

Department: Business Administration**SEM-VI****INTERNSHIP & PROJECT REPORT DETAILS****Year-2021-Semester -6****Academic year 2021-2022**

Sl. No.	Title of the linkage	Name of the partnering institution/ industry /research lab with contact details	Year of commencement	Duration (From-To)	Nature of linkage
1	Effectiveness of Distribution Channels	Unicharm India Pvt. Ltd.	2021-22	January till April	Cirriculum Based
2	"Analysis on Performance Appraisal of Employees."	Linksmind	2021-22	January till April	Cirriculum Based
3	"Training and Development."	WBSEDCL	2021-22	January till April	Cirriculum Based
4	"Performance Appraisal Effectiveness Analysis."	WBSEDCL	2021-22	January till April	Cirriculum Based
5	"360 Degree Mode of Communication in ED-Tech Industry."	Linksmind	2021-22	January till April	Cirriculum Based
6	"Implementation and effect of PACE with Distribution Strategies for sales growth & Evaluation in overall ITC's Gr1 Business."	ITC Limited	2021-22	January till April	Cirriculum Based
7	"Potential of Life Insurance Industry in Burdwan market."	Aditya Birla Capital	2021-22	January till April	Cirriculum Based
8	"Consumer's Behavior Analysis of ED-Tech Industry."	Linksmind	2021-22	January till April	Cirriculum Based
9	"A study on Customer's Relationship Management of The Burdwan Central Co-Operative Bank Ltd."	The Burdwan Central Cooperative Bank	2021-22	January till April	Cirriculum Based

10	"Performance Appraisal."	State Bank of India	2021-22	January till April	Cirriculum Based
11	"Customer-Buying Behavior in Life Insurance Industry."	Aditya Birla Capital	2021-22	January till April	Cirriculum Based
12	"Analysis and Overview of Sales and Distribution Management of MSK SOLUTIONS."	MSK Solutions	2021-22	January till April	Cirriculum Based
13	"A study on Customer's Satisfaction Regarding the Banking Facilities provided by The Burdwan Central Co-Operative Bank Ltd."	The Burdwan Central Cooperative Bank	2021-22	January till April	Cirriculum Based
14	"Job Satisfaction."	WBSEDCL	2021-22	January till April	Cirriculum Based
15	"Customer Satisfaction on two-wheeler of BABA AUTO. (BAJAJ) Showroom."	Bajaj Services	2021-22	January till April	Cirriculum Based
16	"In and Out service marketing for ED-Tech Company."	Linksmind	2021-22	January till April	Cirriculum Based
17	"Analysis on Social-Media Marketing."	Anar App Private Ltd.	2021-22	January till April	Cirriculum Based
18	"Analysis of Sales Technique & Methodology in ED-Tech Industry complete overview via Competitor Analysis."	Linksmind	2021-22	January till April	Cirriculum Based
19	"Employee Training and Development Process."	The Burdwan Central Cooperative Bank	2021-22	January till April	Cirriculum Based
20	"Recruitment and Selection process of Linksmind Educorp Private Limited."	Linksmind	2021-22	January till April	Cirriculum Based
21	"Study on Consumer Satisfaction at Pantaloons."	Aditya Birla Fashion And Retail	2021-22	January till April	Cirriculum Based
22	"A study on Customer Satisfaction towards LIC Products and Services"	Maa Tara Consultancy Service Pvt Ltd.	2021-22	January till April	Cirriculum Based
23	"Recruitment and Selection on Employees"	Royal Enfield, Sri Ram Automobiles	2021-22	January till April	Cirriculum Based
24	"Customer Awareness level of personal Banking Products"	The Burdwan Central Cooperative Bank	2021-22	January till April	Cirriculum Based



Date: 14th April 2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that *Sumit Mishra* pursuing *BBA* from *St. Xavier's College, Burdwan* 2019-2022 batch, has successfully completed a Project based internship with us from 9th Feb 2022 to 4th April 2022.

Project Title: "A Study on Customer Satisfaction at Burdwan Pantaloons"

Throughout the internship, we found him to be sincere and hardworking.

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

For Aditya Birla Fashion & Retail Ltd

Sushmita Dey
Human Resources

pantaloons

Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited)

Sabitri Nirman, 71, GT Road, Mahalla, Burdwan- 713101, India T : +91 03422665067

Regd. Office: Piramal Agastya Corporate Park, Building 'A', 4th and 5th Floor, Unit No. 401, 403, 501, 502, L.B.S. Road, Kurla, Mumbai - 400 070, India

T : +91 - 8652905000 | F : +91 - 8652905400 | E : abrl@adityabirla.com | W : www.abirl.com

Corporate ID No.: L18101MH2007PLC233901



West Bengal State Electricity Distribution Company Limited

[A Govt. of West Bengal Enterprise]
Office of the Divisional Manager
Durgapur Division
3rd Administrative Building, 3rd Floor

City Centre
Durgapur - 16


Ph: - 0343-2546165/7973
Fax- 03463-253696
Email Id- dmdgn.division@gmail.com


PROJECT REPORT

Dated:

In pursuance of the Office Order No. GM/HRD/VAC/Winter/2021-22/17 dated 22.02.2022 Sri Arnab Banerjee has completed his internship project on "PERFORMANCE APPRIASAL EFFECTIVENESS" as per letter issued by their institute viz. St. Xavier's College, Burdwan as per the scheduled program.

I wish him all the success in his future endeavors.


DE & Divisional Manager
Durgapur Division
WBSEDCL


Manager HR & D
Durgapur Division
WBSEDCL

Registered Office: "Vidyut Bhavan", Block-DJ, Sector-II, Bidhannagar,
Kolkata-700091

Corporate Identity Number (CIN): U40109WB20075GC113473

www.wbsecl.in

INTERNSHIP CERTIFICATE



CERTIFICATE FOR INTERNSHIP

This is to certify that Mr. Gaurav Sharma student of St. Xaviers College, Burdwan BBA (Hons.), 3rd Year has successfully completed 60 Days (10 Feb 2022 - 10 April 2022) Internship programme at Aditya Birla Sun Life Insurance Ltd.

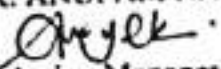
During the internship, Mr. Gaurav Sharma has closely worked as a part of the Portfolio Manager in Life Insurance Sector of Aditya Birla in Burdwan Branch.

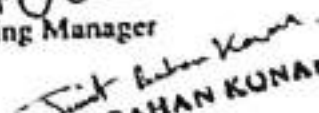
He demonstrated good marketing skills and strategy with self-motivated attitude to learn new things. His contribution to creative ideas, sponsorship presentation and study of different marketing strategies and product sales.

We wish him all the best for his future endeavours.

Issue Date : 12.04.2022

MR. ANUPAM NAYEK


Marketing Manager


HIMUT BHANU KUMAR
Managing Partner
Emp. Code-21274
Aditya Birla Sun Life Insurance Co. Ltd.
Bardhaman Branch

1st Floor, R.G. Bhawan, Parbimata, P.O - Sripally, Dist. Purba Bardhaman, West Bengal, Pin-713103



Ph: 0342-2662169

THE BURDWAN CENTRAL CO-OPERATIVE BANK LTD.

REGD. H.O: 64, G.T. ROAD, BURDWAN - 713 101 (WEST BENGAL)

Head Office

Ref. No.: E & B-29/2022-2023

Date: 17.05.2022

CERTIFICATE OF THE ORGANISATIONAL MENTOR

This is to certify that the Project Work titled "A STUDY ON EMPLOYEE TRAINING AND DEVELOPMENT PROCESS OF THE BURDWAN CENTRAL CO-OPERATIVE BANK LTD." is a bonafide work of **Ms. Nourin Nesha**, Roll No : 19BBA290021 carried out in partial fulfilment for the award of Degree of Bachelor of Business Administration from St. Xavier's College affiliated to The University of Burdwan, West Bengal under my guidance.

This project work is original and not submitted earlier for the award of any degree / diploma or associateship of any other University / Institution.



17.05.2022
Dr. Partha Sarathi Sarkar
Zonal Manager

Ph: 0342-2652169

THE BURDWAN CENTRAL CO-OPERATIVE BANK LTD.
REGD. H.O: 64, G.T. ROAD, BURDWAN - 713 101 (WEST BENGAL)
Head Office

Date: 06.05.2022

Ref. No.: E & B-27/2022-2023

CERTIFICATE OF THE ORGANISATIONAL MENTOR

This is to certify that the Project Work titled "A STUDY ON CUSTOMER'S AWARENESS LEVEL OF PERSONAL BANKING PRODUCTS OF THE BURDWAN CENTRAL CO-OPERATIVE BANK LTD." is a bonafide work of **Ms. Srabani Koner**, Roll No : 19BBA290022 carried out in partial fulfilment for the award of Degree of Bachelor of Business Administration from St. Xavier's College affiliated to The University of Burdwan, West Bengal under my guidance.

This project work is original and not submitted earlier for the award of any degree / diploma or associateship of any other University / Institution.



06.05.2022
Dr. Partha Sarathi Sarkar
Zonal Manager

Certificate



ITC Limited
Trade Marketing & Distribution
Kolkata Marketing Branch
Z, Lee Road, 2nd Floor
Kolkata - 700 020, India
Telephone : +91 33 6648 3500

TO WHOMSOEVER IT MAY CONCERN

Date: 25 May, 2022

This is to certify that Mr. Dhruv Kumar Das, student of ST. XAVIER'S COLLEGE, has completed his Internship in ITC Limited, Kolkata Marketing Branch. He has worked on the marketing project from 26 February 2022 to 26 April 2022. His project title was "Implementation and effect of PACE with distribution strategies for Sales growth & evaluation in overall ITC's Grocery Business".

On behalf of ITC Limited we wish him good luck and great future ahead.

Thanking You,

ITC Limited, Kolkata.





CERTIFICATE FOR INTERNSHIP

This is to certify that Mr. Rahul Moshan student of St. Xaviers College, Burdwan BBA (Hons.), 3rd Year has successfully completed 60 Days (10 Feb 2022 - 10 April 2022) Internship programme at Aditya Birla Sun Life Insurance Ltd.

During the intership, Mr. Rahul Moshan has closed worked as a part of the Customer Service Manager in Life Insurance Sector of Aditya Birla in Burdwan Branch.

He demonstrated good marketing skills and strategy with self motivated attitude to learn new things. His contribution to creative ideas, sponsorship presentation and study of different marketing strategy and competition.

We wish him all the best for his future endeavours.

Issue Date : 12.04.2022

MR. ANUPAM NAYEK

Anupam Nayek
Marketing Manager

Sanjay Kumar Konar
JIMUT BAHAN KONAR
Managing Partner
Emp. Code-21214
Birla Sun Life Insurance Co. Ltd
Burdwan Branch

1st Floor, R.G. Bhawan, Parbihat, P.O. - Sripally, Dist. Purba Bardhaman, West Bengal, Pin-713103



Ph: 0342-2662169
THE BURDWAN CENTRAL CO-OPERATIVE BANK LTD.
REGD. H.O: 64, G.T. ROAD, BURDWAN - 713 101 (WEST BENGAL)
Head Office

Ref. No.: E & B-27/2022-2023

Date: 06.05.2022

CERTIFICATE OF THE ORGANISATIONAL MENTOR

This is to certify that the Project Work titled "A STUDY ON CUSTOMER'S RELATIONSHIP MANAGEMENT OF THE BURDWAN CENTRAL CO-OPERATIVE BANK LTD." is a bonafide work of **Ms. Neha Chatterjee**, Roll No : 19BBA290008 carried out in partial fulfilment for the award of Degree of Bachelor of Business Administration from St. Xavier's College affiliated to The University of Burdwan, West Bengal under my guidance.

This project work is original and not submitted earlier for the award of any degree / diploma or associateship of any other University / Institution.



[Signature]
Dr. Partha Sarathi Sarkar
Zonal Manager

COMPANY CERTIFICATE

LINKSMIND

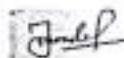
This is hereby granted to

**HUANG YEE CHOI
VINCENT**

have successfully completed summer internship of 8 weeks from
February 2022 to March 2022



MR. SULTAN GAJIUL PASHA
RECRUITMENT MANAGER

A handwritten signature in black ink, appearing to read 'Jyotirmoy'.

MR. JYOTIRMOY MONDAL
CO-FOUNDER & CEO



Date of Issue: 22nd April, 2022

CERTIFICATE FOR INTERNSHIP

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms Teresa Hansdak** bearing Trainee Id **385053** has successfully completed her Internship as a **Social Media Marketing Intern** from **20th March, 2022** to **20th April, 2022**.

She has worked as a Social Media Marketing Intern at Anar App Pvt. Ltd. Her tasks involved doing day to day activities such as contacting potential clients through social media platforms, recording all successful and unsuccessful attempts to close the client, and noting important details of each conversation. She onboarded 66 businesses and during the period of her internship with us, she was found punctual, hardworking and inquisitive.

We would like to personally thank her for her contribution.

We wish her success in life.

Yours Sincerely,
Dibya Ranjan Baghar
Business Development Officer

Anar App Private Limited
Mumbai - 400101

Email: support@anar.biz | Website: www.anar.biz | CIN: U72900MH2019PTC324446

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West Bengal State Electricity Distribution Company Limited

[A Govt. of West Bengal Enterprise]

Office of the Divisional Manager

Durgapur Division

3rd Administrative Building, 3rd Floor

City Centre
Durgapur -16

Ph: - 0343-2546165/7973

Fax: - 03463-253696

Email Id: dmdugpur.division@gmail.com

PROJECT REPORT

Dated:

In pursuance of the Office Order No. GM/HRD/VAC/Winter/2021-22/17 dated 22.02.2022 Sri Ankit Mukherjee has completed his internship project on "TRAINING & DEVELOPEMENT" as per letter issued by their institute viz. St. Xavier's College, Burdwan as per the scheduled program.

I wish him all the success in his future endeavors.

[Signature]
13/05/22
DE & Divisional Manager
Durgapur Division
WBSEDCL

[Signature]
Manager (HR&A)
Durgapur Division
WBSEDCL

Registered Office: "Vidyut Bhavan", Block-DJ, Sector-II, Bidhannagar,
Kolkata-700091

Corporate Identity Number (CIN): U40109WB2007SGC113473

www.wbsecl.in



THE BURDWAN CENTRAL CO-OPERATIVE BANK LTD.
REGD. H.O: 64, G.T. ROAD, BURDWAN - 713 101 (WEST BENGAL)
Head Office

Ph: 0342-2662169

Ref. No.: E & B-27/2022-2023

Date: 06.05.2022

CERTIFICATE OF THE ORGANISATIONAL MENTOR

This is to certify that the Project Work titled "A STUDY ON CUSTOMER'S SATISFACTION REGARDING THE BANKING FACILITIES PROVIDED BY THE BURDWAN CENTRAL CO-OPERATIVE BANK LTD." is a bonafide work of **Ms. Rituparna Chatterjee**, Roll No : 19BBA290012 carried out in partial fulfilment for the award of Degree of Bachelor of Business Administration from St. Xavier's College affiliated to The University of Burdwan, West Bengal under my guidance.

This project work is original and not submitted earlier for the award of any degree / diploma or associateship of any other University / Institution.



06.05.2022
Dr. Partha Sarathi Sarkar
Zonal Manager

COMPANY CERTIFICATE

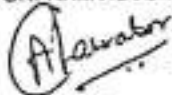


TO WHOM SO EVER IT MAY CONCERN

This is to certify that Aninda Dutta student of BBA 3rd year having reg no. 201905000524 of 2019-20 (Under the University of Burdwan) has completed a project report entitled "Recruitment and selection with reference to Royal Enfield" provided by the dealer of Sri Ram Automobiles. In the month of January 2022 to March 2022 on Sri Ram Automobiles having its office at 26/1 Raghunathpur, Tejgunj, Natunganj, Burdwan - 713102.

During the entire project period his behaviour was good. We wish him a bright future.

SRI RAM AUTOMOBILES

 Partner

For Sri Ram Automobiles

Sri Ram Automobiles

An ISO 9001 : 2015 Certified Company

26/1 Raghunathpur, Tejgunj, Natunganj, Burdwan - 713102. (Near Sri Ram Rice Mill)

Ph.: +91 342 2634027, +91 9300279144, Sales : +91 9800275544, +91 9800336144, +91 9800004507

Service : +91 9800365544, +91 9002450705, Spare Parts : +91 9800009839

E-mail : sriam.enfield@gmail.com, service.sriam@gmail.com, parts.sriam@gmail.com



State Bank of India
THE BANKER TO EVERY INDIAN



SBI

TO WHOMIT CONCERN

This is to certify that Poulomi Sarkar a Student Department of BBA

St. Xavier's College Burdwan University has successfully

completed her Internship form 2nd Feb 2022 to 2nd Apr 2022

with SBI Parbirhata G.T. Road.Po : Sripally. Dist : Purba Bardhaman.

On the project PERFORMANCE APPRAISAL She has shown diciplined efforts

and good conduct She was very sincere hardworking & has done extensive

rescarch work and shown good understanding of the project.

We wish her all the very best for his future cndeavors



A.Haque
Branch Manager

Date 11 APR 2022

COMPANY CERTIFICATE



BAJAJ SERVICE

Authorized Service Centre for Bajaj Auto Limited

Baba Auto

Kirnahar
Dist. : Birbhum
PIN : 731302
West Bengal
Tel : +913463 267907

This is to certify that Mr Sk Abdul Aziz a student of St.Xavier's college,Burdwan has worked with our organization as a marketing intern for a period of 8 weeks from 14-02-2022 to 11-04-2022.

During the entire internship period his behavior was very good.

We wish him a bright future.





West Bengal State Electricity Distribution Company Limited

[A Govt. of West Bengal Enterprise]

Office of the Divisional Manager

Durgapur Division

3rd Administrative Building, 3rd Floor

City Centre
Durgapur -16

Ph: - 0343-2546165/7973

Fax- 03463-253696


Email Id- dmdyn.division@gmail.com


PROJECT REPORT

Dated:

In pursuance of the Office Order No. GM/HRD/VAC/Winter/2021-22/17 dated 22.02.2022 Sri Sarnab Gupta has completed his internship project on "JOB SATISFACTION" as per letter issued by their institute viz. St. Xavier's College, Burdwan as per the scheduled program.

I wish him all the success in his future endeavors.


DE & Divisional Manager
Durgapur Division
WBSEDCL


Manager (HRD)
Durgapur Division
WBSEDCL

Registered Office: "Vidyut Bhavan", Block-DI, Sector-II, Bidhannagar,
Kolkata-700091

Corporate Identity Number (CIN): U40109WB2007SGC113473

www.wbsecl.in

LINKSMIND

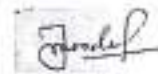
This is hereby granted to

DHRITIMAN DEBNATH

have successfully completed summer internship of 8 weeks from
February 2022 to March 2022



MR. SULTAN GAJIUL PASHA
RECRUITMENT MANAGER



MR. JYOTIRMOY MONDAL
CO-FOUNDER & CEO

INTRNSHIP CERTIFICATE

LINKSMIND

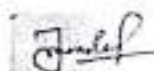
This is hereby granted to

SOURIK GUPTA

have successfully completed summer internship of 8 weeks from
February 2022 to March 2022



MR. SULTAN GAJIUL PASHA
RECRUITMENT MANAGER



MR. JYOTIRMOY MONDAL
CO-FOUNDER & CEO

LINKSMIND

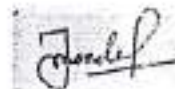
This is hereby granted to

SOUMALI DUTTA

have successfully completed summer internship of 8 weeks from
February 2022 to March 2022



MR. SULTAN GAJIUL PASHA
RECRUITMENT MANAGER

A handwritten signature in cursive script.

MR. JYOTIRMOY MONDAL
CO-FOUNDER & CEO



M/S Deep Traders

Plot-55, Paltan Bazar, Kolkata

West Bengal - 713103

Contact - 8321902145

GSTIN - 19AAQFD5772M171

DATE - 19TH APRIL 2022

TO WHOM IT MAY CONCERN

THIS CERTIFICATE IS AWARDED TO

MS. SHRUTI SINGH

FOR SUCCESSFULLY COMPLETING AS A
SALES INTERN AT M/S DEEP TRADERS

DURING THE PERIOD OF 60 WORKING DAYS FROM 11TH OF FEBRUARY 2022

DEEP TRADERS

A handwritten signature in black ink, appearing to read "Ashis Kumar Singh", written over a dotted line.

Mr. Ashis kumar Singh

Proprietor



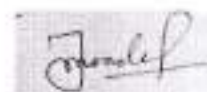
This is hereby granted to

SHRUTI SHAW

have successfully completed summer internship of 8 weeks from
February 2022 to March 2022



MR. SULTAN GAJIUL PASHA
RECRUITMENT MANAGER



MR. JYOTIRMOY MONDAL
CO-FOUNDER & CEO

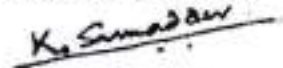
Certificate Of Training
(Management Internship)

This is to Certify that Mr Rajat Das, (Aadhar No – 9489 84661696) student of B.B.A HONS of St. Xavier's College Burdwan , St. Xavier's Road, Sripally, Burdwan-713103 has joined with our organization as an Intern Sales Executive from 10/02/2022 and executed his responsibilities as **Pre-sales Analyst** till 20/04/2022.

He has done an excellent job on his project work and found to be very intelligent, hardworking and with a very positive approach.

We wish him every success in his future career.

For, MSK SOLUTIONS



Kausik Samadder
Head-Sales & Marketing
Mobile : 9830038834,
E-mail : kausik@askinfotech.co.in



TARA MAA CONSULTANCY SERVICES PRIVATE LIMITED

Reg. Office : Nari More Sagar Dighi (East), Purba Bardhaman-713101

e-mail ID : tmcsp12021@gmail.com Mob. No. : +8798313255

CIN:-U74999WB2020PTC241314

Ref. No.

Date

TO WHOME IT MAY CONERN

THIS IS TO CERTIFY THAT MR TITAS ROY HAS DONE HIS INTERNSHIP IN TARA MAA CONSULTANCY SERVICES PVT LTD, BURDWAN FROM 20.02.2022 TO 23.03.2022.

HE HAS WORKED ON A PROJECT TITLED SALES PROMOTION ON VARIUS FINANCIAL PRODUCT. THIS PROJECT WAS AIMED TO PROVIDE COMPRIHENSIVE SALES & SERVICES FOR THE VARIOUS CLIENTS . AS PART OF THE PROJECT, HE HAS MEET WITH CLINENTS AND GAVE THE PROPOSAL ON VARIUS FINANCIAL PRODUCT.

DURING THE INTERNSHIP HE DEMONSTRATED GOOD SALES PROMOSION SKILLS WITH A SELF-MOTIVATED ATTITUDE TO LEARN NEW THINGS. HIS PERFORMANCE EXCEEDED EXPECTATIONS AND WAS ABLE TO COMPLETE THE PROJECT SUCCESSFULLY ON TIME.

WE WISH HIM ALL THE BEST FOR HIS FUTURE ENDEAVORS.

WARM REGARDS,

FOR TARA MAA CONSULTANCY SERVICES PVT.LTD.

Taney Das .

DIRECTOR

DATE: - 24.03.2022