INTERNATIONAL MANAGEMENT INSTITUTE
BHUBANESWAR
*Shaping global leaders for tomorrow*

# SUMMER INTERNSHIP 2018

| Sl. No | Roll No. | Name of the Student | Project Title |
|---|---|---|---|
| 1 | 17PGDM-BHU001 | AASHISH VIKAL | To identify the threat potential from competitors in the Go Speedy Go's Markets |
| 2 | 17PGDM-BHU002 | ABHIJIT MOHANTY | Segmentation and penetration starategies for acquiring new customers of HDFC Bank |
| 3 | 17PGDM-BHU003 | ADITI | Employee Engagement Analysis and Action Plan for employees of Captive Power Plant at NALCO Angul Plant |
| 4 | 17PGDM-BHU068 | ADITYA KUMAR SAHOO | Understanding the channel sales and distribution of Britannia in Bhubaneswar |
| 5 | 17PGDM-BHU004 | AINDRILA SOOR | Non managed Customers - product penetration |
| 6 | 17PGDM-BHU005 | AJIT MAHENDRA MAURYA | To establish strong digital footprint in HDFC Bank |
| 7 | 17PGDM-BHU006 | AKASH GUPTA | Establishing a strong digital footprint of HDFC Bank |
| 8 | 17PGDM-BHU007 | AKSHAY CHANDRA SHARMA | Measuring the profits made by PE firms in Hospitality Industry & Preparing roadshow for one of the largest Railway Player |
| 9 | 17PGDM-BHU072 | ALANKRITA MISHRA | Financial Analysis of IPCL power Trading Power Ltd |
| 10 | 17PGDM-BHU008 | AMLAN DAS | New to Bank acquisition |
| 11 | 17PGDM-BHU009 | ANBITA SUPKAR | Induction Effectiveness - Vedanta |
| 12 | 17PGDM-BHU010 | ANKIT GUPTA | Segmentation and penetration starategies for acquiring new customers of HDFC Bank |
| 13 | 17PGDM-BHU011 | APOORVA TIWARI | Developing a resource pool on latest WASH content and innovative ways to deliver it |
| 14 | 17PGDM-BHU013 | ASHI KAPOOR | Performance appraisal in the restaurant industry |
| 15 | 17PGDM-BHU014 | ASHISH VERMA | Comparative Ananlysis of Mutual Fund and Life Insurance |
| 16 | 17PGDM-BHU015 | ATIN DHARA | Establishing a strong digital footprint of HDFC Bank |
| 17 | 17PGDM-BHU016 | ATISHA TAYAL | Understanding the awareness and satisfaction level of customers |
| 18 | 17PGDM-BHU017 | AYUSHI KUMAR | A study on HR outsourcing in DLF |
| 19 | 17PGDM-BHU018 | BISWADEEP GHOSH | Personal Finance and Investment planning and portfolio creation |
| 20 | 17PGDM-BHU019 | DEBASHREE KHATEI | Understanding the sales and distribution of Britannia in Bhubaneswar |
| 21 | 17PGDM-BHU020 | GAURAB BISWAS | A study on the impact of adoption of digitalization in banking services on customer satisfaction |
| 22 | 17PGDM-BHU021 | GOURA MURALI KRISHNA | To analyse the consumer buying behavour and patterns of online consumers based on their socio economic profiles |
| 23 | 17PGDM-BHU023 | JYOTIRMOY BOSE | Establishing a strong digital footprint of HDFC Bank |
| 24 | 17PGDM-BHU024 | KHUSHBOO SINGH | Food Delivery Business Model at Berco's |
| 25 | 17PGDM-BHU025 | KOMAL AGARWAL | Developing a positioning platform for Jaldhara Foundation to differentiate it from other NGOs |
| 26 | 17PGDM-BHU026 | KRITIKA YADAV | Study om Recruitment & Selection and analysis od attrition rate in DLF |
| 27 | 17PGDM-BHU027 | KUMAR PRITAM | Understanding the factors that influence brand equity of HDFC bank |
| 28 | 17PGDM-BHU070 | MAYUR PRAKASH CHAUDHARI | To establish strong digital footprint in HDFC Bank |
| 29 | 17PGDM-BHU028 | MOHIT MUKESH TIWARI | Ananysis and study of Inventory Management |
| 30 | 17PGDM-BHU029 | MOUMITA CHOWDHURY | Digitalization - HDFC Bank |
| 31 | 17PGDM-BHU030 | MRINAL KANTI GHOSH | Impact of sports utsav and other events on the sale of decathlon |
| 32 | 17PGDM-BHU031 | NIDHI KUMARI KESHRI | Designing training calendar for FY 2019 for employees of TPADL |
| 33 | 17PGDM-BHU032 | NIKHIL VIDHYADHAR NANDANWAR | Customer Satisfaction of different segments of customers over CASA products and penetration strategy of HDFC Bank |
| 34 | 17PGDM-BHU033 | NISHANT KUMAR TOMER | Study of manufacturing strategy in MSIL |

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| 35 | 17PGDM-BHU034 | NISHKARSH AGARWAL | Desiging the overall strategy of Heat Pump (a new product) developed by Jacquar for Bangalore Market |
| 36 | 17PGDM-BHU035 | PARIKANSH BAIJAL | A comparative study of consumer perception with reference to kansai Nerolac Paints |
| 37 | 17PGDM-BHU036 | PRAPTI MISHRA | Fundamental and Technical Analysis of NIFTYFIFTY for Financial Year 2018-19 |
| 38 | 17PGDM-BHU037 | PRATYUSHA GHOSH | Retail Branch banking at HDFC Bank |
| 39 | 17PGDM-BHU038 | PRERNA MISHRA | Study of recruitment and HR operations - ACAP Solutions |
| 40 | 17PGDM-BHU039 | PRITHVIRAJ DASGUPTA | Various recruiting activities practiced in the Insurance Industry |
| 41 | 17PGDM-BHU040 | PRIYANKA AGARWAL | New to Bank Acquisition - HDFC bank |
| 42 | 17PGDM-BHU041 | RISHABH MITTAL | Non-managed customers - product Penetration at HDFC Bank |
| 43 | 17PGDM-BHU071 | RITESH JAIN | Establishing a strong digital footprint of HDFC Bank |
| 44 | 17PGDM-BHU042 | ROHIT AGARWAL | Vodafone |
| 45 | 17PGDM-BHU043 | SABRINA GUPTA | An analysis of the challenges faced by the clientele of CandidateZip at Connoisseur Infotech |
| 46 | 17PGDM-BHU044 | SADHANALA SRIKANTH ASHWIN | HPCL, Vizag |
| 47 | 17PGDM-BHU045 | SAKTI PADA PURKAYASTHA | Talent Management and performance appraisal in IDBI Federal |
| 48 | 17PGDM-BHU046 | SAMAR NAYAK | To identify the pain point of retailers in adopting POS, inventory tracking, revenue generation and simplification of process. |
| 49 | 17PGDM-BHU066 | SANCHIT KUMAR VERMA | Segmentation and penetration at HDFC Bank |
| 50 | 17PGDM-BHU047 | SAPTADEEP ROY | Understanding employee engagement |
| 51 | 17PGDM-BHU048 | SARVAGYA BEHL | Corporate as source of revenue for Berco's |
| 52 | 17PGDM-BHU049 | SATYABRAT MOHAPATRA | promotion of corporate salary account to bring new customers to HDFC Bank |
| 53 | 17PGDM-BHU050 | SAURABH SHUKLA | New to Bank acquisition |
| 54 | 17PGDM-BHU051 | SHAINKEY GUPTA | Initiating Coverage on Dilip Buildcon Limited |
| 55 | 17PGDM-BHU052 | SHIKHAR BHATNAGAR | Investigating the causes of loss and cost optimization at berco's |
| 56 | 17PGDM-BHU053 | SHIVAM BERIWAL | Understanding new Direct Sales and distribution models in the telecom industry |
| 57 | 17PGDM-BHU054 | SHIVAM PATHAK | Establishing a strong digital footprint of HDFC Bank |
| 58 | 17PGDM-BHU055 | SHRUTI KHETAN | Various approaches of TPADL for consumer satisfaction |
| 59 | 17PGDM-BHU056 | SHUBHANKAR SINHA | A project Report on Inventory Reconciliation of Stocks at Videocon Industries Kenstar Division |
| 60 | 17PGDM-BHU057 | SMITA SAHA | Establishing a strong digital footprint of HDFC Bank |
| 61 | 17PGDM-BHU058 | SOURISH KUMAR DEB | Third party automobile service - A research based on Go-Speeduy-Go organozation and its services |
| 62 | 17PGDM-BHU059 | SUBHAM RATHI | Industry Analysis & equity research in Power Sector |
| 63 | 17PGDM-BHU060 | SURVI SAH | GRID SBU of the Advisory line of sercvices at PWC |
| 64 | 17PGDM-BHU061 | T. ANIRUDHA PATRO | Problems in acquiring new customers for HDFC Bank in Bhanjanagar region |
| 65 | 17PGDM-BHU062 | TALVINDER KOUR | Non Managed Customer - Product penetration |
| 66 | 17PGDM-BHU063 | TANMAYEE BINDRALI | Digital Marketing and Website creation |
| 67 | 17PGDM-BHU067 | VARUN BISHT | Comparative study of Videocon Air Conditioners with other brands |
| 68 | 17PGDM-BHU064 | VIBHOR AGARWAL | New to Bank Acquisition - HDFC bank |
| 69 | 17PGDM-BHU065 | YASHASWINEE DAS | Training effectiveness and analysis of Vedanta Aluminium & Power Ltd, Jharsuguda |