Aman Singh	MBAN1MG21083	The role of emotions, review credibility and helpfulness on purchase intentions	2 Years	Dr. Bhagwan Chandra
115	MBA Dual Specialization	Abhishek Jha	MBAN1MG21085	The Intervening Role of Brand Awareness in the Impact of Brand Image and Brand Loyalty on Brand Equity	2 Years	Dr. Bhagwan Chandra
116	MBA Dual Specialization	Aditi Chouhan	MBAN1MG21086	Consumer perceptions of information usefulness and purchase intention drivers in online consumer evaluations of services	2 Years	Dr. Bhagwan Chandra
117	MBA Dual Specialization BLAN BEAN HOOLOT MERCAGEMENT	Jogendra Singh Birha	MBAN1MG21013	What effect does sensory brand experience have on brand equity? Moderated mediation analysis with empathy and customer satisfaction	2 Years	Dr. Bhagwan Chandra REGISTRA ITM UNIVERSI Gwallor (M.P.



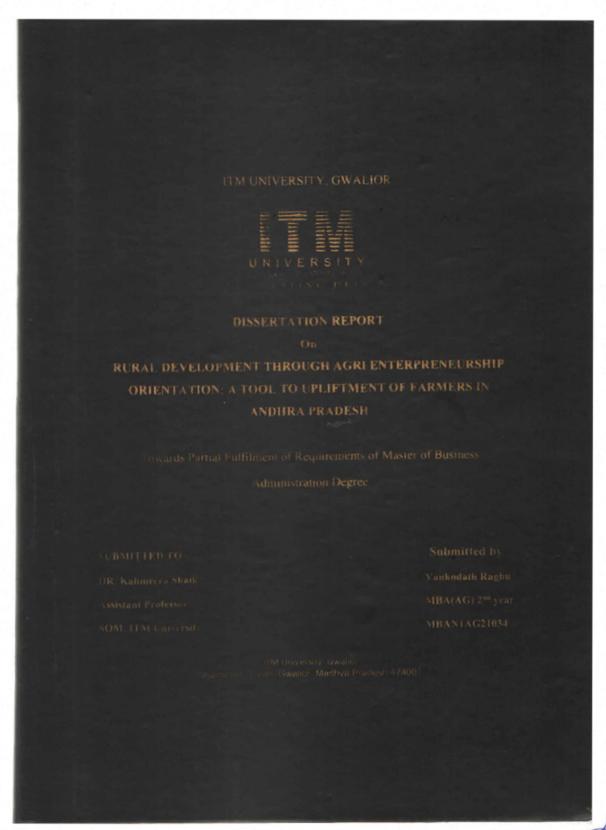




Fig. Student Dissertation

REGISTRAR

ITM UNIVERSITY

Gwalior (M.P)



ITM UNIVERSITY, GWALIOR



DISSERTATION REPORT

On

RURAL DEVELOPMENT THROUGH AGRI ENTERPRENEURSHIP ORIENTATION: A TOOL TO UPLIFTMENT OF FARMERS IN ANDHRA PRADESH

Towards Partial Fulfilment of Requirements of Master of Business

Administration Degree

SUBMITTED TO:

Submitted by

DR. Kahmeera Shaik

Vankodath Raghu

Assistant Professor

MBA(AG) 2nd year

SOM, ITM University

MBAN1AG21034

ITM University, Gwalior Jhansi Rd, Turari, Gwalior, Madhya Pradesh 474001

1



Fig. Student Dissertation

REGISTRAR
ITM UNIVERSITY
Gwalior (M.P.)



CERTIFICATE

This is to certify that (Vankodath Raghu) of MBA (2021-2023) of ITM University, Gwalior has successfully completed his/her Dissertation Report. He/she has prepared this report entitled "RURAL DEVELOPMENT THROUGH AGRI ENTERPRENEURSHIP ORIENTATION: A TOOL TO UPLIFTMENT OF FARMERS IN ANDHRA PRADESH" under my direct supervision and guidance.

Name and Signature of the faculty Guide

Date 03 07/202-5

Black 2023 26/6/2023 Dean SOM

3





ITM UNIVERSITY, GWALIOR



DISSERTATION

On

IMPACT OF PERCEPTION TOWARDS RETURN POLICY ON BRAND LOVE AND PURCHASE INTENTION - A STUDY OF WEB RETAILING

Towards Partial Fulfilment of Requirements of Master of Business

Administration Degree

SUBMITTED TO

Name of the Faculty Guide: Dr. Shiipa Bhakar

Associate Professor

School of Management

SUBMITTED BY

Mausi Joshi

Class- MBA 6th

Rell no.- MBAN1MG21045

ITM University, Gwallor

Jhansi Rd, Turari, Gwalior, Madhya Pradesh 474001



Fig. Student Dissertation



ITM UNIVERSITY, GWALIOR



DISSERTATION

On

IMPACT OF PERCEPTION TOWARDS RETURN POLICY ON BRAND LOVE AND PURCHASE INTENTION - A STUDY OF WEB RETAILING

Towards Partial Fulfilment of Requirements of Master of Business

Administration Degree

SUBMITTED TO

Name of the Faculty Guide: Dr. Shilpa Bhakar

Associate Professor

School of Management

SUBMITTED BY

Mansi Joshi

Class- MBA 6th

Roll no.- MBAN1MG21045

ITM University, Gwalior Jhansi Rd, Turari, Gwalior, Madhya Pradesh 474001

1



Fig. Student Dissertation





CERTIFICATE

This is to certify that Mansi Joshi a student of MBA (2021-2023) of ITM University, Gwalior has successfully completed his/her DISSERTATION. She has prepared this report entitled "IMPACT OF PERCEPTION TOWARDS RETURN POLICY ON BRAND LOVE AND PURCHASE INTENTION - A STUDY OF WEB RETAILING" under my direct supervision and guidance.

Name of Faculty Guide - Dr. Shilpa Bhakar Signature -

Date - 26-06-2023

Date - 26-06-2023

3





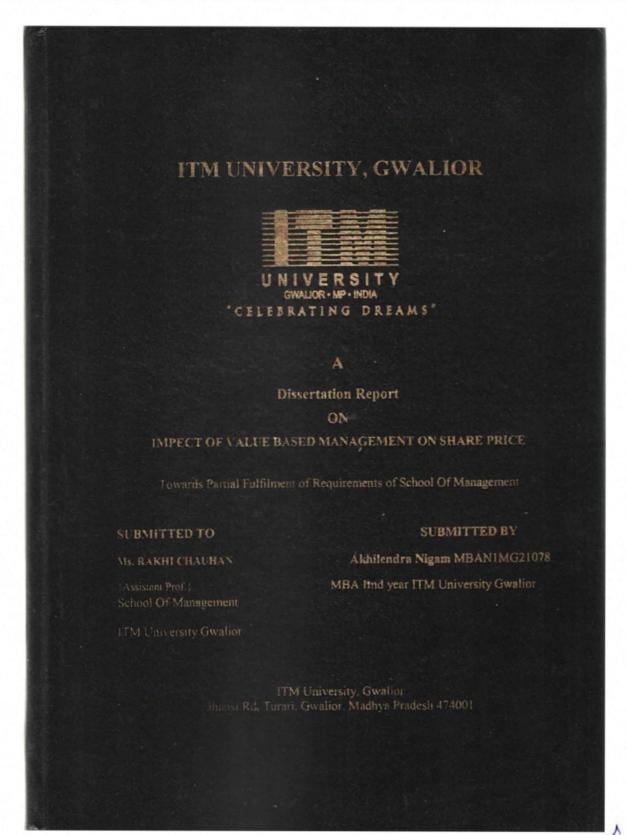




Fig. Student Dissertation

REGISTRAR

Gwalior (M.P)



ITM UNIVERSITY, GWALIOR



A

Dissertation Report

ON

IMPECT OF VALUE BASED MANAGEMENT ON SHARE PRICE

Towards Partial Fulfilment of Requirements of School Of Management

SUBMITTED TO

SUBMITTED BY

Ms. RAKHI CHAUHAN

Akhilendra Nigam MBAN1MG21078

{Assistant Prof.} School Of Management MBA IInd year ITM University Gwalior

ITM University Gwalior

ITM University, Gwalior Jhansi Rd, Turari, Gwalior, Madhya Pradesh 474001

DEAN
TYM School Of Management
Gwellor

REGISTRAR ITM UNIVERSITY Gwalior (M.P)

Fig. Student Dissertation



CERTIFICATE

This is to certify that Akhilendra Nigam of MBA IInd year of ITM University, Gwalior has successfully completed dissertation. He has prepared this report entitled "Impect of Value Based Management on Share Price" under my direct supervision and guidance.

Guided by Assistant Prof. RAKHI CHAUHAN

School Of Management, ITM University Gwalior

Date:26/05/2023

Black 2013 Dean SOM

2





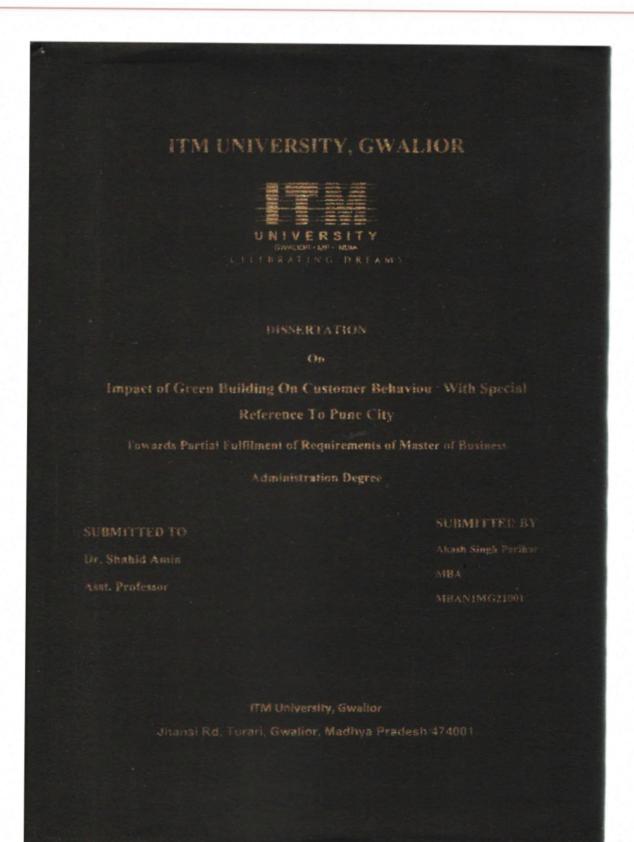




Fig. Student Dissertation

REGISTRAR

ITM UNIVERSITY
Gwalior (M.P)



ITM UNIVERSITY, GWALIOR



DISSERTATION

On

Impact of Green Building On Customer Behaviour With Special Reference To Pune City

Towards Partial Fulfilment of Requirements of Master of Business

Administration Degree

SUBMITTED TO

Dr. Shahid Amin

Asst. Professor

SUBMITTED BY

Akash Singh Parihar

MBA

MBAN1MG21001

ITM University, Gwalior

Jhansi Rd, Turari, Gwalior, Madhya Pradesh 474001





CERTIFICATE

This is to certify that (Akash Singh Parihar) of MBA (2021-23) of ITM University, Gwalior has successfully completed his/her Dissertation Report. He/She has prepared this report entitled "Impact of Green Building On Customer Behaviour With Special Reference To Pune City" under my direct supervision and guidance.

Dr. Shahid Amin

Date:

iii



TYM School Of 18





Summer Internship Programme Report- School of Management, ITM University

The summer internship program for the MBA 2022 Batch (III Trimester) students of the School of Management, ITM University, Gwalior, aimed to provide practical exposure to the corporate world, bridging the gap between theoretical learning and real-world application. The internship spanned from May 5, 2023, to June 20, 2023, allowing students to immerse themselves in various organizations across diverse sectors.

Objective:

The primary objective of the internship program was to enhance students' practical skills, develop professional competencies, and instill workplace ethics and norms. Students were expected to gain valuable experience and insights that would prepare them for future careers by participating in internships.

Learning Outcomes:

The internship program aimed to achieve several learning outcomes, including:

- Application of Theoretical Concepts: Students were encouraged to apply theoretical
 concepts learned in the classroom to real-world scenarios, gaining a deeper understanding
 of their applicability.
- Development of Practical Skills: Through hands-on experience, students developed practical skills essential for their chosen fields, including problem-solving, decisionmaking, and technical competencies.
- Understanding Workplace Norms and Ethics: Immersion in the workplace environment enabled students to understand and adhere to workplace norms, ethics, and professional conduct.
- 4. Enhancement of Critical Thinking and Communication Skills: Students enhanced their critical thinking and communication skills by addressing real-world challenges and interacting with colleagues, superiors, and clients.
- Development of Self-Management Skills: Students learned to manage their time, tasks, and responsibilities effectively, fostering self-management skills crucial for professional success.





Evaluation and Assessment Criteria for the Summer Internship Program

Report Evaluation Criteria:

1. Application of Theoretical Concepts (25%):

- a. Ability to identify and articulate theoretical concepts applied during the internship.
- Clarity in demonstrating the relevance and applicability of theoretical knowledge to practical scenarios.
- Depth of analysis in showcasing how theoretical concepts influenced decision-making and problem-solving.

2. Development of Practical Skills (25%):

- Evidence of hands-on experience and practical application of skills relevant to the chosen field.
- Quality of solutions proposed or implemented to address real-world challenges encountered during the internship.
- c. Demonstrated improvement or acquisition of technical competencies specific to the internship role.

3. Understanding Workplace Norms and Ethics (20%):

- a. Adherence to workplace norms, ethics, and professional conduct demonstrated throughout the internship.
- Reflection on how exposure to workplace environment enhanced understanding of organizational culture and ethics.
- c. Handling of ethical dilemmas or challenges with maturity and professionalism.

4. Enhancement of Critical Thinking and Communication Skills (20%):

- Clarity and coherence in the communication of ideas, both written and verbal.
- b. Evidence of critical thinking through analysis of complex problems and development of innovative solutions.
- c. collaborating effectively with colleagues, superiors, and clients, showcasing strong interpersonal skills.

5. Development of Self-Management Skills (10%):

- Ability to manage time, tasks, and responsibilities effectively during the internship period.
- b. Evidence of prioritization and organization in completing assigned work within deadlines.
- Reflection on personal growth in self-management skills and strategies for improvement.



Viva Assessment Criteria:

1. Understanding of Internship Experience (20%):

- a) Articulation of key learnings and experiences gained during the internship.
- b) Ability to relate internship experiences to academic learning objectives and personal/professional development goals.

2. Application of Theoretical Knowledge (20%):

- a) Discussion on how theoretical concepts learned in the classroom were applied in practical situations during the internship.
- Examples illustrating the integration of theoretical knowledge into real-world decisionmaking processes.

3. Problem-Solving and Decision-Making Skills (20%):

- Response to hypothetical or real-world scenarios, showcasing problem-solving abilities.
- Explanation of decision-making processes undertaken during the internship and rationale behind choices made.

4. Communication and Presentation Skills (20%):

- a) Clarity, coherence, and persuasiveness in communication during the viva.
- b) Ability to effectively convey ideas, arguments, and reflections on internship experiences.

5. Self-Reflection and Professional Growth (20%):

- a) Reflection on personal strengths, weaknesses, and areas for improvement identified during the internship.
- b) Discussion on strategies for continued professional development based on internship experiences.

Overall, the evaluation and assessment criteria aim to comprehensively evaluate students' performance during the internship program, encompassing their practical skills, theoretical understanding, ethical conduct, critical thinking abilities, communication proficiency, and self-management competencies.

Conclusion:

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Gwellor

The summer internship program for the MBA 2022 Batch (III Trimester) at the School of Management, ITM University, Gwalior, proved to be a valuable experience for participating students. It provided them with practical exposure, enhanced their skills, and prepared them for future careers in their respective fields. Moving forward, it is essential to continue refining and adapting internship programs to align with industry trends and emerging challenges, ensuring students receive the most relevant and impactful training experiences.



		MBA 2022 BATC	CH (II TRIMESTER)		
S.no	Name	Roll No.	Organization	Faculty Mentor	
1	Himanshu Singh Rathore	MBAN1MG22141	Drishti IAS	Dr. Aditya Tripathi	
2	Aditi Jain	MBAN1MG22134	Outlook Group	Mr. Keshav Singh Kansan	
3	Ankit Jain	MBAN1MG22155	Outlook Group	Dr. Lotica Surana	
4	Vidhi Jain	idhi Jain MBAN1MG22038 Country Holidays Travel		Dr. Ram babu Shridhar	
5	Sunakshi Chauhan	MBAN1MG22128	Zielhoch	Dr. Shachi Gupta	
6	Ishu Chauhan	MBAN1MG22154	Insplore Consultancy	Dr. Shahid Amin Bhat	
7	Mohit Tomar	MBAN1MG22060	Outlook Group	Dr. Vandana Bharti Ashtan	
8	Himani Gupta	MBAN1MG22049	Outlook Group	Dr. Vinay Gupta	
9	Ayush Sharma	MBAN1MG22206	Outlook Group	Dr. Ambar Agarwal	
10	Anjali Goyal	MBAN1MG22027	The Leading Solutions	Dr. Sher Singh Bhakar	
11	Rishabh Shrivastava	MBAN1MG22167	Outlook Group	Dr. Shilpa Bhakar	
12	Abhay Singh Jadon	MBAN1MG22013	Outlook Group	Dr. Deepti Shrivastava	
13	Himangi Saxena	MBAN1MG22010	Agile Capital Services	Dr. Kahmeera Shaik	
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15	Rishika Shivhare	MBAN1MG22120	Outlook Group	Dr. Shobha Bhardwaj	
16	Sandeep Sikarwar	MBAN1AG22013	VNR Seeds Pvt Ltd	Dr. Vinod Kumar Shrotriya	
17	Muskan Gupta	MBAN1MG22072	Outlook Group	Mr. Intekhab Nadeem Kha	
18	Shiva Raja Bundela	MBAN1MG22028	Agile Capital Services	Dr. Pundreek Sharma	
19	Rahul Gupta	MBAN1MG22148	The Leading Solutions	Dr. Rakhi Chauhan	
20	Sneha Khare	MBAN1AG22018	Amul	Dr. Ravi Kumar	
21	Shuchi Sharma	MBAN1MG22126	Jindal Steel and Power	Dr. Sonal Saxena	
22	Muskan Gupta	MBAN1MG22041	The Leading Solutions	Dr. Ved Prakash	
23	Tanishka Gupta	MBAN1MG22178	Reader's Club	Dr. Bhagwan Chandra Sinl	
24	Vishal Goswami	MBAN1MG22020	Mozo Hunt	Dr. Aditya Tripathi	
25	Rohit Kushwah	MBAN1MG22023	Reader's Club	Mr. Keshav Singh Kansana	
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27	Subrat Pathak	MBAN1MG22022	Amul	Dr. Ram babu Shridhar	
28	Ayushi Jain	MBAN1MG22034	Outlook Group	Dr. Shachi Gupta	
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30	Shraddha Tomar	MBAN1MG22009	Appstrail Technology	Dr. Vandana Bharti Ashtan	
31	Jyotsna Chouriya	MBAN1MG22186	Outlook Group	Dr. Vinay Gupta	
32	Ayushi Jain	MBAN1MG22110	Outlook Group	Dr. Ambar Agarwal	
33	Mausam Soni	MBAN1MG22118	Opening Wings Foundation	Dr. Sher Singh Bhakar	
34	Vishal Singh Rajawat	MBAN1MG22011	Woxen Digital Pvt Ltd	Dr. Shilpa Bhakar	
35	Vikram Singh Chauhan	MBAN1MG22080	Drishti IAS	Dr. Deepti Shriyastava	
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40	Rishabh Agrawal	MBAN1MG22061	Mozo Hunt	Dr. Ram babu Shridhar	
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42	Monu Rathour	MBAN1MG22188	Outlook Group	Dr. Shahid Amin Bhat	
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44	Raymond Jhakenia	MBAN1MG22205	Outlook Group	Dr. Vinay Gupta	
45	Satyam Bhadoriya	MBAN1MG22179	Outlook Group	Dr. Ambar Agarwal	
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53	Chirag Jain	MBAN1MG22058	Mozo Hunt	Mr. Intekhab Nadeem Khar	
54	Amratya Sen	MBAN1MG22033	Uas International	Dr. Pundreek Sharma	
55	Amit Tiwari	MBAN1MG22016	Godrej	Dr. Rakhi Chauhan	
56	Tejeswar Reddy Nimmakayala	MBAN1AG22038	Savannah Seeds	Dr. Ravi Kumar	
57	Arpit Chaturvedi	MBAN1MG22212	Plantix Agritech Pvt Ltd	Dr. Sonal Saxena	
58	Shashank Gupta	MBAN1MG22008	Reader's Club	Dr. Ved Prakash	
59	Nitin Sahu	MBAN1MG22202	Reader's Club	Dr. Bhagwan Chandra Sinh	
60	Muskan Rawat	MBAN1MG22035	Reader's Club	Dr. Aditya Tripathi	
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62	Dharna Yadav	MBAN1MG22036	The Leading Solutions	Dr. Lotica Surana	
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64	Aditi Mishra	MBAN1AG22014	Amul	Dr. Shachi Gupta	
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67	Prakash	MBAN1MG22075	Pantaloons	Dr. Vinay Gupta	
68	Kshama Sharma	MBAN1MG22123	Drishti IAS	Dr. Ambar Agarwal	
69	Anoop Tiwari	MBAN1MG22012	Country Holidays Travel	Dr. Sher Singh Bhakar	
70	Akash Tiwari	MBAN1MG22182	Outlook Group	Dr. Shilpa Bhakar A	
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81	Ramsingh Chauhan	MBAN1MG22076	Reader's Club	Dr. Ambar Agarwal	
82	Kunal Gurung	MBAN1MG22083	Aim India	Dr. Sher Singh Bhakar	
83	Ritik Jain	MBAN1MG22003	Agile Capital Services	Dr. Shilpa Bhakar	
84	Nandini Umraiya	MBAN1MG22074	The Leading Solutions	Dr. Deepti Shrivastava	
85	Saransh Pal	MBAN1MG22207	The Leading Solutions	Dr. Kahmeera Shaik	
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87	Sanskar Singh	MBAN1MG22040	The Leading Solutions	Dr. Shobha Bhardwaj	
88	Chetan Rathore	MBAN1MG22195	Mytrick International	Dr. Vinod Kumar Shrotriy	
89	Raman Kumar	MBAN1MG22087	Indian Oil Corporation Limited	Mr. Intekhab Nadeem Kha	
90	Shikha Goyal	MBAN1MG22007	Outlook Group	Dr. Pundreek Sharma	
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95	Akash Rathore	MBAN1MG22064	Reader's Club	Dr. Bhagwan Chandra Sin	
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99	Pinky Kumari	MBAN1MG22019	Reader's Club	Dr. Ram babu Shridhar	
100	Harshita Agarwal	MBAN1MG22121	Ca Rahul Mittal	Dr. Shachi Gupta	
101	Disha Bhadouria	MBAN1MG22129	Reader's Club	Dr. Shahid Amin Bhat	
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113	Dheerendra Singh Bhadauriya	MBAN1MG22094	Outlook Group	Dr. Shahid Amin Bhat
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120	Ankit Bajpai	MBAN1MG22181	Mytrick International	Dr. Kahmeera Shaik
121	Naman Shrivastava	MBAN1MG22135	Reader's Club	Dr. Neetu Singh Chauhan
122	Ankit Yadav	MBAN1MG22029	Reader's Club	Dr. Shobha Bhardwaj
123	Abinash Upadhyay	MBAN1MG22192	Reader's Club	Dr. Vinod Kumar Shrotriya
124	Palak Jain	MBAN1MG22153	Outlook Group	Mr. Intekhab Nadeem Kha
125	Yasha Agrawal	MBAN1MG22006	Outlook Group	Dr. Pundreek Sharma
126	Sheetal Singh Dhakad	MBAN1MG22222	Reader's Club	Dr. Rakhi Chauhan
127	Khushi Khandelwal	MBAN1MG22174	Counseling Cell	Dr. Ravi Kumar
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139	Bhavesh Bhambhani	MBAN1MG22147	Outlook Group	Dr. Ambar Agarwal
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152	Pavan Rajput	MBAN1MG22052	Reader's Club	Dr. Vinay Gupta	
153	Sadique Hasan	MBAN1AG22029	Amul	Dr. Ambar Agarwal	
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155	Bhavesh Kumar	MBAN1MG22057	Outlook Group	Dr. Shilpa Bhakar	
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162	Aamir Suhail	MBAN1MG22062	Digitally Interactive	Dr. Pundreek Sharma	
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165	Harshit Gupta	MBAN1MG22203	Reader's Club	Dr. Sonal Saxena	
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186	Arpit Kumar	MBAN1AG22006	Aim India	Dr. Shachi Gupta	
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196	Sanskar Jain	MBAN1MG22050	The Leading Solutions	Dr. Shobha Bhardwaj	
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183 V 184 D 185 A 186 A 187 J 188 A 189 M 190 S 191 A 192 K 193 K 194 K 195 N 196 S 197 S 198 M 199 D 200 R 201 N 202 A 203 S 204 C 205 A 206 G 207 Y 208 S	Brishav Parihar Vikas Singh Jadon Deepak Kumar Singh Amarendra Singh Arpit Kumar Jogdande Tanaji Ambuj Upadhyay Maneesh Sharma Sonu Baghel Aman Vyas Kalpana Sharma Kancharla Brahmaiah Kajal Baghel Namrata Somvanhsi Sanskar Jain Shristi Wahi Mayank Chauhan Dheeraj Rajput Rishabh Srivastava	MBAN1MG22066 MBAN1MG22068 MBAN1MG22068 MBAN1MG22151 MBAN1AG22006 MBAN1AG22024 MBAN1AG22021 MBAN1MG22018 MBAN1MG22018 MBAN1MG22011 MBAN1MG22106 MBAN1MG22106 MBAN1MG22106 MBAN1MG2218 MBAN1MG2218 MBAN1MG2218 MBAN1MG22184	Digitally Interactive Vnr Seeds Pvt Ltd Digitally Interactive Woxen Digital Pvt Ltd Aim India Savannah Seeds Ion Exchange (India) Ltd. The Leading Solutions Reader's Club Henry Harvin Woxen Digital Pvt Ltd Farmor Agri Solutions Reader's Club Mozo Hunt The Leading Solutions Vardhman Mytrick International	Dr. Lotica Surana Dr. Ram babu Shridhar Dr. Shachi Gupta Dr. Shahid Amin Bhat Dr. Vandana Bharti Ashtana Dr. Vinay Gupta Dr. Ambar Agarwal Dr. Sher Singh Bhakar Dr. Shilpa Bhakar Dr. Deepti Shrivastava Dr. Kahmeera Shaik Dr. Neetu Singh Chauhan Dr. Shobha Bhardwaj Dr. Vinod Kumar Shrotriya
184 D 185 A 186 A 187 J 188 A 189 M 190 S 191 A 192 K 193 K 194 K 195 N 196 S 197 S 198 M 199 D 200 R 201 N 202 A 203 S 204 C 205 A 206 G 207 Y 208 S	Deepak Kumar Singh Amarendra Singh Arpit Kumar Jogdande Tanaji Ambuj Upadhyay Maneesh Sharma Sonu Baghel Aman Vyas Kalpana Sharma Kancharla Brahmaiah Kajal Baghel Namrata Somvanhsi Sanskar Jain Shristi Wahi Mayank Chauhan Dheeraj Rajput	MBAN1MG22068 MBAN1MG22151 MBAN1AG22006 MBAN1AG22024 MBAN1AG22021 MBAN1MG22018 MBAN1MG22018 MBAN1MG22111 MBAN1MG22111 MBAN1MG22111 MBAN1MG22118 MBAN1MG2218 MBAN1MG2218 MBAN1MG2218 MBAN1MG22166 MBAN1MG22166	Digitally Interactive Woxen Digital Pvt Ltd Aim India Savannah Seeds Ion Exchange (India) Ltd. The Leading Solutions Reader's Club Henry Harvin Woxen Digital Pvt Ltd Farmor Agri Solutions Reader's Club Mozo Hunt The Leading Solutions Vardhman	Dr. Ram babu Shridhar Dr. Shachi Gupta Dr. Shahid Amin Bhat Dr. Vandana Bharti Ashtana Dr. Vinay Gupta Dr. Ambar Agarwal Dr. Sher Singh Bhakar Dr. Shilpa Bhakar Dr. Deepti Shrivastava Dr. Kahmeera Shaik Dr. Neetu Singh Chauhan Dr. Shobha Bhardwaj
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199 D 200 R 201 N 202 A 203 Si 204 C 205 A 206 G 207 Y 208 Si	Dheeraj Rajput	MBAN1MG22184		
200 R 201 N 202 A 203 Si 204 C 205 A 206 G 207 Y 208 Si			Country Holidays Travel	Dr. Pundreek Sharma
202 A 203 St 204 C 205 A 206 G 207 Y 208 SI	and and an and an	MBAN1MG22167	Outlook Group	Dr. Rakhi Chauhan
203 Si 204 C 205 A 206 G 207 Y 208 Si	Namrata Somvanshi	MBAN1MG22204	Mozo Hunt	Dr. Ravi Kumar
204 C 205 A 206 G 207 Y 208 SI	Avnish Sharma	MBAN1MG22162	Rishishwar Private Limited	Dr. Sonal Saxena
205 A 206 G 207 Y 208 SI	Suraj Thakur	MBAN1MG22214	Mozo Hunt	Dr. Ved Prakash
205 A 206 G 207 Y 208 SI	Chadaka Veeranageswararao	MBAN1AG22040	Savannah Seeds	Dr. Bhagwan Chandra Sinh
206 G 207 Y 208 SI	Ajay Pratap Singh Rajawat	MBAN1MG22172	Reader's Club	Dr. Aditya Tripathi
208 SI	Ganta Sai Ganesh Goud	MBAN1AG22025	Pawana Seeds	Mr. Keshav Singh Kansana
208 SI	Yogesh Choudhary	MBAN1MG22183	Reader's Club	Dr. Lotica Surana
	Shivam Singh Tomar	MBAN1MG22138	Woxen Digital Pvt Ltd	Dr. Ram babu Shridhar
	Aman Rajoriya	MBAN1MG22113	Outlook Group	Dr. Shachi Gupta
210 R	Ram Singh Chauhan	MBAN1MG22076	Reader's Club	Dr. Shahid Amin Bhat
	Ritika Sahu	MBAN1MG22002	Jktyre	Dr. Vandana Bharti Ashtana
	Vikram Singh Chauhan	MBAN1MG22080	Drishti IAS	Dr. Vinay Gupta
	Sankesh Bhagoriya	MBAN1MG22045	Agile Capital Services	Dr. Ambar Agarwal
	Ishu Singh Chauhan	MBAN1MG22154	Insplore Consultancy	Dr. Sher Singh Bhakar
		MBAN1MG22055	Outlook Group	Dr. Shilpa Bhakar
	Arvind Pilania		Crystal Crop Protection Ltd.	Dr. Deepti Shriyastava
2170 N	Arvind Pilania Kunal Kumar	MBAN1AG22020		Dr. Kahmeera Shaik; ISTR



		MBA 2022 BATO	CH (II TRIMESTER)	
S.no	Name	Roll No.	Organization	Faculty Mentor
218	Ganga Ramya Sri	MBAN1AG22010	IIM Hyderabad	Dr. Aditya Tripathi
217	Nancy Goswami	MBAN1MG22095	ITM Hospital and Research Center	Mr. Keshav Singh Kansana
218	Ganga Ramya Sri	MBAN1AG22010	IIM Hyderabad	Dr. Lotica Surana
219	Shailendra Rawat	MBAN1AG22033	Crystal Crop Protection Ltd.	Dr. Ram babu Shridhar
220	Palakomma Tharun Kumar	MBAN1AG22005	Pawana Seeds	Dr. Shachi Gupta
221	Swathi Chanumolu	MBAN1AG22021	IIM Hyderabad	Dr. Shahid Amin Bhat
222	Dheerendra Singh Bhadauriya	MBAN1MG22094	Outlook Group	Dr. Vandana Bharti Ashtana
223	Jai Bamoriya	MBAN1MG22136	Corizo Edutech	Dr. Vinay Gupta
224	Ankit Kumar Ekka	MBAN1MG22163	Opening Wings Foundation	Dr. Ambar Agarwal
225	Amita Karothiya	MBAN1MG22096	ITM Hospital and Research Center	Dr. Sher Singh Bhakar
226	Priya Bhadouriya	MBAN1MG22053	Opening Wings Foundation	Dr. Shilpa Bhakar
227	Tejaswani Tomar	MBAN1MG22079	Zielhoch	Dr. Deepti Shrivastava
228	Rohit Yadav	MBAN1MG22119	Surya Industry	Dr. Kahmeera Shaik
229	Tanya Bhojwani	MBAN1MG22092	Reader's Club	Dr. Neetu Singh Chauhan









Date - 30⁽¹⁾ June 2023

TO WHOM IT MAY CONCERN

This is to certify that Mr. Brajesh Singh Bhadonya completed his Internship with Crystal Crop Protection Ltd. from any 2021 to June 2023, his last assignment was in the capacity of an MICEN in SIGD department.

During his internship his performance was satisfactory.

We wish him all the best in his future endeavors.

For Crystal Crop Protection Limited

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Bijender Vats Group CHRC

Crystal Crop Protection Limited

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Date - 30" June 2023

TO WHOM IT MAY CONCERN

This is to certify that Air. Manish Kurrar completed his Internship with Crystal Crop Protection Ltd. from May 2023 to June 2023, his last assignment was in the capacity of an INTERN in SEED department.

During his Internship his performance was satisfactory.

We wish him all the best in his future endeavors.

For Crystal Crop Protection Limited

Bijender Vats Group CHRO

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Fig. Internship Certificates of MBA Students







Fig. Internship Certificates of MBA Students











Fig. Internship Certificates of MBA Students









ITM University Gwalior Campus, NH-44, Turari, Gwalior, (M.P.) - 475 001 INDIA mail: info@itmuniversity.ac.in, web: www.itmuniversity.ac.in

TYM School Of M

REGISTRAR ITM UNIVERSITY

Gwalior (M.P)







CHT CORPORATE DEVELOPMENT PROGRAM

OFFER LETTER

Dear, Yasha Agrawal

On behalf of Country Holidays Travel India Pvt. Ltd., we are elated to inform you that you have been selected for the position of Human Resources Intern with our company. On your acceptance of this offer letter, you will be required to join the organization from June 10th, 2023 and you will be reporting to Mr. Praryush Raj. We would like to inform you that the duration of this internship will be of 30 Days. Your internship will end on July 9th, 2023,

If you have any other queries, please feel free to write to careers@countryholidaystravel.com. You will need to express your acceptance of the appointment as an Intern.

Congratulations and welcome to CHT.



COUNTRY HOLIDAYS TRAVEL INDIA PVT. LTD.

Reg. Office : Office No. 412, 4th Floor, Nehru Piace, Mamoerover, 90, Delhi - 110019 India Corporate Office : 1st Floor, Sulte 104, A-37, Block A Sector-63, Notids, Gautam Budh Nagar, Uttar Pradesh 201301 India

CHT CORPORATE DEVELOPMENT PROGRAM

To Whom It May Concern

This certificate is awarded to Vanshika Kaushik in appreciation of the successful completion of the online internship at Country Holidays Travel India Pvt. Ltd. for the position of Human Resources Intern. The Live Project was conducted from 10/06/2023 to 09/07/2023.

During her tenure with us, we found her to be online bardwards in singure.

During her tenure with us, we found her to be quite hardworking, sincere and result-oriented candidate.

We wish her all the best in her future endeavors.

Warm regards, HR Department





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Corporate Office: 1st Floor, Swite: 104. 4-37, Block A Section-63, Noida, Gautam Budh Nagar, Uttar Pradesh 201301 India

Email: customercare@countryholidaystravel.com | Ph.: 0120-6914300 | Tod Free No. 1803 309 8937





Code Clause

To Whom So IT May Concern

Date - 03 / 08 / 2023

This is to certify that Bhanu rawat.management ITM university Gwallor is working as an intern with CodeClause from the period Jul-2023 To Aug-2023.

During this period he handled Python Development Intern position.

During the course of the Internship, Bhanu rawat has shown a great amount of responsibility, sincerity, and a genuine willingness to learn and zeal to take on new assignments and challenges. In particular, his coordination skills and communication skills are par excellence and his attention to details is impressive.

We wish all the very best for your future.









Fig. Internship Certificates of MBA Students





Report on Industrial Visits for MBA Students at the School of Management, ITM University, Gwalior

Industrial visits serve as an integral component of the academic curriculum, particularly for management students pursuing MBA programs. These visits are designed to provide students with practical exposure to real-world business operations, thereby complementing theoretical knowledge gained in classrooms. In January 2023, MBA students from the School of Management at ITM University, Gwalior, had the privilege of visiting two prominent companies: Supreme Industries Limited and SRF Limited. This report aims to outline the objectives, significance, and outcomes of these industrial visits, along with the need for and importance of such initiatives for MBA students.

Objectives of Industrial Visits

- Bridge Theory with Practice: The primary objective of industrial visits is to bridge the
 gap between theoretical learning and practical application. By witnessing firsthand, the
 processes, technologies, and operations of real-world businesses, students can
 contextualize their theoretical knowledge and understand its real-world implications.
- 2. Exposure to Industry Dynamics: Industrial visits offer students exposure to the dynamics of various industries, including market trends, technological advancements, and operational strategies. This exposure helps students stay abreast of industry developments and prepares them to adapt to changing business landscapes.
- 3. Interaction with Industry Experts: Through industrial visits, students have the opportunity to interact with industry experts, professionals, and leaders. These interactions facilitate knowledge exchange, mentorship, and networking, thereby enhancing students' understanding of industry practices and fostering personal and professional growth.
- 4. Enhanced Employability: Industrial visits play a crucial role in enhancing students' employability by providing them with insights into industry requirements, expectations, and job roles. Exposure to real-world business environments also increases students' chances of securing internships, corporate training opportunities, and pre-placement offers (PPOs).
- 5. Management Lessons: Industrial visits serve as a platform for students to observe and learn management concepts in action. From production management to quality control, students gain insights into how management principles are implemented and operationalized within organizations, thereby enriching their academic learning with practical experiences.
- 6. Skill Development: Industrial visits contribute to the holistic development of students by fostering the enhancement of interpersonal, communication, and teamwork skills. Engaging with industry professionals and navigating real-world challenges cultivates resilience, adaptability, and problem-solving abilities among students, essential qualities for future business leaders.





Need for and Importance of Industrial Visits for MBA Students

- 1. Practical Application of Theoretical Concepts: MBA programs emphasize theoretical frameworks and concepts relevant to business management. However, practical application is equally vital for students to comprehend the intricacies of business operations. Industrial visits offer students the opportunity to witness firsthand the application of theoretical knowledge in real-world scenarios, thereby enhancing their understanding and retention of concepts.
- 2. Exposure to Industry Best Practices: The business landscape is constantly evolving, driven by technological advancements, market dynamics, and consumer preferences. To remain competitive, MBA students must stay updated on industry best practices, emerging trends, and innovative strategies. Industrial visits facilitate exposure to leading organizations, allowing students to observe and learn from industry pioneers, adopt best practices, and benchmark their learning against industry standards.
- 3. Networking and Career Opportunities: Networking plays a crucial role in career advancement, particularly in the competitive business environment. Industrial visits provide students with opportunities to network with industry professionals, build relationships, and explore potential career paths. Moreover, interactions during industrial visits may lead to internships, job placements, or collaborative projects, thereby enhancing students' career prospects and industry relevance.
- 4. Enhanced Learning Experience: Traditional classroom learning, while essential, may lack the dynamism and practicality offered by real-world experiences. Industrial visits enrich the learning experience by immersing students in authentic business environments, where they can observe processes, interact with professionals, and apply theoretical knowledge in practical settings. This hands-on approach not only reinforces academic learning but also fosters critical thinking, problem-solving, and decision-making skills.
- 5. Holistic Development: MBA education encompasses more than academic knowledge; it encompasses the development of well-rounded individuals equipped with both technical expertise and soft skills. Industrial visits contribute to holistic student development by fostering personal growth, cultural awareness, and global perspective. By exposing students to diverse industries, cultures, and business practices, industrial visits broaden their horizons and nurture attributes such as adaptability, resilience, and cross-cultural communication.
- 6. Alignment with Industry Requirements: Employers increasingly seek candidates who possess not only academic qualifications but also practical experience and industry insights. Industrial visits align MBA programs with industry requirements by providing students with exposure to real-world challenges, industry dynamics, and professional expectations. This alignment enhances students' employability, prepares them for corporate roles, and equips them with the skills and knowledge necessary for success in the business world.





Industrial Visits to Supreme Industries Limited and SRF Limited:

1. Supreme Industries Limited:

Supreme Industries Limited, with nearly 80 years of experience in the plastics industry, stands as a testament to innovation, excellence, and sustainability. The industrial visit to Supreme Industries Limited offered MBA students invaluable insights into the manufacturing processes, product innovation, and corporate strategies of a leading player in the plastics sector.

Objectives Achieved:

- a. Understanding of Manufacturing Processes: Students gained firsthand exposure to the manufacturing processes involved in plastics production, including extrusion, molding, and finishing.
- b. Product Innovation and R&D: The visit provided insights into Supreme Industries' commitment to product innovation, sustainability, and research and development (R&D) initiatives.
- c. Corporate Sustainability Practices: Students learned about Supreme Industries' sustainability practices, including recycling initiatives, eco-friendly products, and adherence to environmental regulations.
- d. Quality Management Systems: Observing quality control measures and adherence to international standards enhanced students' understanding of quality management systems in manufacturing.

2. SRF Limited:

SRF Limited is renowned for its high-performance reinforcements, including nylon and polyester yarns and fabrics, catering to diverse non-consumer and lifestyle applications. The industrial visit to SRF Limited exposed MBA students to advanced manufacturing processes, technological innovations, and global business practices.

Objectives Achieved:

- **a. Technological Advancements:** Students witnessed state-of-the-art manufacturing facilities and advanced technologies used in the production of high-performance reinforcements.
- b. Global Market Dynamics: Insights into SRF Limited's global presence, market expansion strategies, and competitive positioning provided students with a broader understanding of global business dynamics.
- c. Quality Assurance and Compliance: Observing quality assurance protocols, compliance with industry standards, and adherence to regulatory requirements highlighted the importance of quality management and regulatory compliance in business operations.
- d. Industry Best Practices: Interactions with industry experts and professionals facilitated knowledge sharing and exposure to industry best practices in manufacturing, supply chain management, and corporate governance.



Conclusion:

Industrial visits play a pivotal role in enriching the learning experience of MBA students by providing them with practical exposure to real-world business environments. Through interactions with industry experts, observation of manufacturing processes, and exposure to industry dynamics, students gain invaluable insights that complement their academic learning and enhance their professional development. The industrial visits to Supreme Industries Limited and SRF Limited served as catalysts for knowledge acquisition, skill development, and career exploration, aligning with the overarching objective of preparing MBA students for success in the dynamic and competitive business landscape. As stakeholders in the education ecosystem, it is imperative for educational institutions, faculty members, and students to recognize the significance of industrial visits and leverage them effectively to bridge the gap between theory and practice, foster industry-academia collaboration, and nurture future business leaders equipped to drive innovation, growth, and sustainability in the global marketplace.







Industrial Visit Report: Exploring Practical Insights at Supreme Industries Limited

On the 13th of January 2023, MBA 3rd Trimester students embarked on an enriching industrial visit to Supreme Industries Limited. This visit was meticulously planned to offer students practical insights into the operations of industries pertinent to our course curriculum. Such initiatives play a pivotal role in bridging the gap between theoretical knowledge and real-world application, thereby enhancing the overall learning experience for our students. This report aims to encapsulate the key observations, learnings, and experiences gathered during our visit to Supreme Industries Limited.

Details of the Visit

Date: 13th January 2023

Time: Morning Shift: 11:00 AM - 01:00 PM

Evening Shift: 02:00 PM - 05:00 PM

Venue: The Supreme Industries Limited

Faculty Supervisors: Morning Shift: Dr. Kahmeera Shaikh

Evening Shift: Mr. Mr. Nitesh Dubey

Transportation: Transportation was arranged via the university bus for the convenience of the students.



Fig.- MBA 1st trimester Students with Faculty at Supreme Furniture





Overview of Supreme Industries Limited

Supreme Industries Limited boasts a pre-eminent history in the plastics industry, spanning nearly 80 years. As the largest plastics processor in the nation, Supreme effectively handles volumes of over 5,00,000 metric tonnes of polymers annually. The company offers a diverse and comprehensive selection of plastic products in India. Its commitment to quality innovation is at the core of Supreme's success, guided by its mission and vision.

Focus on the Collection of Overhead & Underground Water Tanks

During our visit, particular emphasis was placed on the Collection of Overhead & Underground Water Tanks manufactured by Supreme Industries Limited. These products are renowned for their long-lasting performance and superior quality. Understanding the importance of these tanks was particularly insightful for MBA students, as it provided a real-world example of how product quality and innovation contribute to market leadership and customer satisfaction.

Key Observations and Learnings

- State-of-the-Art Manufacturing
 Facilities: Supreme Industries Limited houses state-of-the-art manufacturing facilities with advanced machinery and technology. Witnessing these facilities firsthand gave students a deeper understanding of plastic product manufacturing processes.
- Control Quality Measures: company's stringent quality control measures were evident throughout production. From raw material sourcing to the final product inspection, every stage is meticulously monitored to ensure adherence to quality standards. This underscores the company's commitment to delivering superior products to its customers.
- Innovation and Research: Supreme

 Industries Limited prioritizes innovation and research to stay ahead in the competitive market. Students were exposed to the company's research and development initiatives to develop cutting-edge products that meet evolving consumer needs and industry standards.
 - Environmental Sustainability: The visit also shed light on Supreme's initiatives towards environmental sustainability. The company implements eco-friendly practices, such as ISTRAR recycling and waste management, showcasing its commitment to environmental light (M.P.)

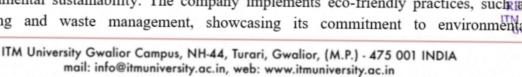
Tilori, Madhya Pradesh, India

Unnamed Road, Malanpur, Tilori, Madhya

Pradesh 477117, India

Lat 26.361611°

Long 78.281455°





- stewardship. Students learned about the company's efforts to reduce waste, optimize energy usage, and promote recycling, aligning with global sustainability goals.
- Market Leadership: Through interactions with company representatives, students gained
 insights into Supreme's market leadership position and strategies for sustaining growth in
 a dynamic business environment. Understanding the factors contributing to Supreme's
 success was invaluable for students aspiring to excel in the corporate world.



Fig.- Trainer providing inputs on the production process at Supreme Furniture

 Interaction with Industry Experts: The visit also allowed students to interact with industry experts and professionals from Supreme Industries Limited. Engaging in discussions and asking questions allowed students to gain valuable perspectives on industry trends, career opportunities, and challenges facing the plastics sector.



Fig.- Trainer providing inputs on the pipe molding process at Supreme Furniture







Conclusion

The industrial visit to Supreme Industries Limited was a resounding success, providing MBA students with practical insights into the workings of a leading player in the plastics industry. Witnessing the manufacturing processes, quality control measures and innovation initiatives firsthand enriched our understanding of theoretical concepts learned in the classroom. Focus on the Collection of Overhead & Underground Water Tanks highlighted the importance of product quality and innovation in meeting consumer needs and achieving market leadership. Such initiatives play a crucial role in enhancing the overall learning experience for students, bridging the gap between theory and practice. We thank Mr. Mr. Nitesh Dubey and the faculty supervisors for organizing this insightful visit. We look forward to more opportunities to gain practical exposure and enrich our knowledge base.



Fig.- Trainer providing inputs on water tanks at Supreme Furniture

Acknowledgment

We want to express our sincere gratitude to Supreme Industries Limited for hosting us and providing valuable insights into their operations—special thanks to the management and staff for their hospitality and for facilitating a rewarding learning experience.







"CELEBRATING DREAMS"

INDUSTRIAL VISIT MBA 1 TRIMESTER (2022-2024) As balance Majkh

Section	D			The Fe
S.No.		Name	Roll No	Signature
	1	Timing 10:00 am- 1:00pm		
1		Ankit Panda	MBAN1AG22002	-
2		tanaji	MBAN1AG22024	
3		G Sai Ganesh	MBAN1AG22025	
4	n	arasimhulu naik mudawath	MBAN1AG22027	
5		sadiique	MBAN1AG22029	
6	-	Shubham Pal	MBAN1MG22127	Shupfank
7	/	Rubina Yeasmin	MBAN1MG22142	Rutino
8	1	pałak jain	MBAN1MG22153	Butter
9	1	ankit Jain	MBAN1MG22155	Artistain
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14	1	tanishka	mban1mg22178	(ALA)=
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16	7	Abhishek	mban1mg22180	Philippier
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Ar. Kahmeera Shaile Aristant Projenor

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Industrial Visit Attendance Record- 13th January 2023 (Morning)

REGISTRAR ITM UNIVERSITY Gwalior (M.P)

ITM University Gwalior Campus, NH-44, Turari, Gwalior, (M.P.) - 475 001 INDIA mail: info@itmuniversity.ac.in, web: www.itmuniversity.ac.in



44 vaishnav bhardwaj 45 vanshika kaushik 46 Anushka sharma mban1mg22160 47 Atul kumar mban1mg22208 48 Ankit Vajpayi mban1mg22181 49 Saransh pal mban1mg22207 50 Namrata Somvanshi mban1mg22204 51 Iti Mittal mban1mg22213 52 Sania sameer khan mban1mg22209 53 K Saketh mban1ag22035 54 Yash Soni mban1ag22200 55 Barid Maganake . mban1mg22159 56 Arpit chaturvedi mban1mg22212 57 Samar Bhadoriya mban1mg22210 58 Monu Rathour mban1mg22188 59 Rohit sahu mban1mg22175 60 Himanshu Sharma mban1mg22211 29216 Porja Kalkusnij Faculty Details

> Dr.Kahmeera Shaik Assistant Professor ITM University, Gwalior mbl. No. 7702139124

for morning shift 10:00-1:00

Vah 13/1/202

Mr. Nitesh Dubey Assistant Professor ITM University, Gwalior mbl. No. 9009138981 for afternoon shift 2:00-5:00

Dr. Kahmena . Shaik



Industrial Visit Attendance Record- 13th January 2023 (Morning)





"CELEBRATING DREAMS"

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1	Ankit Panda	MBAN1AG22002		-
2	tanaji	MBAN1AG22002		-
3	G Sai Ganesh	MBAN1AG22025		-
4	narasimhulu naik mudawath	MBAN1AG22027		-
5	sadiique	MBAN1AG22029		1
6	Shubham Pal	MBAN1MG22127		1
7	Rubina Yeasmin	MBAN1MG22142		
8	palak jain	MBAN1MG22153		1
9	ankit Jain	MBAN1MG22155		1
10	shreya	MBAN1MG22165		1
11	ajay rajawat	mban1mg22172		1
12	akshit	mban1mg22173		1
13	sachin sharma	mban1mg22176		1
14	tanishka	mban1mg22178		1
15	satyam	mban1mg22179		1
16	Abhishek	mban1mg22180		1
17	yogesh choudhary	mban1mg22183		1
18	Dheeraj rajpoot	mban1mg22184		1
19	sarthak khare	mban1mgi.2185		1
20	jyotsna chouriya	mban1mg22186		1
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23	yashraj	mban1mg22190		1
24	Aman Gupta	mban1mg22191		
25	abinash upadhyay	mban1mg22192		
26	jatin rajak	mban1mg22194		
27	chetan rathore	mban1mg22195		
28	umang sharma	mban1mg22196		
29	Anshu Singh Yadav	mban1mg22197		
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35	raymond jakhenia	mban1mg22205	lat .	-
36	ayush sharma	mban1mg22206	Thousand	1
37	abhinand	mban1ag22032		-
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TYM School Of liter Gweller Industrial Visit Attendance Record- 13th January 2023 (Evening)



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Dr.Kahmeera Shaik

Assistant Professor

ITM University, Gwalior mbl. No. 7702139124

Mr. Nitesh Dubey Assistant Professor

for afternoon shift

2:00-5:00

10:00-1:00

ITM University, Gwalior mbl. No. 9009138981

MBANIMUZZZZZ Prashant Shayma

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REGISTRAR ITM UNIVERSITY Gwalior (M.P)

Industrial Visit Attendance Record- 13th January 2023 (Evening)



Industrial Visit Report: Exploring Practical Insights at SRF Limited Manufacturing Unit

The industrial visit to SRF Limited on January 17, 2023, provided MBA students with valuable insights into the operations of a leading diversified chemicals conglomerate. Organized by the university, the visit aimed to enhance students' understanding of industrial processes, product diversification, and corporate values. This report outlines the details of the visit, including the date, time, venue, faculty supervisors, transportation arrangements, and key highlights of the interaction with SRF Limited.

Details of the Visit:

Date: 17th January 2023

Time: Morning Shift: 11:00 AM - 01:00 PM

Venue: SRF Limited

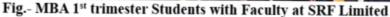
Faculty Supervisors: Morning Shift: Ms. Gaura Chauhan

Transportation: Transportation was arranged via the university bus for the convenience of the students.

Overview of SRF Limited

In 1970, SRF Limited evolved from a single-unit tire cord manufacturer to a leading, professionally managed, diversified chemical conglomerate. The company's core strength lies in diversifying and innovating, driving global leadership across various industries. SRF's wide range of products and solutions are sold worldwide, catering to diverse applications and segments, including automotive, household appliances, industrial, and specialty intermediates.











Product Offerings

SRF Limited offers a wide range of high-performance reinforcements, including nylon and polyester yarns and fabrics for diverse non-consumer and lifestyle applications. The company is India's largest manufacturer of technical textiles and enjoys global leadership for most of its products under this business segment. Key products discussed during the visit include tyre cord fabrics, belting fabrics, and industrial yarn, highlighting SRF's commitment to quality, innovation, and technology leadership.



Fig.- Workshop for Students on Production Process at SRF Limited

Corporate Values

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SRF Limited is guided by the maxim "We always find a better way," reflecting its commitment to continuous improvement and value creation. The company's culture of innovation, technology leadership, employee engagement, professional management, transparent governance, and inclusive growth was emphasized during student interaction. SRF's relentless pursuit of excellence underscores its dedication to creating greater value for stakeholders and contributing to a better way of life.

Key Highlights of the Visit

- Manufacturing Processes: Students had the opportunity to witness the manufacturing processes
 employed by SRF Limited, gaining insights into the production of technical textiles and industrial
 intermediates. Various manufacturing stages were demonstrated, from raw material sourcing to
 final product assembly, showcasing SRF's commitment to quality and efficiency.
- Innovation and Technology Leadership: SRF's focus on innovation and technology leadership
 was evident throughout the visit. Students learned about the company's efforts to develop cuttingedge products and solutions that meet customers' evolving industry needs. Discussions on research
 and development initiatives highlighted SRF's proactive approach to staying ahead of market trends
 and maintaining its competitive edge.



Corporate Social Responsibility: The visit also gave students insights into SRF's
corporate social responsibility initiatives. Students learned about the company's efforts to
promote sustainable practices, environmental stewardship, and community engagement.
SRF's commitment to ethical business practices and social welfare resonated with the
students, highlighting the importance of responsible corporate citizenship.

Conclusion

The industrial visit to SRF Limited offered MBA students a valuable opportunity to gain firsthand insights into the operations of a leading chemicals conglomerate. Through interactions with company representatives, observations of manufacturing processes, and discussions on corporate values and product offerings, students gained a deeper understanding of industrial dynamics and corporate strategy. Such visits play a crucial role in complementing classroom learning and preparing students for future roles in the business world.







"CELEBRATING DREAMS"

17 JANUARY INDUSTRIAL VISIT

MBA 1 TRIMESTER

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S.No.	MBA 1 TRIMESTER Name	Roll No	signature
	Tejaswani Tomar	MBAN1MG22079	-
_	Ýash Mishra	MBAN1MG22079	-
	Kunal Gurung	MBAN1MG22081	Yash
	Priya Bhadouriya	MBAN1MG22083	PC O I WOO
	Akshat Shrivastava	MBAN1MG22097	Priya
	Radha Rawat	MBAN1MG22097	0
	Aman Singh Sikarwar	MBAN1MG22099	Amen
	Ayushi Rajpoot	MBAN1MG22100	
	Saloni Agarwal	MBAN1MG22090	Resoni
	Sonu Baghel	MBAN1MG22090	-
	Tanya Bhojwani	MBAN1MG22091	Sony
	Himanshu Shekhar	MBAN1MG22092	janya
	Oheerendra Singh Bhadauriya	MBAN1MG22094	Himanchy
	Deepak Atal	MBAN1MG22101	Dheer
	Pravesii Sharma	MBAN1MG22101	Deepal.
	Rachit Dixit	MBAN1MG22103	Rachil
	Piyush Sharma	MBAN1MG22104	PiyUS4
	Kalpana Sharma	MBAN1MG22105	Kalpana
	Prashant Sharma	MBAN1MG22107	Prestant
	Shivam Singh Kamariya	MBAN1MG22108	Courb ly
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	Rahul Pal	MBAN1MG22114	Rahul Pal
	Richay tiswa!	MBAN1MG22115	Namu ray
	Madhuram Agrawal	MBAN1MG22116	Nove
	Whicha Circotiva	MBAN1MC22117	None
	Mausam Soni	MBAN1MG22118	Mausam
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	Harshita Agarwal	MBAN1MG22121	Harsluta
	Kshama Sharma	MBAN1MG22123	Kohures.
	Śhristi Wahi	MBAN1MG22125	Shear
	Shuchi Sharma	MBAN11/4G22126	-
	Shubhem Pal	MBAN1MG22127	
	Sunakshi Chauhan	MBAND MC22128	gwakeli
	Disha Bhadouria	MBAN1022129	Dista
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Industrial Visit Attendance Record- 17th January 2023



Industrial Visit Report: Exploring Practical Insights at SRF Limited Manufacturing Unit

The industrial visit to SRF Limited on January 18, 2023, provided MBA students with valuable insights into the operations of a leading diversified chemicals conglomerate. Organized by the university, the visit aimed to enhance students' understanding of industrial processes, product diversification, and corporate values. This report outlines the details of the visit, including the date, time, venue, faculty supervisors, transportation arrangements, and key highlights of the interaction with SRF Limited.

Details of the Visit

Date: 18th January 2023

Time: Morning Shift: 11:00 AM - 01:00 PM

Venue: SRF Limited

Faculty Supervisors: Morning Shift: Mr. Mr. Pradeep Singh Tomar

Transportation: Transportation was arranged via the university bus for the convenience of the students.

Overview of SRF Limited

In 1970, SRF Limited evolved from a single-unit tire cord manufacturer to a leading, professionally managed, diversified chemical conglomerate. The company's core strength lies in diversifying and innovating, driving global leadership across various industries. SRF's wide range of products and solutions are sold worldwide, catering to diverse applications and segments, including automotive, household appliances, industrial, and specialty intermediates.





Fig.- Workshop for Students on Production Process at SRF Limited





Product Offerings

SRF Limited offers a wide range of high-performance reinforcements, including nylon and polyester yarns and fabrics for diverse non-consumer and lifestyle applications. The company is India's largest manufacturer of technical textiles and enjoys global leadership for most of its products under this business segment. Key products discussed during the visit include tyre cord fabrics, belting fabrics, and industrial yarn, highlighting SRF's commitment to quality, innovation, and technology leadership.

Corporate Values

SRF Limited is guided by the maxim "We always find a better way," reflecting its commitment to continuous improvement and value creation. The company's culture of innovation, technology leadership, employee engagement, professional management, transparent governance, and inclusive growth were emphasized during student interaction. SRF's relentless pursuit of excellence underscores its dedication to creating greater value for stakeholders and contributing to a better way of life.



Fig.- Students with Faculty at SRF Limited during Industrial Visit

Key Highlights of the Visit

- Manufacturing Processes and Facilities Tour: Students were given a tour of SRF's
 manufacturing facilities, where they gained insights into the company's production processes and
 quality control measures. Observing the various stages of production helped students understand
 the complexities involved in manufacturing high-performance reinforcements and technical
 textiles.
- Emphasis on Innovation and Technology Leadership: SRF's commitment to innovation and technology leadership was emphasized during the visit. Students learned about the company's ongoing research and development efforts to create value-added products and solutions for diverse industries. Discussions revolved around the importance of continuous improvement and seizing opportunities for innovation in a rapidly evolving business landscape.

Gwalior (M.P)



- Sustainability Initiatives and Corporate Governance: SRF's sustainability initiatives and
 transparent governance practices were highlighted as integral components of its corporate ethos.
 Students gained insights into the company's efforts to minimize environmental impact, promote
 responsible sourcing practices, and uphold ethical business standards. Discussions also touched
 upon the importance of corporate social responsibility and community engagement.
- Interactive Sessions with Industry Experts: The visit included interactive sessions with industry
 experts and professionals from SRF Limited. Students discussed market trends, industry challenges,
 career opportunities, and the future outlook for the chemicals and textiles sectors. Exchanging ideas
 and perspectives with seasoned professionals enriched students' understanding of real-world
 business dynamics.

Conclusion

The industrial visit to SRF Limited provided MBA students with a valuable learning experience, enabling them to gain practical insights into the operations of a leading diversified chemicals conglomerate. Through interactions with industry experts, observations of manufacturing processes, and discussions on innovation, sustainability, and corporate governance, students acquired a deeper understanding of the complexities and opportunities within the chemicals and textiles industries. Such visits are crucial in preparing students for careers by bridging the gap between academic knowledge and industry practices.







18-01-2023 INDUSTRIAL VISIT 18-01-2023 ROLL NO. S.NO STUDENT'S NAME MBAN1MG22133 1 Yash Soni 2 Aditi Jain MBAN1MG22134 3 Naman Shrivastava MBAN1MG22135 Mohit Tomar MBAN1MG2206Q-5 Sachin Singh Tomar Travis MBAN1MG22139 SHEETAL SINGH DHAKA! E Rishabh Agrawal elveral STUND See B Himanshu Singh Rathour 8 Harsh Gupta MBAN1MG22021 MBAN1MG22137 9 Yarun Meghani MBAN1MG22115 sellion -10 RISHAV JAISWAL 11 Sana Khon MBAN1MG22144 Alida nathan-sec-B 12 Sumana pradhan MBANIM922095, Sec 13 Akhilash Singh-Chauhan Que section D 14 Ashutash Angle MBAN1MG22086 15 Mohit Tomas MBAN1MG22060 saction B MBAN1MG22145 preetable 16 Pritam Kumar MBANIMG22148 Panel GWD FO 17 Bhavesh Bhambhani 18 Rahul gupta Amongs! 25 Apkit Eleka Augen See C 8 see MBAN1MG22161 20 Nitin Jha BSEC 22 Lalit Shrivastava MBAN1MG22164 C see 22 Rishabh Agrawal MBAN1MG22061 BSeco 22 Mayank Chauhan MBAN1MG22166 Hshika MBAN1MG22177 24 Pravern Kariya -(A) Ba MBAN1MG22025 25 Rahul Ahirwar 26 Sankesh Bhagaria Sun MBAN1MG22045 27 Ram Singh Chauben Ring Hamben 1M622076 Sec-C MBAN1MG22001 28 Bhanu Rawat Yosha Sec. (MBAN1MG22006 Sec. C 29 Yasha Agrawal MBAN1MG22007 30 Shikha Goyal 33 Visbal Singh 93 jawat Quijech Will MM 6220 FT - Sec-MBAN1MG22012 22 Anoop Tiwari MBAN1MG22018 33 Managch Clavella Waller MBAN1MG22019 24 Pinky Kumari MBAN1MG22028 -35 Shiva Raja Bundela MBAN1MG22055 36 Anund Pilania MBAN1MG22056 37 Ashutosh Gangil MBAN1MG22057 38 Bhavesh Kumar MBAN1MG22219 Priyanshu Dubey MBAN1MG22058

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THM School Of Management
Gwallor

Industrial Visit Attendance Record- 18th January 2023



Industrial Visit Report: Exploring Practical Insights at SRF Limited Manufacturing Unit

The industrial visit to SRF Limited on January 19, 2023, provided MBA students with valuable insights into the operations of a leading diversified chemicals conglomerate. Organized by the university, the visit aimed to enhance students' understanding of industrial processes, product diversification, and corporate values. This report outlines the details of the visit, including the date, time, venue, faculty supervisors, transportation arrangements, and key highlights of the interaction with SRF Limited.

Details of the Visit

Date: 19th January 2023

Time: Morning Shift: 11:00 AM - 01:00 PM

Venue: SRF Limited

Faculty Supervisors: Morning Shift: Ms. Rakhi Shukla

Transportation: Transportation was arranged via the university bus for the convenience of the students.

Overview of SRF Limited

In 1970, SRF Limited evolved from a single-unit tire cord manufacturer to a leading, professionally managed, diversified chemical conglomerate. The company's core strength lies in diversifying and innovating, driving global leadership across various industries. SRF's wide range of products and solutions are sold worldwide, catering to diverse applications and segments, including automotive, household appliances, industrial, and specialty intermediates.

Product Offerings

SRF Limited offers a wide range of high-performance reinforcements, including nylon and polyester yarns and fabrics for diverse non-consumer and lifestyle applications. The company is India's largest manufacturer of technical textiles and enjoys global leadership for most of its products under this business segment. Essential products discussed during the visit include tyre cord fabrics, belting fabrics, and industrial yarn, highlighting SRF's commitment to quality, innovation, and technology leadership.

Corporate Values

TYM School Of th

SRF Limited is guided by the maxim "We always find a better way," reflecting its commitment to continuous improvement and value creation. The company's culture of innovation, technology leadership, employee engagement, professional management, transparent governance, and inclusive growth was emphasized during student interaction. SRF's relentless pursuit of excellence underscores its dedication to creating greater value for stakeholders and contributing to a better way of life.





Fig.- Students with Faculty at SRF Limited during Industrial Visit

Key Highlights of the Visit

- Manufacturing Processes and Facilities Tour: Students were given a tour of SRF's
 manufacturing facilities, where they gained insights into the company's production processes and
 quality control measures. Observing the various stages of production helped students understand
 the complexities involved in manufacturing high-performance reinforcements and technical
 textiles.
- Emphasis on Innovation and Technology Leadership: SRF's commitment to innovation and technology leadership was emphasized during the visit. Students learned about the company's ongoing research and development efforts to create value-added products and solutions for diverse industries. Discussions revolved around the importance of continuous improvement and seizing opportunities for innovation in a rapidly evolving business landscape.
- Sustainability Initiatives and Corporate Governance: SRF's sustainability initiatives and
 transparent governance practices were highlighted as integral components of its corporate ethos.
 Students gained insights into the company's efforts to minimize environmental impact, promote
 responsible sourcing practices, and uphold ethical business standards. Discussions also touched
 upon the importance of corporate social responsibility and community engagement.
- Interactive Sessions with Industry Experts: The visit included interactive sessions with industry
 experts and professionals from SRF Limited. Students discussed market trends, industry challenges,
 career opportunities, and the future outlook for the chemicals and textiles sectors. Exchanging ideas
 and perspectives with seasoned professionals enriched students' understanding of real-world
 business dynamics.







Fig.- Trainer displaying the raw material procurement and quality check at SRF Limited

Conclusion

The industrial visit to SRF Limited provided MBA students with a valuable learning experience, enabling them to gain practical insights into the operations of a leading diversified chemicals conglomerate. Through interactions with industry experts, observations of manufacturing processes, and discussions on innovation, sustainability, and corporate governance, students acquired a deeper understanding of the complexities and opportunities within the chemicals and textiles industries. Such visits are crucial in preparing students for future careers by bridging the gap between academic knowledge and industry practices.







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	INDUSTRIAL VISIT 19-01-2023		19-01-2023 Novembrag My Parky AGHORA Ee C'Alhough MBAW MG ZLO
S.NO.	STUDENTS NAME	POLL NO	They parting parting
1	Sankesh Bhagoria	MRANIMG22/45	CDAWING 220
- 2	Ristrational Branch Luna	MRANING22045	- c - Alough Rp
3	Shurbi Sharma	MRAN1MG22126	- de Com
4	Shubham Pal	MBAN1MG22127	
5	Jay Bamoriya	MBAN1MG22136	
6	Sachin Singh Tomar	MBAN1MG22139	day
2-	Bagesh Raj	MBAN1MG22140	Keresh Ren
8	Amita	MBAN1MG22096	amile an
9	Sena Khan-	MBAN1MG22144	- Chi
10	Akhilesh Singh Chauhan	MBAN1MG22031	
25	Ashutosh	MBAN1MG22085	Otiv
12	Ankit Ekka •		1
13	Praveen Kariya	MBAN1MG22177	
14	Ashish Goswami	MBAN1AG22C03	1 1
1	Vikas Singh Jadon	MBAN1AG22004	and -
16	Neeraj Singh	MBAN1AGT2007	0.1
27	AMBUJ UPADHYAY	MBAN1AG22011	Aprilan
18	Sachin Gautam	MBAN1A 322012	
19	Vishal Singh Rajawat	MBAN1MG22::11	
20	Maneesh Sharma	MBAN1MC22_13	
21	Shiva Raja Bundela	MBAN1A(C779.3	
22	Arvind Pilania	MBAGIN'GREES	
23	Abhishak Keaejiya	AADAS S	
24	Chetan Parashar	MB/HIAY 12057	Spetter
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27	Shivam Singh Tomar	MBAN1M 922 LSS	
28	Amrendra Singh Chauhan	MBANIA (2007 MBANIA (2007 MBANIA (2008 MBANIA (2008 MBANIA (2008)	Amuzendag
29	rohit wadewale		
30	Avinash Pratap Singh	(War and the second seco
31	Ankit Panda-	M8A-11AG220-2	
32	tanaji M	MBANDAGE . 3	
33	G Sai Ganesh N	M9An1AG2 a 5	
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36	abhinand AG	mban lag 220 8 2	
37	vaishnav bhardwaj		
38	K.Saketh ACT	mban1ag22083	
39	Yash Soni	mban1ag2320	
40 <	Barid Maganaka	mban1mg2211	
41	Param Singh Parmar	MBAN1MG22:50	
42	Suraj Thakur	MBAN1MC72, 14	
43	Ashish Purohit		
44	Prashant Sharma	MBAN1MG22235	
45	N Tejeshwar reddy		Du
88	Abhishek Sharma		Valley
67	Vaibhay Rajawat		Mail



Industrial Visit Attendance Record- 19th January 2023

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Gwalior (M.P)



Exploring Contemporary Business Topics: A Comprehensive Report on the Seminar Projects at the School of Management, ITM University, Gwalior

The School of Management at ITM University, Gwalior, organized a series of seminar projects as a part of the Master in Business Administration (MBA) program. These projects allowed students to delve into various contemporary business topics, analyze their implications, and present their findings. This report aims to provide an in-depth analysis of the seminar projects on various topics spanning digital payment systems, social issues, economic reforms, marketing strategies, technological advancements, and more.

The Seminar Project conducted at the School of Management, ITM University, Gwalior, provided an invaluable opportunity for students to explore a diverse range of topics spanning various domains of business, management, and society. Through rigorous research, analysis, and presentations, students gained a deeper understanding of key concepts, theories, and practices relevant to contemporary business environments. From examining India's economic growth trajectory since independence to dissecting the intricacies of guerrilla marketing, advertising models, and the Kanban method, students delved into multifaceted subjects that shed light on critical issues and emerging trends shaping industries and markets. Moreover, the exploration of behavioral finance, HDI index, and fraud prevention in the banking industry underscored the importance of understanding human behavior, measuring societal progress, and safeguarding financial systems from risks and vulnerabilities.

Furthermore, students explored innovative topics such as digital word-of-mouth marketing, the fourth industrial revolution, and green finance, reflecting the dynamic nature of modern business landscapes and the imperative for organizations to adapt and innovate in response to technological advancements, environmental challenges, and consumer preferences. The seminar project also facilitated critical thinking, collaboration, and communication skills among students, as they engaged in lively discussions, debates, and presentations to articulate their research findings and insights effectively. By analyzing real-world case studies, industry practices, and theoretical frameworks, students were able to bridge academic knowledge with practical applications, preparing them for future roles as business leaders, entrepreneurs, and changemakers.

In conclusion, the Seminar Project at the School of Management, ITM University, Gwalior, served as a catalyst for intellectual exploration, academic inquiry, and professional development. Through their dedicated efforts and scholarly endeavors, students demonstrated their commitment to lifelong learning, innovation, and excellence in the pursuit of knowledge and success in the ever-evolving world of business and management.







Sr. No.	Roll No.	Name	Group No.	Topic	Mentor
1	MBAN1MG22152	Avinash Pratap Singh		-1101 014 111 14 14 14 1	
2	MBAN1MG22154	Ishu Singh Chauhan			
3	MBAN1MG22160	Anushka Sharma	1	Digital payment system	Mr. Mr. Keshav
4	MBAN1MG22191	Aman Gupta			Kansana
5	MBAN1MG22222	Sheetal Singh Dhakad			
6	MBAN1MG22030	Payal Sharma	1 70 7	Carlo dan J. C. Branco	
7	MBAN1MG22062	Aamir Suhail	2		
8	MBAN1MG22066	Brishav Parihar		Child labor in India.	Dr. Shahid Amin
9	MBAN1MG22068	Deepak Kumar Singh			
10	MBAN1MG22069	Gourav Kumar			
11	MBAN1MG22091	Sonu Baghel			
12	MBAN1MG22118	Mausam Soni		_	Mr. Mr. Keshav
13	MBAN1MG22128	Sunakshi Chauhan	3	Economic reforms 1991	Kansana
14	MBAN1MG22037	Shivam Jha			
15	MBAN1MG22109	Vaibhav Parmar			
16	MBAN1MG22111	Aman Vyas			Mr. Mr. Ambar
17	MBAN1MG22142	Rubina Yeasmin	4	Union budget 2023	Agarwal
18	MBAN1MG22148	Rahul Gupta			
19	MBAN1MG22165	Shreya Bhuradiya	5		
20	MBAN1MG22176	Sachin Sharma		Corporate social responsibility	
21	MBAN1MG22182	Akash Tiwari			Mr. Mr. Nitesh Dubey
22	MBAN1MG22205	Raymond Jakhenia			
23	MBAN1MG22209	Sania Sameer Khan			
24	MBAN1MG22086	Ashutosh			
25	MBAN1MG22097	Akshat Shrivastava	7 , 1		Dr. Shilpa Bhakar
26	MBAN1MG22121	Harshita Agarwal	6	Pros and cons e-retailing	
27	MBAN1MG22125	Shristi Wahi			
28	MBAN1MG22115	Rishav Jiswal			
29	MBAN1MG22162	Sumana		T	
30	MBAN1MG22163	Ankt Ekka	7	Inventory management	Dr. R B Shridhar
31	MBAN1MG22164	Lalit Shrivastava			
32	MBAN1MG22184	Dheeraj Rajput	1.74.72		
33	MBAN1MG22197	Anshu Singh Yadav	8	Use of sometime!	
34	MBAN1MG22202	Nitin Sahu		Use of computer in accounting	Dr. Dr. Vinay Gupta
35 1	MBAN1MG22168	Urvashi Sahu			
35 1	MBAN1MG22171	Harshita Kushwah			
36 1	MBAN1MG22174	Khushi Khandelwal	9	Lord Krishna - the classical	
37 1	MBAN1MG22192	Abinash Upadhyay		management guru	Mr. Mr. Sushil Daddh
38 1	MBAN1MG22173	Akshit Bhadoriya			REGISTR

ITM University Gwalior Campus, NH-44, Turari, Gwalior, (M.P.) - 475 001 INDIA mail: info@itmuniversity.ac.in, web: www.itmuniversity.ac.in



Sr. No.	Roll No.	Name	Group No.	Topic	Mentor
39	MBAN1MG22104	Rachit Dixit			
40	MBAN1MG22108	Shivam Singh Kamariya	10	Women empowerment in India.	Du Chabid Amin
41	MBAN1MG22123	Kshama Sharma	10	women empowerment in India.	Dr. Shahid Amin
42	MBAN1MG22126	Shuchi Sharma			
43	MBAN1AG22014	Aditi Mishra			
44	MBAN1AG22015	Shivam Sharma			
45	MBAN1AG22016	Anurodh Gaur	11	Impact of packaging on consumers	Mr. Amol Mutatkar
46	MBAN1AG22019	Alok Singh Chauhan			
47	MBAN1AG22033	Shelendra Rawat			
48	MBAN1MG22053	Priya Bhadouriya			
49	MBAN1MG22090	Saloni Agarwal			
50	MBAN1MG22092	Tanya Bhojwani	12	Budget 2023	Dr. Dr. Rakhi Chauha
51	MBAN1MG22093	Himanshu Shekhar			
52	MBAN1MG22094	Dheerendra S. Bhadauriya	1000		
53	MBAN1AG22005	Palakomma Tharun Kumar	13		
54	MBAN1AG22009	Yerram N. Kumar Reddy			
55	MBAN1AG22018	Sneha Khare		Importance of budget in agricultural	Mr. Intekhab Khan
	MBAN1AG22008	sudhir reddy		sector.	
	MBAN1AG22017	Pavan			
58	MBAN1MG22098	Radha Rawat			
59	MBAN1MG22100	Ayushi Rajpoot			
	MBAN1MG22129	Disha Bhadouria	14	Global warming: a need for change.	Mr. Mr. Sushil Laddhu
	MBAN1MG22135	Naman Shrivastava			
	MBAN1MG22114	Rahul Pal			
63	MBAN1MG22119	Rohit Yadav			
64	MBAN1MG22141	Himanshu Singh Rathour	15	Green marketing	Mr. Amol Mutatkar
	MBAN1MG22145	Pritam Kumar			
	MBAN1MG22042	Sakshi Tomar	7. 5.0		
	MBAN1MG22048	Vaidehi Halve	16	Crypto currency future in India.	Mr. Intekhab Khan
	MBAN1MG22064	Akash Rathore			
-	MBAN1MG22199	Divya Sasi			7.0
	MBAN1MG22204	Namrata Somvanshi			
	MBAN1MG22206	Ayush Sharma	17	Social media marketing	Mr. Amol Mutatkar
	MBAN1MG22213	Iti Mittal			
	MBAN1MG22032	Prerna Katara	1	/* 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
	MBAN1MG22101	Deepak Atal		Traditional marketing vs digital	
	MBAN1MG22116	Madhuram Agrawal	18	marketing	Ms. Gaura Chauhan
$\overline{}$	MBAN1MG22158	Muskan Natani		•	1)8

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Sr. No.	Roll No.	Name	Group No.	Topic	Mentor	
77	MBAN1AG22010	Ganga Ramya Sri				
78	MBAN1AG22021	Swathi Chanumolu				
79	MBAN1AG22026	K. Mounika	19	Corporate social responsibility	Mr. Amol Mutatkar	
80	MBAN1AG22039	Kancharla Brahmaiah				
81	MBAN1AG22040	C. Veer Nageswararao				
82	MBAN1AG22011	Ambuj Upadhyay				
83	MBAN1MG22055	Arvind Pilania	20	Social, legal & ethical aspect of	Du Chilma Bhalan	
84	MBAN1MG22057	Bhavesh Kumar	20	advertising	Dr. Shilpa Bhakar	
85	MBAN1MG22060	Mohit Tomar				
86	MBAN1MG22010	Himangi Saxena				
87	MBAN1MG22041	Muskan Gupta	21			
88	MBAN1MG22085	Pradeep Sharma		Globalisation and its impact.	Dr. Shahid Amin	
89	MBAN1MG22088	Muskan Agrawal				
90	MBAN1MG22033	Amratya Sen				
91	MBAN1MG22035	Muskan Rawat	22			
92	MBAN1MG22039	Ajay Sharma				
93	MBAN1MG22044	Yashasvi Harne		Management education and future	Dr. Shahid Amin	
94	MBAN1MG22071	Kanika Bansal				
95	MBAN1MG22113	Aman Rajoriya				
96	MBAN1AG22024	Jogdande Tanaji		E-waste management		
97	MBAN1AG22025	Ganta Sai Ganesh Goud				
98	MBAN1AG22027	N. Naik Mudavath	23		N	
99	MBAN1AG22038	Nimmakayala T. Reddy	23		Mr. Amol Mutatkar	
100	MBAN1AG22035	Saketh				
101	MBAN1AG22002	Ankit Panda				
102	MBAN1MG22049	Himani Gupta				
103	MBAN1MG22054	Riya Singh		Cross culture communication	Mr. Amol Mutatkar	
104	MBAN1MG22065	Anshu Kushwah	24			
105	MBAN1MG22087	Raman Kumar				
106	MBAN1MG22012	Anoop Tiwari				
107	MBAN1MG22194	Jatin Rajak			77.764.75	
108	MBAN1MG22212	Arpit Chaturvedi				
109	MBAN1MG22187	Artik Shrivastava	25	Motivation at the workplaces.	Dr. Shahid Amin	
110	MBAN1MG22203	Harshit Gupta				
111	MBAN1MG22180	Abhishek				
112	MBAN1MG22014	Vipul Sharma	1 11			
113	MBAN1MG22080	Vikram Singh Chauhan			. (
114	MBAN1MG22130	Jitendra Baghel	26	Water crisis management	Mr. Mr. Sushil Ladd	
	MBAN1MG22076	Ram Singh Chauhan			REGIST	
	MBAN1MG22143	Diksha Bhadouria	1		ITM UNIV	



Sr. No.	Roll No.	Name	Group No.	Topic	Mentor
117	MBAN1MG22036	Dharna Yadav			
118	MBAN1MG22095	Nancy Goswami			
119	MBAN1MG22096	Amita	27	Importance of accounting to a non- profit organization	Ms. Rakhi shukla
120	MBAN1MG22110	Ayushi Jain		prom organization	
121	MBAN1MG22146	Aryan Agrawal			
122	MBAN1MG22073	Nakul Singh Chauhan			
123	MBAN1MG22079	Tejaswani Tomar			
124	MBAN1MG22106	Kalpana Sharma	28	E-cash payment: a boon or bane.	Mr. Intekhab Khan
125	MBAN1MG22166	Mayank Chauhan			
126	MBAN1MG22177	Praveen Kariya			
127	MBAN1MG22153	Palak Jain			
128	MBAN1MG22155	Ankit Jain			
129	MBAN1MG22167	Rishabh Shrivastava	29	Green finance	Mr. Mr. Nitesh Dubey
130	MBAN1MG22169	Vaishnav Bhardwaj			
131	MBAN1MG22219	Priyanshu Dubey			
132	MBAN1MG22105	Piyush Sharma	30		
133	MBAN1MG22107	Prashant Sharma			
134	MBAN1MG22131	Ravi Jadon		5g Technology: Boon or Bane	Dr. Kahmeera Shaikh
135	MBAN1MG22136	Jai Bamoriya			
136	MBAN1MG22140	Bagesh Raj			
137	MBAN1MG22006	Yasha Agrawal	1000		73.35.471.171
138	MBAN1MG22007	Shikha Goyal			
139	MBAN1MG22120	Rishika Shivhare	31	Digital payment system	Dr. R B Shridhar
140	MBAN1MG22179	Satyam Bhadoriya			
141	MBAN1MG22186	Jyotsna Chouriya			
142	MBAN1MG22028	Shiva Raja Bundela			
143	MBAN1MG22063	Abhishek Kanojiya			
144	MBAN1MG22067	Chetan Parashar	32	Management lessons from lord	Mr. Mr. Sushil Laddhu
145	MBAN1MG22151	Amarendra Singh		hanuman.	
146	MBAN1AG22006	Arpit Kumar			
147	MBAN1MG22172	Ajay Pratap Singh Rajawat	100		
148	MBAN1MG22178	Tanishka Gupta			
149	MBAN1MG22183	Yogesh Choudhary	33	Business ethics	Ms. Gaura Chauhan
150	MBAN1MG22193	Vanshika Kaushik			
$\overline{}$	MBAN1MG22216	Pooja Kakwani			







Sr. No.	Roll No.	Name	Group No.	Торіс	Mentor
152	MBAN1MG22021	Harsh Gupta			
153	MBAN1MG22103	Pravesh Sharma			
154	MBAN1MG22117	Alisha Sisodiya	34	Why books are better than their movies?	Dr. Kahmeera Shaikh
155	MBAN1MG22147	Bhavesh Bhambhani		movies.	
156	MBAN1MG22137	Tarun Meghani			
157	MBAN1MG22011	Vishal Singh Rajawat	100	Turkerines Ist were seen	4/11/19/5/2019
158	MBAN1AG22020	Kunal Kumar			
159	MBAN1AG22023	Manish Kumar	35	Rural marketing	Ms. Gaura Chauhan
160	MBAN1AG22030	W. Rohit Rajeshwar			
161	MBAN1MG22018	Maneesh Sharma			
162	MBAN1MG22002	Ritika Sahu			
163	MBAN1MG22005	Rishika Sachdeva			
164	MBAN1MG22047	Rohit Khatana	36	Industry 5.0	Mr. Mr. Keshav
165	MBAN1MG22052	Pavan Rajput			Kansana
166	MBAN1MG22181	Ankit Bajpai	1		
167	MBAN1MG22031	Akhilesh Singh Chauhan	1,11		
168	MBAN1MG22089	Rahul Sing Tomar	37		
69	MBAN1MG22139	Sachin Singh Tomar		E-vehicles the future of	Mr. Mr. Sushil Laddh
170	MBAN1MG22161	Nitin Jha		transportation.	
171	MBAN1MG22138	Shivam Singh Tomar			
172	MBAN1MG22027	Anjali Goyal	1200		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
173	MBAN1MG22038	Vidhi Jain			
74	MBAN1MG22074	Nandini Umraiya	38	Bretton woods conference	Mr. Mr. Ambar
75	MBAN1G21034	Shivangi Sharma			Agarwal
76	MBAN1MG22081	Yash Mishra			
77	MBAN1MG22003	Ritik Jain			
78	MBAN1MG22004	Sanjay Soni			
	MBAN1MG22034	Ayushi Jain	39	Special Economic Zones (SEZ)	Dr. Kahmeera Shaikh
$\overline{}$	MBAN1MG22075	Prakash			
$\overline{}$	MBAN1MG22013	Abhay Singh Jadon	- 7.0		
$\overline{}$	MBAN1MG22040	Sanskar Singh	40	GPS (Global Positioning System)	Dr. Kahmeera Shaikh
$\overline{}$	MBAN1MG22050	Sanskar Jain		,	
$\overline{}$	MBAN1MG22015	Sakshi Sharda			
$\overline{}$	MBAN1MG22072	Muskan Gupta			
$\overline{}$	MBAN1MG22134	Aditi Jain	41	Influence of product packaging on	Ms. Shaurya Gupta
$\overline{}$	MBAN1AG22003	Ashish Goswami		purchase decision	Sunur ja Gupta
$\overline{}$	MBAN1MG22001	Bhanu Rawat	1		/





Sr. No.	Roll No.	Name	Group No.	Topic	Mentor	
189	MBAN1AG22004	Vikas Singh Jadon		Land Control of the Control of the		
190	MBAN1MG22102	Suraj Singh Tomar	1 42	Economic growth of India since	Mr. Mr. Keshav	
191	MBAN1MG22132	Ritik Sharma	42	independence	Kansana	
192	MBAN1MG22170	Surjeet Singh Gurjar				
193	MBAN1MG22189	Yash Yadav				
194	MBAN1MG22198	Nitin Singh Tomar				
195	MBAN1MG22210	Samar P. Singh Bhadoria	43	Guerrilla marketing	Mr. Mr. Nitesh Dubey	
196	MBAN1MG22211	Himanshu Sharma				
197	MBAN1MG22215	Prashant Sharma				
198	MBAN1AG22013	Sandeep Sikarwar	7,			
199	MBAN1AG22031	Ankit Jadon	٦			
200	MBAN1AG22037	Abhishek Sharam	44	Advertising and its model	Dr. Shilpa Bhakar	
201	MBAN1MG22019	Pinky Kumari				
202	MBAN1MG22008	Shashank Gupta	45			
203	MBAN1MG22016	Amit Tiwari		The kanban way	Mr. Pradeep tomar	
204	MBAN1MG22022	Subrat Pathak				
205	MBAN1MG22020	Vishal Goswami	46			
206	MBAN1MG22023	Rohit Kushwah				
207	MBAN1MG22025	Rahul Ahirwar		Industrial revolution 4.0	Mr. Mr. Nitesh Dubey	
208	MBAN1MG22029	Ankit Yadav				
209	MBAN1MG22196	Umang Sharma	200	Digital word of mouth	1 23 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
210	MBAN1MG22201	Rahul Gaud				
211	MBAN1MG22208	Atul Kumar	47		Ms. Shaurya Gupta	
212	MBAN1MG22207	Saransh Pal				
213	MBAN1MG22221	Aditya Raj				
214	MBAN1MG22046	Radhika Agrawal				
215	MBAN1MG22078	Stuti Tripathi	48	Behavioral finance	Mr. Mr. Nitesh Dubey	
216	MBAN1MG22084	Deepansh S. Kulshrestha	48			
217	MBAN1AG22001	Brajesh Singh Bhadoriya				
218	MBAN1AG22012	Sachin Gautam	1,500			
219	MBAN1AG22022	Rahul Sharma				
220	MBAN1AG22029	Sadique Hasan	49	HDI index	Mr. Mr. Ambar	
221	MBAN1AG22032	Abhinand A			Agarwal	
222	MBAN1AG22034	Yogesh Soni				
223	MBAN1MG22083	Kunal Gurung	1			
224	MBAN1MG22099	Aman Singh Sikarwar		The same of the sa		
225	MBAN1MG22112	Milan Kumar Ekka	50	The causes and prevention of fraud in banking industry	Dr. R B Shridhar	
226	MBA N1MG22133	Yash Soni		in validing industry	6	
27	MBAN1MG22124	Francis Vivek Tirkey			REGISTR	



Sr. No.	Roll No.	Name	Group No.	Topic	Mentor	
228	MBAN1MG22127	Shubham Pal		Sand the control of the		
229	MBAN1MG22185	Sarthak Khare	51	Hindenburg report	Mr. Mr. Ambar	
230	MBAN1MG22190	Yashraj Singh Tomar			Agarwal	
231	MBAN1MG22017	Kapish Gandhi				
232	MBAN1MG22024	Anirudh Singh	52	Visual merchandising		
233	MBAN1MG22026	Poonam Dilip Ghatole			Ms. Shaurya Gupta	
234	MBAN1MG22009	Shraddha Tomar				
235	MBAN1MG22056	Ashutosh Gangil	53	Bench marking in service industry	L = 1 (- () () () () () ()	
236	MBAN1MG22058	Chirag Jain			Mr. Mr. Keshav Kansana	
237	MBAN1MG22061	Rishabh Agrawal				
238	MBAN1MG22175	Rohit Sahu				
239	MBAN1MG22188	Monu Rathour				
240	MBAN1MG22195	Chetan Rathore	54	Service marketing	Ms. Shaurya Gupta	
241	MBAN1MG22214	Suraj Thakur				
242	MBAN1MG22218	Kajal Baghel				







Summer Internship Programme Report- School of Management, ITM University

The summer internship program for the BBA students of the School of Management, ITM University, Gwalior, was designed to bridge the gap between theoretical learning and practical application in a corporate setting. From May 5, 2023, to July 15, 2023, the program aimed to equip students with hands-on experience and industry insights across various sectors.

Objective:

The primary objective of the internship program was to enhance students' practical skills, develop professional competencies, and introduce them to workplace norms and ethics. Students were expected to gain valuable experience that would prepare them for future careers by participating in internships.

Learning Outcomes:

The internship program aimed to achieve several learning outcomes, including:

- Application of Theoretical Concepts: Students were encouraged to apply theoretical
 concepts learned in the classroom to real-world scenarios, gaining a deeper understanding
 of their relevance and applicability in different organizational contexts.
- Development of Practical Skills: Through hands-on experience, students developed
 practical skills crucial for their chosen fields, including problem-solving, decision-making,
 and technical competencies specific to their areas of interest.
- 3. Understanding Workplace Norms and Ethics: Immersion in the workplace environment enabled students to understand and adhere to workplace norms, ethics, and professional conduct, thus preparing them for the expectations of the corporate world.
- 4. Enhancement of Critical Thinking and Communication Skills: By addressing real-world challenges and interacting with colleagues, superiors, and clients, students enhanced their critical thinking and communication skills, which are essential for effective collaboration and problem-solving in professional settings.
- 5. Development of Self-Management Skills: Through managing their time, tasks, and responsibilities during the internship period, students fostered self-management skills crucial for success in their future careers, learning to prioritize and organize their work effectively.





Evaluation and Assessment Criteria for the Summer Internship Program

Report Evaluation Criteria:

2. Application of Theoretical Concepts (25%):

- a. Ability to identify and articulate theoretical concepts applied during the internship.
- Clarity in demonstrating the relevance and applicability of theoretical knowledge to practical scenarios.
- Depth of analysis in showcasing how theoretical concepts influenced decision-making and problem-solving.

6. Development of Practical Skills (25%):

- Evidence of hands-on experience and practical application of skills relevant to the chosen field.
- b. Quality of solutions proposed or implemented to address real-world challenges encountered during the internship.
- Demonstrated improvement or acquisition of technical competencies specific to the internship role.

7. Understanding Workplace Norms and Ethics (20%):

- a. Adherence to workplace norms, ethics, and professional conduct demonstrated throughout the internship.
- Reflection on how exposure to workplace environment enhanced understanding of organizational culture and ethics.
- c. Handling of ethical dilemmas or challenges with maturity and professionalism.

8. Enhancement of Critical Thinking and Communication Skills (20%):

- Clarity and coherence in the communication of ideas, both written and verbal.
- Evidence of critical thinking through analysis of complex problems and development of innovative solutions.
- c. collaborating effectively with colleagues, superiors, and clients, showcasing strong interpersonal skills.

9. Development of Self-Management Skills (10%):

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- Ability to manage time, tasks, and responsibilities effectively during the internship period.
- e. Evidence of prioritization and organization in completing assigned work within deadlines.
- Reflection on personal growth in self-management skills and strategies for improvement.



Viva Assessment Criteria:

6. Understanding of Internship Experience (20%):

- a) Articulation of key learnings and experiences gained during the internship.
- b) Ability to relate internship experiences to academic learning objectives and personal/professional development goals.

7. Application of Theoretical Knowledge (20%):

- a) Discussion on how theoretical concepts learned in the classroom were applied in practical situations during the internship.
- Examples illustrating the integration of theoretical knowledge into real-world decisionmaking processes.

8. Problem-Solving and Decision-Making Skills (20%):

- Response to hypothetical or real-world scenarios, showcasing problem-solving abilities.
- b) Explanation of decision-making processes undertaken during the internship and rationale behind choices made.

9. Communication and Presentation Skills (20%):

- a) Clarity, coherence, and persuasiveness in communication during the viva.
- b) Ability to effectively convey ideas, arguments, and reflections on internship experiences.

10. Self-Reflection and Professional Growth (20%):

- a) Reflection on personal strengths, weaknesses, and areas for improvement identified during the internship.
- b) Discussion on strategies for continued professional development based on internship experiences.

Overall, the evaluation and assessment criteria aim to comprehensively evaluate students' performance during the internship program, encompassing their practical skills, theoretical understanding, ethical conduct, critical thinking abilities, communication proficiency, and self-management competencies.

Conclusion:

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The summer internship program for the BBA IV Semester (2021-2024) students of the School of Management, ITM University, Gwalior, provided participating students with a valuable opportunity to gain practical exposure, enhance their skills, and prepare for future careers in their respective fields. It proved to be an enriching experience that contributed to their professional development. Moving forward, continuing to refine and adapt internship programs to align with industry trends and emerging challenges is imperative, ensuring that students receive the most relevant and impactful training experiences.

ITM University Gwalior Campus, NH-44, Turari, Gwalior, (M.P.) - 475 001 INDIA mail: info@itmuniversity.ac.in, web: www.itmuniversity.ac.in

Gwalior (M.P)





CERTIFICATE

OF INTERNSHIP

This acknowledges that

NAYAN AGRAWAL

has successfully completed his internship programme started from "1 June, 2023" to "15 July, 2023" as an "Human Resources Intern" in our organization. He was found punctual, hard working and inquisitive. We wish him every sucess in career.

"15 July, 2023"



Senior Project Manager

CERTIFICATE

OF INTERNSHIP

This internship program certificate is proudly awarded to

Ishu Werma

For his outstanding completion of the compulsory internship program at Contrans Clearning and Forwarding Pvt. Ltd. from 5th June to 17th July, 2023.

Kamal Verma



Yatharth Verma Director



Fig. Internship Certificates of BBA Students







Date: 21-06-2023

EXPERIENCE CERTIFICATE

Emp Name: Tushar Agrawal

Dear Tushar Agrawal,

This is to confirm that Mr. Tushar Agrawal S/O Mr. Gopal Agrawal worked as Accounts Data Feeder in our firm from 10-04-2023 to 20-06-2023 with our entire satisfaction.

In this period, he has shown full sincerity, dedication, and hard work towards his concerned jobs. During his tenure we found his very cordial and professional in his approach.

The firm wishes his success in all his future endeavours.

DEAN

Gwellor

TYM School Of la

GARG ELECTRIC WORKS

Class 1 CPWD Contractor (Elect Address: Near Agrasen park Day Ganj, lashker Gwallor. (M.P.) Phone: 91-751-2630893 Fax: 91-751-4092893

Date: 5/7/2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Aryan Pratap Agarwal S/o Aditya Pratap Agrawal resident of Daulat Ganj ,Lashkar, Gwalior was working as intern (Sales Executive) from

22th May 2023 to 5th July 2023 at my office. He is very hard working.

I pray for his bright future.

Thanking You,

Yours truly,

For M/s GARG ELECTRIC WORKS



Triumphent Institute of Management Education Pvt. Ltd. Disease: Mis. Auto-Committency for Management Education

2nd June TO 16th July

TO WHOMSOEVER IT MAY CONCERN

We believe that he has shown great promise and potential, and we have no doubt that he will continue to excel in his future endeavors.

We wish Shabd Oberol the very best in all her future andeavors and are confident that he will achieve great success.

C4, Opp. Adiya College, City Cestes, Gwaller, M.F. Tel: 9751-4055727 @line/education.com website: www.tim , 2" Floor, Siddarnerty Complex, Park Lane, Securdenibed - 500 (Nt. Tel:





INTERNSHIP COMPLETION CERTIFICATE

PREP UP

IPM / BBA/HM ENGLISH SPEAKING GD/PI

This is to certify that Vaibhav Sabharwal has successfully done his internship at Prep Up Gwalior from 1st June 2023 to 15th July 2023. During these 45 days, he worked as a Marketing Intern for institutional marketing campaigns, including social media

During his internship, he was exposed to various activities like career counselling, content creation, graphic designing, and research.

His dedication and aptitude for quick learning enabled him to leave a lasting impression on the students he interacted. As an individual, he possesses strong communication abilities and has provided valuable backend support to our institute in a remarkably short period. His performance as an intern was truly exceptional.

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



RUN BY: GURUKUL EDUCATION (REG. NO. C/1505077)





ITM University Gwalior Campus, NH-44, Turari, Gwalior, (M.P.) - 475 001 INDIA mail: info@itmuniversity.ac.in, web: www.itmuniversity.ac.in







Fig. Internship Certificates of BBA Students





mphant institute of Management Education Pvt. Ltd see: M/s. Asha Committee; for Management Education (A

215 June TO 167 July

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Harshita Giri has successfully completed the internship program at T.I.M.E. Institution The internship took place from 2nd June 2023 to 16th July, and during this period, she has demonstrate exceptional dedication and enthusiasm towards her assigned tasks and responsibilities.

Throughout the internship, Harshita displayed a strong work ethic and the ability to collaborate effer with train members. She has also participated in the meetings and added valuable insights and ideas.

She also exhibited excellent communication and time management skills, effectively handling various challenges and adapting to changing work scenarios.

We believe that she has shown great promise and potential, and we have no doubt that she will contint to excel in her future endeavors.

We wish Harshita Girl the very best in all her future endeavors and are confident that she will achieve great



C-8. Opp. Adityu College, City Centre, Gwallor, M.P. Tel: 0751-4035717 e-mail : gwalior@time-leducation.com Head Office: 95B, 2" Floor, Siddamse tty Complex, Park Lane, Secundershad - 500 003, Tel.: 040-4008830



11th August 2023

To Whomever It May Concern

This is to certify that Ms. Vanshika Sharma student of ITM University, Gwalior, (M.P.) has undergone unpaid training in our organization Mondelez India Foods Pvt. Ltd. (Formerly Cadbury India Ltd.), at Malanpur unit, from 23rd June 2023 to 05th August 2023 and completed.

Her conduct and progress during the internship was good.

We wish her success in all her future endeavors.

For Mondelez India Foods Private Limited

(People Experience Advisor)





Certificate of Experience

To Whom It may Concern

Date: 4th July, 2023

This is to certify that Mr. Abhishek Jha has done internship as Business Development Executive (Corporate Program-B2B) at Henry Harvin Education from 27th May to 27th June 2923.

We found him to be a self-starter who is highly adaptable, team player, result oriented, motivated and hardworking.

He worked sincerely on his assignments and his performance is rated 4.8 on a scale

We wish him best of luck for future.

Nidhi Yadav

HR- Department Henry Harvin Education





May 08, 2023

TO WHOMSOEVER IT MAY CONCERN

This is to mention that Mr. Harsh Jain has worked as a Campus Ambassador with Kommon School (A unit of Kommon Concepts). The total duration of his engagement was 15 days from March 28, 2023 to April 11,

During the afore-mentioned period, the scope of work and responsibilities

- · Campaigning about awareness for Microsoft's and Ministry of Labour
- and Employment's DigiSaksham program (A Digital Literacy Initiative).

 Supporting in enrolling interested candidates from the Campus Ambassador's network for the Digisaksham program.
- Guiding the interested fellows about the usage of the platform.

We found him to be an enthusiastic, sincere, hard-working, eager to learn and result oriented fellow. He completed all his assigned tasks in time

We take this opportunity to thank him and wish him all the best for future.

KOMMON

Authorised Signatory

Kommon School (A Unit of Kommon Concepts) allash Vihar, City Centre, Gwallor (MP) - 474007 +917410540611 | info@kommonschool.com 234. Kallash Vih





.no	Roll No.	Name
1	BBAN1MG21001	Aarchi Bansal
2	BBAN1MG21004	Aditya Agrawal
3	BBAN1MG21005	Akanksha Sharma
4	BBAN1MG21007	Aman Pawar
5	BBAN1MG21009	Anjali Chauhan
6	BBAN1MG21011	Chitransh Khurana
7	BBAN1MG21012	Dev Kankane
8	BBAN1MG21013	Devansh Gupta
9	BBAN1MG21015	Gunjan Gangil
10	BBAN1MG21016	Harsh Jain
11	BBAN1MG21017	Harshita Giri
12	BBAN1MG21018	Harshita Ojha
13	BBAN1MG21020	Jiya Rathor
14	BBAN1MG21021	Kehar Singh Kushwah
15	BBAN1MG21022	Krishna Garg
16	BBAN1MG21023	Nakul Godia
17	BBAN1MG21024	Natasha Batra
18	BBAN1MG21025	Navneet Kukreja
19	BBAN1MG21026	Nayan Agarawal
20	BBAN1MG21027	Om Singhal
21	BBAN1MG21029	Prabhat Singh
22	BBAN1MG21030	Priyanshi Chandil
23	BBAN1MG21032	Pragati Gurjar
24	BBAN1MG21033	Raunak Rajput
25	BBAN1MG21034	Rehan Beig Mirza
26	BBAN1MG21035	Rehan Khan
27	BBAN1MG21037	Rishika Singh
28	BBAN1MG21038	Sahil Vyas
29	BBAN1MG21039	Saransh Jain
30	BBAN1MG21040	Satyam Singh Tomar
31	BBAN1MG21041	Shruti Gupta
32	BBAN1MG21042	Shubham Paliwal
33	BBAN1MG21044	Sneha Parmar
34	BBAN1MG21048	Tanu Gupta
35	BBAN1MG21050	Tushar Agrawal RE



36	BBAN1MG21051	Vansh Singhal	

S.no	Roll No.	Name	
37 BI	BAN1MG21052	Vikas Thapa	
	BAN1MG21053	Vishal Kumar	
	BAN1MG21054	Vivek Yaday	
	BAN1MG21055	Yash Raj Sharma	
41 BE	BAN1MG21056	Zeeshan Khan	
42 BE	BAN1MG21057	Abhishek Jha	
43 BE	BAN1MG21058	Aditya Chouhan	
44 BE	BAN1MG21059	Aman Jain	
45 BE	3AN1MG21060	Ashutosh Gupta	
46 BE	3AN1MG21063	Harsh Mathur	
47 BE	3AN1MG21064	Himanshu Rathore	
48 BE	3AN1MG21065	Kartik Hasija	
49 BE	AN1MG21066	Kunal Singh Jat	
50 BB	AN1MG21067	Manas Hablani	
51 BB	AN1MG21069	Pooja Sikarwar	
52 BB	AN1MG21070	Pratham Mangal	
53 BB	AN1MG21071	Prayag Bindal	
54 BB	AN1MG21072	Priyank Paliwal	
55 BB	AN1MG21074	Shabd Oberoi	
56 BB	AN1MG21075	Shikhar Gupta	
57 BB	AN1MG21076	Shravan Modi	
58 BB	AN1MG21077	Suraj Goyal	
59 BB	AN1MG21079	Ujjawal Agrawal	
60 BB	AN1MG21080	Vanshika Sharma	
61 BB	AN1MG21081	Vikas Shakya	
62 BB	AN1MG21082	Alizba Khan	
63 BB	AN1MG21083	Ankit Chaturvedi	
64 BB	AN1MG21085	Aryan Gupta	
65 BB.	AN1MG21089	Eshita Verma	
66 BB.	AN1MG21090	Gaurav Singh Narwaria	
67 BB	AN1MG21092	Glory Singh Tomar	
68 BB	AN1MG21093	Kartikey Pal	
69 BB	AN1MG21095	Naman Shinde	(



71	BBAN1MG21100	Sahil Gupta
72	BBAN1MG21101	Satyam Rajput

S.no	Roll No.	Name		
73	BBAN1MG21102	Shailendra Kushwaha		
74	BBAN1MG21103	Shruti Saini		
75	BBAN1MG21104	Sourav Mavai		
76	BBAN1MG21105	Sudhansh Kukreja		
77	BBAN1MG21106	Vivek Baghel		
78	BBAN1MG21107	Harsh Vardhan Singh Bhadoriya		
79	BBAN1MG21108	Ved Prakash Narayan		
80	BBAN1MG21110	Toshit Parashar		
81	BBAN1MG21111	Vaibhav Sabharwal		
82	BBAN1MG21113	Prashant Raj		
83	BBAN1MG21114	Shubh Dubey		
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85	BBAN1MG21116	Jayash Ojha		
86	BBAN1MG21117	Kashish Jeevtani		
87	BBAN1MG21118	Kusum Lata Singh		
88	BBAN1MG21119	Raj Singh		
89	BBAN1MG21120	Anmol Sharma		
90	BBAN1MG21121	Ayan Khan		
91	BBAN1MG21123	Hardesh Singh		
92	BBAN1MG21124	Ishita Shivhare		
93	BBAN1MG21125	Kushagra Agrawal		
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101	BBAN1MG21137	Vidhan Hinduja		
102	BBAN1MG21138	Poonam Sharma		
103	BBAN1MG21139	Yash Kharya		
104	BBAN1MG21140	Nihal Soni (



106	BBAN1MG21143	Arjun Sharma
107	BBAN1MG21144	Sakshi Dubey
108	BBAN1MG21145	Dhruv Jain

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110	BBAN1MG21147	Deepanshu Rajawat	
111	BBAN1MG21148	Deepak Jain	
112	BBAN1MG21150	Ruchika Shakya	
113	BBAN1MG21151	Mohammad Rafi	
114	BBAN1MG21152	Kunal Chavhan	
115	BBAN1MG21154	Kritika Ahuja	
116	BBAN1MG21155	Aryan Pratap Agrawal	
117	BBAN1MG21157	Priviledge Manyabi Mpofu	
118	BBAN1MG21158	Adarsh Raj	
119	BBAN1MG21159	Atendra Rawat	
120	BBAN1MG21161	Aditya Singh Dhakad	
121	BBAN1MG21162	Anshu Thapa	
122	BBAN1MG21164	Chirag Sharma	
123	BBAN1MG21165	Gaurav Panjwani	
124	BBAN1MG21166	Ishu Verma	
125	BBAN1MG21167	Monish Panjwani	
126	BBAN1MG21173	Vishal Mahendru	
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128	BBAN1MG21175	Sanjay Soni	
129	BBAN1MG21177	Harsh Dubey	
130	BBAN1MG21178	Bhavishya Agrawal	
131	BBAN1MG21179	Anshika Rejani	
132	BBAN1MG21180	Honey Kukereja	
133	BBAN1MG21181	Ayushi Ahuja	
134	BBAN1MG21182	Raj Singh	
135	BBAN1MG21186	Ankit Sharma	
136	BBAN1MG21187	Gagan Choithani	
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142	BBAN1MG21197	Dhruv Nagdev	

Report on Industrial Visits for BBA Students at the School of Management, ITM University, Gwalior

Industrial visits serve as an integral component of the academic curriculum, particularly for management students pursuing BBA programs. These visits are designed to provide students with practical exposure to real-world business operations, thereby complementing theoretical knowledge gained in classrooms. In January 2023, BBA students from the School of Management at ITM University, Gwalior, had the privilege of visiting two prominent companies: Supreme Industries Limited and SRF Limited. This report aims to outline the objectives, significance, and outcomes of these industrial visits, along with the need for and importance of such initiatives for BBA students.

Objectives of Industrial Visits

- 7. Bridge Theory with Practice: The primary objective of industrial visits is to bridge the gap between theoretical learning and practical application. By witnessing firsthand, the processes, technologies, and operations of real-world businesses, students can contextualize their theoretical knowledge and understand its real-world implications.
- 8. Exposure to Industry Dynamics: Industrial visits offer students exposure to the dynamics of various industries, including market trends, technological advancements, and operational strategies. This exposure helps students stay abreast of industry developments and prepares them to adapt to changing business landscapes.
- 9. Interaction with Industry Experts: Through industrial visits, students have the opportunity to interact with industry experts, professionals, and leaders. These interactions facilitate knowledge exchange, mentorship, and networking, thereby enhancing students' understanding of industry practices and fostering personal and professional growth.
- 10. Enhanced Employability: Industrial visits play a crucial role in enhancing students' employability by providing them with insights into industry requirements, expectations, and job roles. Exposure to real-world business environments also increases students' chances of securing internships, corporate training opportunities, and pre-placement offers (PPOs).
- 11. Management Lessons: Industrial visits serve as a platform for students to observe and learn management concepts in action. From production management to quality control, students gain insights into how management principles are implemented and operationalized within organizations, thereby enriching their academic learning with practical experiences.



12. Skill Development: Industrial visits contribute to the holistic development of students by fostering the enhancement of interpersonal, communication, and teamwork skills. Engaging with industry professionals and navigating real-world challenges cultivates resilience, adaptability, and problem-solving abilities among students, essential qualities for future business leaders.







Need for and Importance of Industrial Visits for BBA Students

- 7. Practical Application of Theoretical Concepts: BBA programs emphasize theoretical frameworks and concepts relevant to business management. However, practical application is equally vital for students to comprehend the intricacies of business operations. Industrial visits offer students the opportunity to witness firsthand the application of theoretical knowledge in real-world scenarios, thereby enhancing their understanding and retention of concepts.
- 8. Exposure to Industry Best Practices: The business landscape is constantly evolving, driven by technological advancements, market dynamics, and consumer preferences. To remain competitive, BBA students must stay updated on industry best practices, emerging trends, and innovative strategies. Industrial visits facilitate exposure to leading organizations, allowing students to observe and learn from industry pioneers, adopt best practices, and benchmark their learning against industry standards.
- 9. Networking and Career Opportunities: Networking plays a crucial role in career advancement, particularly in the competitive business environment. Industrial visits provide students with opportunities to network with industry professionals, build relationships, and explore potential career paths. Moreover, interactions during industrial visits may lead to internships, job placements, or collaborative projects, thereby enhancing students' career prospects and industry relevance.
- 10. Enhanced Learning Experience: Traditional classroom learning, while essential, may lack the dynamism and practicality offered by real-world experiences. Industrial visits enrich the learning experience by immersing students in authentic business environments, where they can observe processes, interact with professionals, and apply theoretical knowledge in practical settings. This hands-on approach not only reinforces academic learning but also fosters critical thinking, problem-solving, and decision-making skills.
- 11. Holistic Development: BBA education encompasses more than academic knowledge; it encompasses the development of well-rounded individuals equipped with both technical expertise and soft skills. Industrial visits contribute to holistic student development by fostering personal growth, cultural awareness, and global perspective. By exposing students to diverse industries, cultures, and business practices, industrial visits broaden their horizons and nurture attributes such as adaptability, resilience, and cross-cultural communication.
- 12. Alignment with Industry Requirements: Employers increasingly seek candidates who possess not only academic qualifications but also practical experience and industry insights. Industrial visits align BBA programs with industry requirements by providing students with exposure to real-world challenges, industry dynamics, and professional expectations. This alignment enhances students' employability, prepares them for corporate roles, and equips them with the skills and knowledge necessary for success in the business world.





Conclusion:

Industrial visits play a pivotal role in enriching the learning experience of BBA students by providing them with practical exposure to real-world business environments. Through interactions with industry experts, observation of manufacturing processes, and exposure to industry dynamics, students gain invaluable insights that complement their academic learning and enhance their professional development. The industrial visits served as catalysts for knowledge acquisition, skill development, and career exploration, aligning with the overarching objective of preparing BBA students for success in the dynamic and competitive business landscape. As stakeholders in the education ecosystem, it is imperative for educational institutions, faculty members, and students to recognize the significance of industrial visits and leverage them effectively to bridge the gap between theory and practice, foster industry-academia collaboration, and nurture future business leaders equipped to drive innovation, growth, and sustainability in the global marketplace.







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54 BBAN1MG22123 Akash Singh			
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56 BBAN1MG22034 Mahi Garg	beasur		
57 BBAN1MG22058 Mohit Sing Gurjar			
58 BBAN1MG22229 Rajeev Singh			
59 BBAN1MG22233 Siddharth Singh			
60 BBAN1MG22259 Jatin Dhingra			
61 BBAN1MG22264 Aditya Singh			
62 BBAN1MG22270 Krish Agarwal			
63 BBAN1MG22272 Sanskar Sabnani			
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	BBAN1MG22066	Isha Pandey	1140001
	3 BBAN1MG22067	Rishabh Yadav	
1	4 BBAN1MG22068	Kavya Gaur	
1	5 BBAN1MG22069	Rahul Gurjar	
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	8 BBAN1MG22072	Yanushka Sharma	Cal
	9 BBAN1MG22073	Manya Gupta	manya.
	10 BBAN1MG22074	Tanishq Gupta	1
	11 BBAN1MG22075	Darsheel Gupta	
	12 BBAN1MG22076	Vanshita Dhingra	
_	13 BBAN1MG22077	Ayush Shrivastava	
	14 BBAN1MG22078	Manav Gupta	Manay.
	15 BBAN1MG22079	Prachi Jaju	
	16 BBAN1MG22080	Devesh Manjhi	100
-	17 BBAN1MG22081	Hitesh Baghel	
-	18 BBAN1MG22082	Aryan Dixit	Berja
	19 BBAN1MG22083	Vinayak Trivedi	
_	20 BBAN1MG22084	Raj Agrawal	Ray
3	21 BBAN1MG22085	Vrinda Agrawal	
	22 BBAN1MG22086	Asharay Singh Bhadoria	
*	23 BBAN1MG22087	Abhyuday Deshpande	be.
9	24 BBAN1MG22088	Anish Lakra	
	25 BBAN1MG22090	Atendra Gurjar	
~	26 BBAN1MG22091	Deeksha Agrawal	Dueblase
_	27 BBAN1MG22092	Devansh Mishra	
_	28 BBAN1MG22093	Devpriya Saini	
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4	32 BBAN1MG22097	Junaid Khan	gu.
. 6	33 BBAN1MG22098	Kanchi Tomar	
-	34 BBAN1MG22099	Khushi Gupta	
	35 BBAN1MG22100	Krishna Singh Tomar	
	36 BBAN1MG22101	Kritika Yadav	
-	37 BBAN1MG22103	Manish Gurjar	0/
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	39 BBAN1MG22105	Megha Anandani	(0.1)
-	40 BBAN1MG22106	Mohit Singh	Christ
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*		Ravi Yadav	
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-	45 BBAN1MG22113	Rudra Mishra	



AN1MG22114 | Sambhav Singh Gaur Shiran BBAN1MG22115 | Shivani Shivhare BBAN1MG22116 Suryansh Saxena 49 BBAN1MG22117 Tarun Soni 50 BBAN1MG22118 Vaishnavi Prajapati James 51 BBAN1MG22120 Varun Garg 52 BBAN1MG22121 Vasundhra Soni 53 BBAN1MG22122 Ānubhav Sachan 54 BBAN1MG22123 Akash Singh 55 BBAN1MG22124 Pratibha Gurjar 56 BBAN1MG22034 Mahi Garg 57 BBAN1MG22058 Mohit Sing Gurjar 58 BBAN1MG22229 Rajeev Singh 59 BBAN1MG22233 Siddharth Singh Salto 60 BBAN1MG22259 Jatin Dhingra 61 BBAN1MG22264 Aditya Singh Howay 62 BBAN1MG22270 Krish Agarwal 63 BBAN1MG22272 Sanskar Sabnani Smales 64 BBAN1MG22277 Yash Shivhare 65 BBAN1MG22279 Tanish Shivhare 3







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14	BBAN1MG22015	Ayushi Gupta		
15	BBAN1MG22016	Ayush Mittal	2 military	
16	EBAN1MG22017	Arjita Kumawat		
17	BBAN1MG22018	Khushboo Shivhare	agla	
18	BBAN1MG22019	Divya Shahi	V Section 1	
19	BBAN1MG22020	Anjali Kushwah		
20	BBAN1MG22021	Nishu Garg	(Number	
21	BBAN1MG22022	Ankur Soni	Phone	
22	BBAN1MG22023			
23	BBAN1MG22024	Ojasvi Agrawal Sneha Kirar		
24	BBAN1MG22025	Utsav JAIN		
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29	BBAN1MG22029	Shiv Prajapati		
30	BBAN1MG22030	Kashish Gabra		
31		Ashish Kumar	A-12	
32		Aman Singh	Coant .	
33		Ankit Kushwah		
34		Yogesh Atal	N.I N.	
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36		Kamya Yadav		
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-		Sumit Tiwari		
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.5	BBAN1MG22049	Tanuj Hirdani	
46	BBAN1MG22050	Piyush Pathak	
47	BBAN1MG22051	Himanshi Duseja	Men
48	BBAN1MG22052	Shivam Rajput	-C
49	BBAN1MG22053	Prisha Nagwani	Selo
50	BBAN1MG22054	Yash Vardhan Singh Kushwah	FAMI
51	BBAN1MG22055	Nikhil Chauhan	(CON
52	BBAN1MG22056	Rishu Yadav	Day A
53	BBAN1MG22057	Mayur Wadhwani	
54	B3AN1MG22059	Dhruv Goyal	04
55	BBAN1MG22060	Yuvraj Solanki	yuus
56	BBAN1MG22061	Nischay Arora	
57	BBAN1MG22062	Shubh Gurjar	Shu
58	BBAN1MG22174	Sameer Singh	San
59	BBAN1MG22089	Ansh Vyas	
60	BBAN1MG22119	Vaishnavi Sharma	
61	BBAN1MG22136	Juhi Sharma	TO STATE
62	BBAN1MG22185	Satyam Sharma	
63	BBAN1MG22186	Maithili Mishra	Hast
64	BBAN1MG22208	Kunwardeep	-
65	BBAN1MG22209	Kushal Tiwari	ta
66	BBAN1MG22244	Saurabh Kebre	100
67	BBAN1MG22250	Dhananjay yadav	0
68	BBAN1MG22253	Vaishnavi Pateriya	Pour
69	BBAN1MG22260	Kashish Gupta	
70	BBAN1MG22274	Jaydeep Khare	
71	BBAN1MG22275	Himanshu Nagarani	
72	BBAN1MG22278	Tanya Sharma	
73	BBAN1MG22281	Atharva Pradan	







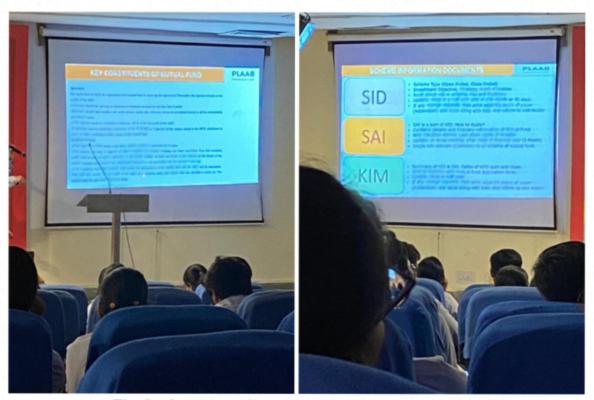


Fig. Students Attending the Session during Internship



