



" DEVOTED TO SAVING TIGERS, WILDLIFE AND MOTHER EARTH "

CHARITABLE TRUST

A/803, Oceanic Tower, Near MTNL Building, Charkop Sector-8, Kandivli (W), Mumbai, Maharashtra- 67, India - Mob: 9594888516 / 9699108305

E-Mail : seva.wildlife@gmail.com

Est: 2014 Seva Charitable Trust Tin No: E-31025 (Mumbai) Guide Star: 6412

RECOMMENDATION LETTER

September 4th, 2022

To Whom It May Concern,

Lakshay has been known to me since June 3rd 2022 when he started his internship with Seva Charitable Trust in his role as an operation Intern . he effectively contributed in the activities of the team and ensured that the various projects that were handled by the team were completed with his contribution . he handled all the work held in the operation team and gave his full potential to the organisation . he always ensured the wellbeing and satisfaction of the interns by addressing their concerns.

Lakshay successfully managed the operation works for Seva's social media team and exhibits one of the highest levels of productivity that I have seen in all interns assisting our organization till date. His efforts have been instrumental in increasing the social media presence of our organisation. As his mentor, I have observed his passion to serve the underprivileged tribal women, through the mission of our organisation, to be praiseworthy. Based on our experience together at Seva Charitable Trust, I am confident his diligence, enthusiasm and creativity will add value to his education. I wish lakshay very success in the future and strongly recommend his application for the further studies or job he will do.

Please write to me in case of any queries or clarifications.

Amisha H Parekh

Trustee

Seva Charitable Trust

Email: seva.wildlife2016@gmail.com

Contact Number: +91-9594888516

INDITEX TRENT RETAIL INDIA PVT. LTD

6/23/2022

To Whom It May Concern

This is to certify that DEEPAK KUMAR has successfully completed his internship from 6/23/2022 to 8/7/2022 at Inditex Trent Retail India Pvt LTD.

We wish him all the best in his future endeavors.

For Inditex Trent Retail India Pvt Ltd

**MADHU
BALA
SHARMA**

Digitally signed by
MADHU BALA
SHARMA
Date: 2022.08.08
15:47:41 +05'30'

Human Resources Department

INDITEX TRENT RETAIL INDIA PVT. LTD

7/20/2022

To Whom It May Concern

This is to certify that DISHA MATHUR has successfully completed her Internship from 6/24/2022 to 7/20/2022 at Inditex Trent Retail India Pvt LTD.

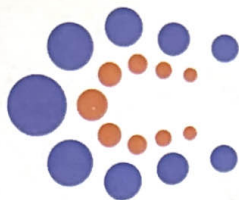
We wish her all the best in her future endeavors.

For Inditex Trent Retail India Pvt Ltd

**MADHU
BALA
SHARMA**

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MADHU BALA
SHARMA
Date: 2022.08.08
17:29:04 +05'30'

Human Resources Department



ClickAway Creators

A Division of CAC Media & Events Inc., Canada

www.clickawaycreators.com | contact@clickawaycreators.com

Date: 16 December 2022

To Muskan Khatreja,
6/36, Shivaji Nagar, Gurgaon

This is to certify that Ms. Muskan Khatreja, D/O Sh. Raj Kumar Khatreja and a student of Fairfield Institute of Management and Technology has successfully completed 03 months internship with us from 13 June 2022 to 13 September 2022 at ClickAway Creators LLP.

During the period of her internship, she demonstrated good skills in Lead generation and Delegate acquisition. Her performance exceeded expectations and was able to achieve the defined targets within the stipulated timeframe. We wish her all the best for her future endeavours.

For CLICKAWAY CREATORS LLP

Partner

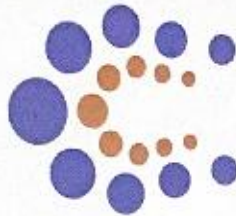
Abhishek Gourav
Director, ClickAway Creators LLP

CLICKAWAY CREATORS LLP (A DIVISION OF CAC MEDIA & EVENTS INC.)

India: Unit 243, Tower A, Spaze ITech Park, Sector 49, Gurugram, Haryana 122018, India

Canada: Unit 4, 7548 120 St., Surrey, BC, V3W 3N1, Canada

Contact: +1-778-325-1904 (US/Canada) | +91 981 188 5302 (India/ASIA)



ClickAway Creators

A Division of CAC Media & Events Inc., Canada

www.clickawaycreators.com | contact@clickawaycreators.com

Date: 07 December 2022

To Rishabh Sharma,
F-26, Police Residential Complex, Sector 16B,
Dwarka, New Delhi -110075

This is to certify that Mr. Rishabh Sharma, S/O Sh. Arun Kumar Sharma and a student of Fairfield Institute of Management Technology has successfully completed 06 months internship with us from June 2022 to November 2022 at ClickAway Creators LLP.

During the period of his internship, he demonstrated good skills in Lead generation and Delegate acquisition. His performance exceeded expectations and was able to achieve the defined targets within the stipulated timeframe. We wish him all the best for his future endeavours.


For **CLICKAWAY CREATORS LLP**
Partner

Abhishek Gourav
Director, ClickAway Creators LLP

CLICKAWAY CREATORS LLP (A DIVISION OF CAC MEDIA & EVENTS INC.)

India: Unit 243, Tower A, Spaze ITech Park, Sector 49, Gurugram, Haryana 122018, India

Canada: Unit 4, 7548 120 St., Surrey, BC, V3W 3N1, Canada

Contact: +1-778-325-1904 (US/Canada) | +91 981 188 5302 (India/ASIA)

NAME:- RISHABH SHARMA

COURSE:- BBA (G)

SEM:- 5TH /A Section

ENROLLMENT No. 0649010720

CONTACT No. 8375037240



YOUR DREAMS, OUR EXPERTISE

GLinks International generic internship certificate for Virtual Interns

Date: August 1, 2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify Shobhit Panwar of Fairfield Institute of Management and Technology has successfully completed his work from home internship under our organization from July 1, 2022 to September 30, 2022.

During the virtual internship program, he demonstrated good skills with a self-motivated attitude to learn new things. During the period of internship with us, he was found punctual, hardworking and inquisitive.

We wish him success for future endeavors!

DMP04/126/RG

Vishesh Arora
(Branch Head)

Delhi

Office No. 223, 2nd Floor, D Mall, Netaji Subhash Place, Pitampura, Delhi 110034
Tel: +91 11 27354606

Fairfield Institute of Management and Technology

Research Methodology Lab

Subject Code: 208



Submitted to:

Name of the Faculty

Dr. Suman Yadav

Submitted by

Name: TUSHAR DAGAR

Enrolment: 08090101720

Course: BBA (G) 4th B

TABLE OF CONTENTS

<u>S.NO</u>	<u>CONTENTS</u>	<u>PAGE NO.</u>
<u>1.</u>	TITLE PAGE	<u>1</u>
<u>2.</u>	TABLE OF CONTENTS	<u>2</u>
<u>3.</u>	DATA ANALYSIS	<u>3</u>
<u>4.</u>	ENABLE DATA ANALYSIS TAB	<u>4-6</u>
<u>5.</u>	MEAN, MEDIAN, MODE	<u>7-10</u>
<u>6.</u>	HISTOGRAM	<u>11-13</u>
<u>7.</u>	T-TEST	<u>14-19</u>
<u>8.</u>	Z-TEST	<u>20-22</u>
<u>9.</u>	ANOVA	<u>23-25</u>
<u>10</u>	CHI-SQUARE	<u>26-29</u>
<u>11</u>	QUESTIONNARE	<u>30-39</u>

DATA ANALYSIS

Data Analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data.

Data analysis is the most crucial part of any research. Data analysis summarizes collected data. It involves the interpretation of data gathered through the use of analytical and logical reasoning to determine patterns, relationships or trends.

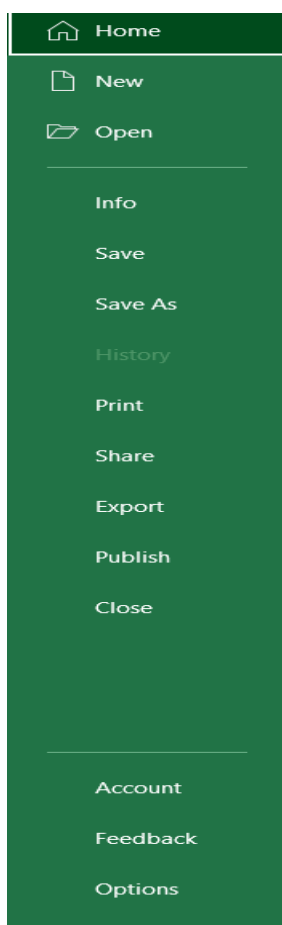
Data Analysis in Excel empowers you to understand your data through natural language queries that allow you to ask questions about your data without having to write complicated formulas. In addition, Analyse Data provides high-level visual summaries, trends, and patterns.

Enable Data Analysis Tab

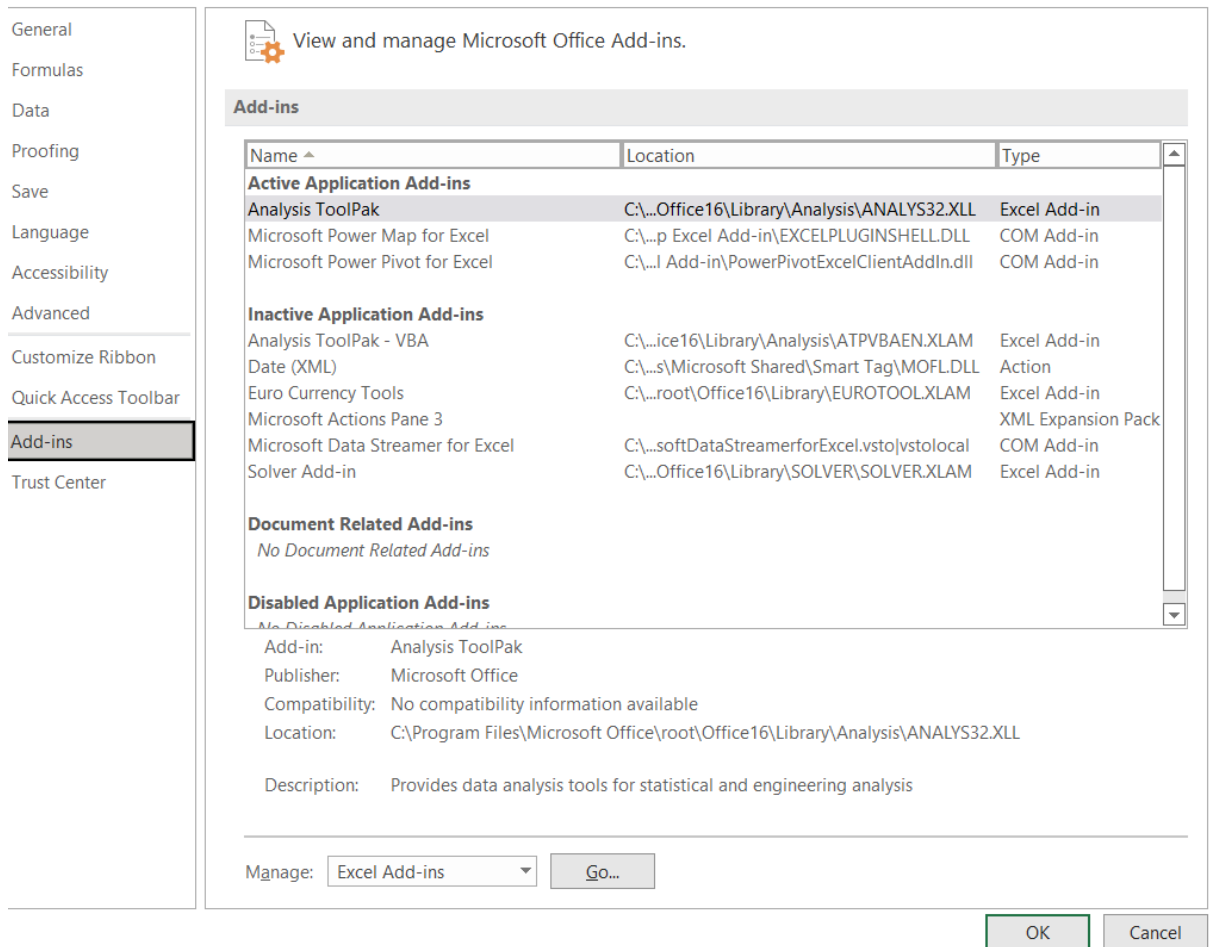
Firstwe need to check if data analysis is already available on your system. If not, then follow these steps.

Step 1: Go to file tab on Excel

Step 2: Click on Options

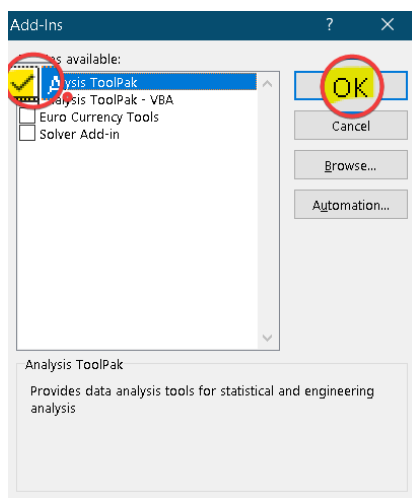


Step 3: Select Add-ins



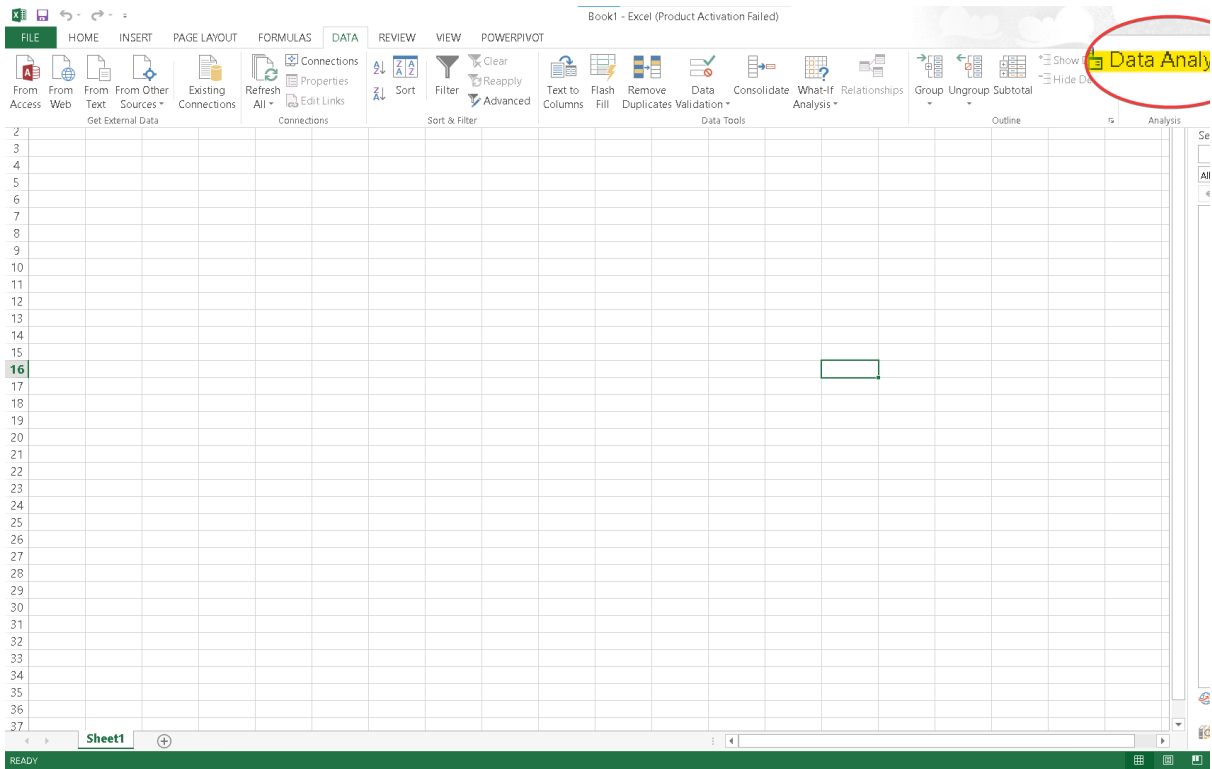
Step 5: Click Go button on bottom

Step 6: Select Analysis ToolPak then click OK



Done.

Now we can see Data Analysis tab in Data Option



Finding Mean, Median, Mode using

Descriptive Statistics

What is descriptive statistics?

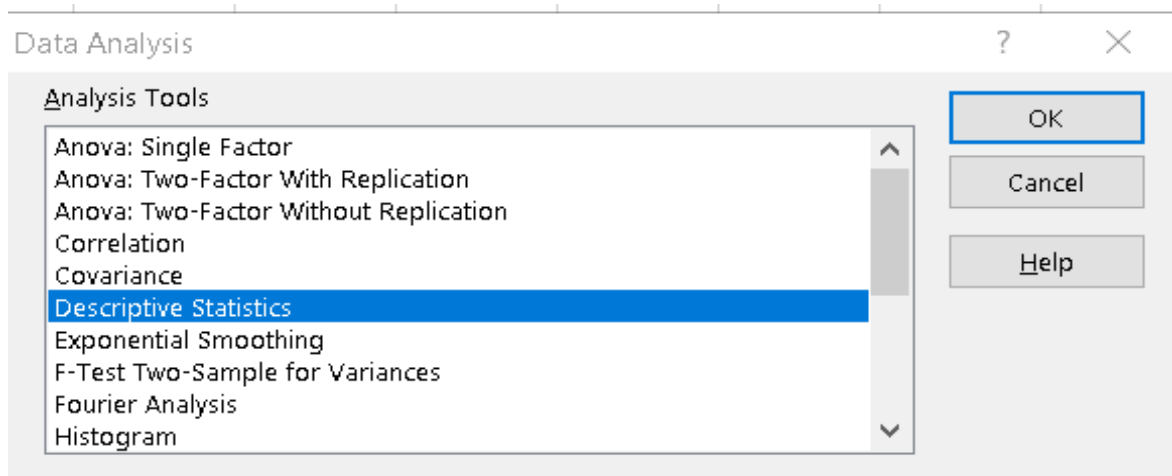
A descriptive statistic (in the count noun sense) is a summary statistic that quantitatively describes or summarizes features from a collection of information, while descriptive statistics (in the mass noun sense) is the process of using and analysing those statistics.

Now how to use Descriptive statistics in Excel:-

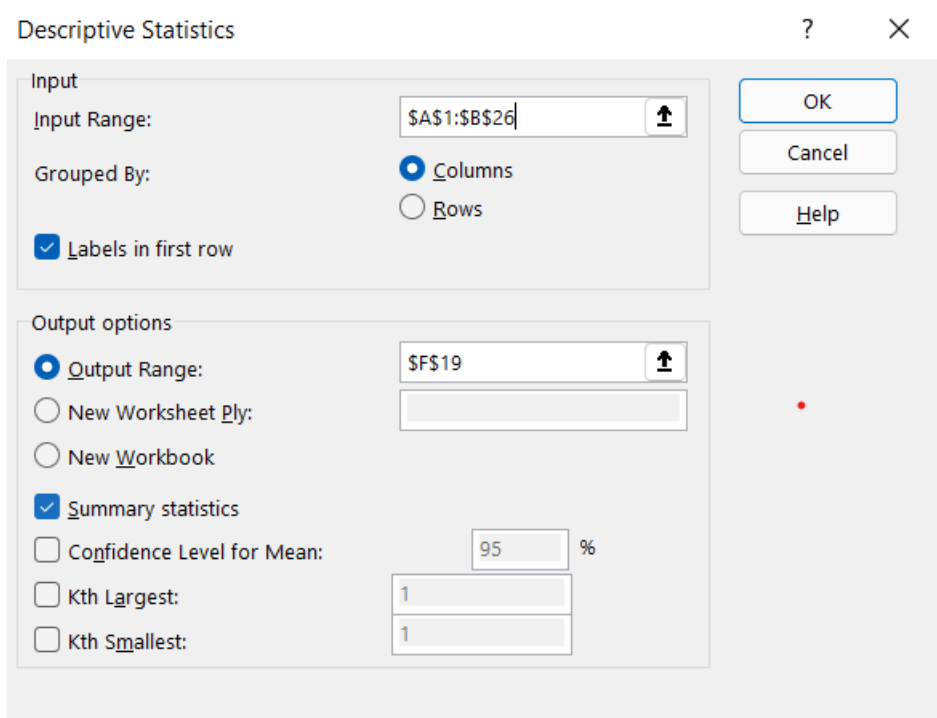
1. First create a data table (I chose to create two tables “**Section A**” and “**Section B**” so that I can compare them at last)

A	B
Section A ▼	Section B ▼
45	56
89	43
90	49
34	90
76	87
44	34
21	53
90	98
76	43
56	19
40	83
45	73
36	56
67	98
69	71
91	29
46	38
89	84
90	74
65	65
43	55
43	87
57	90
31	21
78	40

2. Then go to Data tab and select **Data analysis** ->then select **Descriptive Statistics**



3. Go to input range and then select all the marks of “**class A marks table**” using mouse.
Or by using shortcut key: - ctrl + shift + down key which will select all the data quickly.



4. Select output range (place where do you want the output) and tick summary statistics option
5. Click ok, and you can see your output.

CLASS A	
Mean	38.63333333
Standard Error	1.602070021
Median	38.5
Mode	50
Standard Deviation	8.774898893
Sample Variance	76.99885057
Kurtosis	-1.019781416
Skewness	-0.367527139
Range	28
Minimum	22
Maximum	50
Sum	1159
Count	30

Do the same thing with class B marks and you will get this output: -

CLASS B	
Mean	33.86666667
Standard Error	2.070445192
Median	30
Mode	30
Standard Deviation	11.34029536
Sample Variance	128.6022989
Kurtosis	-1.356079303
Skewness	0.145764327
Range	35
Minimum	15
Maximum	50
Sum	1016
Count	30

File Home Insert Page Layout Formulas Data Review View Help Power Pivot Tell me what you want to do

O18

Section	Section
45	56
89	43
90	49
34	90
76	87
44	34
21	53
90	98
76	43
56	19
40	83
45	73
36	56
67	98
69	71
91	29
46	38
89	84
90	74
65	65
43	55
43	87
57	90
31	21
78	40

Column	Column
Mean	60.44
Standard Err	4.4437522
Median	57
Mode	90
Standard De	22.218761
Sample Vari	493.67333
Kurtosis	-1.36817
Skewness	0.0517496
Range	70
Minimum	21
Maximum	91
Sum	1511
Count	25

Column	Column
Mean	61.44
Standard Err	4.8713722
Median	56
Mode	56
Standard De	24.356861
Sample Vari	593.25667
Kurtosis	-1.1865
Skewness	-0.10059
Range	79
Minimum	19
Maximum	98
Sum	1536
Count	25

Data Analysis

Analysis Tools

- Anova: Single Factor
- Anova: Two-Factor With Replication
- Anova: Two-Factor Without Replication
- Correlation
- Covariance
- Descriptive Statistics
- Exponential Smoothing
- F-Test Two-Sample for Variances
- Fourier Analysis
- Histogram

OK Cancel Help

File Home Insert Page Layout Formulas Data Review View Help Power Pivot Tell me what you want to do

O18

Section	Section
45	56
89	43
90	49
34	90
76	87
44	34
21	53
90	98
76	43
56	19
40	83
45	73
36	56
67	98
69	71
91	29
46	38
89	84
90	74
65	65
43	55
43	87
57	90
31	21
78	40

Column	Column
Mean	60.44
Standard Err	4.4437522
Median	57
Mode	90
Standard De	22.218761
Sample Vari	493.67333
Kurtosis	-1.36817
Skewness	0.0517496
Range	70
Minimum	21
Maximum	91
Sum	1511
Count	25

Column	Column
Mean	61.44
Standard Err	4.8713722
Median	56
Mode	56
Standard De	24.356861
Sample Vari	593.25667
Kurtosis	-1.1865
Skewness	-0.10059
Range	79
Minimum	19
Maximum	98
Sum	1536
Count	25

Descriptive Statistics

Input

Input Range: \$B\$2:\$B\$26

Grouped By: Columns

Labels in first row

Output options

Output Range: \$K\$12

New Worksheet Ply

New Workbook

Summary statistics

Confidence Level for Mean: 95 %

Kth Largest: 1

Kth Smallest: 1

OK Cancel Help

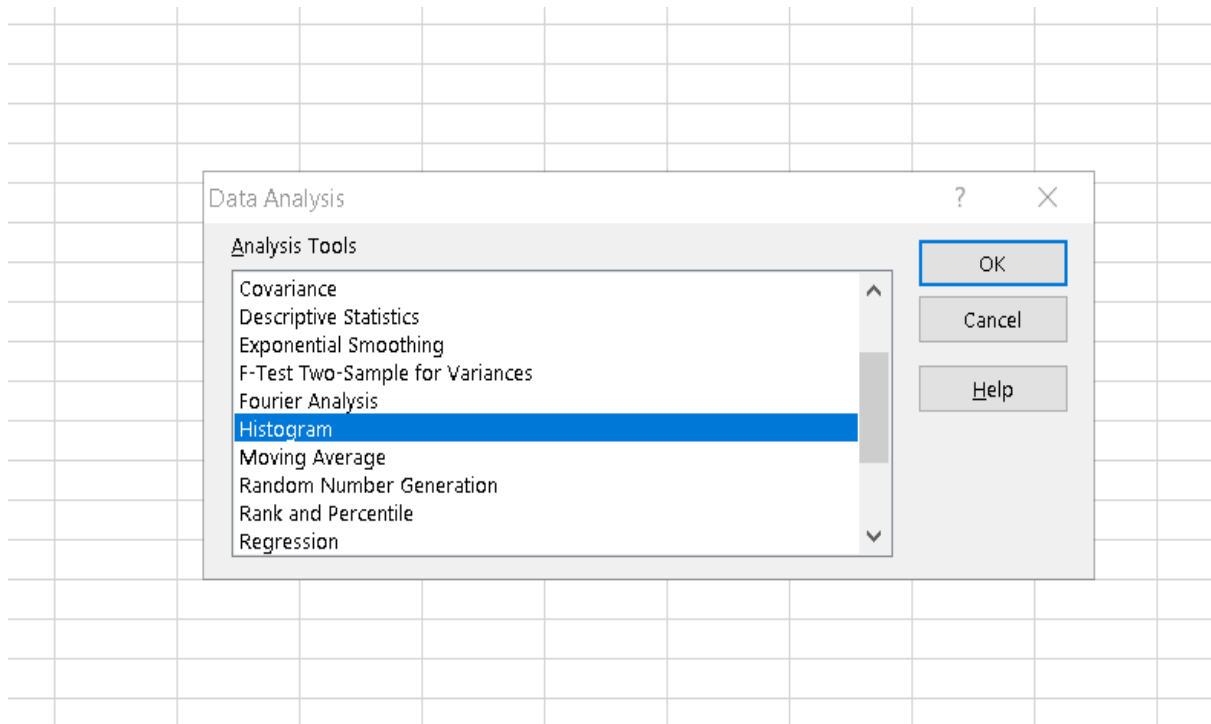
HISTOGRAM

How to make histogram in excel.

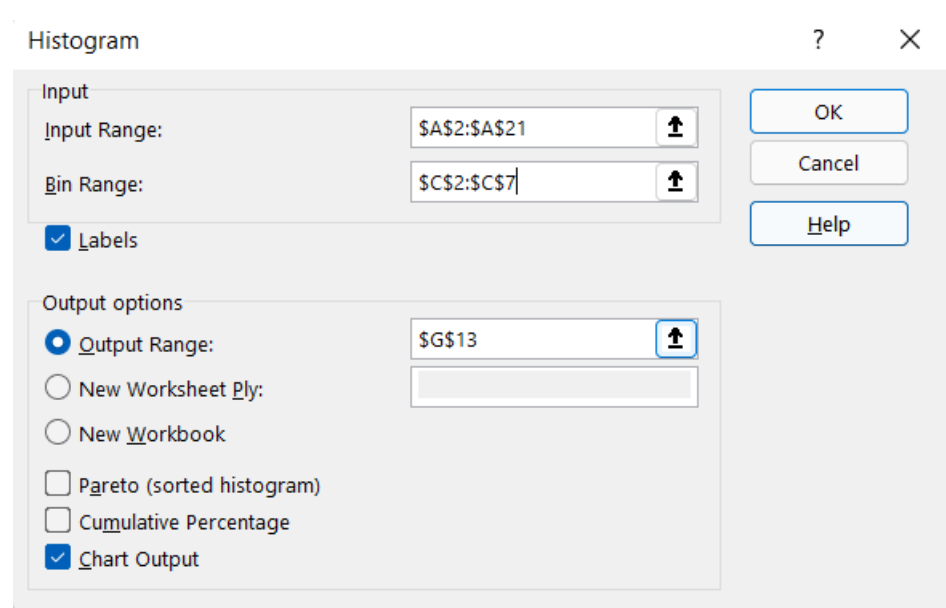
1. Create a table, bin(upper limit) table, and labels(frequency) table just like this:-

	A	B	C
1	Age	CI	Bin Range
2	26	0-10	10
3	60	10-20	20
4	45	20-30	30
5	12	30-40	40
6	29	40-50	50
7	35	50-60	60
8	54		
9	26		
10	40		
11	59		
12	34		
13	28		
14	50		
15	49		
16	37		
17	26		
18	15		
19	22		
20	43		
21	51		

2. Then go to data analysis and choose Histogram.

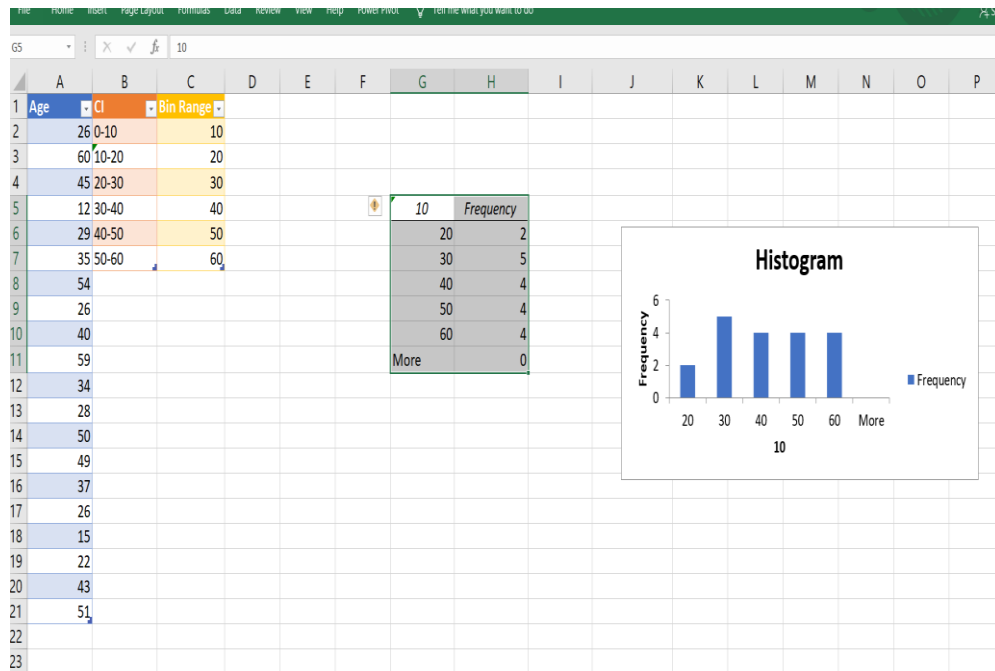
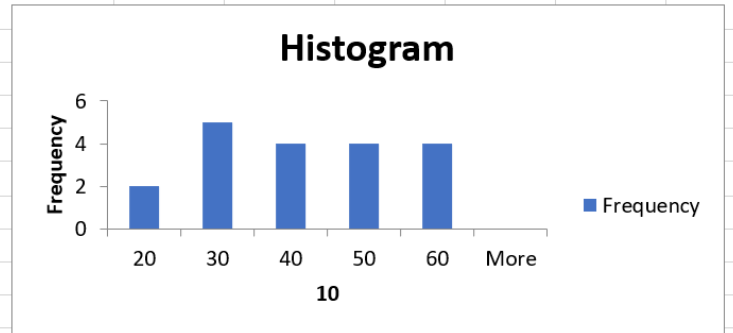


3rd step is to select input range, bin range, output range, and tick on chart output.(which is very important to create histogram).



And this is the output

10	Frequency
20	2
30	5
40	4
50	4
60	4
More	0



T-TEST

A t-test is a type of inferential statistic used to determine if there is a significant difference between the means of two groups, which may be related in certain features. It is mostly used when the data sets, like the data set recorded as the outcome from flipping a coin 100 times, would follow a normal distribution and may have unknown variances. A t-test is used as a hypothesis testing tool, which allows testing of an assumption applicable to a population.

A t-test looks at the t-statistic, the t-distribution values and the degrees of freedom to determine the probability of difference between two sets of data. To conduct a test with three or more variables, one must use an analysis of variance.

T-TEST ON EXCEL

22 persons were appointed in an officer grade in an office their performance is noted by giving a test and marks are out of 100. They were given 4 months training and test. By using t-test conclude that employees have benefits by training or not. The data as follows

	A	B
1	Before Coaching	After coa
2	56	67
3	67	75
4	78	55
5	89	74
6	11	67
7	29	56
8	38	43
9	47	89
10	56	66
11	66	54
12	76	90
13	75	87
14	54	75
15	43	51
16	32	80
17	21	65
18	19	78
19	28	82
20	34	55
21	55	90
22		

THE FIRST STEP IS TO DEVELOP THE HYPOTHESIS THAT IS **H_0** WHICH MEANS **THE NULL HYPOTHESIS** AND ALSO, WE HAVE TO MAKE **H_1** WHICH MEANS **ALTERNATIVE HYPOTHESIS**.

H_0 =THE TRAINING IS NOT BENEFICIAL

H_1 =THE TRAINING IS BENEFICIAL

SIGNIFICANCE LEVEL: 5%

SELECTION OF TEST: IN THIS CASE WE WILL USE T-TEST AS THERE IS **LESS THAN 30 OBSERVATIONS**

STEPS ON EXCEL: -

- 1) Click on data on the menu bar
- 2) Click on data analysis and then select t-test: paired two sample for means
- 3) Following dialogue box will appear

t-Test: Paired Two Sample for Means

Input

Variable 1 Range:

Variable 2 Range:

Hypothesized Mean Difference:

☒ Labels

Alpha:

Output options

☒ Output Range:

☐ New Worksheet Ply:

☐ New Workbook

OK Cancel Help

4) Fill the input with the cells and select the cell where the output is to be shown

5) Click OK

6) You will get the following table

Column1	Column2	Column3
t-Test: Paired Two Sample for Mean		
	56	67
Mean	48.31579	70.10526
Variance	511.3392	214.7661
Observatio	19	19
Pearson Co	0.18665	
Hypothesiz	0	
df	18	
t Stat	-3.86974	
P(T<=t) one	0.000561	
t Critical on	1.734064	
P(T<=t) twc	0.001123	
t Critical tw	2.100922	

CONCLUSION: -

T CAL VALUE: TAB VALUE

-3.8 : 2.1

-3.8 < 2.1

AS WE CAN SEE THAT TAB VALUE IS MORE THAN T CALCULATED VALUE,
Then ACCEPT NULL HYPOTHESIS

T-TEST ON EXCEL (UNEQUAL VARIANCES)

22 persons were appointed in an officer grade in an office their performance is noted by giving a test and marks are out of 100. They were given 4 months training and test. By using t-test conclude that employees have benefits by training or not. The data as follows

	A	B
1	Before Training ▾	After Training ▾
2	12	49
3	58	93
4	64	34
5	91	81
6	37	13
7	45	38
8	82	76
9	64	61
10	51	17
11	53	72
12	95	29
13	75	79
14	66	55
15	49	61
16	34	82
17	81	39
18	86	74
19	68	88
20	72	
21	92	
22		
23		
24		

THE FIRST STEP IS TO DEVELOP THE HYPOTHESIS THAT IS H_0 WHICH MEANS THE NULL HYPOTHESIS AND ALSO, WE HAVE TO MAKE H_1 WHICH MEANS ALTERNATIVE HYPOTHESIS.

H_0 = THE TRAINING IS NOT BENEFICIAL

H_1 = THE TRAINING IS BENEFICIAL

SIGNIFICANCE LEVEL: 5%

SELECTION OF TEST: IN THIS CASE WE WILL USE T-TEST AS THERE IS LESS THAN 30 OBSERVATIONS

STEPS ON EXCEL: -

- 1) Click on data on the menu bar
- 2) Click on data analysis and then select t-test: paired two sample for means
- 3) Following dialogue box will appear

t-Test: Two-Sample Assuming Unequal Variances

Input

Variable 1 Range: \$A\$2:\$A\$21

Variable 2 Range: \$B\$2:\$B\$19

Hypothesized Mean Difference:

☒ Labels

Alpha: 0.05

Output options

☒ Output Range: \$F\$1

☐ New Worksheet Ply:

☐ New Workbook

OK Cancel Help

4) Fill the input with the cells and select the cell where the output is to be shown

5) Click OK

6) Following is the table you will get

t-Test: Two-Sample Assuming Unequal Variance	Column1	Column2
	12	49
Mean	66.47368421	58.35294118
Variance	344.4853801	647.2426471
Observations	19	17
Hypothesized Mean Difference	0	
df	29	
t Stat	1.083209643	
P(T<=t) one-tail	0.143819901	
t Critical one-tail	1.699127027	
P(T<=t) two-tail	0.287639803	
t Critical two-tail	2.045229642	

CONCLUSION: -

T CAL VALUE: TAB VALUE

0.77: 2.03

0.77<2.03

**AS WE CAN SEE THAT TAB VALUE IS MORE THAN T CALCULATED VALUE,
THEN ACCEPT NULL HYPOTHESIS**

Z-TEST

A z-test is a statistical test used to determine whether two population means are different when the variances are known and the sample size is large. The test statistic is assumed to have a normal distribution, and nuisance parameters such as standard deviation should be known in order for an accurate z-test to be performed.

Z-TEST ON EXCEL

34 persons were appointed in an officer grade in an office their performance is noted by giving a test and marks are out of 100. They were given 4 months training and test. By using z-test conclude that employees have benefits by training or not. The data as follow

	A	B
1	Before Training	After Training
2	46	19
3	47	73
4	48	91
5	47	96
6	52	58
7	92	74
8	100	21
9	92	32
10	92	14
11	21	78
12	35	96
13	64	65
14	95	25
15	38	19
16	72	64
17	56	82
18	64	51
19	13	59
20	93	53
21	85	37
22	46	65
23	91	85
24	73	65
25	39	52
26	71	34
27	25	94
28	63	96
29	98	71
30	47	88
31	54	34
32	25	99
33	69	41
34	44	23
35	35	87
36		

THE FIRST STEP IS TO DEVELOP THE HYPOTHESIS THAT IS H_0 WHICH MEANS THE NULL HYPOTHESIS AND ALSO, WE HAVE TO MAKE H_1 WHICH MEANS ALTERNATIVE HYPOTHESIS.

H_0 = THE TRAINING IS NOT BENEFICIAL

H_1 = THE TRAINING IS BENEFICIAL

SIGNIFICANCE LEVEL: 5%

SELECTION OF TEST: IN THIS CASE WE WILL USE Z-TEST AS THERE IS MORE THAN 30 OBSERVATIONS

STEPS ON EXCEL: -

- 1) Click on data on the menu bar
- 2) Click on data analysis and then select z-test: two sample for means
- 3) Following dialogue box will appear

z-Test: Two Sample for Means

Input

Variable 1 Range:

Variable 2 Range:

Hypothesized Mean Difference:

Variable 1 Variance (known):

Variable 2 Variance (known):

☒ Labels

Alpha:

Output options

☒ Output Range:

☐ New Worksheet Ply:

☐ New Workbook

OK Cancel Help

4) Fill the input with the cells and select the cell where the output is to be shown

5) Click OK

6) Following is the table you will get

z-Test: Two Sample for Means	Column1	Column2
	<i>46</i>	<i>19</i>
Mean	60.18181818	61.27272727
Known Variance	5	5
Observations	33	33
Hypothesized Mean Difference	0	
z	-1.981734777	
P(Z<=z) one-tail	0.023754466	
z Critical one-tail	1.644853627	
P(Z<=z) two-tail	0.047508933	
z Critical two-tail	1.959963985	

CONCLUSION: -

T CAL VALUE: TAB VALUE

-1.98: 1.95

-1.98<1.95

**AS WE CAN SEE THAT TAB VALUE IS MORE THAN T CALCULATED
VALUE, THEN ACCEPT NULL HYPOTHESIS**

ANOVA

An ANOVA test is a way to find out if survey or experiment results are significant. In other words, they help you to figure out if you need to reject the null hypothesis or accept the alternate hypothesis. Basically, you're testing groups to see if there's a difference between them.

Examples of when you might want to test different groups:

A group of psychiatric patients are trying three different therapies: counselling, medication and biofeedback.

You want to see if one therapy is better than the others.

A manufacturer has two different processes to make light bulbs. They want to know if one process is better than the other.

Students from different colleges take the same exam. You want to see if one college outperforms the other.

ANOVA ON EXCEL

THE FIRST STEP IS TO DEVELOP THE HYPOTHESIS THAT IS H_0 WHICH MEANS THE NULL HYPOTHESIS AND ALSO, WE HAVE TO MAKE H_1 WHICH MEANS ALTERNATIVE HYPOTHESIS.

	A	B	C	D	E
1	Attitude ▾	Behavior ▾	Intelligence ▾	Learning ▾	Experience ▾
2	59	31	15	43	93
3	35	93	25	21	99
4	42	84	55	66	100
5	76	11	75	78	62
6		72			86

H_0 = THE TRAINING IS NOT BENEFICIAL

H_1 = THE TRAINING IS BENEFICIAL

SIGNIFICANCE LEVEL: 5%

STEPS ON EXCEL: -

- 1) Click on data on the menu bar
- 2) Click on data analysis and then select ANOVA: Single Factor
- 3) Following dialogue box will appear

Anova: Single Factor

Input

Input Range:

Grouped By: ☒ Columns ☐ Rows

☒ Labels in first row

Alpha:

Output options

☒ Output Range:

☐ New Worksheet Ply:

☐ New Workbook

OK Cancel Help

- 4) Fill the input with the cells and select the cell where the output is to be shown
- 5) Click OK
- 6) Following is the table you will get

Column1 ▾	Column2 ▾	Column3 ▾	Column4 ▾	Column5 ▾	Column6 ▾	Column7 ▾
Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
59	3	153	51	481		
31	4	260	65	1370		
15	3	155	51.66667	633.3333		
43	3	165	55	903		
93	4	347	86.75	312.9167		
ANOVA						
Source of Variat	SS	df	MS	F	P-value	F crit
Between Gr	3276.819	4	819.2047	1.082242	0.40808	3.259167
Within Gro	9083.417	12	756.9514			
Total	12360.24	16				

CONCLUSION: -

T CAL VALUE: TAB VALUE

2.13: 2.92

2.13<2.92

**AS WE CAN SEE THAT TAB VALUE IS MORE THAN T CALCULATED VALUE,
THEN ACCEPT NULL HYPOTHESIS**

CHI-SQUARE

A chi square (X^2) statistic is a test that measures how expectations compare to actual observed data (or model results). The data used in calculating a chi square statistic must be random, raw, mutually exclusive, drawn from independent variables and drawn from a large enough sample. For example, the results of tossing a coin 100 times meet these criteria.

CHI-SQUARE ON EXCEL

THE FIRST STEP IS TO DEVELOP THE HYPOTHESIS THAT IS H_0 WHICH MEANS THE NULL HYPOTHESIS AND ALSO, WE HAVE TO MAKE H_1 WHICH MEANS ALTERNATIVE HYPOTHESIS.

	A	B	C
1	SUBJECTS ▼	MALES ▼	FEMALES ▼
2	SCIENCE	50	45
3	ENGLISH	60	60
4	EVS	40	48
5	HINDI	30	55
6	MATHS	45	36
7			
8			
9			
10			
11			
12			

1. THEN WE WILL WRITE THE OBSERVATIONS AND THE LEAST VALUE OF OBSERVATION WILL BE OUR EXPECTED VALUE

D	E
OBSERVATION ▼	EXPECTATION ▼
50	36
60	36
40	36
30	36
45	36
45	36
60	36
48	36
55	36
36	36
	360

2. THEN WE WILL SUBTRACT EXPECTED VALUE FROM THE OBSERVATION (O-E) AND THEN WE WILL DO THE SQUARE OF THE OUTCOME $(O-E)^2$

F	G	H
(O-E)	(O-E ²)	$\Sigma(O-E)^2/\Sigma E$
14	196	
24	576	
4	16	
-6	36	
9	81	
9	81	
24	576	
12	144	
19	361	
0	0	
	2067	57.41666667

AND AFTER THAT $\Sigma(O-E)^2/\Sigma E$

CHI-SQUARE ON EXCEL

THE FIRST STEP IS TO DEVELOP THE HYPOTHESIS THAT IS H_0 WHICH MEANS THE NULL HYPOTHESIS AND ALSO, WE HAVE TO MAKE H_1 WHICH MEANS ALTERNATIVE HYPOTHESIS.

H_0 = GENDER AND COURSE ARE NOT ASSOCIATED

H_1 = GENDER AND COURSE ARE ASSOCIATED

SIGNIFICANCE LEVEL: 5%

SELECTION OF TEST: CHI SQUARE TEST OF ASSOCIATION: CATEGORY DATA
VARIABLES (COURSE, GENDER)

	A	B	C	D	E	F	G	H
1	SUBJECTS	MALES	FEMALES	OBSERVATION	EXPECTATION	(O-E)	(O-E) ²	$\Sigma(O-E)^2/\Sigma E$
2	SCIENCE	50	45	50	36	14	196	
3	ENGLISH	60	60	60	36	24	576	
4	EVS	40	48	40	36	4	16	
5	HINDI	30	55	30	36	-6	36	
6	MATHS	45	36	45	36	9	81	
7				45	36	9	81	
8				60	36	24	576	
9				48	36	12	144	
10				55	36	19	361	
11				36	36	0	0	
12					360		2067	57.4166667

CONCLUSION: -

SINCE THE VALUE WE GOT 57.4166 IS > 0.05 THEN ACCEPT NULL HYPOTHESIS.

QUESTIONNAIRE

A questionnaire is a research instrument that consists of a set of questions or other types of prompts that aims to collect information from a respondent. A research questionnaire is typically a mix of close-ended questions and open-ended questions.

Open-ended, long-form questions offer the respondent the ability to elaborate on their thoughts.

Research questionnaires were developed in 1838 by the Statistical Society of London.

The data collected from a data collection questionnaire can be both qualitative as well as quantitative in nature. A questionnaire may or may not be delivered in the form of a survey, but a survey always consists of a questionnaire.

ONLINE BUYING PATTERN OF YOUTH

 tushardagar317@gmail.com (not shared) Switch account



* Required

1. NAME *

Your answer

2. AGE? *

- ☐ BELOW 18
- ☐ 18-30
- ☐ 31-50
- ☐ 50 ABOVE

3. GENDER? *

- ☐ MALE
- ☐ FEMALE
- ☐ OTHER



4. MARITAL STATUS? *

- ☐ MARRIED
- ☐ UNMARREID
- ☐ DIVORCED
- ☐ WIDOW

5. QUALIFICATION? *

- ☐ SENIOR SECONDARY
- ☐ GRADUCATION
- ☐ POST GRADUATION
- ☐ Other:

6. MONTHLY INCOME? *

- ☐ LESS THAN 10,000
- ☐ 10,000-30,000
- ☐ 30,000-50,000
- ☐ ABOVE 50,000



7. APP USED FOR SHOPPING? *

- ☐ FLIPKART
- ☐ MYNTRA
- ☐ AMAZON
- ☐ Other:

8. HOW OFTEN YOU DO SHOPPING? *

- ☐ VERY OFTEN
- ☐ OFTEN
- ☐ SOMETIMES
- ☐ RARELY

9. HOW OFTEN DO YOU DO YOU USE INTERNET EVERY DAY? *

- ☐ LESS THAN AN HOUR
- ☐ 1-3 HOURS
- ☐ 3-5 HOURS
- ☐ MORE THAN 5 HOURS



10. AMOUNT YOU SPEND IN SHOPPING MONTHLY? *

- ☐ LESS THAN 10,000
- ☐ 10,000-20,000
- ☐ 20,000-30,000
- ☐ MORE THAN 30,000

11. WHAT TYPE OF COMMODITY YOU BUY THROUGH ONLINE SHOPPING? *

Your answer

12. HAVE YOU FELT ANY PROBLEM WHILE PURCHASING ONLINE ? *

- ☐ Yes
- ☐ No
- ☐ Maybe

13. IF YES, WHAT KIND OF PROBLEM? *

- ☐ DELAY IN DELIVERY
- ☐ CHEAP QUALITY OF PRODUCT
- ☐ PRODUCT DAMAGE
- ☐ NON-DELIVERY
- ☐ Other:



14. PAYMENT METHOD USUALLY USED FOR SHOPPING? *

- ☐ UPI
- ☐ NET BANKING
- ☐ CASH ON DELIVERY
- ☐ Other:

15. ARE YOU SATISFIED WITH THE PAYMENT SECURITIES? *

- ☐ YES
- ☐ NO
- ☐ MAYBE

16. DOES ONLINE PRICES ARE HIGHER THAN THE OFFLINE PRICES ? *

- ☐ YES
- ☐ NO
- ☐ MAYBE

17. HOW MUCH EXPERIENCE DO YOU HAVE OF ONLINE SHOPPING? *

- ☐ LESS THAN A YEAR
- ☐ 1-5 YEAR
- ☐ MORE THAN 5 YEARS



18. WHERE DID YOU FIND ONLINE SHOPPING FROM ? *

- ☐ T.V ADVERTISEMENT
- ☐ FREINDS/FAMILY
- ☐ ONLINE ADVERTISEMENT
- ☐ Other:

19. DOES YOUR ONLINE SHOPPING INCREASED AFTER COVID-19? *

- ☐ YES
- ☐ NO
- ☐ MAYBE

20. WHAT'S YOUR MAIN REASON FOR OPTING ONLINE SHOPPING? *

Your answer

21. WHAT TYPE OF PRODUCT YOU MOSTLY BUY IN ONLINE SHOPPING? *

- ☐ BRANDED
- ☐ NON- BRANDED
- ☐ BOTH

22. WHAT INFLUENCES YOU FOR ONLINE SHOPPING? *

- ☐ TIME SAVING
- ☐ EASIER TO FIND THINS
- ☐ DISCOUNTS
- ☐ DELIEVRY
- ☐ ALL OF THE ABOVE

23. HOW MUCH YOU ARE SATISFIED WITH THE QUALITY OF PRODUCT OFFERED? *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

24. HOW ARE YOU SATISFIED WITH ONLINE SHOPPING? *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5



25. HOW MUCH SATISFIED ARE YOU WITH THE RETURN POLICY *

- ☐ EXTREMELY SATISFIED
- ☐ SATISFIED
- ☐ NORMAL
- ☐ DISSATISFIED

26. WHAT IS THE BIGGEST CHALLENGE YOU HAVE FACED IN ONLINE SHOPPING? *

- ☐ HIGH RATES
- ☐ LACK OF PRODUCTS
- ☐ SLOW RESPONSE TIME
- ☐ Other:

27. WHAT IS THE BIGGEST CONCERN ABOUT ONLINE SHOPPING? *

- ☐ FRAUDS
- ☐ PAYMENT BREACH
- ☐ PERSONAL INFORMATION BREACH
- ☐ Other:



28. WHAT FACTORS MAKE YOU DISLIKE ONLINE SHOPPING? *

- ☐ HIGH PRICE
- ☐ POOR RETURN POLICY
- ☐ LACK OF AFTER SALE SERVICE
- ☐ PRODUCT NOT AS SHOWN IN THE IMAGES
- ☐ ALL OF THE ABOVE

29. IF YOU HAVE ANY OTHER PROBLEMS WITH ONLINE SHOPPING PLEASE SPECIFY? *

Your answer

30. WOULD YOU CONTINUE SHOPPING ONLINE? *

- ☐ YES
- ☐ NO
- ☐ MAYBE

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Google Forms



Date: 03 Sep, 2022

To

Aakash Pratap Singh

aakashpratap49251@gmail.com

9953717940

COMPLETION CERTIFICATE

This is to certify that **Mr. Aakash Pratap Singh** has successfully completed his **Summer Internship** from 20 Jun, 2022 to 20 Aug, 2022 with Project Title 'Marketing And Hr' under the guidance of **Mr. Abhishek Sinha**.

The duration of the project was from 20 Jun, 2022 to 20 Aug, 2022. During the period of his Internship Programme we found him punctual, hardworking and inquisitive.

Aggregate on the basis of his performance during the Internship: 85%.

Location for Internship: New Delhi/Work from Home

We wish him all the best for future endeavours.



Best Wishes

(Authorized Signatory)

Head HR
TLS Pvt. Ltd.



PROJECT COMPLETION CERTIFICATE

In recognition of the commitment to achieve professional excellence this is
to certify that Ms./Mr.

Abhay Sharma
has successfully completed an Industry-oriented project.

Project Name Brand Analysis: Adidas Vs Nike

Technologies Used Business Intelligence using Cognos

Reference No. AIP/CEP2022/IN/41668

Training Date June 2022 – July 2022

Training Duration 6 Weeks

Training Location Online Live Mode

Program Co-ordinator
Industry/Academic Alliance



Director
Training and Development
Allsoft Solutions and Services

BIG DATA - ANALYTICS

IoT

ORACLE

J2EE

PHP

CLOUD COMPUTING

PROJECT REPORT
ON
“A STUDY OF ADVERTISING AND SALES PROMOTION OF HERO TWO
WHEELERS ”

KADIAN AUTOMOBILE , PANIPAT

TOWARDS FULFILLMENT FOR THE POST GRADUATE DEGREE IN BBA
AS PER

GURU GOBIND SINGH INDERPRASTHA UNIVERSITY

SUBMITTED BY

ABHISHEK SHARMA

Roll no: 00690101720

BBA(G)-2020-2023

SUBMITTED TO :- DR.SHWETA GUPTA

KADIAN AUTOMOBILE



26 August 2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Abhishek Sharma** pursuing BBA from Fairfield institute of Management and Technology, New Delhi has Undergone internship training in **KADIAN AUTOMOBILE**, Panipat during the Period 15th July 2022- 15th August 2022.

During the internship the student has diligently and sincerely pursued training in digital mode in the area of **Sales and Marketing Strategies**.

The student was found Punctual, Hardworking and Inquisitive.

We wish him all the success in life.

For Kadian Automobile

A handwritten signature in blue ink, appearing to read 'Ashish Kumar', with the word 'Prop.' written below it.

Proprietor

Name- Ashish Kumar

KADIAN AUTOMOBILE - Authorised Dealer

Showroom : G.T. Road, SEWAH, Panipat - 132108 (Haryana)

M. : 72900-28281

CERTIFICATE

This is to certify that the project entitled “**A STUDY OF ADVERTISING AND SALES**

PROMOTION OF HERO TWO WHEELERS” is successfully

Completed by “**ABHISHEK SHARMA**”
during the second year of her course, in partial

Fulfillment of the BBA Studies, under the through

GURU GOBIND SINGH INDERPRASTHA UNIVERSITY OF DELHI

Date: 26th AUGUST 2022

Place: DELHI

Professor Name: DR SHWETA GUPTA

ACKNOWLEDGEMENT

We express my sincere gratitude to my Guide Prof. and team of KADIAN

AUTOMOBILE , PANIPAT . For their valuable guidance as and when I required, moral support, their persistent encouragement during project work and of course, for giving freedom during our project work by which we enthusiastically completed it within stipulated time.

As extending my words I am thankful to my family and friends who have helped and supported me to make this project a success

TABLE OF CONTENT

Chapter no.	Topic Name	Page no.
1	EXECUTIVE SUMMARY	1-3
2	INTRODUCTION	4-6
3	COMPANY PROFILE	7-12
4	OBJECTIVES	13-14
5	REASECH METHODOLOGY	15-18
6	LIMITATIONS	19-20
7	STUDY OF HERO MOTORS	21-40
8	DATA ANALYSIS & INTERPRITATION	41-50
9	FINDIGS, CONCLUSION & SUGGESTIONS	51-54
10	ANNEXURE	55-57
11	BIBLOGRAPHY	58-59

EXECUTIVE SUMMARY

Hero Motocorp Ltd. formerly Hero Honda is an Indian motorcycle and scooter manufacturer based in New Delhi, India. Hero Honda started in 1984 as a joint venture between Hero Cycles of India and Honda of Japan. The company is the largest two wheeler manufacturer in India. The 2006 Forbes 200 Most Respected companies list has Hero Honda Motors ranked at 108.

In 2010, When Honda decided to move out of the joint venture, Hero Group bought the shares held by Honda. Subsequently, in August 2011 the company was renamed Hero MotoCorp with a new corporate identity. On 4th June 2012, Hero Motocorp approved a proposal to merge the investment arm of its parent-Hero Investment Pvt. Ltd. into the automaker. The decision comes after 18 months of its split from Honda Motor.

Termination of Honda joint venture

Main article: Hero Honda split

In December 2010, the Board of Directors of the Hero Honda Group have decided to terminate the joint venture between Hero Group of India and Honda of Japan in a phased manner. The Hero Group would buy out the 26% stake of the Honda in JV Hero Honda. Under the joint venture Hero Group could not export to international markets (except Sri Lanka) and the termination would mean that Hero Group can now export. Since the beginning, the Hero Group relied on their Japanese partner Honda for the technology in their bikes. So there are concerns that the Hero Group might not be able to sustain the performance of the Joint Venture alone.

Hero MotoCorp

The new brand identity and logo, Hero MotoCorp, was developed by the London firm Wolff Olin's. The logo was revealed on 9 August 2011 in London, the day before the third test match between England and India.

Hero MotoCorp can now export to Latin America, Africa and West Asia. Hero is free to use any vendors for its components instead of just Honda-approved vendors.

Company performance

During the fiscal year 2008-09, the company sold 3.7 million bikes, a growth of 12% over last year. In the same year, the company had a market share of 57% in the Indian market. Hero Honda sells more two wheelers than the second, third and fourth placed two-wheeler companies put together. Hero Honda's bike_hero splendor pro_sells more than one million units per year. On 1st June 2012, Hero MotoCorp reported its highest ever monthly sales at 5, 56,644 units in May, registering a growth of 11.28%.

According to my experience I found that overview about Hero motors. Different types of sales promotion & techniques used to promote & increase growth level of Hero Motocorp. Hero splendor pro & Hero passion pro of the cash cow of the Hero Motocorp.

CHAPTER -1

INTRODUCTION

Hero MotoCorp Ltd. (Formerly Hero Honda Motors Ltd.) is the world's largest manufacturer of two - wheelers, based in India. In 2001, the company achieved the coveted position of being the largest two-wheeler manufacturing company in India and also, the 'World No.1' two-wheeler company in terms of unit volume sales in a calendar year. Hero MotoCorp Ltd. continues to maintain this position till date.

Hero MotoCorp two wheelers are manufactured across three globally benchmarked manufacturing facilities. Two of these are based at Gurgaon and Dharuhera which are located in the state of Haryana in northern India. The third and the latest manufacturing plant is based at Haridwar, in the hill state of Uttarakhand.

In the 1980's the Company pioneered the introduction of fuel-efficient, environment friendly four-stroke motorcycles in the country. It became the first company to launch the Fuel Injection (FI) technology in Indian motorcycles, with the launch of the Glamour FI in June 2006.

Its plants use world class equipment and processes and have become a benchmark in leanness and productivity. Hero MotoCorp, in its endeavor to remain a pioneer in technology, will continue to innovate and develop cutting edge products and processes. Hero MotoCorp offers wide range of two wheeler products that include motorcycles and scooters, and has set the industry standards across all the market segments.

The Company's growth in the two wheeler market in India is the result of an intrinsic ability to increase reach in new geographies and growth markets. Hero MotoCorp's extensive sales and service network now spans over to 5000 customer touch points. These comprise a mix of country.

The new Hero is rising and is poised to shine on the global arena. Company's new identity "Hero MotoCorp Ltd." is truly reflective of its vision to strengthen focus on mobility and technology

and creating global footprint. Building and promoting new brand identity will be central to all its initiatives, utilizing every opportunity and leveraging its strong presence across sports, entertainment and ground- level activation.

Total unit sales of 54,02,444 two-wheelers, growth of 17.44 per cent

Total net operating income of Rs. 19401.15 Corers, growth of 22.32 per cent

Net profit after tax at Rs. 1927.90 Corers

Total dividend of 5250% or Rs. 105 per share including Interim Dividend of Rs. 70 per share on face value of each share of Rs. 2 each

EBIDTA margin for the year 13.49 per cent

EPS of Rs. 96.54

Hero Motocorp Ltd formerly Hero Honda is an Indian motorcycle and scooter manufacturer based in New Delhi, India. Hero Honda started in 1984 as a joint venture between Hero Cycles of India and Honda of Japan. The company is the largest two wheeler manufacturer in India. The 2006 Forbes 200 Most Respected companies list has Hero Honda Motors ranked at 108.

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OBJECTIVES OF THE STUDY

Objectives

1. To have an overview about Hero motors.
2. To study the consumer perception about the Hero motors.
3. To suggest few sales promotion techniques to improve the brand awareness amongst consumers.

LITERATURE REVIEW

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organizations products.

Because satisfaction is basically a psychological state, care should be taken in the effort of quantitative measurement. These ten domains of satisfaction include: Quality, Value, Timeliness, Efficiency, Ease of Access, Environment, Interdepartmental Teamwork, Front line Service Behaviors, Commitment to the Customer and Innovation. These factors are emphasized for continuous improvement and organizational change measurement and are most often utilized to develop the architecture for satisfaction measurement as an integrated model.

The basis for the measurement of customer satisfaction is by using the gap between the customers expectation of performance and their perceived experience of performance. This provides the measurer with a satisfaction "gap" which is objective and quantitative in nature $\text{customer satisfaction} = \frac{\text{perception of performance}}{\text{expectation of performance}}$. Marketers in recent times have realized the importance of marketing orientation, and this is being reflected in the application of marketing mix elements.

Consumer's needs are fundamental to the formulation of any marketing strategy, from developing a communication plan. It may be worthwhile to explore the intricate aspects of consumer satisfaction level which focuses on 'consumer needs'. These concepts enable marketers to analyze the acceptability of strategies planned by them.

Even though we cannot know everything that is to be known, we do need some in-depth knowledge about the consumers, starting with who is he. Is there a real Indian customer or there is a set of stereotype. All the conventional wisdom in market research tends to favor the view that there are distinct types, and we need to isolate them according to some parameter and label them. Customer satisfaction as the key element for success in business is a major concern

for any industry. In this paper I have tried to propose a how customer satisfaction level can affect the performance of an organization.

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms.

Measuring customer satisfaction

Organizations are increasingly interested in retaining existing customers while targeting non-customers; measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

Selecting Target Market

A review of marketing opportunities often helps in identifying distinct consumer segments with very distinct wants and needs. Identifying these groups, learning how they behave and how they make their purchase decisions enables the marketer to design and market products or services particularly suited for their wants and needs.

Based on earlier done research following conclusion were drawn about Bajaj and Hero Honda as a Brand in two wheeler industry:

A consumer, making a purchase decision will be affected by the following three factors:

1. PERSONAL FACTORS
2. PSYCHOLOGICAL FACTORS
3. SOCIAL FACTORS

PERSONAL FACTORS

These factors were varying from person to person. Demographic Factors like Sex Race, Age etc. played major role in buying two wheelers for individual use.

Young people in age group of 18-35yrs purchased two wheelers for different various reasons while older people in age group of 35-50yrspurchased just for travelling purpose only.

PSYCHOLOGICAL FACTORS

There were many people who wanted to purchase two wheelers just because they had sense of love and belonging for bikes. This was found more among HeroHonda user. They mostly see the performance of the bike and services that provided by companies and want their bike to be smooth while driving the bike.

SOCIAL FACTORS

There were many people who bought bikes because of social factors like on their parents, friends and relatives opinion. There were few people who bought their bikes for style and status. Besides this to my surprise I found out that in today's world boys play major role in buying decisions for themselves and for their family also. This also played a greater role in purchasing decision of two wheelers by individuals. Boys who were in age group of 18-25 yrs were more interested in features as compared to other factors described.

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

RESEARCH PROCESS:

Before embarking on the details of research methodology and techniques, it seems appropriate to present a brief overview of the research process. Research process consists of series of actions or steps necessary to effectively carry out research and the desired sequencing of these steps.

1. Formulating the research problem
2. Extensive literature survey
3. Development of working hypothesis
4. Preparing the research design
5. Determining the research design
1. Collecting the data

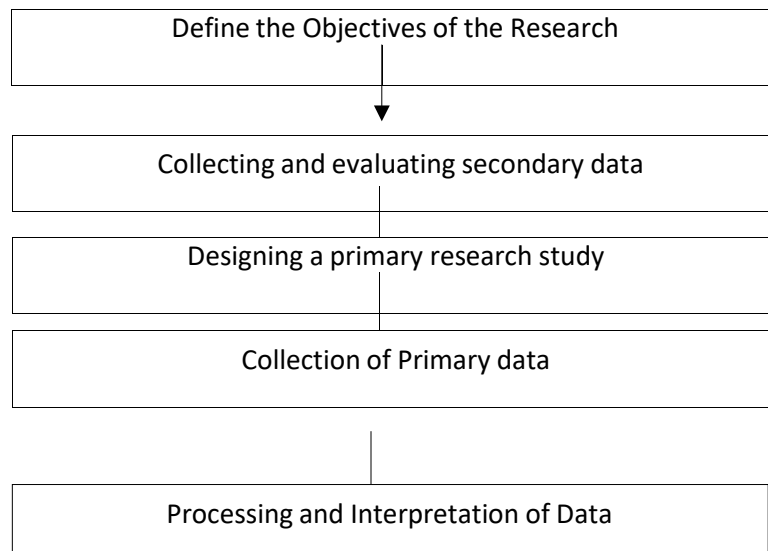
By observation through personal interview

By questionnaires

2. Execution of the project
3. Analysis of data
4. Hypothesis-testing
5. Generalization and interpretation
6. Preparation of the report

RESEARCH PROCESS:-

The research was carried out as per steps of consumer research process. The figure below depicts a model of consumer research process.



Therefore to achieve the objectives of my research I have used Descriptive method for research

SAMPLING PLAN FOR THE PROJECT:

1. Data source : Primary & secondary
2. Research approach : Survey method
3. Geographical area : Nanded.
4. Sampling unit : Shree Sai Motors, Nanded.
5. Sample size : 100 Customers.
6. Research instrument : Questionnaire.
7. Contact method : Personal contact

LIMITATIONS

LIMITATIONS

The limitations are as follows:-

1. Some customers refuse to co-operate and do not disclose their Genuine opinion.
2. Customer information is highly confidential, so organization doesn't disclose it properly.
3. Respondent's answers might have influence or bias.
4. Information is collected from the customers and dealers only.
5. Making appointments to the Management personnel is tough job, because they are very busy.

CHAPTER II

PROFILE OF THE ORAGANISATION

COMPANY PROFILE



Headquarter of New Delhi, India.

Company profile

“Hero” is the brand name used by the Munjal brothers for their flagship company Hero Cycles Ltd. A joint venture between the Hero Group and Honda Motor Company was established in 1984 as the Hero

Honda Motors Limited at Dharuhera India. Munjal family and Honda group both own 26% stake in the Company. In 2010, it was reported that Honda planned to sell its stake in the venture to the Munjal family.

During the 1980s, the company introduced motorcycles that were popular in India for their fuel economy and low cost. A popular advertising campaign based on the slogan 'Fill it - Shut it - Forget it' that emphasized the motorcycle's fuel efficiency helped the company grow at a double-digit pace since inception. The technology in the bikes of Hero Honda for almost 26 years (1984–2010) has come from the Japanese counterpart Honda

Hero MotoCorp has three manufacturing facilities based at Dharuhera, Gurgaon in Haryana and at Haridwar in Uttarakhand. These plants together are capable of churning out 3 million bikes per year. Hero MotoCorp has a large sales and service network with over 3,000 dealerships and service points across India. Hero Honda has a customer loyalty program since 2000, called the Hero Honda Passport Program.

The company has a stated aim of achieving revenues of \$10 billion and volumes of 10 million two-wheelers by 2016-17. This in conjunction with new countries where they can now market their two-wheelers following the disengagement from Honda, Hero MotoCorp hopes to achieve 10 per cent of their revenues from international markets, and they expected to launch sales in Nigeria by end-2011 or early-2012. In addition, to cope with the new demand over the coming half decade, the company was going to build their fourth factory in South India and their fifth factory in Western India. There is no confirmation where the factories would be built.

HERO Motor Co., Ltd. operates under the basic principles of "Respect for the Individual" and "The Three Joys" - commonly expressed as The Joy of Buying, The Joy of Selling and The Joy of Creating. "Respect for the Individual" reflects our desire to respect the unique character and ability of each individual person, trusting each other as equal partners in order to do our best in every situation. Based on this, "The Three Joys" expresses our belief and desire that each person working in, or coming into contact with our company, directly or through our products, should share a sense of joy through that experience. In line with these basic principles, since its establishment in 1948, Honda has remained on the leading edge by creating new value and providing products of the highest quality at a reasonable price, for worldwide

customer satisfaction. In addition, the Company has conducted its activities with a commitment to protecting the environment and enhancing safety in a mobile society.

The Company has grown to become the world's largest motorcycle manufacturer and one of the leading automakers. With a global network of 474* subsidiaries and affiliates accounted for under the equity method, Honda develops, manufactures and markets a wide variety of products, ranging from small general-purpose engines and scooters to specialty sports cars, to earn the Company an outstanding reputation from customers worldwide

Hero Motor Company, Ltd.	
Type	Public (TYO: 7267) & (NYSE: HMC)
Industry	1. Automotive 2. Aviation
Founded	24 September 1948
Founder(s)	1. Soichiro Honda 2. Takeo Fujisawa
Headquarters	Minato, Tokyo, Japan
Area served	Worldwide
Key people	1. Satoshi Aoki (Chairman) 2. Takanobu Ito (CEO)
Products	1. Automobiles 2. Motorcycles 3. Scooters 4. ATVs 5. Electrical Generators

	6. Water pumps 7. Lawn and Garden Equipments 8. Tillers 9. Outboard motors 10. Robotics 11. Jets 12. Jet Engines
Revenue	▲ US\$ 120.27 Billion (FY 2009) ^[1]
Operating income	▲ US\$ 2.34 Billion (FY 2009) ^[1]
Net income	▲ US\$ 1.39 Billion (FY 2009) ^[1]
Total assets	▼ US\$ 124.98 Billion (FY 2009) ^[1]
Total equity	▼ US\$ 40.6 Billion (FY 2009) ^[1]
Employees	181,876 ^[2]
Subsidiaries	1. Acura 2. Honda Aircraft Company
Website	Honda Worldwide

Vision

The story of Hero Honda began with a simple vision - the vision of a mobile and an empowered India, powered by its bikes. Hero MotoCorp Ltd., company's new identity, reflects its commitment towards providing world class mobility solutions with renewed focus on expanding company's footprint in the global arena.

Mission

Hero MotoCorp's mission is to become a global enterprise fulfilling its customers' needs and aspirations for mobility, setting benchmarks in technology, styling and quality so that it converts its customers into its brand advocates. The company will provide an engaging environment for its people to perform to their true potential. It will continue its focus on value creation and enduring relationships with its partners.

Strategy

Hero Moto Corp's key strategies are to build a robust product portfolio across categories, explore growth opportunities globally, continuously improve its operational efficiency, aggressively expand its reach to customers, continue to invest in brand building activities and ensure customer and shareholder delight

PRODUCTS OF HERO MOTORS

Products of Hero Motors:-

Overview of Hero Bikes:-

Hero cycle:-



Type	Private
Industry	company
Founded	Bicycles
	1956

Hero Splendor pro:-



Splendor Model

1. 2019 - Splendor
2. 2020 - Splendor+
3. 2020 - Super Splendor
4. 2021 - Splendor NXG
5. 2021 - Splendor Pro 2021

Eight different color shade designs are now available for Hero MotoCorp Splendor PRO Bike. These color shades are named as Black Monotone, Black with Purple Stripe, Candy Blazing Red, Cloud Silver, Excellent Blue, Heavy Grey, and Hi Granite Blue & Palace Maroon. Along with extreme graphics Hero MotoCorp Splendor PRO has some more features to design itself from outside as newly designed multi-reflector halogen head lamp, body colored visor & highlighted Splendor PRO logo sticker on its body

Hero Karizma ZMR:-



The Hero Karizma ZMR is a motorcycle manufactured by Hero Motocorp. It was launched in May 2003 and was given a cosmetic upgrade Karizma R in 2007. In September 2009, it was supplemented by another variant Karimza ZMR. Karizma has been designed specifically for the Indian market.

Hero MotoCorp Karizma ZMR Price in India - The Hero MotoCorp Karizma ZMR Bike is now available with an attractive price tag of Rs 95500

Hero MotoCorp Karizma ZMR Technical Specifications

1. Two-Wheeler Bike Design
2. 4 Stroke Engine
3. 223 cc Engine Displacement
4. Single Cylinder
5. OHC Valve Mechanism
6. Air Cooling Technology

7. Carburetor Fuel Injection
8. Max. Power of 17.6 BHP @ 7000 RPM
9. Max. Torque of 18.35 Nm @ 6000 RPM
10. 13.6 liters Fuel Tank
11. Electric / Self Start
12. DC – FTIS Ignition
13. 5 Speed Gearbox
14. Constant Mesh Transmission
15. Diamond Frame Chassis
16. Spoke/ Cast Wheels
17. 5 Spokes
18. 18 X 1.85 Front Wheel
19. 80/100 47P – 18 inch Front Tire
20. 18 X 2.15 Rear Wheel
21. 100/90 56P – 18 inch Rear Tire
22. Tubeless Tire
23. 276 mm Dia Disc Brake @ Front
24. 240 mm Dia Disc Brake @ Rear
25. 1350 mm Wheelbase
26. 2110 mm/ 805 mm/ 1175 mm Size (L/W/H)
27. 159 mm Ground Clearance
28. 159 kg Weight (Kerb)
29. 12 volt -6 Ah Battery Capacity
30. Maintenance Free Wet Battery
31. Multi-reflector Head Lamp
32. 35 watt (D.C) Halogen Bulb
33. LED Tail Lamp
34. Clear Lens Amber Bulb Turn Lamp
35. Speedometer
36. Tech o meter
37. Low Fuel Indicator

38. Single-row Seat

Hero Passion Pro:-



Price of passion pro is Rs. 53,000-73000

Hero Passion Pro Mileage, Average and Fuel Economy

The stylish Hero Passion Pro is very powerful and fuel efficient bike in its segment. Both the variants of the Hero Passion Pro are equipped with 97.2 cc engine capacity and generates amazing power and torque.

The new Hero Passion Pro offers a mileage of 69 kmpl and Hero Passion Pro plus offers a mileage of 70 kmpl.

Hero Passion Pro Pick up

The new and classy Hero Passion Pro comes in two models- Pro and Plus. Both the variants come in 97.2 cc engine displacement and sports air cooled, single cylinder, 4 stroke, OHC power train. The new Hero Passion Pro Pro generates a top power of 7.8 PS at 7500 rpm and develops a peak torque value of 8.04 NM at 4,500 rpm. The other

variant Hero Passion Pro Plus produces a maximum power of 7.5 PS at 8000 rpm and a max torque of 7.95 Nm at 5000 rpm. Both the variants with this amazing power and torque offer zipper acceleration and pick up.

Colors of Hero Passion Pro

The new and elegant Hero Passion Pro is available in many exciting colors. The colors available in Hero Passion Pro Plus are Black & Sport Red, Vibrant Blue, Force Silver, Sports Red, Black & Frost Blue and Palace Maroon. The colors available in Hero Passion Pro are Vibrant Blue, Black with sports Red, Leaf Green Metallic, Black with Heavy Grey, Black with Frost Blue and Force Silver. Body Color of the Hero Passion Pro attracts everybody and seems like mixture of two colors.

The body color of the bike is painted at front mud-guard, hood's side panels, fuel tank and its shrouds, side panels and rear side panels

Hero CBZ Xtreme:-



CBZ Xtreme is a 150 cc motorcycle from Hero Motors which is the successor of the Hero CBZ. The bike was introduced in the year 2008. Except for a mild resemblance to the older CBZ's headlamp, the new model has little else in common.

Hero Moto corp single largest selling motorcycle manufacture in India -Hero Honda flagged off improved version, tough bike-live of the edge_ CBZ Xtreme, four stroke bike ,5 speed Gear Box with revolutionary technology, it uses to mix air and petrol in combustion chamber in whirling motion to enhance more mileage and fuel efficiency. It is eco friendly generate less pollution. It has anti Drag, large fuel tank to embark for long journey. Simple appearance with tough muscles, the CBZ Xtreme available in six color shades i.e. Sports Red, Digital silver, Max Brown Metallic, flaming Orange, Panther Black Metallic.

It has good ground clearance 145mm, and Halogen bulb Trapeze, 5 spoke cast Rim wheel, The Rectangular swing arm with 5 step adjustable gas reservoir suspension in the rear and Telescopic hydraulic type in the front makes you comfortable ride on the Indian roads without any hitch. X treme body comes with secured key shutter for safe ignition. Eye-catching Diamond luster Headlamp and prism shed tail lamp gives stunning new look.

Hero CBZ-X treme Features:

1. New digital – Analog combo meter console
2. All secure ignition switch with key shutter
3. Diamond lustre headlight
4. Anti drag fuel tank
5. 5 spoke wheels & front and rear disc brakes.
6. Prism shell LED tail lamp

Hero Hunk:-



Hero Hunk is a 150 cc motorcycle launched by Hero Honda Motors India Ltd in October 2007. It is offered in two variants, kick-start and self- start. The new 2011 model is offered with either rear disc brake, or rear drum brake.

Comfort and handling

The Hunk has a stepped seat and rear-set foot pegs that give the rider a sporty stance without sacrificing rider comfort. The vibrations are well controlled. The bike also features gas-charged adjustable rear shock absorbers and rear tire with a tuff-up tube.

Awards

The Hunk has won the NDTV Profit Car India & Bike India Awards *Viewers' Choice Award* in the bike category.

Hero Maestro:-



The Maestro is an automatic scooter unveiled by Hero MotoCorp at the 2012 Delhi Auto Expo. The Maestro is powered by a 4-stroke engine which produces 8.2bhp at 7500rpm. The Maestro will be sold from January 2012 onwards. The Maestro will be sold along the Hero Pleasure.

Hero Pleasure:-

This is the first time I am doing a review and road test of a Scooter, and I hope to do more soon. Hero Pleasure is the first scooter launched by Hero in competition to the Scooty Pep and Honda Activa. The price of this two wheeler is around Rs.55k (ex-showroom) in Delhi. The high pricing is because of the 100cc engine and the bike positions itself in the premium scooter segment.

Hero Honda Pleasure Specifications:

Engine:	102cc,	4	Stroke,	Air	Cooled	OHC
Maximum			Power:		7.10ps@7000rpm	
Maximum			Torque:		7.85nm@5000rpm	

Weight:		104.00	kg
Ground	Clearance:	125.00	mm
Fuel	Tank:	10.00	liters
Wheelbase:		1240.00	mm
Brakes: 130mm Drum brakes for both			

Hero Impulse:-



Impulse	
Publisher	DC Comics
First appearance	<i>Legion of Super-Heroes</i> vol. 4 #12 (October 1990) Kent Shakespeare Allen
See also	
Impulse Series publication information	
Schedule	Monthly
Format	Ongoing series
Genre	Superhero
Publication date	April 1995 – October 2002
Number of issues	90, 2 annual
Main character(s)	Bart Allen

Hero Glamour:-



Hero Honda Glamour Review

Hero Honda Glamour is a perfect blend between the higher end so called sporty bikes and lower end 100cc bikes. Now Hero Honda has come up with new variants of Glamour & Glamour Fi with some cosmetic changes and technical changes. Now the 125cc engine comes with ASFS (advanced swirl flow induction system) to deliver increased mileage and performance. ASFS system creates swirl inside the combustion mixture for better burning of fuel.

VEHICLE SUMMARY

Name:	Glamour
Type:	Commuter
Top Speed:	94kph
Fuel	
Consumption:	62.00
City	
Fuel	
Consumption:	80.00
Highway	

ENGINE SPECIFICATIONS

Displacement:	124.7cc
Engine:	124.7cc, OHC
Maximum	9 Bhp @ 7000
Power:	rpm
Maximum	10.35 Nm @
Torque:	4000 rpm
Gears:	4 Speed
Clutch:	Multi Plate Wet
Bore:	52.4
Stroke:	57.8
Cylinder	NA
Configuration:	
Engine Block	NA
Material:	
Chassis Type:	Tubular Double
	Cradle Type
Cooling Type:	Air Cooling
Carburetor:	NA

ENGINE SPECIFICATIONS

Displacement:	124.7cc
---------------	---------

Engine:	124.7cc, OHC
Maximum	
Power:	9 Bhp @ 7000 rpm
Maximum	
Torque:	10.35 Nm @ 4000 rpm
Gears:	4 Speed
Clutch:	Multi Plate Wet
Bore:	52.4
Stroke:	57.8
Cylinder	NA
Configuration:	
Engine Block	NA
Material:	
Chassis Type:	Tubular Double Cradle Type
Cooling Type:	Air Cooling
Carburetor:	NA

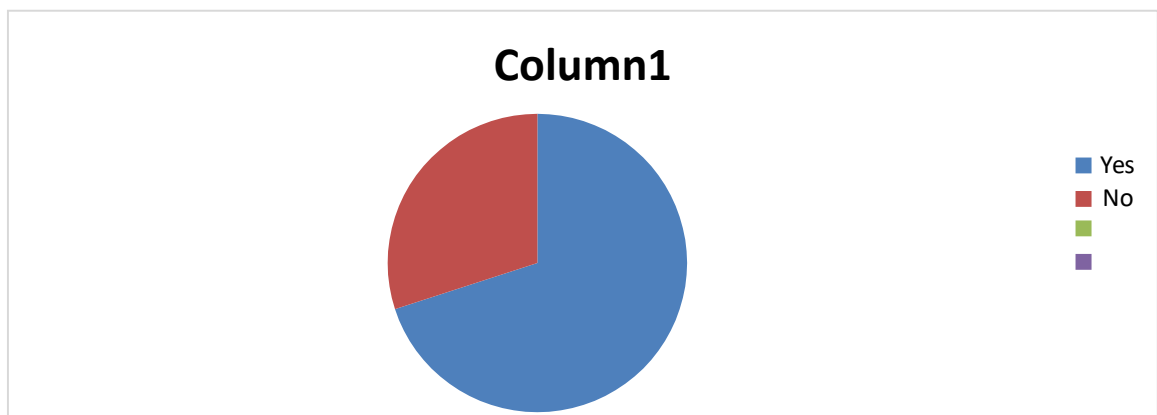
ANALYSIS & FINDINGS

Analysis:-

1. No. of people using two wheelers?

Yes : 70

No : 30

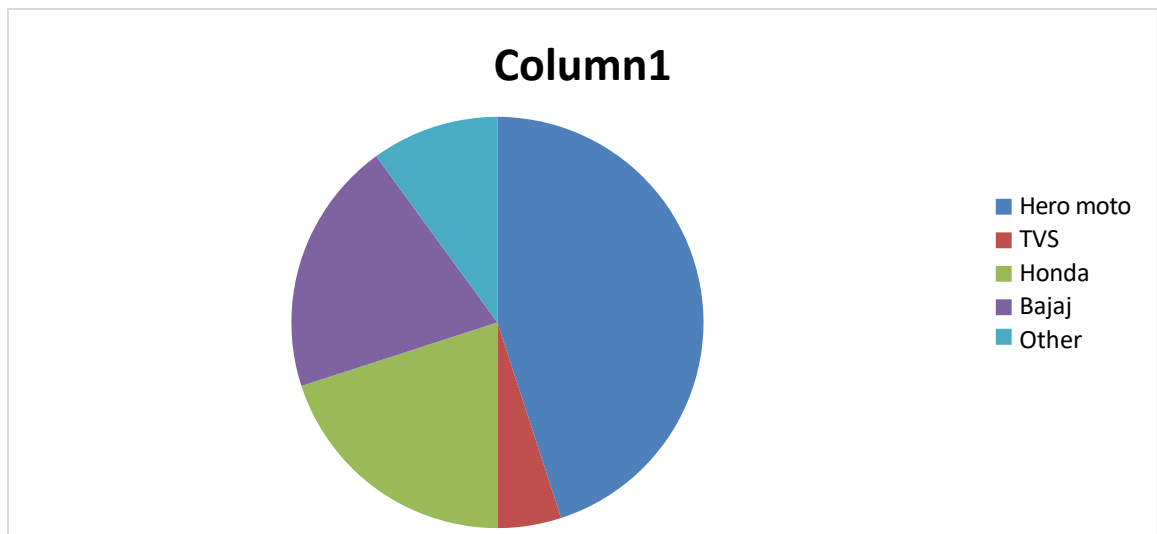


Interpretation_

After survey student found most of customers having bikes.

2. Percentage of people using different brand?

Hero Moto	- 45%
TVS	- 5%
Honda	- 20%
Bajaj	- 20%
Other	- 10%



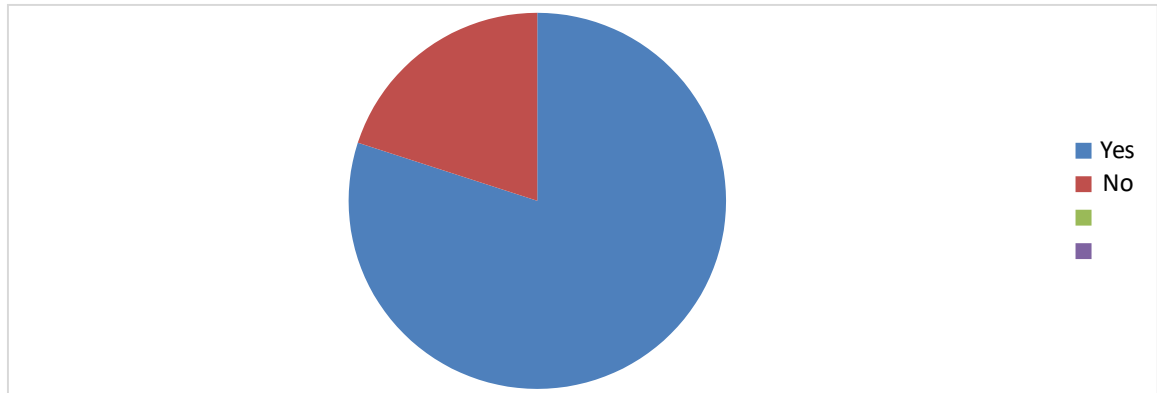
Interpretation_

After survey student found that most of the customers having Hero bikes.

3. Does your purchasing decision affected by the brand name of the bike?

Yes 80

No 20



Interpretation

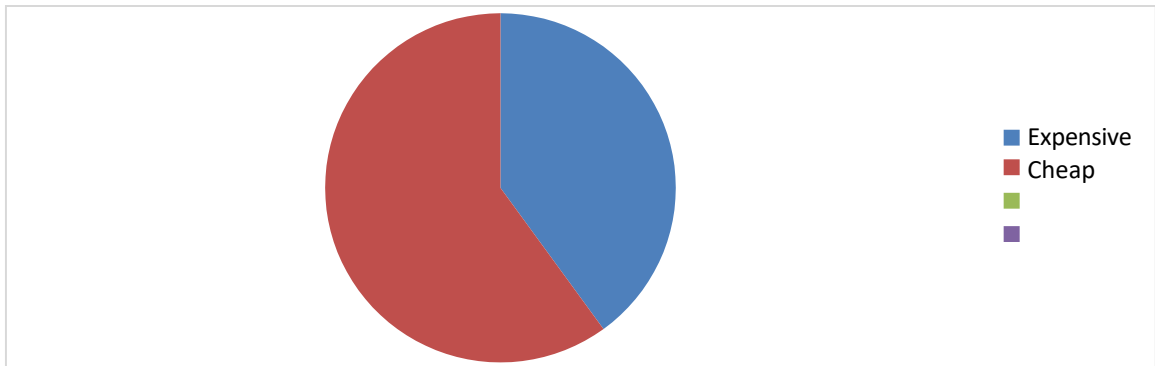
-

Most educated customers say yes.

4. What is the opinion about the price policy of Hero products?

Expensive 40

Cheap 60

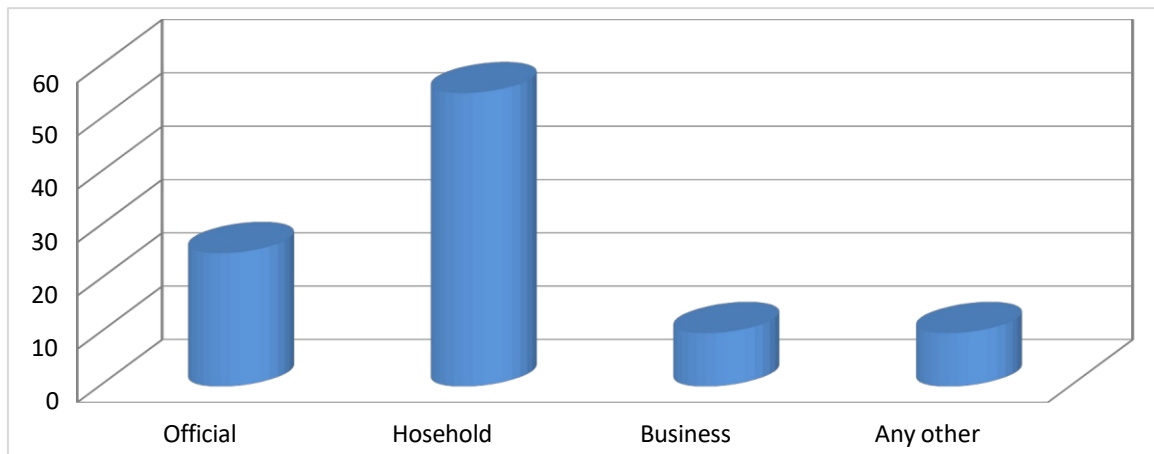


Interpretation_

Most of the young riders say, it is quite cheap.

5. For what purpose you buy Hero bike?

Official	25
Household	55
Business	10
Any other	10



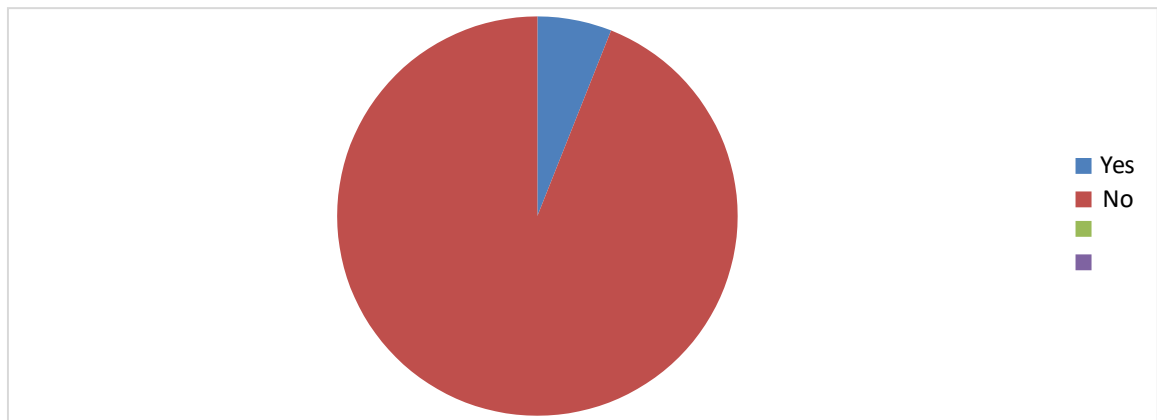
Interpretation_

Customers mostly preferred to use Hero bikes for their family itself.

6. Have you faced any problem regarding power driving of the vehicle?

Yes 06

No 94



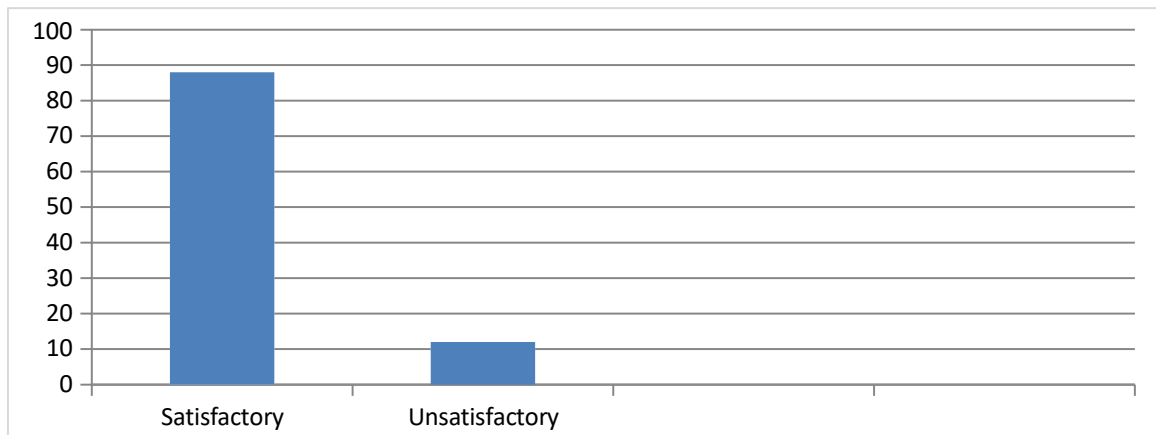
Interpretation_

Customers were satisfied with engine performance.

7. How does Hero have customer relations?

Satisfactory 88

Unsatisfactory 12



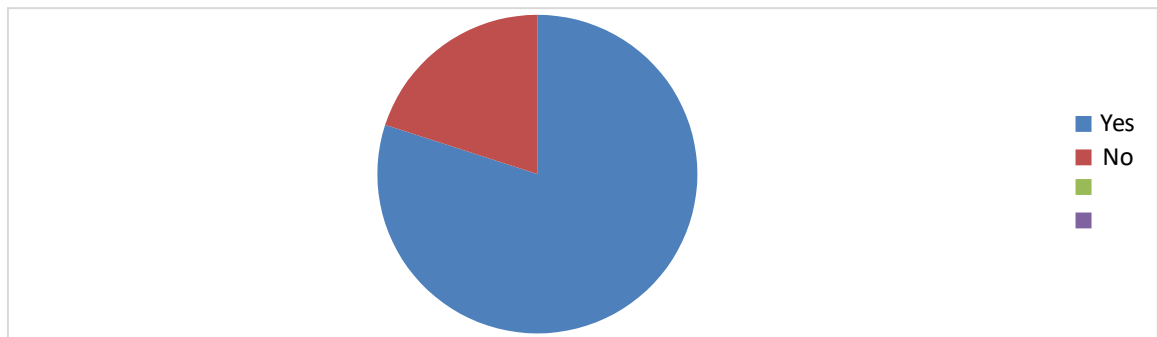
Interpretation_

Customers are satisfied with Hero's customer relations.

8. Are you satisfied with Hero bikes?

Yes 80

No 20

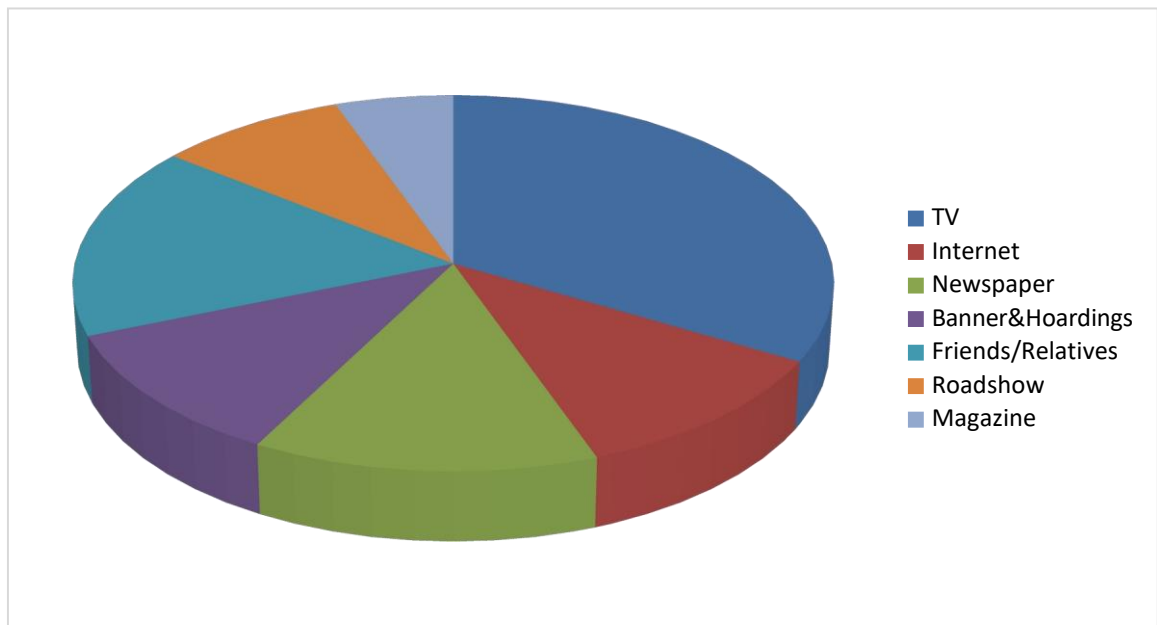


Interpretation_

Customers are satisfied with Hero bikes.

9. How did you come to know about this model?

TV	: 30
Internet	: 10
Newspaper	: 12
Banners & Hoardings	: 10
Friends/Relatives	: 15
Road show	: 8
Magazine	: 5
Dealer	: 10



FINDINGS, CONCLUSION & SUGGESTIONS

Findings

1. After survey student found the satisfaction level of the Hero bike riders.
2. Most of the customers go for Hero because of its safe engine.
3. Youth feel very comfortable with it.
4. Hero technology is very innovative
5. High segment goes for name and goodwill.

Suggestions

1. The company should increase their service stations.
2. More financing options should be available.
3. The company should provide more consumer value.
4. Follow-ups should be increased.
5. Efforts should be increased for Customer Relationship MANAGEMENT.
6. Special offer should be there for govt. employee.

Conclusion

This survey was done to identify various problems and level of satisfaction of consumers, advertising and sales promotion of Hero, so that efforts might be done to satisfy them which would result in building long-term relationships between customer and company. Due to delivery in customer needs and expectations, it becomes a difficult task to satisfy every customer, therefore to satisfy each and every customer the importance of building relationship with them existed, for this purpose a number of questions were asked to find out behavior of the customers. This research is also done to know the views of the customer towards the services and quality and supply chain management of Hero Bikes.

ANNEXURE

ANNEXURE

Questionnaire

Name: Mobile:

Address:

Occupation: - Student -Govt. Employees -Own Business

1. Teacher - Shop Owner -Other

1. Do you have vehicle?

Yes • No •

2. Which bike you have own?

Hero • TVS • Honda • Bajaj • Other •

3. Does your purchasing decision affected by the brand name of the bike?

Yes • No •

4. What is the opinion about the price policy of Hero products?

Expensive • Cheap •

5. For what purpose you buy Hero bike?

Official • Household • Business • Any other •

6. Have you faced any problem regarding power driving of the vehicle?

Yes • No •

7. How does Hero have customer relations?

Satisfactory • Unsatisfactory •

8. Are you satisfied with Hero bikes?

Yes • No •

9. How did you come to know about this model?

Internet • Newspaper • Banners & Hoardings • Road show •
Friends/Relatives • Magazine • TV •

BIBLIOGRAPHY

BIBLIOGRAPHY

BOOK REFERENCE

Referred Books:-

Principles of Marketing- Philips Kotler

Marketing Research-G.C Beri

WEBSITES:-

[WWW. Heromotorcorp.com](http://WWW.Heromotorcorp.com)

WWW.Timesdrive.com

Various magazines such as

Overdrive

Wheelocity

Autobhan

KALASH CONTAINERS INDIA PRIVATE LIMITED

KHATA NO. 104 KHEWAT NO 47 KILLA NO 30/3/3, REVENUE ESTATE BAHALGARH, RAJ, SONIPAT HR 131021

CERTIFICATE OF INTERNSHIP

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Aditya Bhardwaj** have completed his internship at **KALASH CONTAINERS INDIA PRIVATE LIMITED** from **1 July 2022 to 30 Sep 2022**.

During the period of his Internship Programme us, he was found punctual and inquisitive, we wish him all the best for his future endeavors.



DATE- 30 SEPTEMBER 2022



REGD. OFFICE: J-129, R.B.I ENCLAVE , PASCHIM VIHAR, NEW DELHI – 110063 MANUFACTURER OF:
WATER STORAGE TANKS & PVC PIPES . AN ISO 9001:2015 CERTIFIED COMPANY



AS AIR SPACE TRAVELS PVT LTD

To Whomsoever It May Concern

This is to certify that Ms. Chetna Batra, has successfully completed her Human Resource Internship at As Air Space Travels Private Limited from 6th Jun 2022 to 7th Sep 2022.

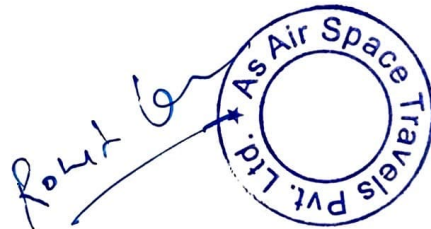
During her internship, she was exposed to various activities in Human Resources (HR) in the areas of internal hiring.

Throughout, she has been very passionate, interested in learning, and willing to put in her best efforts and get into the depth of the subject to understand it better for implementation and execution.

She has been rated as an excellent performer in the tasks assigned to her throughout her internship.

Her association with us was fruitful, and we wish her all the best in her future endeavours.

From As Air Space Travels Private Limited



SYMPHONY PRINTS PVT. LTD.

A Unit Of Screen Printing & Digital Printing, Hand Printing & Fabric Coating

2916, Kataria Complex, Daultabad Road, Gurugram-122001 Haryana

Email : uday@symphonyprints.com, Ph. : 0124-4274620/21

CIN No : U22219HR2006PTC035989, GSTIN NO : 06AAJCS8136P1ZN, PAN NO : AAJCS8136P

Date – 26th September, 2022

To Whom So Ever It May Concern:

It is to certify that Mr. Aman Kumar S/o Mr. Vinay Kumar, student of Bachelor of Business Administration (Gen. BBA), from FAIRFIELD INSTITUTE OF MANAGEMENT AND TECHNOLOGY of GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, Delhi, he has successfully completed 3 (three) months (From 7th June 2022 to 24th September 2022) summer internship (HR and Accounts) program at SYMPHONY PRINTS PVT LTD.

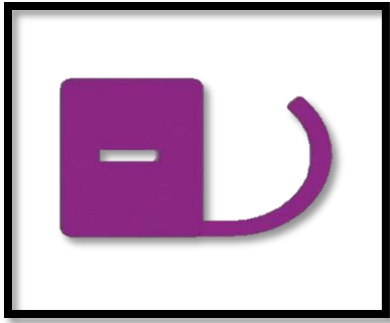
During the period of his internship program we found he is punctual, hardworking and inquisitive, with a professional attitude. He is amiable in nature and character is well.

We wish him every success in life.

For Symphony Prints Pvt. Ltd.

(Director)





TELE:22-64527012

FAX: 22 2503151

Dure Technologies Pvt Ltd
14, Chaudhary Harsukh Marg,
Block B 7, Arjun Nagar,
Safdarjung Enclave, New Delhi, 110029

Date: September 10, 2022

Certificate of Experience

This is to certify that **Mr. Ankur Rana** has completed internship Program at **Dure Technologies Pvt Ltd.** during **July 1, 2022 to September 2, 2022** on “HR RECURITMENT” under the guidance of Mr. Sreekath R.

We have found him to be a self-starter who is motivated, duty bound and Hard-working. He worked sincerely on his assignments and his performance was Pae Excellence.

We wish him best of luck for his future.

For Dure Technologies Pvt Ltd.

Asha Acharya

(HR Manager)



PROJECT COMPLETION CERTIFICATE

In recognition of the commitment to achieve professional excellence this is
to certify that Ms./Mr.

Ansh Pahil

has successfully completed an Industry-oriented project.

Project Name Best Selling Mobile

Technologies Used Sectoral Analytics (HR Practices, Operations, Finance)

Reference No. AIP/CEP2022/IN/41613

Training Date June 2022 – July 2022

Training Duration 6 Weeks

Training Location Online Live Mode

Program Co-ordinator
Industry/Academic Alliance



Director
Training and Development
Allsoft Solutions and Services

BIG DATA - ANALYTICS

IoT

ORACLE

J2EE

PHP

CLOUD COMPUTING



PROJECT COMPLETION CERTIFICATE

In recognition of the commitment to achieve professional excellence this is
to certify that Ms./Mr.

Ashish Singh

has successfully completed an Industry-oriented project.

Project Name

Electric Vehicles

Technologies Used

Social Media Analytics & Digital Marketing - SEO, SEM,
SMM, Google Adwords and Analytics

Reference No.

AIP/CEP2022/IN/41685

Training Date

June 2022 – July 2022

Training Duration

6 Weeks

Training Location

Online Live Mode

Program Co-ordinator
Industry/Academic Alliance

Business
Partner



Director
Training and Development
Allsoft Solutions and Services

BIG DATA - ANALYTICS

IoT

ORACLE

J2EE

PHP

CLOUD COMPUTING

Certificate of Completion

HARI OVERSEAS



AYUSH BANSAL

This Award For His Stellar Performance During
The 12 Week Internship Program.

**THE INTERNSHIP WAS CONDUCTED BETWEEN
10/7 2022 TO 10/10 2022**

AJAY SHARMA



Certificate of **COMPLETION**

ISSUE DATE: 15/10/2022

This Certificate Recognises the Work of

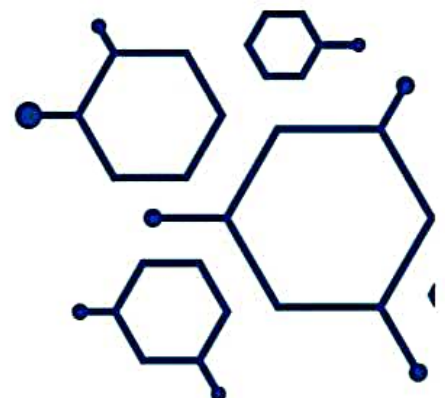
AYUSH SHARMA

As a Human Resource Intern. He has successfully completed all the assigned tasks and worked at Growth Central VC from 12th July 2022 to 12th October 2022.

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

Maulik Markan

Founder and CEO
Growth Central VC





Letter of Recommendation

Growth Central VC
16th October 2022

We are delighted to write a Letter of Recommendation for **Ayush Sharma**, he was a Human Resource Intern from the 12th of July 2022 to the 12th of October 2022 on behalf of the company. During his job, he shouldered multiple responsibilities and completed all tasks earlier than the deadline date.

He is a great team player that engages actively in discussion and project planning. He also demonstrated a great work ethic throughout his job.

We highly recommend him as an employee and wish him the very best for his future career.

Regards,

Maulik Markan

Founder and CEO
Growth Central VC

CONTACT US: HR@GROWTHCENTRALVC.COM

Ref No. :



EXPERIENCE CERTIFICATE

(To whom it may concern)

This is to certify that **Mr. Utkarsh Rana** has successfully completed his summer internship program. He worked as an **HR Intern** in our organization from **4th June 2022 to 5th August 2022**. During the time of his tenure, his responsibilities were document preparation, carrying out formalities for joining and separation of employees, attendance management, monitoring job portals for posting new jobs, organizing induction programs, and other day-to-day administration.

We found him enthusiastic and determined to complete tasks within the timelines. He is a good team player with a creative mindset.

We wish him all the success in her future endeavors.

Sincerely,

For Aashiana Intratech LLP

Partner

Authorized Signatory

Aashiana Intratech LLP

GSTIN: 07ABKFA1836H1Z1

Contact: 9811043593

Inderpuri Main Branch address: ER-29, G/F, Inderpuri, New Delhi -110012
Gurugram Branch address: 65, Jacaranda Marg, DLF CITY PHASE – 2, Gurugram - 122002

Anifen Technologies Private Limited



D-4, Vishalgad Apartments,
Laxminagar, Nagpur,
Maharashtra - 440022
India

Dear Bhumika Grover,
111/4 Model Town, Gurgaon, Haryana
Date - 20/09/2022

This is to certify that Bhumika Grover, a student pursuing her BBA, has completed her internship in the sales team under the guidance of Prajakta Kalmegh, CEO, Tazzho.

In the duration of her Internship, Bhumika worked on data entry and data scanning for CRM tool, Customer interviews for Tazzho, interaction with Tazzho Chefs. Besides these tasks, she also displayed good teamwork and clear communication. We are happy with her overall performance and work ethic.

The internship duration was from 15th of May, 2022 to 12th of August, 2022.
We take this opportunity to wish her the best for her career ahead!

Sincerely

Prajakta Kalmegh
CEO, Tazzho



YOUR DREAMS, OUR EXPERTISE

GLinks International generic internship certificate for Virtual Interns

Date: October 17, 2022

This is to certify Lakshay Yadav of Fairfield Institute of Management and Technology has successfully completed his work from home internship under our organization from July 10, 2022 to October 10, 2022.

During the virtual internship program, he demonstrated good skills with a self-motivated attitude to learn new things. During the period of internship with us, he was found punctual, hardworking and inquisitive.

We wish him success for future endeavours!

Vishesh Nagar

(Branch Head)

Delhi

Office No. 223, 2nd Floor, D Mall, Netaji Subhash Place, Pitampura, Delhi 110034
Tel +91 11 27354606

CERTIFICATE

This is to certify that this project report "**Simran Graphics**" is submitted by "**Mehul Soni**" who carried out the work under my supervision. I approve this project for submission of the Bachelor of Business Studies (Gen.) in the department affiliated to Guru Gobind Singh Indraprastha University, Delhi.

Date: 26 OCTOBER 2022

MS. IPSA SAXSENA



YOUR DREAMS, OUR EXPERTISE

GLinks International generic internship certificate for Virtual Interns

Date: October 17, 2022

This is to certify Anuj Pratap Singh of Fairfield Institute of Management and Technology has successfully completed his work from home internship under our organization from July 10, 2022 to

October 10, 2022.

During the virtual internship program, he demonstrated good skills with a self-motivated attitude to learn new things. During the period of internship with us, he was found punctual, hardworking and inquisitive.

We wish him success for future endeavors!

Vishesh Nagar

(Branch Head)

Delhi

Office No. 223, 2nd Floor, D Mall, Netaji Subhash Place, Pitampura, Delhi 110034
Tel: +91 11 27354606

CERTIFICATE

September 4, 2022

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. ABHIR GUPTA S/O Mr. RAHUL GUPTA**, who is pursuing BBA course at **FAIRFIELD INSTITUTE OF MANAGEMENT AND TECHNOLOGY KAPASHERA, Delhi** has undergone internship in Sales and Marketing in our Organisation from **July 1, 2022 to August 31, 2022**.

During his period of internship with us, he has shown keen interest and was found to be good.

We wish him the best in his future endeavors.



Viditi Sethi

H.R.

Harshna group Of Companies

Web: www.harshna.com
Email: info@harshna.com

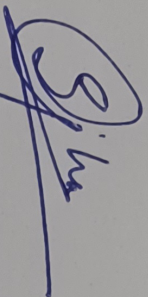
Harshna Group of Companies
C 70, Fruit Market, Azadpur New
Delhi 110033
India

CERTIFICATE OF PARTICIPATION

this certificate awarded to

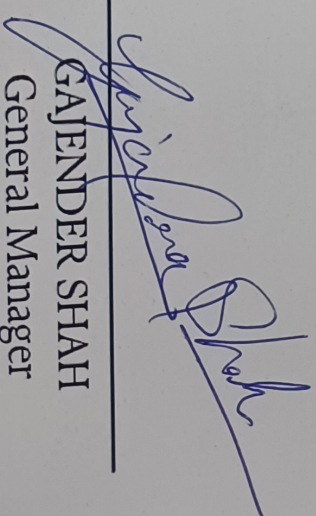
Suraj Ojha

For completing his internship program with the company's HR department
from June 1, 2022 to July 31, 2022



SUJIT OJHA
Executive Director





GAJENDER SHAH
General Manager