INTERNATIONAL MANAGEMENT INSTITUTE
BHUBANESWAR

Summer Internship 2021			
Sl No.	**Enrolment Number**	**Name**	**Project Title**
1	20PGDM-BHU001	AASHISH KUMAR	Consumer behavior towards Frozen food in Delhi region
2	20PGDM-BHU002	RAKESH PANDA	Marketing strategy to enhance trading services of IDBI capital
3	20PGDM-BHU003	ABHIJEET SINGH BIST	To Analyze Consumer Satisfaction/Behavior In West Bengal Region Towards Thermax Products
4	20PGDM-BHU004	ABHIMANYU KUMAR	A study on customer acquisition for Fyndhere Services Pvt Ltd using different online and offline approaches.
5	20PGDM-BHU005	ABHIRUP SARKAR	Professional Employer Organization: An assessment of service requirement
6	20PGDM-BHU007	ARPIT GHOSH	Sales generating strategies for Tenhard India using corporate promotional activities and online internet marketing
7	20PGDM-BHU009	AKANCHA MARODIA	Invention and Industrialization goes hand in hand
8	20PGDM-BHU010	AKASH CHOWDHURY	To understand safety shoe sub segment in India & identify competitive advantage relevant for Bata to establish leadership position in it.
9	20PGDM-BHU012	AMAN MISHRA	Trend Analysis - A method to analyse company data over a period of time by focusing on the change in specific line items within the income statement and balance sheet.
10	20PGDM-BHU014	AMITA SINGH	Insurance clients review and Buying behavior
11	20PGDM-BHU015	AMRITANSH	Fundamental & Technical Analysis of FMCG Sector
12	20PGDM-BHU016	ANAMIKA KUMARI	Sales generating strategies for outlook group's Magazine
13	20PGDM-BHU018	ANISHA AGARWAL	A 360 degree digital marketing for a SME in the Fitness Nutrition Segment
14	20PGDM-BHU019	ANKIT SHOME	To Study the Sales Generating Strategies for Outlook Group’s Magazines using Corporate Promotional Activities and Online Internet Marketing through social media platforms.
15	20PGDM-BHU020	ANSHIKA SINGH	Customer Acquisition for FyndHere Services Pvt. Ltd.
16	20PGDM-BHU021	ANSHUMAN JENA	Consumer perception towards products of PNB Metlife and How insurance companies maximize the returns for their customers

17	20PGDM-BHU022	SUPRADIP MAHAPATRA	Insurance Client Review & Wealth Management
18	20PGDM-BHU023	ARNNAB RATH	Customer behavior towards trading in the field of share market
19	20PGDM-BHU024	ASHISH VERMA	Challenges regarding the FMCG product (FROZEN FOOD) for the new brand (GOELD) in the market
20	20PGDM-BHU026	ASMITA DAS	To determine the objectives and implement the strategies in Talent Acquisition.
21	20PGDM-BHU028	AYUSH KHOWALA	COMPETITIVE ANALYSIS OF ORIENT CEMENTS IN CEMENT INDUSTRY
22	20PGDM-BHU030	AYUSHI KUMARI	Study of factors which influences the consumer behaviour towards Frozen foods.
23	20PGDM-BHU033	CHHAVI SINGHAL	Understanding Fintech industry landscape in India
24	20PGDM-BHU034	DEEPAK KUMAR SWAIN	A study on consumer satisfaction and retail coverage analysis of Goeld products.
25	20PGDM-BHU035	DEVASISH PANDA	A study on the effectiveness of service quality of the after sales services of KION India Pvt. LTD. and how it influences their equipment sales.
26	20PGDM-BHU036	DEVIKA BAGGA	A study on Factors affecting Life Insurance Purchase Decision.
27	20PGDM-BHU037	DIGBIJOY DE	Working Capital Management in PNB MetLife and its impact on Profitability
28	20PGDM-BHU039	SIDDHARTH SINGH TOMAR	Factor influencing consumers to take ready - made frozen food
29	20PGDM-BHU040	GOVIND RASTOGI	To study the satisfaction of consumers towards quality and packaging of frozen foods
30	20PGDM-BHU042	HARSH VARDHAN	Market Analysis on perception of consumers and preference towards boarding school.
31	20PGDM-BHU043	HARSHEET SHAH	Implementation of Enterprise Resource Planning Systems in Metal Industries
32	20PGDM-BHU044	HIMANSHU KUMAR	Market research and analysis of the shoe care industry in India also analysing the competition, market potential and growth of the shoe care market.
33	20PGDM-BHU046	JITUMONI SHARMA	Impact of Customer Relationship Management(CRM) practices on customer satisfaction
34	20PGDM-BHU050	KAIBALYA PRASADA MOHANTY	Vendor Acquisition for Fyndhere
35	20PGDM-BHU051	KESHAV	Evolution of logistics management contributes to operational effectiveness
36	20PGDM-BHU052	KOMAL SINGH	The consumer viewpoint on the price difference of normal petrol and Xtra Premium
37	20PGDM-BHU053	KRISHNAKALI JANA	Designing of JD with KRA's and study on employee retention
38	20PGDM-BHU054	KRITIKA SINGH	Honest Scans
39	20PGDM-BHU055	KUMARI NIKITA	Consumer Buying behaviour with respect to investment in insurance sector

40	20PGDM-BHU057	MAHESWATA SAHU	Measuring brand awareness level and purchase intention for Luxaire luxury Fan
41	20PGDM-BHU058	NAREDLA MANI KUMAR	Digital marketing and market research about online businesses
42	20PGDM-BHU060	MD KAMRAN	Consumer Buying Behavior And Customer Preference Towards Life Insurance Policy
43	20PGDM-BHU062	MOHIT GUPTA	Customer retention for delivery customers
44	20PGDM-BHU063	MUSKAN NIDHI	FDDS
45	20PGDM-BHU065	NABANKUR GHOSH	Analysis of the equity shares of various companies in the pharmaceutical sector using fundamental and technical tools.
46	20PGDM-BHU067	NAVENDU SEKHAR BEHERA	Fundamental & Technical Analysis of Power Sector.
47	20PGDM-BHU069	NIDHI	Sales generating strategies for Outlook Group's Magazines using Corporate Promotional Activities and Online Marketing through social media platforms.
48	20PGDM-BHU070	NIKHIL KUMAR SINGH	BUSINESS FORECASTING, PROFITABILITY AND COST STRUCTURE OF BERCO'S
49	20PGDM-BHU071	NISHANT SINHA	A study on perception of existing and prospective customers of Thermax Chemicals
50	20PGDM-BHU072	OM PRAKASH SINGH	A Study to Find Acceptability of ERP in Steel Industry and Formulation of Marketing strategy for iQ Metallika.
51	20PGDM-BHU073	OSPITA KUNDU	Insurance Clients Review and Wealth Management
52	20PGDM-BHU075	PRAKHAR SAXENA	CONSUMER BUYING BEHAVIOUR AND FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR AT TOMMY HILFIGER.
53	20PGDM-BHU076	PRATIK KUMAR	To analyse the return of different automotive companies in Indian Stock Exchange (NSE) using fundamental and technical analysis
54	20PGDM-BHU077	PRAVEEN KUMAR	A study on the demand of frozen foods in covid times.
55	20PGDM-BHU078	PRIYANKA SINGHAL	The mediating effect of supervisor support (LMX) between career adaptability and individual's percieved career progression in an Organization
56	20PGDM-BHU079	PUSHPENDRA SINGH RAJPUT	Measurement of brand awareness and effect of brand perception on consumer buying behavior.
57	20PGDM-BHU080	RAKSHITA GUPTA	A study on how to improve the customer retention rate in your restaurant for Dine-in
58	20PGDM-BHU081	RAVI MALHOTRA	Consumer Buying Behaviour And Customer Preference Towards Health Insurance
59	20PGDM-BHU082	RICHA SINGH	To study the process of conducting training and development programs in SAIL Ranchi
60	20PGDM-BHU083	RISHIRAJ SARMA	Maintaining customer relationship by studying costumer buying behaviour of outlook magazines.

61	20PGDM-BHU087	ROHIT JAIN	A study of impact of rise in discount brokers on the investors
62	20PGDM-BHU088	ROHIT KUMAR MOURYA	A study on institutional preference towards Dabur products in Kolkata
63	20PGDM-BHU089	SACHIN SINHA	A comprehensive study of Recruitment Strategies in modern day organization: Case study of Tata Steel.
64	20PGDM-BHU090	SAGNIK CHAUDHURI	A study on the business development of logistics in Kolkata
65	20PGDM-BHU091	SOHAM SEN GUPTA	A study to understand the factors which determine consumer buying behaviour in respect of investing in real estates.
66	20PGDM-BHU093	SAMAKHYA JAISWAL	Designing of Marketing Strategy for Lubricant Sales at CUGL Outlets
67	20PGDM-BHU094	SANCHITA MALWA	Impact of changes in HR policies, post covid-19 on employee's satisfaction and performance
68	20PGDM-BHU095	SAQUIB NAFIS	Issues & Challenges faced by Business Correspondents of Regional Rural Banks.
69	20PGDM-BHU096	SATWIKA NAYAK	Sales process of Kion India Pvt. Ltd. And how it effects the equipment’s sales
70	20PGDM-BHU097	NILANJANA DUTTA	Sales Generating Strategies for Outlook Group's Magazines using Corporate Promotional Activities & Online Internet Marketing through social media platforms.
71	20PGDM-BHU099	SHATAKSHI SINGH	Study on various modes (physical and electronic) collection of government taxes (w.r.t Government of Odisha) and scope for more payment modules to be included in the basket.
72	20PGDM-BHU100	SHIVANGI	Comparative study to find consumer’s perception towards Auvarna products with reference to its competitors
73	20PGDM-BHU101	SHOBHIT GUPTA	Trend analysis of financial statements of Powergrid corporation of India limited
74	20PGDM-BHU103	SHRUTI	Awareness regarding Health Insurance among people with reference to present scenario of Covid-19 in India.
75	20PGDM-BHU104	SHUBHAJEET SARKAR	To Analyze consumer satisfaction of Eastern Region towards Thermax boilers
76	20PGDM-BHU105	SHUBHAM JAIN	Insurance Clients Review and Wealth Management
77	20PGDM-BHU107	SUBHASIS MAHAPATRA	A Study on Analysis of the customer satisfaction Level towards Material Handling equipment and services provided by KION INDIA PVT. LTD.
78	20PGDM-BHU109	SUBHASHREE DEBATA	Consumer satisfaction/perception towards stock market and trading at IDBI CAPITAL and factor influencing consumer's investment towards trading.

79	20PGDM-BHU110	SOHAM GANGULY	Fundamental and Technical Analysis of Energy Sector
80	20PGDM-BHU111	SOUMI DOLAI	A study of consumer behavior with reference to Insurance Products of IDBI federal life insurance
81	20PGDM-BHU112	SOUMYADIP GHOSH	A Study on Institutional Preferences towards Dabur Products in Kolkata
82	20PGDM-BHU113	SOUPARNI SINHA	How to break the clutter to enhance IndianOil Branding. Both offline and online media to be considered and thorough analysis to be done.
83	20PGDM-BHU114	TULIKA SATPATHY	TO ANALYZE CONSUMER SATISFACTION/BEHAVIOUR IN ODISHA REGION TOWARDS THERMAX PRODUCTS
84	20PGDM-BHU116	YASH WARDHAN PARIDA	Market research of SakRobotix Lab Pvt. Ltd
85	20PGDM-BHU119	TANIYA GHOSH	Developing IR index in Tata Steel
86	20PGDM-BHU120	UTKARSH DWIVEDI	Fundamental and Technical analysis of Automobile industry
87	20PGDM-BHU121	VARUN JAITLY	To analyse the return of different companies in Indian Stock Exchange (NSE) using fundamental and technical analysis.
88	20PGDM-BHU122	VIKASH	Insurance client review and wealth management
89	20PGDM-BHU123	VINEET SETHI	Analysis of working capital, capital budgeting, ratio analysis , cost of capital and forcasted financial statements
90	20PGDM-BHU124	VISHAL JAISWAL	Study on whether portfolio diversification should be the thumb rule of investors
91	20PGDM-BHU126	YASH KUMAR GUPTA	Market research about the advanced technology labs in engineering colleges of North and East India