INTERNATIONAL MANAGEMENT INSTITUTE
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SUMMER INTERNSHIP 2017

Sl. No	Roll No.	Name of the Student	Project Title
1	16PGDM-BHU001	Aakash Gupta	Acquisition, Promotion & Retention Strategy of Private Client Group Division of Kotak Securities
2	16PGDM-BHU003	Aimad Ahmad	Scope of LIG bussiness in affordable housing segment in Kolkata suburbs (tentative)
3	16PGDM-BHU004	Alice Dash	Comprehensive Analysis of Investment and Disbursement of Asset of the company
4	16PGDM-BHU005	Alok Ranjan Tiwari	Promotional and Sales Strategy Support for HoReCa Domination Campaign in Gujarat
5	16PGDM-BHU006	Anand Kamal Roy	How the Young India shops+ Insignia
6	16PGDM-BHU007	Aniket Khasnobis	Comparative analysis between Life Insurance and other Investment Avenues
7	16PGDM-BHU008	Aniket Mishra	Strategy design for the increment in customer loyalty and improved customer service
8	16PGDM-BHU009	Anirban Chakraborty	Financial and Cost Analysis Of Bercos Melody House
9	16PGDM-BHU010	Anirban Mandal	Replenishment/Availability of stock on floor at Merchandise Category Level
10	16PGDM-BHU011	Anshika Jain	Position of Kotak Mahindra Banks before and after merger of ING Vyasa Bank
11	16PGDM-BHU012	Antriksh Sinha	Route Optimisation for Tranporation of wheat to various plants in Uttar Pradesh
12	16PGDM-BHU013	Arpit Agrawal	Effective utilization of traditional marketing to attract new customers of Berco's Delhi-NCR Region
13	16PGDM-BHU014	Aruna Karmakar	Design compatible Product strategy and Enhance Brand Visibility of Axis bank through brand Markers
14	16PGDM-BHU015	Bhavana Digal	Equity Research on Retail Industry
15	16PGDM-BHU016	Bhavana Saraswat	Comparative analysis of mutual funds with other investment
16	16PGDM-BHU017	Bibhu Prasad Sahoo	Handling and analysing the service retail store operation
17	16PGDM-BHU018	Brahmaji Naidu Pasapuleti	"Challenges in setting up an enterprise and ways to overcome them"
18	16PGDM-BHU019	Chandrapati Sesha Sai Padmakanth	Analysis of FTU/FTB, Retail and Strategic accounts in CE, delinquencies (Segment wise) and % of reason for default (CE- Construction Equipment sector loans)
19	16PGDM-BHU020	Deepti Srivastava	Employee Engagement
20	16PGDM-BHU021	Dibyajyoti Mohapatra	Strategy design for wholesale Accounts Management and enrolment of new WS accounts to drive business months
21	16PGDM-BHU022	E Arpan Kumar Patro	Impact of digitalization on banking facility
22	16PGDM-BHU023	Faisal Khan	Role of social media impacts on acquisition of new clienteles for Bercos
23	16PGDM-BHU024	Gagan Doshi	Sales recognising, compliance and cross functional integration
24	16PGDM-BHU026	Khushboo Lahoti	Customers Retention for Pantaloons (Kankurgachi)
25	16PGDM-BHU027	Mehboob Alam	Inventory Analysis for a category with high C class products
26	16PGDM-BHU028	Palchuri Krishna Kartheek	Food Cost Analysis of Banquet at Hotel The New Marrion & Improvement of Profitability
27	16PGDM-BHU029	Paridhi Sharma	The Study of Mutual Fund Features and Investor Behaviour
28	16PGDM-BHU030	Patel Harshkumar Ramanbhai	Promotional and Sales Strategy Support for HoReCa Domination Campaign in Gujarat
29	16PGDM-BHU031	Piya Saha	Analysis of Credit, OTC documents and Scope of operations in peer banking/ NBFCs
30	16PGDM-BHU032	Piyush Bachhawat	Insurance Industry in India (Products) and Various Investment avenuesa (Equity, Debt market)
31	16PGDM-BHU033	Pragnya Parimita Biswal	Measurement of Brand Perception Through Internet Marking And Improving Service Quality Using Service Blueprint Of Hotel New Marrion
32	16PGDM-BHU034	Prakhar Singh Sengar	Increasing customers entries of high budgeted store and generating revenue for pantaloons
33	16PGDM-BHU035	Priyanka Das	Diversity in Marketing tools adopted by Kotak Securities
34	16PGDM-BHU036	Priyanka Jain	"Employee Engagement"

35	16PGDM-BHU037	Priyanka Lahoti	Recruitment and other HR Operations at Aditya Birla Fashion and Retail Ltd
36	16PGDM-BHU038	Rajiv Kumar Kamani	Equity research in PSU , Banking sector
37	16PGDM-BHU039	Rakesh Karmakar	Sales and marketing activities in mens' casual department of at pantaloons at DCN mall, satgachi, kolkata
38	16PGDM-BHU040	Risha Bagchi	Consumption map of existing clients & Competition Analysis using Competitor Index
39	16PGDM-BHU041	Rishabh Puria	To study the LAP customer segmentation in Kolkata and analyz the position of RHF in Kolkata LAP market.
40	16PGDM-BHU042	Rishav Raj	A Study on the growth of Investment banks and broking industry in India with digitalization - An empirical study in Kotak Securities
41	16PGDM-BHU043	Rishi Rajeev Jain	Asset Monetization
42	16PGDM-BHU044	Rupam Bose	Online Marketing Strategies and promotion of Birla SunLife Insurance product.
43	16PGDM-BHU045	S. Shraddha	Capital Budgeting
44	16PGDM-BHU046	Saikat Roy	Consumer's Footfall & Conversion Ratio of Pantaloons, Siliguri
45	16PGDM-BHU047	Saloni Soni	Risk v/s Return
46	16PGDM-BHU048	Satyajit Dev Sarma	Preferences of customer for Pantaloons & Non-Pantaloons brands
47	16PGDM-BHU049	Seemab Ahmad	A Study on Consumer behavior in Pantaloons and Competition analysis with respect to Shoppers Stop and Max. An analysis on Happiness Index at Pantaloons.
48	16PGDM-BHU050	Shikha Mishra	"Political Research"
49	16PGDM-BHU051	Silpa Nayak	Effectiveness of Talent Acquisition at Hotel The New Marrion
50	16PGDM-BHU052	Shobhit Tripathi	Comparative analysis of private and public sector insurance co.
51	16PGDM-BHU053	Somi Singh	Debt Schemes and Institutional Financing: Issues, Investment Pattern and Awareness
52	16PGDM-BHU054	Sourav Padhy	Risk and Return Analysis(tentative)
53	16PGDM-BHU055	Chebolu Srinivasa Anirudh	Trading
54	16PGDM-BHU056	Subham Shaw	Financials , Tax Planning and savings strategies through different investment avenues
55	16PGDM-BHU057	Subhransu Satyapragnya Patnaik	Brand perception of Investors regarding Mutual Funds.
56	16PGDM-BHU058	Sudakshina Mukherji	Strategies to Increase the market share of a passenger car lube of HP in the Kolkata Market
57	16PGDM-BHU059	Suddhata Arnab	Evaluating the product market strategy of Birla Sun Life Insurance vis a vis Competitors
58	16PGDM-BHU060	Sudeshna Priyambada	Equity Research On FMCG Sector
59	16PGDM-BHU061	Suhaib Ahmed	A feasibility study on in-house training setup vs. outsourcing (Tentative)
60	16PGDM-BHU062	Sukanta Dutta	Acceptance of Traditional plans vs ULIP in the present market scenario with special reference to IDBI federal Life Insurance
61	16PGDM-BHU065	Suraj Shaw	Performance of ETF's and Index Funds : A comparative analysis
62	16PGDM-BHU066	Tulika Vinod	General Banking , loan and advances
63	16PGDM-BHU067	U. Vinayak Bhat	Promotional and Sales Strategy Support for HoReCa Domination Campaign in Gujarat