COMPLETION CERTIFICATE

Date: 18 Aug, 2020

This is to certify that Ms. Aakansha Sharma has successfully completed her Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are her original work.

I hereby certify her work satisfactory to the best of my knowledge with an aggregate grade: **B.**

Location for internship: New Delhi

We wish her all the best for future endeavours.





(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.



Date: 11-Aug-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Aakash Dagar from Fairfield Institute Of Management And Technology Kapas Hera Extension ,New Delhi has successfully completed his Summer Internship in the field of Business Development in our organization from 13-05-2020 to 21-07-2020. During his internship tenure in the organization, we found him hard working, sincere and diligent person and his behaviour and conduct was good.

We wish him all the best for his future endeavours.

For Nivesh Global

(Authorized Signatory)

The Capital Box

Uncommon Money For Common Man



Ref No – The Capital Box / HR / 20 -21 Date - 8th July 2020

To Whomsoever It May Concern

This is to Certify that Ananya Sharma a student at Fairfield Institute of Management and Technology worked under my supervision during the Internship period starting 19/05/2020 to 02/07/2020 at "The Capital Box" Gurgaon.

I am pleased to state that her performance was noted to be Satisfactory towards completing the projects assigned and she was been able to present a good picture of the concerned work.

She presented a good moral character and pleasing personality. We wish her every success in life

Ashwani Singh

HR Team

Unit No 304, Plot No 8, Sector 41, Gurugram, Haryana 122003 Mail us at - hrd@thecapitalbox,com Contact us at - 0124 - 4370160

COMPLETION CERTIFICATE

Date: 18 Aug, 2020

This is to certify that Mr. Abhishek Thakur has successfully completed his Summer Internship with project title "Marketing Strategies Of Inplore Consultants Pvt Ltd" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are his original work.

I hereby certify his work satisfactory to the best of my knowledge with an aggregate grade: **B.**

Location for internship: New Delhi

We wish him all the best for future endeavours.





(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.

The Capital Box

Uncommon Money For Common Man



Ref No – The Capital Box / HR / 20 -21 Date – 8th July 2020

To Whomsoever It May Concern

This is to Certify that Aditi a student at Fairfield Institute of Management and Technology worked under my supervision during the Internship period starting 19/05/2020 to 02/07/2020 at "The Capital Box" Gurgaon.

I am pleased to state that her performance was noted to be Satisfactory towards completing the projects assigned and she was been able to present a good picture of the concerned work.

She presented a good moral character and pleasing personality. We wish her every success in life

Ashwani Singh

HR Team



A

SUMMER TRAINING PROJECT REPORT

ON "Recruitment & Selection"

Submitted for the Partial fulfillment of the degree of

Bachelor of Business Administration

(2018-2021)

Under The Guidance Of:

Dr. SUMAN RAO

ASST. PROF, FIMT

Submitted By:-

ANUJ KUMAR GAHLOT

00551401718

BBA, Vth SEMESTER



Fairfield Institute of Management and Technology

Affiliated to Guru Gobind Singh Indraprastha University, Delhi. Kapashera, New Delhi- 110054

DECLARATION

I ANUJ KUMAR GAHLOT Enrolment No.00551401718 a student of BBA (G) 5th Semester hereby declare that the Project Report "Recruitment & Selection" is an original work done by me under the guidance of Dr. SUMAN RAO and the same has not been submitted to any other University/Institute for the award of any degree or any Professional diploma.

Name: ANUJ KUMAR GAHLOT Enrolment number: - 00551401718

CERTIFICATE



Project Guide:-

Dr. SUMAN RAO (Assistant Professor)

	ACKNOWLEDGEMENT
course of the criticism and their truthful express m	his opportunity to express my gratitude to everyone who supported me throughout the is BBA(G) project. I am thankful for their aspiring guidance, invaluably constructive d friendly advice during the project work. I am sincerely grateful to them for sharing and eliminating views on a number of issues related to the project. It worm thanks to Dr. SUMAN RAO mam and all the people who provided me with the ing required and conductive conditions for my BBA(G) Project.
Thank Yo	u

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Part I

EXECUTIVE SUMMARY

I opted for this particular topic named "Recruitment & Selection" because recruitment and selection procedures have taken a dramatic change in the industry. Human resource is responsible for giving birth to human embalmers. The core function of an organization is Recruitment and Selection because the organization doesn"t want to be a bad recruiter by selecting manpower that might have the potential to spoil the long earned goodwill or corporate image and also incur heavy recruitment costs on them.

Recruitment refers to the process of attracting, screening, and selecting qualified people for a job at an organization or firm. For some components of the recruitment process, mid- and large-size organizations often retain professional recruiters or outsource some of the process to recruitment agencies. It is the process to discover sources of manpower to meet the requirement of staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force. The main objective of the recruitment process is to expedite the selection process.

Selection on the other hand, is the process of picking individuals who have relevant qualifications to fill jobs in an organization. The purpose of selection is to pick up the most suitable candidate who would meet the requirements of the job in an organization best, to find out which job applicant will be successful, if hired. To meet this goal, the company obtains and assesses information about the applicants in terms of age, qualifications, skills, experience, etc. the needs of the job are matched with the profile of candidates.

However, Recruitment is an important part of an organization"s human resource planning and their competitive strength. Competent human resources at the right positions in the organization are a vital resource and can be a core competency or a strategic advantage for it. The objective of the recruitment process is to obtain the number and quality of employees that can be selected in order to help the organization to achieve its goals and objectives. With the

same objective, recruitment helps to create a pool of prospective employees for the organization so that the management can select the right candidate for the right job from this pool.

I have also applied few research tools in the project such as the questionnaire, interview method to obtain views of the respondents and thereby, have analyzed the factor by applying columnar, bar & pie charts. However, I faced a few limitations --- such as sample constraint, time constraint, respondents didn"t take the questionnaire method seriously and so were very reluctant in answering the questions. Thus, I would like to conclude that from my project I have definitely understood that employee recruitment & selection is the basics of an organization.

Conclusion

As I have come to the end of my study I have had the following experiences while conducting this study.

- It was a very enlightening experience for me as I got to learn many new things through this study.
- Various visits to the companies **IEOD** and ample interaction with the people has broaden my horizon and taught me as to how are the HR policies in such big organizations made.

I will thus always keep in mind the basic points necessary in our day-to-day life and thank all the people who have helped me in the completion of my project.

LITERATURE REVIEW

ARTICLE: EFFECTIVE RECRUITMENT BY REFERENCE CHECK

METHOD

AUTHOR: NGO VINET

SOURCE: http://EzineArticles.com/?expert=Ngo Vinet

OBJECTIVE: TO STUDY THE PURPOSE OF USING REFERENCE CHECK

METHOD IN THE RECRUITMENT PROCESS

SUMMARY: Checking candidates' information via reference is an essential step in a recruitment

process. However, many companies do not pay much attention to such an important thing.

Recruiters should check candidates' information like achievements, behavior in their previous

companies..

Information that needs checking is:

I. Candidates' behavior/ habits that can badly affect your department or company's

activities.

II. Achievements which candidates mention to be theirs but in fact, those achievements

belong to the whole team. Awfully, some candidates make up such achievements.

III. Reasons why candidates do not work for the previous companies.

IV. Candidates' salary in their previous companies.

V. Relationship among candidates and their colleagues or managers.

Recruiters can easily check such information by calling referees..The more important the position

is, the more carefully they have to check the reference. In any circumstances, recruiters should

highly appreciate and focus on the reference check. By 2-3 minute calls, it is quite difficult to know

much about candidates' achievements or problems. So they should spend at least 20 minutes for the

call plan. The questions they will ask referees about candidates are-

1. How long have you worked with him? What is his ability?

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- 2. What are the main strengths and weaknesses of him?
- 3. What do you think in general about his competence and what are his main achievements?
- 4. Could you please tell me the relationship between him and his managers, inferior or colleagues?
- 5. Do you know why he wants to change his job at this time?

Recruiters had better say thanks to the referees for spending time talking to them and ensure that they will keep secret about the talks.

Sometimes, referees do not want to share negative information about candidates. If the recruiters are professional and clever when talking, referees will agree to share with them the information they need. Recruiters should talk to the most appropriate people like candidates' direct managers, co-workers or inferior is the best way. The ones who know candidates at present are more suitable than the ones who knew them 10 years ago. Normally the recruiters just need to find information from 3 recent companies that candidates have worked. The recruiters must remember that candidates' past achievements are the best mirror reflecting their future achievements.

RELEVANCE TO THE PROJECT: This article helps us to understand that Reference check in recruitment process is a simple step that does not take so much time but can help to save money and take some more information that is not mentioned in the candidates' applications or interviews.

ARTICLE: SETTING UP A FORMAL RECRUITMENT AND HIRING PROCESS

AUTHOR: JEROME BALADAD (WEB CONTENT WRITER AND EX-HR

PRACTITIONER)

SOURCE: http://EzineArticles.com/?expert=Jerome_Balada

OBJECTIVE: TO STUDY THE INFLUENCE TO THE DIRECTIONS ON HOW

RECRUITMENT AND SELECTION IS DONE IN ANY ORGANISATION

SUMMARY: Some organizations called the process "recruitment and selection." But there is consensus among credentialed HR Practitioners on how to best put in place the most effective recruitment and hiring process to help accomplishing the goals of the organization. The author has culled from his many years of experience doing HR recruitment and hiring work to suggest steps that he believes would be helpful to those interested in having formal recruitment and hiring process

in place.

On the over-all, the following steps are followed when one would like to put in place a formal

recruitment and hiring process:

1) First, define and clarify the strategy of the organization related to Human Resource (HR)

management. This strategy has to come from the top-level leaders and managers of the organization,

following the size.

2) Depending on the size of the organization there has to be someone responsible to take charge for

recruitment and hiring activities in the organization. He will also be empowered to make decisions

related recruitment and hiring. This person has to be a direct report of the CEO and the Chief HR

Executive in the meantime.

3) Assign who else will be involved in the recruitment and hiring process. This can be a standing

committee of leaders and managers or a separate group..

4) Come up with "organizational chart," the job descriptions, and the pay scale and its different

grades.

5) The responsible person who is empowered to do recruitment and hiring will have to identify the

vacancies, or the jobs that have not been filled up, or without incumbents.

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- 6) The Chief HR Executive will decide how the vacancies will be filled up. From the most critical positions that have to be filled up to the less critical one. This can be done by using in-house recruitment Or by posting an online or print advertisement. Or by hiring a professional recruiter.
- 7) The group referred to in number "3" will then be tasked to accept applications.. He / She will have to read, evaluate and study all applications received within a certain time frame. It's suggested to consider candidates who are most qualified and ready to do the job at once. From these applications received, a tentative short list will be made. In case of in-house recruitment, a tentative short-list will have to be drawn up. This list will be made up of the applicants to be considered for interview.
- 8) The recruiter will then have to start getting in touch with the tentative shortlisted candidates by fixing a schedule for an initial interview with each one of the candidates, or a group interview.
- 9) Conduct the initial interview. During the interview date, the candidates will fill up application form if you have one to "get to know each other" the first time with the purpose of feeling out each other if both parties can work together in the organization.
- 10) The recruiter will then have to decide who among the candidates are worth taking a more serious look by using certain tools like Psychological testing
- 11) Come up with a definite short list for final interview.
- 12) If nobody qualifies, or no one can be included in the shortlist, then the recruiter can repeat step number "6," or study other recruitment options. Or announce for referrals of applicants from other employees in the organization. Or put on hold the recruitment process, and continue at a more appropriate time.
- 13) If there's a strong shortlist, the recruiter can proceed with the hiring process with approval and finality by the. The CEO will make his / her decision depending on the recommendations of the Chief HR executive and the members of the group referred to in number "3"
- 14) Make a job offer. Confirm if the candidate will accept the offer. If there's a negotiation on the compensation package, then this has to be clarified and completed first. Have the hiree submit the required legal documents to be able to start working with the organization. Agree on which date to start with the job.

- 15) Make sure the desk or place of work has been cleaned out and ready for the next employee a day or two before the start of employment. Prepare all the tools, office supplies that will be used by the new hiree.
- 16) Announce the name and relevant job details of the new hired with the rest of the organization to ensure that everyone has been told about changes that may be brought about by the joining of a new hired.
- 17) Make sure you have someone to spend at least two hours with the new hired on the first day of on the job. Or even spend lunch time or break time with the new hired, as soon as possible. This can be either the direct supervisor, or even one of the other employees of the organization. He / She buddies up with the new hired to better explain about the culture of the organization.

RELEVANCE TO THE PROJECT: This article helps to understand the steps of formal recruitment and hiring process that would be helpful in making a company's efficiency, development and profit. It helps in assessing the employees for their integration & retention and also influences the existing employees & the organization's performance.

ARTICLE: RECRUITMENT AS THE MOST IMPORTANT ASPECT OF HUMAN RESOURCE MANAGEMENT

AUTHOR: JONES, DAVID A.; SHULTZ, JONAS W.; CHAPMAN; DEREK S. (2006)

SOURCE: RECRUITING THROUGH JOB ADVERTISEMENT: THE EFFECT OF COGNITIVE LABORATION ON DECISION MAKING INTERNATIONAL JOURNAL OF SELECTION AND ASSESSMENT, VOLUME 14, NUMBER 2, pp.... 167-179(13)

OBJECTIVE: TO STUDY THE RECRUITMENT AND SELECTION PROCESS AS THE MOST IMPORTANT ASPECT OF HUMAN RESOURCE MANAGEMENT

SUMMARY: Human Resource Management theories focus on methods of recruitment and selection and highlight the advantages of interviews, general assessment and psychometric testing as employee selection processes. The recruitment process could be internal or external or could also be online and involves the stages of recruitment policies, advertising, job description, job application process, interviews, assessment, decision making, legislation selection and training. Successful recruitment methods include a thorough analysis of the job and the labor market conditions and interviews as well as psychometric tests to determine the potentialities of applicants. Various techniques of selection include various types of interviews, in tray exercise, role play, group activity, etc.

Recruitment is almost central to any management process and failure in recruitment can create difficulties for any company including an adverse effect on its profitability and inappropriate levels of staffing or skills, labor shortages, or problems in management decision making. The recruitment process could itself be improved by following management theories like-Rodgers seven point plan, Munro-Frasers five-fold grading system, psychological tests, personal interviews, etc.

Recruitment requires management decision making and extensive planning to employ the most suitable manpower. The selectors aim is to recruit only the best candidates who would suit the corporate culture, ethics and climate specific to the organization. Management would specifically look for potential candidates capable of team work. The process of recruitment does not end with application and selection of the right people but involves maintaining and retaining the employees chosen. Theories of HRM may provide insights on the best approaches to recruitment although

companies will have to use their in house management skills to apply generic theories within specific organizational contexts.

RELEVANCE TO THE PROJECT: This article helps us to understand that Competition among business organizations for recruiting the best potential has increased focus on innovation, and management decision making and strategic planning. We can also understand that Human Management resource approaches within any business organization are focused on meeting corporate objectives and realization of strategic plans through training of personnel to ultimately improve company performance and profits.

Part II

ORGANIZATIONAL

PROFILE



INTERNATIONAL ORGANIZATION FOR EDUCATIONAL DEVELOPMENT

IOED VISION

To make Skilled, Empowered, Prosperous, Environment-friendly and Crime-free States through various Employability Enhancement and Entrepreneurship Development Programs along with promotion of culture and customs of States concerned.

OUR OTHER BODIES

The INTERNATIONAL ORGANIZATION FOR EDUCATIONAL DEVELOPMENT -IOED an International/Intergovernmental organization in Special Consultative Status with the Economic and Social Council (ECOSOC) of the United Nations since 2020. It is the highest status granted by the United Nations, thereby allowing an organization that gives us access to participate in the work of the UN Headquarters in New York, UN offices in Geneva and Vienna, its bodies including the General Assembly and other intergovernmental organizations. The access is essential for our advocacy as it allows us to influence decision-makers at the highest international level by delivering statements, participating in negotiations and holding side events at the UN. Having the ECOSOC consultative status also means that the quality of our wok is regularly reviewed by the UN, and that we need to live up to a certain standard in order to continue to have the access we have. It is an organization with an international membership, scope, and presence, Specialized International fully Accredited Permanent Diplomatic Mission having Principal Headquarter in the capital city of India, Delhi, established in June, 2014 with an aim to make Skilled, Empowered, Prosperous, Environment-friendly and Crime-free States. It is connected with the Sovereign States and having special Extraterritorial Status based upon the International Vienna Convention on the Law of Treaties between States and International Organizations or between International Organizations done at Vienna on 21st March 1986. It has been working on the Diplomatic Relations, Educational Development (Research & Training), Cultural Relationship, Economic Cooperation and Security – the main drivers of development to make Skilled, Empowered, Prosperous, Environment-friendly and Crime-free States. Its work can be summed up in three words: think, debate, and deliver.

It is growing as a multi-issue Think – Tank institution, having undertaken Cognitive Research networking universities and institutions of every Nations supporting a range of development activities world-wide that pave the way towards equality, economic growth, entrepreneurship development, employment opportunities, improved income and better living conditions.

It is an organization with global mandates, funded through the contributions from all the nations and also an organization with an international membership with improved scope and presence. Thus, being a Group having members from more than one country, government or non-governmental, profit or non-profit, IOED issue Identity Cards as per category wise International Norms in favour of its all Members together with the National Passport with the consent of the member Nations concerned.



Historical Development of Recruitment & Selection

In the earliest stages of an intervention, recruitment decisions often get made on the basis of who is standing in the right place at the right time with the right look on his/her face. As the situation matures, we have to think more carefully about picking the right people for longer-term roles including middle and senior management. The integrity of the recruitment and selection process helps to ensure sustainability by building a strong and balanced team, demonstrating the Organization's neutrality, promoting its good name and serving as an example for partners. You may find that one of the first roles you need to fulfill is a HR administrator to help achieve these goals.

Here are the major stages in this cycle:

1. Defining the Requirement

Decide what vacancy you have. If you need to fill a new role quickly you might find it helpful to adapt one of the models provided here:

<u>Task analysis:</u> Draw up a detailed list of tasks that the person will have to do. This helps in determining the qualities and qualifications genuinely required for the job.

<u>Job description:</u> produce an outline of the broad responsibilities (rather than detailed tasks) involved in the job.

<u>Person specification:</u> decide what skills, experience, qualifications and attributes someone will need to do the job as defined in the task analysis and job description.

2. Attracting applications

Your file of previous applicants can be a good place to start.

<u>Advertising:</u> phrase your announcement in a way that makes clear what the job involves and the type of person needed. Avoid any stipulations, which could be seen as discriminatory e.g.

applying an age restriction, which is not necessary. You can display a notice internally and/or at your gate, in the local newspaper or with a message on the local radio station.

Application Form: a well-designed form can elicit information about the person's ability and willingness to do the job. Do not ask for irrelevant information. Make it clear on the form that applicants should consider the points in the job description and person description when applying. Allow enough space on the form for applicants' answers, and indicate whether continuation sheets can be used. State

clearly on the form the closing date for applications. For senior positions a supporting letter or CV may also be required; if this is the case indicate the kind of information sought.

<u>Background information:</u> provide applicants with clear, up-to-date and accurate information about the organization, its work, its priorities and the job. Clearly indicate the closing date for applications and the short listing and interview dates.

3. Selection

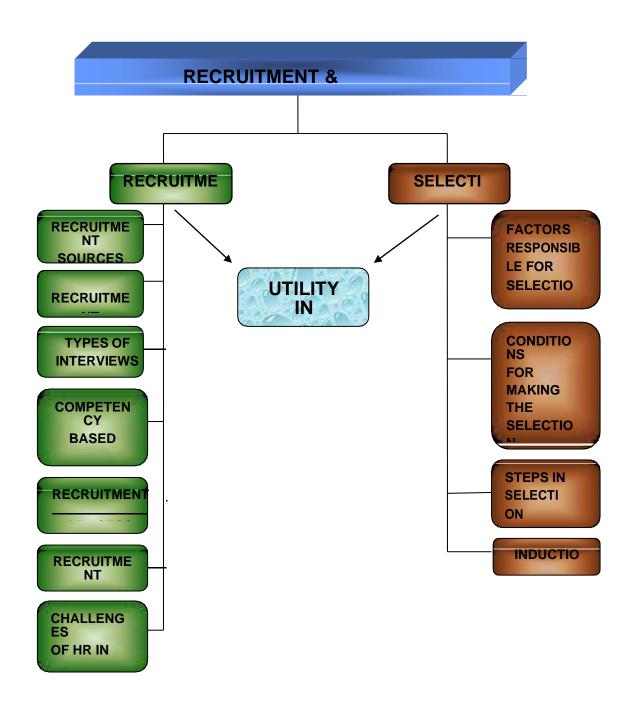
Select your candidate. Be objective and unbiased. Choose the person who best fits your person specification.

<u>Short listing:</u> assess applications on the basis of the person specification (standard forms can be very helpful at this stage). Guard against bias and discrimination - ensure that you select for interview those who match the specifications, regardless of age, sex, race etc, and that the specifications are not themselves discriminatory.

<u>Interviews:</u> Interview your short-listed candidates. Remember that your job is not only to assess the best candidate for the job, but also to create a great impression of your organization. The amount and quality of the information that you establish will be largely due to the effectiveness of your questions. Use open questions (e.g. tell me about...how you...why did you...talk me through... are do) and probe from the general to the specific. Avoid any questions, which could be considered discriminatory eg: asking only female candidates who looks after their young children. If you think such a question is relevant - ask it of all candidates who have children.

	. <u>Candidate assessments:</u> The interview will provide you with some information but check it out before offering a job. Ways in which you could do this include:
S	Ask the candidate to show you examples of previous work, do a presentation, a case study, ome tests or full assessment. Tests can be done before the interview or after the interview. It lepends on the number of candidates being interviewed and the type of job.
	☐ Taking up references: You must have the specific permission of the applicant to do so, particularly if you wish to contact their current employer. If you need them quickly, try phoning.
In	. Making a Job Offer f you think you have found the right candidate, it stime to make the job-offer. For your uccessful candidate: Prepare and send the appropriate documentation
	☐ Make up the employee's personnel file; and
	☐ Arrange the induction plan.
	Induction Help your new recruit to settle in quickly and become productive as soon as possible.

ROADMAP OF FACTOR



OBJECTIVES

- 1. To make a study on the most preferably used recruitment source in the companies. (internal/external) whether is it in case of junior, middle or senior level.
- 2. To understand the recruitment strategies followed by the companies.
- 3. To identify the types of interviews conducted by the companies.
- 4. To take into consideration the different types of competency based practices conducted by the companies.
- 5. To understand the steps of recruitment procedure followed by the companies.
- 6. To study the importance of the factors that influences the recruitment policy.
- 7. To analyze the challenges the countered by the HR of the companies.
- 8. To make a study on the crucial factors responsible for the selection process.
- 9. To assess the conditions responsible for making the selection procedure successful.
- 10. To know the steps of the selection process followed by the companies.
- 11. To know whether induction is carried on by the companies.
- 12. To assess the importance of both recruitment & selection in HRM.

Research Methodology

Definition of Research

Research is an organized and systematic way of finding answers to questions.

SYSTEMATIC because there is a definite set of procedures and steps which you will follow. There are certain things in the research process which are always done in order to get the most accurate results.

ORGANIZED because there is a structure or method in going about the research. It is a planned procedure, not a spontaneous one. It is focused and limited to a specific scope.

FINDING ANSWERS is the end of all research. Whether it is the answer to a hypothesis or even a simple question, research is successful when we find answers. Sometimes the answer is no, but it is still an answer.

QUESTIONS are central to research. If there is no question, then the answer is of no use. Research is focused on relevant, useful, and important questions. Without a question, research has no focus, drive, or purpose.

THE OBJECTIVES OF RESEARCH

- ➤ To gain familiarity with a phenomenon or to achieve new insights into it Exploratory or Formulative Research.
- ➤ To portray accurately the characteristics of a particular individual, situation or a group Descriptive Research.
- ➤ To determine the frequency with which something occurs or with which it is associated with something else Diagnostic Research.
- ➤ To test a hypothesis of a causal relationship between variables Hypothesis-Testing Research.

CHARACTERISTICS OF RESEARCH

- * Research is directed towards the solution of a problem.
- * Research is based upon observable experience or empirical evidence.
- * Research demands accurate observation and description.
- Research involves gathering new data from primary sources or using existing data for a new purpose.
- * Research activities are characterized by carefully designed procedures.
- Research requires expertise i.e., skill necessary to carryout investigation, search the related literature and to understand and analyze the data gathered.
- ❖ Research is objective and logical applying every possible test to validate the data collected and conclusions reached.
- * Research involves the quest for answers to unsolved problems.
- * Research requires courage.
- Research is characterized by patient and unhurried activity.
- * Research is carefully recorded and reported.

RESEARCH DESIGN

Research design can be thought of as the structure of research -- it is the "glue" that holds all of the elements in a research project together. The elements of a research design include:

• Observations or Measures: These are symbolized by an 'O' in design notation. An O can refer to a single measure (e.g., a measure of body weight), a single instrument with multiple items (e.g., a 10-item self-esteem scale), a complex multi-part instrument (e.g., a survey), or a whole battery of tests or measures given out on one occasion. If you need to

distinguish among specific measures, you can use subscripts with the O, as in O_1 , O_2 , and so on.

- Treatments or Programs: These are symbolized with an 'X' in design notations. The X can refer to a simple intervention (e.g., a one-time surgical technique) or to a complex hodgepodge program (e.g., an employment training program). Usually, a no-treatment control or comparison group has no symbol for the treatment (some researchers use X+ and X- to indicate the treatment and control respectively). As with observations, you can use subscripts to distinguish different programs or program variations.
- **Groups:** Each group in a design is given its own line in the design structure. if the design notation has three lines, there are three groups in the design.
- Assignment to Group: Assignment to group is designated by a letter at the beginning of each line (i.e., group) that describes how the group was assigned. The major types of assignment are:
- \mathbf{R} = random assignment
- N = nonequivalent groups
- **C** = assignment by cutoff
- <u>Time:</u> Time moves from left to right. Elements that are listed on the left occur before elements that are listed on the right.

Steps in the Research Design Process

The steps in the design process interact and often occur simultaneously. For example, the design of a measurement instrument is influenced by the type of analysis that will be conducted. However, the type of analysis is also influenced by the specific characteristics of the measurement instrument.

Step 1: <u>Define the Research Problem:</u> Problem definition is the most critical part of the research process. Research problem definition involves specifying the information needed by

management. Unless the problem is properly defined, the information produced by the research process is unlikely to have any value. The basis goal of problem clarification is to ensure that the decision maker"s initial description of the management decision is accurate and reflects the appropriate area of concern for research. If the wrong management problem is translated into a research problem, the probability of providing management with useful information is low.

Step 2: Estimate the Value of the Information: A decision maker normally approaches a problem with some information. If the problem is, say, whether a new product should be introduced, enough information will normally have been accumulated through past experience with other decisions concerning the introduction of new products and from various other sources to allow some preliminary judgments to be formed about the desirability of introducing the product in question. There will rarely be sufficient confidence in these judgments that additional information relevant to the decision would not be accepted if it were available without cost or delay. There might be enough confidence, however, that there would be an unwillingness to pay very much or wait very long for the added information.

Step 3: Select the Data Collection Approach: There are three basic data collection approaches in marketing research: (1) secondary data, (2) survey data, and (3) experimental data. Secondary data were collected for some purpose other than helping to solve the current problem, whereas primary data are collected expressly to help solve the problem at hand.

Step 4: <u>Select the Measurement Technique:</u> There are four basic measurement techniques used in marketing research: (1) questionnaires, (2) attitude scales, (3) observation, and (4) depth interviews and projective techniques.

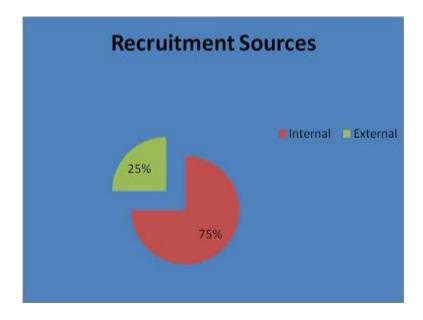
Primary Measurement Techniques

- **I.** <u>Ouestionnaire</u> a formalized instrument for asking information directly from a respondent concerning behavior, demographic characteristics, level of knowledge, and/or attitudes, beliefs, and feelings.
- **II.** <u>Attitude Scales</u> a formalized instrument for eliciting self-reports of beliefs and feelings concerning an object(s).

- **A.** <u>Rating Scales</u> require the respondent to place the object being rated at some point along a numerically valued continuum or in one of a numerically ordered series of categories.
- **B.** <u>Composite Scales</u> require the respondents to express a degree of belief concerning various attributes of the object such that the attitude can be inferred from the pattern of responses.
- **C.** <u>Conjoint analysis</u> derive the value an individual assigns to various attributes of a product.
- **I.** <u>Observation</u> the direct examination of behavior, the results of behavior, or physiological changes.
- **II.** <u>Projective Techniques and Depth Interview</u> designed to gather information that respondents are either unable or unwilling to provide in response to direct questioning.
- **A.** <u>Projective Techniques</u> allow respondents to project or express their own feelings as a characteristic of someone or something else.
- **B.** <u>Depth Interviews</u> allow individuals to express themselves without any fear of disapproval, dispute, or advice from the interviewer.
- **Step 5:** <u>Select the Sample:</u> Most marketing studies involve a sample or subgroup of the total population relevant to the problem, rather than a census of the entire group.
- **Step 6:** <u>Select the Model of Analysis:</u> It is imperative that the researcher select the analytic techniques prior to collecting the data. Once the analytic techniques are selected, the researcher should generate fictional responses (dummy data) to the measurement instrument.
- **Step 7:** <u>Prepare the Research Proposal / Report:</u> The research design process provides the researcher with a blueprint, or guide, for conducting and controlling the research project.

Factor Analysis

Factor 1: Recruitment sources used by the Companies.

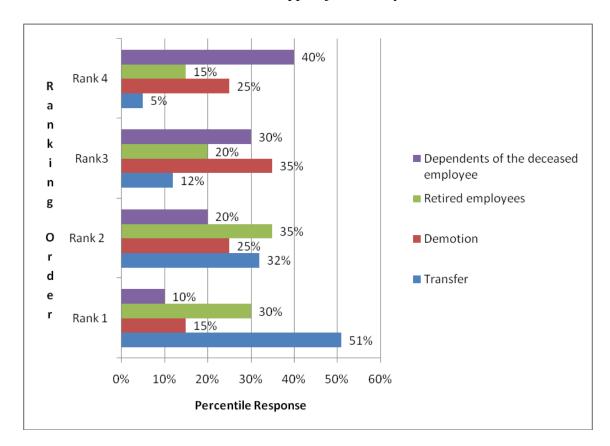


Every Company has its own criteria of enumerating recruitment sources which are in favour of the employees and also supports the organization in the long run.

Observation: Respondents from the Companies Surveyed has responded in the following way:

75% of the respondents reflected that they are in favour of internal recruitment while 25% of the respondents" supports external recruitment.

Conclusion: I wish to suggest that the lion share of the percentage of respondents who are agreeing to the internal recruitment denotes that they are satisfied with the jobs internal recruitment provides them the opportunity of career growth. Companies should take care of those individuals who are supporting the external recruitment as external recruitment brings additional cost for the organization.



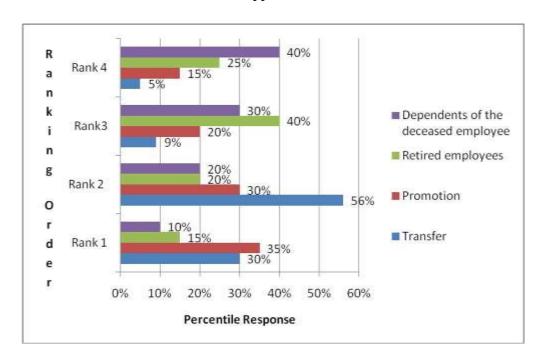
Factor 2: Internal recruitment sources that support junior/entry level.

Every Company has its own criteria of enumerating internal recruitment sources which are in favour of the employees and also supports the organization in the long run.

Observation: Respondents from the Companies Surveyed has responded in the following way:

Transfer is the most preferred source of internal recruitment, followed by inclusion of retired employees, demotion & dependents of the deceased employee.

Conclusion:. I wish to suggest that the lion share of the percentage of respondents who are agreeing to the transfer denotes that they are satisfied with the jobs as it provides them the opportunity to be placed in a better prospective area. Companies can take into consideration the option of inclusion of the deceased employee's dependents as it would enhance the companies' reputation.



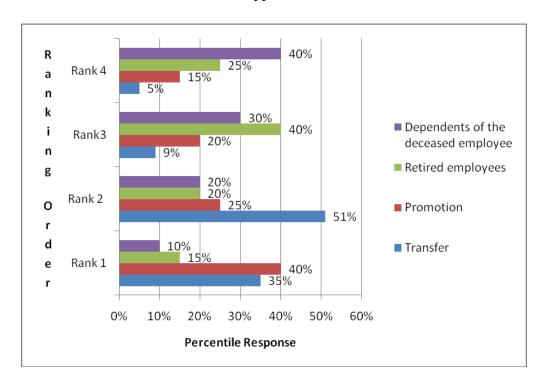
Factor 3: Internal recruitment sources that support middle level.

Every Company has its own criteria of enumerating internal recruitment sources which are in favor of the employees and also supports the organization in the long run.

Observation: Respondents from the Companies Surveyed has responded in the following way:

Promotion is the most preferred source of internal recruitment, followed by transfer, inclusion of retired employees & dependents of the deceased employee.

Conclusion:. I wish to suggest that the lion share of the percentage of respondents who are agreeing to the promotion denotes that they are satisfied with the jobs it provides them the reward & recognition of their hard work. Companies can take into consideration the option of inclusion of the deceased employee's dependents as it would enhance the companies" reputation.



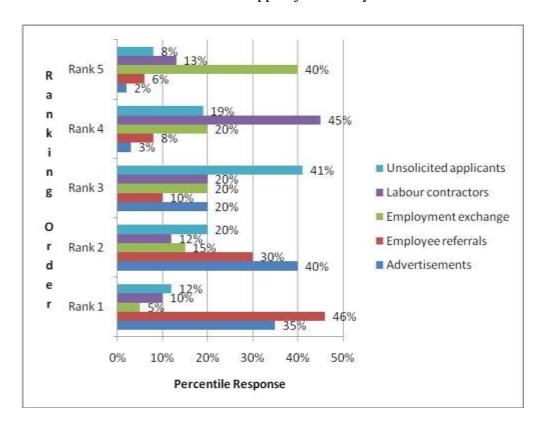
Factor 4: Internal recruitment sources that support senior level.

Every Company has its own criteria of enumerating internal recruitment sources which are in favor of the employees and also supports the organization in the long run.

Observation: Respondents from the Companies Surveyed has responded in the following way:

Promotion is the most preferred source of internal recruitment, followed by transfer, inclusion of retired employees & dependents of the deceased employee.

Conclusion:. I wish to suggest that the lion share of the percentage of respondents who are agreeing to the promotion denotes that they are satisfied with the jobs it provides them the reward & recognition of their hard work. Companies can take into consideration the option of inclusion of the deceased employee's dependents as it would enhance the companies" reputation.



Factor 5: External recruitment sources that support junior/entry level.

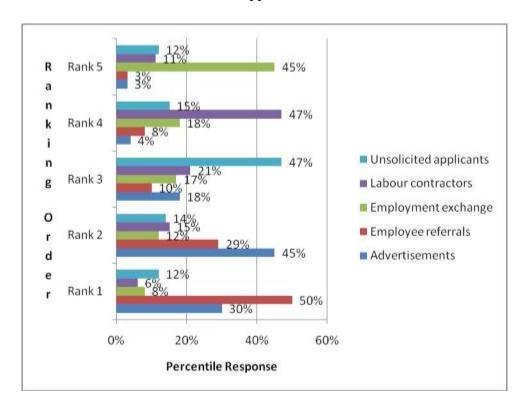
Every Company has its own criteria of enumerating external recruitment sources which are in favor of the employees and also supports the organization in the long run.

Observation: Respondents from the Companies Surveyed has responded in the following way:

Employee referrals are the most preferred source of external recruitment, followed by advertisements, unsolicited applicants, labour contractors & employment exchange.

Conclusion:

I wish to suggest that the lion share of the percentage of respondents who are agreeing to the employee referrals denotes that the company has complete faith & believe on the employees. Companies should also pay attention to unsolicited applicants.



Factor 6: External recruitment sources that support middle level.

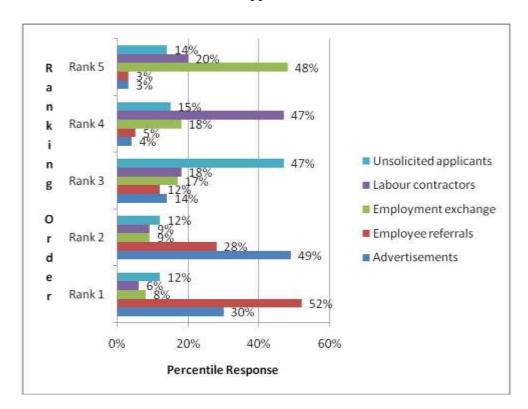
Every Company has its own criteria of enumerating external recruitment sources which are in favour of the employees and also supports the organization in the long run.

Observation: Respondents from the Companies Surveyed has responded in the following way:

Employee referrals are the most preferred source of external recruitment, followed by advertisements, unsolicited applicants, labor contractors & employment exchange.

Conclusion:.

I wish to suggest that the lion share of the percentage of respondents who are agreeing to the employee referrals denotes that the company has complete faith & believe on the employees. Companies should also pay attention to unsolicited applicants.



Factor 7: External recruitment sources that support senior level.

Every Company has its own criteria of enumerating external recruitment sources which are in favour of the employees and also supports the organization in the long run.

Observation: Respondents from the Companies Surveyed has responded in the following way:

Employee referrals are the most preferred source of external recruitment, followed by advertisements, unsolicited applicants, labor contractors & employment exchange.

Conclusion:

I wish to suggest that the lion share of the percentage of respondents who are agreeing to the employee referrals denotes that the company has complete faith & believe on the employees. Companies should also pay attention to unsolicited applicants.

Recruitment Procedure

40%

Centralized
Decentralized

Factor 8: Recruitment procedure followed by the Companies.

Every Company has its own criteria of enumerating recruitment procedure which depends upon the company's capacity & financial ability.

Observation: Respondents from the Companies Surveyed has responded in the following way:

The most preferred recruitment procedure is centralization. The reason behind such cause is company's capacity & financial ability.

Conclusion:

I wish to suggest that the companies should pay attention to follow the decentralized procedure as it enable the company to expand itself & at the same time it releases the pressure on the top level management.

Role of Academic marks Somewhat disagree(Rank 5) Strongly disagree(Rank 4) 10% 25% Neutral(Rank 3) Somewhat agree(Rank 2) 40% Strongly agree(Rank 1) 20% 0% 10% 20% 30% 40% 50% Percentile Response

Factor 9: Role of academic marks in recruitment procedure.

Every Company has its own criteria of enumerating the role of academic marks in the recruitment procedure.

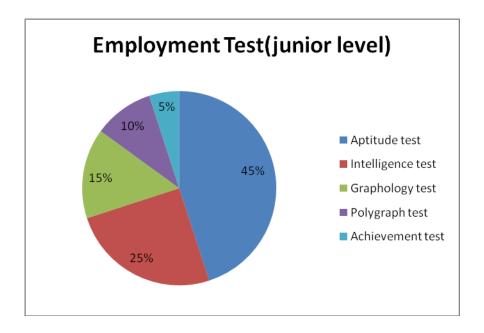
Observation: Respondents from the Companies Surveyed has responded in the following way:

85% of the respondents had given their vote to either somewhat/strongly agree or remain neutral. Surprisingly 15% have not given their vote in favour of academic marks.

Conclusion:

I wish to suggest that the companies should pay attention to those individuals who are against the favour of use of academic marks & understand the reason why they are against the company's recruitment strategy.

Factor 10: Employment test to be conducted in junior level.



Every Company has its own criteria of enumerating employment test which depends upon the company's decision & to a certain degree company's financial stability.

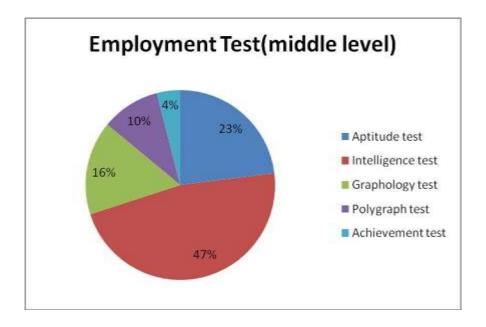
Observation: Respondents from the Companies Surveyed has responded in the following way:

The most preferred employment test is aptitude test, followed by intelligence test, graphology test, polygraph test & achievement test.

Conclusion:

I wish to suggest that the companies should also pay attention to the achievement test as it will enable a fresher to showcase his achievement in the academic area.

Factor 11: Employment test to be conducted in middle level.



Every Company has its own criteria of enumerating employment test which depends upon the company's decision & to a certain degree company's financial stability.

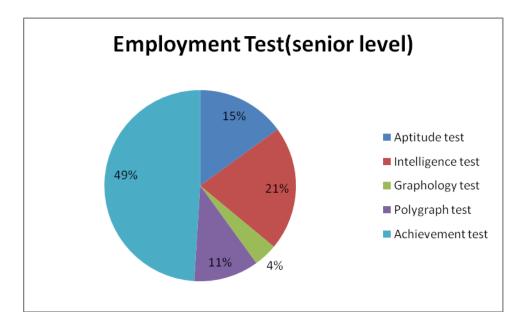
Observation: Respondents from the Companies Surveyed has responded in the following way:

The most preferred employment test is intelligence test, followed by aptitude test, graphology test, polygraph test & achievement test.

Conclusion:.

I wish to suggest that the companies should also pay attention to the achievement test as it will enable an employee to showcase his achievement in the academic & corporate area.

Factor 12: Employment test to be conducted in senior level.



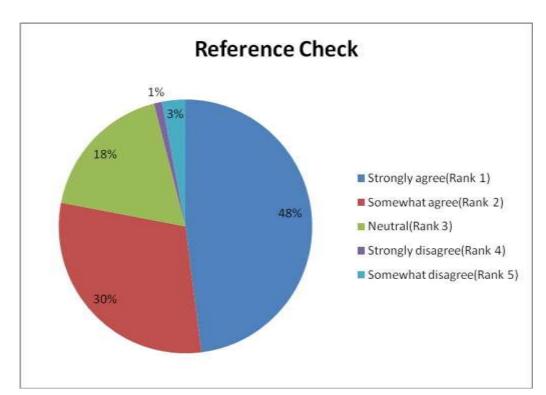
Every Company has its own criteria of enumerating employment test which depends upon the company's decision & to a certain degree company's financial stability.

Observation: Respondents from the Companies Surveyed has responded in the following way:

The most preferred employment test is achievement test, followed by intelligence test, aptitude test, polygraph test & graphology test.

Conclusion:

I wish to suggest that the companies should also pay attention to the intelligence test as it will enable an employee to use the experience to handle a critical situation.



Factor 13: Should reference check be an integral part of recruitment procedure?

Every Company has its own criteria of enumerating the role of reference check in the recruitment procedure.

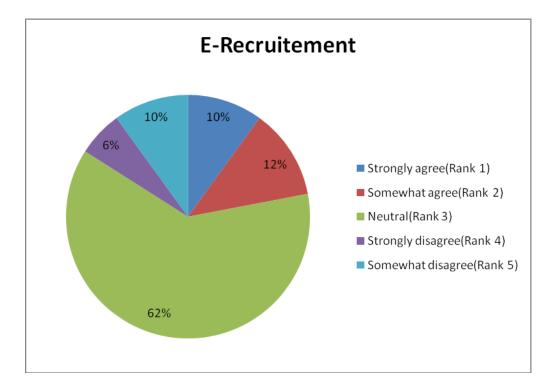
Observation: Respondents from the Companies Surveyed has responded in the following way:

96% of the respondents had given their vote to either somewhat/strongly agree or remain neutral. Only 4% have not given their vote in favor of academic marks.

Conclusion:

I wish to suggest that the companies should pay attention to those individuals who are against the favour of use of reference check & understand the reason why they are against the company's recruitment strategy.

Factor 14: Is e-recruiting a suitable way of recruiting?



Every Company has its own criteria of enumerating the usage of e-recruitment in the recruitment procedure.

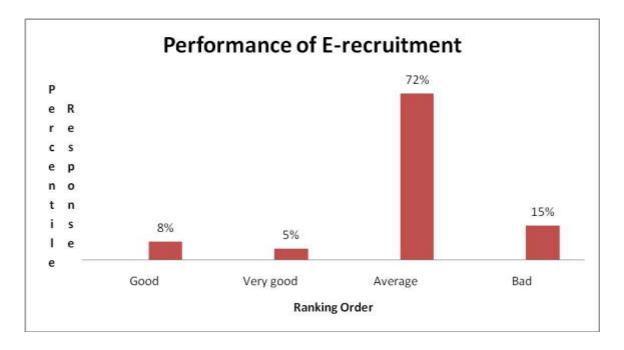
Observation: Respondents from the Companies Surveyed has responded in the following way:

Surprisingly 62% of the respondents remain neutral.16% has given their vote against such type of recruitment.

Conclusion:

I wish to suggest that the companies should make this form of recruitment more popular & aware to the employees.16% against such recruitment should also be taken into consideration to know the reason of not supporting the company's recruitment strategy.

Factor 15: Performance of e-recruitment.



Every Company has its own criteria of enumerating the measurement of the performance of erecruitment.

Observation: Respondents from the Companies Surveyed has responded in the following way:

Surprisingly 72% of the respondents have voted for average & 15% for bad.

Conclusion:.

I wish to suggest that the companies should make this form of recruitment more popular & aware to the employees.80% supporting the below performance of such recruitment should also be taken into consideration to know the reason of not supporting the company's recruitment strategy.

Key drivers of E-recruitment 0.5 46% 0.45 0.4 0.35 0.3 22% 0.25 18% 0.2 14% 0.15 0.1 0.05 Reduce Increasing the Employee better Improving the speed of time recruitment cost tool for corporate image & recruitment team profile

Factor 16: Key drivers of e-recruitment.

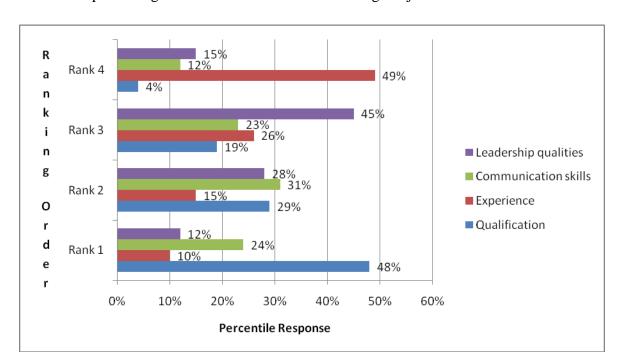
Every Company has its own criteria of enumerating the key drivers of e-recruitment in the recruitment procedure.

Observation: Respondents from the Companies Surveyed has responded in the following way:

Improvement of the corporate image & profile is the most preferred key driver of e-recruitment, followed by reduction of recruitment cost, employee better tool for recruitment team & increasing the speed of time.

Conclusion:.

I wish to suggest that the individuals supporting the corporate image & profile denotes their loyalty & satisfaction towards their company & job respectively. Employees should also takes into consideration the matter of reduction in recruitment cost which will also benefit the companies at large.



Factor 17: Importance given to the factors while recruiting the junior level.

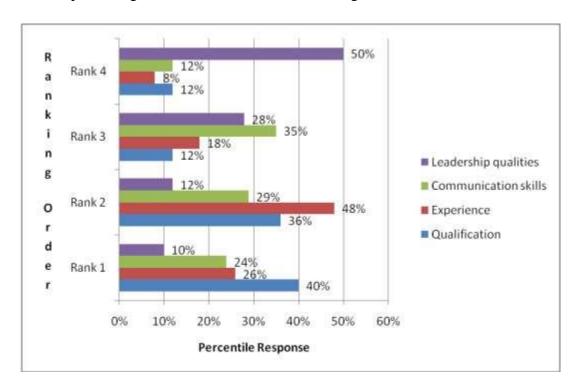
Every Company has its own criteria of enumerating the factors to be taken into consideration while recruiting the junior level.

Observation: Respondents from the Companies Surveyed has responded in the following way:

Qualification is the most preferred factor to be taken into consideration while recruiting a fresher, followed by communication skills, leadership qualities & experience.

Conclusion:

I wish to suggest that the individuals supporting the qualification factor denotes they are favoring a fresher"s academic achievements. Companies should also value the fresher"s communication skills equally with that of qualification factor as it is very much associated with qualification.



Factor 18: Importance given to the factors while recruiting the middle level.

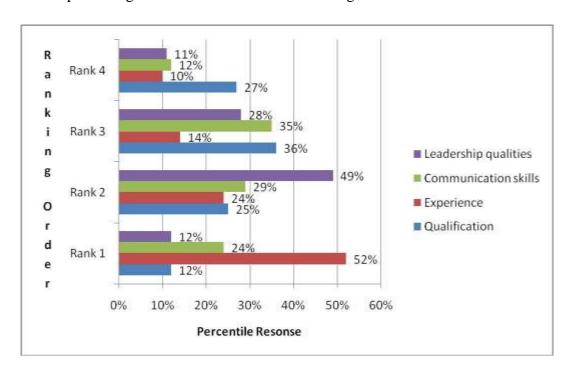
Every Company has its own criteria of enumerating the factors to be taken into consideration while recruiting the middle level employees.

Observation: Respondents from the Companies Surveyed has responded in the following way:

Qualification is the most preferred factor to be taken into consideration while recruiting a middle level employee, followed by, experience, communication skills & leadership qualities.

Conclusion:

I wish to suggest that the individuals supporting the qualification factor denotes they are favoring a middle level employee's academic achievements. Companies should also value the employee's experience higher than that of qualification factor as a middle level employee adds value to the organization by means of experience not by academic achievements.



Factor 19: Importance given to the factors while recruiting the senior level.

Every Company has its own criteria of enumerating the factors to be taken into consideration while recruiting the senior level employees.

Observation: Respondents from the Companies Surveyed has responded in the following way:

Experience is the most preferred factor to be taken into consideration while recruiting a senior level employee, followed by, leadership qualities, and qualification & communication skills.

Conclusion:

I wish to suggest that the individuals supporting the experience factor denotes they are favoring a senior level employee"s corporate achievements. Companies should also value the employee"s communication skills higher than that of qualification factor as a senior level employee adds value to the organization by communication skills not by academic achievements.

Number of interviews

3% 2%

35%

One

Two

Three

More than three

Factor 20: Number of interviews to be conducted to provide offer letter.

Every Company has its own criteria of enumerating the number of interviews to be taken into consideration while recruiting employees.

Observation: Respondents from the Companies Surveyed has responded in the following way:

The most preferred number of interviews is two, followed by one, three & more than three.

Conclusion:

I wish to suggest that the individuals supporting the two numbers of interviews denote that they want to face seldom number of interviews as possible. Companies should limit the numbers of interviews to three in order to decrease the recruitment & at the same time reduce the pressure on the selected employee/s.

Types of interviews

2%

14%

Panel interview

Stress interview

Group interview

One-on-one interview

Telephone interview

Factor 21: Type of interviews to be conducted to provide offer letter.

Every Company has its own criteria of enumerating the types of interviews to be taken into consideration while recruiting employees.

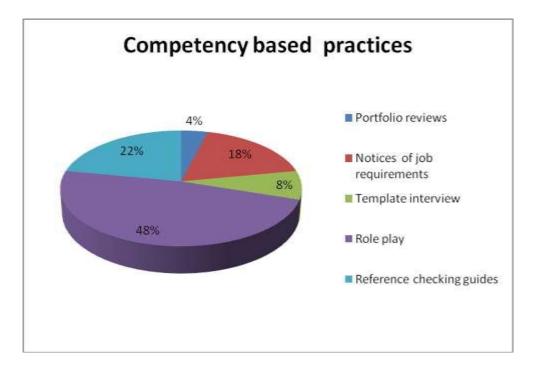
Observation: Respondents from the Companies Surveyed has responded in the following way:

The most preferred interview is one-to-one interview, followed by telephonic interview, group interview, panel interview & stress interview.

Conclusion:

I wish to suggest that the individual supporting the "one-to-one" interview indicates that they want to face seldom pressure as possible. Companies should pay attention to the stress interview where an individual"s stress facing can be exposed.

Factor 22: Type of competency based practices.



Every Company has its own criteria of enumerating the types of competency based practices to be carried on.

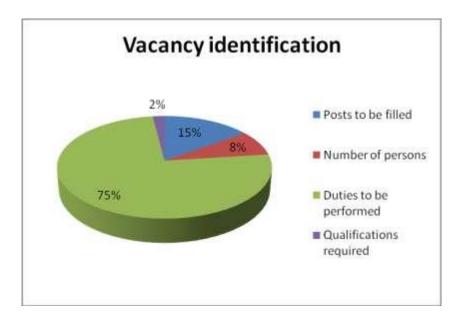
Observation: Respondents from the Companies Surveyed has responded in the following way:

The most preferred competency based practices is role play, followed by reference checking guides, notices of job requirements, template interview & portfolio reviews.

Conclusion:

I wish to suggest that the individual supporting the role play indicates that they want to keep themselves ready for any role they have to face, if needed. Companies should also practice the notices of job requirements so that individuals can be kept informed by the organization-a two way communication.

Factor 23: Reasons for vacancy identification.



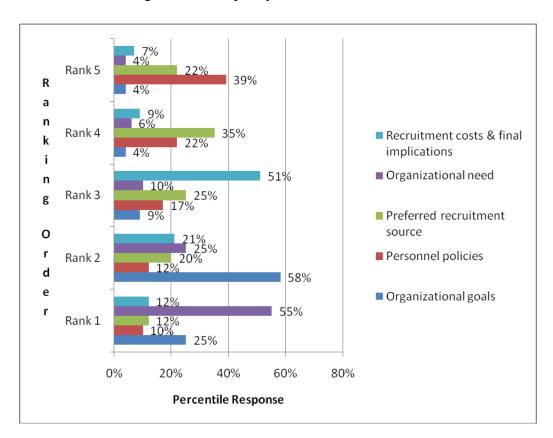
Every Company has its own criteria of enumerating the reasons of vacancy identification.

Observation: Respondents from the Companies Surveyed has responded in the following way:

The most preferred reason for vacancy identification is the duties to be performed, followed by posts to be filled, number of persons required & qualification required.

Conclusion:

I wish to suggest that the individual supporting the duties to be performed indicates that they are laying more stress on the duty from where they can derive job satisfaction. Companies should look at the qualification required as it would reduce the number of unwanted applicants to apply for the vacancy.



Factor 24: Factors affecting recruitment policy.

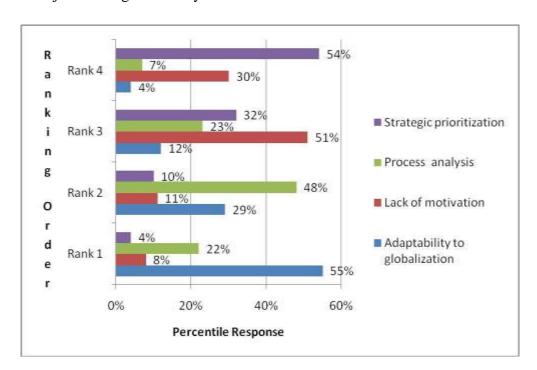
Every Company has its own criteria of enumerating the factors affecting the recruitment policy.

Observation: Respondents from the Companies Surveyed has responded in the following way:

The most preferred factor affecting the recruitment policy organizational need followed by organizational goals, recruitment costs, preferred recruitment source & personnel policies.

Conclusion:.

I wish to suggest that the individuals supporting the organizational needs indicates that the working environment is good as they are keeping their individual needs behind organizational need. Companies should also pay attention to recruitment source as adoption of internal recruitment will cost less than the external recruitment.



Factor 25: Major challenges faced by HR in recruitment.

Every Company has its own criteria of enumerating the challenges faced by HR in recruitment.

Observation: Respondents from the Companies Surveyed has responded in the following way:

The most preferred challenge faced by a HR in recruitment is adaptability to globalization, followed by process analysis, lack of motivation & strategic prioritization.

Conclusion:

I wish to suggest that the individuals supporting the adaptability to globalization denote their inability to come in terms with changing global environment. So the companies should train those individuals & make them habituated with the changing environment.

Factors affecting selection process(junior level) ■ Salary budget ■ Willing to relocate ■ Domain experience ■ Industry type ■ Relevant experience R Rank 5 12% а 49% n 18% Rank 4 10% 28% 25% Rank 3 20% 12% 12% 15% 18% Rank 2 28% d 22% e Rank 1 42% Percentile Response

Factor 26: Factors affecting selection process (junior level).

Every Company has its own criteria of enumerating the factors affecting the selection process (junior level).

Observation: Respondents from the Companies Surveyed has responded in the following way:

The most preferred factor affecting the selection process (junior level) is the industry type, followed by salary budget, willing to relocate, domain experience & relevant experience.

Conclusion:

I wish to suggest that the individuals supporting the industry type indicates that Organizations are unwilling to take individuals from different industry. Employees should also rate the salary factor equivalent to the industry type.

Factors affecting selection process(middle level) Salary budget ■ Willing to relocate Domain experience ■ Industry type Relevant experience 4% **51%** R Rank 5 11% 28% а 12% k Rank 4 42% 48% g Rank 3 25% r Rank 2 20% 10% 49% 12% Rank 1 39% 8% 28%

Factor 27: Factors affecting selection process (middle level).

Every Company has its own criteria of enumerating the factors affecting the selection process (middle level).

Percentile Response

Observation: Respondents from the Companies Surveyed has responded in the following way:

The most preferred factor affecting the selection process (middle level) is the domain experience, followed by relevant experience, salary budget, industry type & willing to relocate.

Conclusion:

I wish to suggest that the individuals supporting the domain experience indicates that Organizations are unwilling to take individuals from different domain. Employees should also rate the salary factor equivalent to the domain experience.

Factors affecting Selection process(senior level) ■ Salary budget ■ Willing to relocate ■ Domain experience Relevant experience Industry type 48% 4% 8% 12% Rank 5 a Rank 4 22% n Rank 3 Rank 2 42% 28% Rank 1 49% Percentile response

Factor 28: Factors affecting selection process (senior level).

Every Company has its own criteria of enumerating the factors affecting the selection process (senior level).

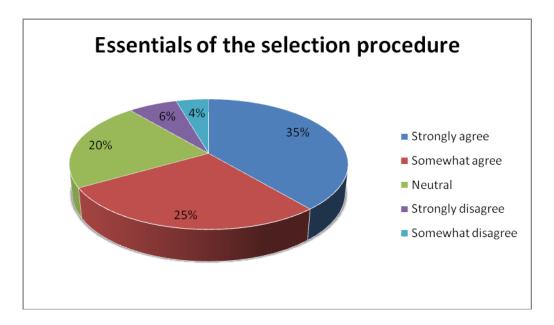
Observation: Respondents from the Companies Surveyed has responded in the following way:

The most preferred factor affecting the selection process (senior level) is the relevant experience, followed by industry type, domain experience, willing to relocate & salary budget.

Conclusion:

I wish to suggest that the individuals supporting the relevant experience indicate that Organizations are unwilling to take individuals from different domain. Employees should also rate the salary factor equivalent to the relevant experience.

Factor 29: Essentials to make the selection procedure successful.



Every Company has its own criteria of enumerating the essentials of the selection procedure.

Observation: Respondents from the Companies Surveyed has responded in the following way:

60% of the respondents have voted for strongly/somewhat agree but 20% have gone for neutral. Surprisingly 10% of the respondents are against it.

Conclusion: in favour of the essentials (having the authority to select, job description & job specification, availability of sufficient number of applicants) of the selection procedure.

I wish to suggest that the individuals supporting the essentials indicate that they are very much satisfied with the organization. According to me, if the duties to be performed are also included the 10% of rejection would decrease.

Induction procedure

Yes
No

Factor 30: Should induction procedure be carried on?

Every Company has its own criteria of enumerating the induction procedure.

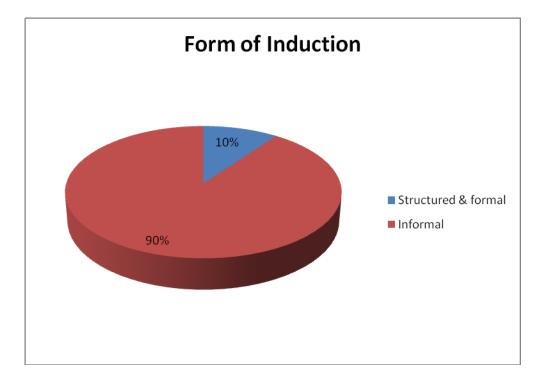
Observation: Respondents from the Companies Surveyed has responded in the following way:

95% of the respondents have voted for the induction procedure & surprisingly 5% are against such procedure which is very much useful for a new comer. One thing is to be mentioned here is that 5% includes mainly the top level employees.

Conclusion:.

I wish to suggest that the individuals supporting the induction denote that it helps them to get accustomed with the working environment, subordinates & the immediate supervisor. As mentioned that top level employees (5%) are against it as the company has to bear a certain degree of cost.

Factor 31: Form of induction procedure.



Every Company has its own criteria of enumerating the form of induction procedure.

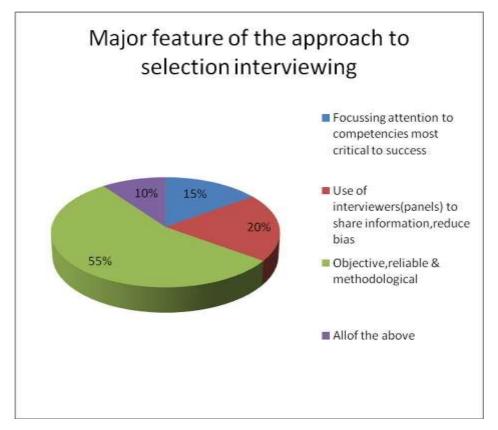
Observation: Respondents from the Companies Surveyed has responded in the following way:

90% of the respondents have voted for the informal induction procedure & surprisingly 10% are against such procedure which is very much helpful for a new comer. One thing is to be mentioned here is that 10% includes mainly the top level employees.

Conclusion:.

I wish to suggest that the individuals supporting the informal induction denote that it helps them to get accustomed with the working environment, subordinates & the immediate supervisor quickly in comparison to formal induction. As mentioned that top level employees (10%) are against it as they believes that being formal enables an employee to get accustomed with formal corporate culture quickly.

Factor 32: Major feature of the approach to selection interviewing.



Every Company has its own criteria of enumerating the major feature of the approach to selection interviewing.

Observation: Respondents from the Companies Surveyed has responded in the following way:

The most preferred feature of the approach is objective-reliable-methodological, followed by use of panels to share information & reduce bias, focusing attention to competencies most critical to success & all of them

Conclusion:.

I wish to suggest that the individuals supporting the objective, reliable & methodological indicate that they want to face as much as objective questions as possible in comparison to elaborate ones.

OBSERVATIONS/FINDINGS

- I) 75% of the employees of are in favour of the internal recruitment.
- II) 51% of the employees of are in favour of the internal recruitment source, i.e. transfer (junior level).
- III) 35% of the employees of are in favour of the internal recruitment source, i.e. promotion (middle level).
- IV) 40% of the employees of are in favour of the internal recruitment source, i.e. promotion (senior level).
- V) 46% of the employees of are in favour of the external recruitment source, i.e. employee referrals (junior level).
- VI) 50% of the employees of are in favour of the external recruitment source, i.e. employee referrals (middle level).
- VII) 52% of the employees of are in favour of the external recruitment source, i.e. employee referrals (senior level).
- VIII) 60% of the employees of are in favour of the centralization as it keeps them under the contact of with the head quarters.
- IX) 85% of the respondents had given their vote to either somewhat/strongly agree or remain neutral. Surprisingly 15% have not given their vote in favour of academic marks.
- X) 45% of the employees of are in favour of the aptitude test as it enables them to prove their suitability for the job (junior level).
- XI) 47% of the employees of are in favour of the intelligence test as it enables them to apply their experience & handle a critical situation (middle level).
- XII) 49% of the employees of are in favour of the achievement test as it enables them to showcase their achievement in the corporate sector (senior level).

XIII) 96% of the respondents had given their vote to either somewhat/strongly agree or remain neutral. Only 4% have not given their vote in favour of academic marks.

XIV) 62% of the employees of are in a neutral position in case of e-recruitment.

XV) 87% of the employees of had opted for average & bad performance in e-recruitment.

XVI) 46% of the employees of are in favour in the improvement of corporate image & profile.

XVII) 48% of the employees of are in favor of the qualification factor to be taken into consideration while recruiting a fresher.

XVIII) 40% of the employees of are in favor of the qualification factor to be taken into consideration while recruiting a middle level employee.

XIX) 52% of the employees of are in favor of the qualification factor to be taken into consideration while recruiting a senior level employee.

XX) 60% of the employees of are in favor of the number of interviews to be taken into consideration while recruiting an employee is two.

XXI) 65% of the employees of are in favor of the "one-to-one interview" to be taken into consideration while recruiting an employee.

XXII) 48% of the employees of are in favor of the role play to be practiced in organizations.

XXIII) 75% of the employees of are in favor of the duties to be performed.

XXIV) 55% of the employees of are in favor of the organizational need.

XXV) 55% of the employees of are in favor of the adaptability to globalization.

XXVI) 42% of the employees of are in favor of the industry type.

XXVII) 39% of the employees of are in favor of the domain experience.

XXVIII) 49% of the employees of are in favor of the relevant experience.

XXIX) 60% of the employees of are in favor of the essentials (having the authority to select, job description & job specification, availability of sufficient number of applicants) of the selection procedure.

XXX) 95% of the employees of are in favor of the induction procedure.

XXXI) 90% of the employees of are in favour of the informal induction procedure.

XXXII) 55% of the employees of are in favour of being objective, reliable & methodological.

SUGGESTIONS & RECOMMENDATIONS

- 1) I wish to suggest that the lion share of the percentage of respondents who are agreeing to the internal recruitment denotes that they are satisfied with their jobs as internal recruitment provides them the opportunity of career growth. Companies should take care of those individuals who are supporting the external recruitment as external recruitment brings additional cost for the organization.
- 2) I wish to suggest that the lion share of the percentage of respondents who are agreeing to the transfer denotes that they are satisfied with the job as it provides them the opportunity to be placed in a better prospective area. Companies can take into consideration the option of inclusion of the deceased employee's dependents as it would enhance the companies" reputation.
- 3) I wish to suggest that the lion share of the percentage of respondents who are agreeing to the promotion denotes that they are satisfied with the job as it provides them the reward & recognition of their hard work. Companies can take into consideration the option of inclusion of the deceased employee's dependents as it would enhance the companies" reputation.
- 4) I wish to suggest that the lion share of the percentage of respondents who are agreeing to the promotion denotes that they are satisfied with the job as it provides them the reward & recognition of their hard work. Companies can take into consideration the option of inclusion of the deceased employee's dependents as it would enhance the companies" reputation.
- 5) I wish to suggest that the lion share of the percentage of respondents who are agreeing to the employee referrals denotes that the company has complete faith & believe on the employees. Companies should also pay attention to unsolicited applicants.
- 6) I wish to suggest that the lion share of the percentage of respondents who are agreeing to the employee referrals denotes that the company has complete faith & believe on the employees. Companies should also pay attention to unsolicited applicants.
- 7) I wish to suggest that the lion share of the percentage of respondents who are agreeing to the employee referrals denotes that the company has complete faith & believe on the employees. Companies should also pay attention to unsolicited applicants.

- 8) I wish to suggest that the companies should pay attention to follow the decentralized procedure as it enable the company to expand itself & at the same time it releases the pressure on the top level management.
- 9) I wish to suggest that the companies should pay attention to those individuals who are against the favors of use of academic marks & understand the reason why they are against the company's recruitment strategy.
- 10) I wish to suggest that the companies should also pay attention to the achievement test as it will enable a fresher to showcase his achievement in the academic area.
- 11) I wish to suggest that the companies should also pay attention to the achievement test as it will enable an employee to showcase his achievement in the academic & corporate area.
- 12) I wish to suggest that the companies should also pay attention to the intelligence test as it will enable an employee to use the experience to handle a critical situation.
- 13) I wish to suggest that the companies should pay attention to those individuals who are against the favour of use of reference check & understand the reason why they are against the company"s recruitment strategy.
- 14) I wish to suggest that the companies should make this form of recruitment more popular & aware to the employees.16% against such recruitment should also be taken into consideration to know the reason of not supporting the company"s recruitment strategy.
- 15) I wish to suggest that the companies should make this form of recruitment more popular & aware to the employees.80% supporting the below performance of such recruitment should also be taken into consideration to know the reason of not supporting the company's recruitment strategy.
- 16) I wish to suggest that the individuals supporting the corporate image & profile denotes their loyalty & satisfaction towards their company & job respectively. Employees should also takes into consideration the matter of reduction in recruitment cost which will also benefit the companies at large.

- 17) I wish to suggest that the individuals supporting the qualification factor denotes they are favoring a fresher's academic achievements. Companies should also value the fresher's communication skills equally with that of qualification factor as it is very much associated with qualification.
- 18) I wish to suggest that the individuals supporting the qualification factor denotes they are favoring a middle level employee"s academic achievements. Companies should also value the employee"s experience higher than that of qualification factor as a middle level employee adds value to the organization by means of experience not by academic achievements.
- 19) I wish to suggest that the individuals supporting the experience factor denotes they are favoring a senior level employee"s corporate achievements. Companies should also value the employee"s communication skills higher than that of qualification factor as a senior level employee adds value to the organization by communication skills not by academic achievements.
- 20) I wish to suggest that the individuals supporting the two numbers of interviews denote that they want to face seldom number of interviews as possible. Companies should limit the numbers of interviews to three in order to decrease the recruitment & at the same time reduce the pressure on the selected employee/s.
- 21) I wish to suggest that the individual supporting the "one-to-one" interview indicates that they want to face seldom pressure as possible. Companies should pay attention to the stress interview where an individual's stress facing can be exposed.
- 22) I wish to suggest that the individual supporting the role play indicates that they want to keep themselves ready for any role they have to face, if needed. Companies should also practice the notices of job requirements so that individuals can be kept informed by the organization-a two way communication.
- 23) I wish to suggest that the individual supporting the duties to be performed indicates that they are laying more stress on the duty from where they can derive job satisfaction. Companies should look at the qualification required as it would reduce the number of unwanted applicants to apply for the vacancy.

- 24) I wish to suggest that the individuals supporting the organizational needs indicates that the working environment is good as they are keeping their individual needs behind organizational need. Companies should also pay attention to recruitment source as adoption of internal recruitment will cost less than the external recruitment.
- 25) I wish to suggest that the individuals supporting the adaptability to globalization denote their inability to come in terms with changing global environment. So the companies should train those individuals & make them habituated with the changing environment.
- 26) I wish to suggest that the individuals supporting the industry type indicates that Organizations are unwilling to take individuals from different industry. Employees should also rate the salary factor equivalent to the industry type.
- 27) I wish to suggest that the individuals supporting the domain experience indicates that Organizations are unwilling to take individuals from different domain. Employees should also rate the salary factor equivalent to the domain experience.
- 28) I wish to suggest that the individuals supporting the relevant experience indicate that Organizations are unwilling to take individuals from different domain. Employees should also rate the salary factor equivalent to the relevant experience.
- 29) I wish to suggest that the individuals supporting the essentials indicate that they are very much satisfied with the organization. According to me, if the duties to be performed are also included the 10% of rejection would decrease.
- 30) I wish to suggest that the individuals supporting the induction denote that it helps them to get accustomed with the working environment, subordinates & the immediate supervisor. As mentioned that top level employees (5%) are against it as the company has to bear a certain degree of cost.
- 31) I wish to suggest that the individuals supporting the informal induction denote that it helps them to get accustomed with the working environment, subordinates & the immediate supervisor quickly in comparison to formal induction. As mentioned that top level employees (10%) are against it as they are of the belief that being formal enables an employee to get accustomed with formal corporate culture quickly.

elaborate ones.	y want to face as n	nuch as objective	questions as possi	ble in comparisoi	1 to
claborate ones.					

LIMITATIONS

- 1) Sample constraint.
- 2) Time constraint.
- 3) Respondents did not take the questionnaire method seriously.
- 4) Respondents were very much reluctant in answer the question.

BIBLIOGRAPHY

WEB LINKS:

WWW.IOED.IN

WWW.WIKIPEDIA.COM

WWW.HRM.COM

- 70	





A Pioneer organization & IBM Business Partner

Date: August 21st, 2020

TO WHOM IT MAY CONCERN

This is to certify, Asif Hussain student of Fairfield Institute of Management and Technology , New Delhi bearing Roll number GGSIPU/00651401717 has undergone Summer Internship/Training on IBM project and Technologies with us. The details are as follows: -

Project Name	Website on Get Fit	
Duration of Training cum Internship	6 Weeks	
Internship Period	May, 2020 – June, 2020	
Technology	Social Media Analytics & Digital Marketing	
Tools / Platform Used	Wordpress, Jetpack, Webmaster, Analytics platform, Google tools for SEO and SM	
Reference Number	MO/MAY2020/B 1631	
Main Subject Matter Expert	Ms. Diksha Pandit	
Co Subject Matter Expert	Ms. Rohini Matta	
Achievements	 IBM Badges & Certification-: Data Science 101 Google Certification on Google Ads Search 	

During the training, assessment and project period we find intern sincere, hardworking and having good behavior and moral character.

We wish intern all success in future endeavors.

Mr. S. K Garg In charge | Delivery India/SA



For Allsoft Solutions & Services

Authorised Signatory



Certificate

OF INTERNSHIP
THIS IS TO CERTIFY THAT

AY USH PATHAK

MANAGED TO SUCCESSFULLY COMPLETE MAY - JULY MONTH IN INTERNSHIP PROGRAM AT WedGoEasy FROM 24th MAY TO 24th JULY

HE/SHE HAS MANAGED TO SUCCESSFULLY SHOWCASE HIS/HER EXCELLENT WORK IN **DIGITAL MARKETING**

Musham

Muskan Garg
INTERNSHIP SUPERVISOR / MARKETING HEAD

Mohit Saini



COMPLETION CERTIFICATE

Date: 18 Aug, 2020

This is to certify that Ms. Akansha Shastri has successfully completed her Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are her original work.

I hereby certify her work satisfactory to the best of my knowledge with an aggregate grade: **B.**

Location for internship: New Delhi

We wish her all the best for future endeavours.





(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.





A Pioneer organization & IBM Business Partner

Date: August 28th, 2020

TO WHOM IT MAY CONCERN

This is to certify, Akash Kumar Upadhyay student of Fairfield Institute of Management and Technology, New Delhi bearing Roll number 890101718 has undergone Summer Internship/Training on IBM project and Technologies with us. The details are as follows: -

Project Name	Indian Cars Hub
Duration of Training cum Internship	6 Weeks
Internship Period	June, 2020 - July, 2020
Technology	Social Media Analytics
Tools / Platform Used	Wordpress, Jetpack, Webmaster, Analytics platform, Google tools for SEO and SM
Reference Number	MO/JUNE2020/B 1819
Main Subject Matter Expert	Ms. Rohini Matta
Co Subject Matter Expert	Ms. Salony Gulati
Achievements	IBM Badges & Certificates on:-Data Science 101Google Certification

During the training, assessment and project period we find intern sincere, hardworking and having good behavior and moral character.

We wish intern all success in future endeavors.

Mr. S. K Garg In charge | Delivery India/SA



For Allsoft Solutions & Services

Authorised Signatory





PROJECT COMPLETION CERTIFICATE

In recognition of the commitment to achieve professional excellence this is to certify that Ms./Mr.				
Chahat Malhotra				
has successfully completed an Industry-oriented project.				
Project Name	Employee Attrition Analysis - Sectoral Analytics			
Technologies Used	Advance Excel, Analytics Basic, IBM Cognos, OrangeHRM			
Reference No.	AIP/CEP0207/IN/ 2088			
Training Date	June 2020 – July 2020			
Training Duration	6 Weeks			
Training Location	Live Online Mode			

Program Co-ordinator Industry/Academic Alliance



Director **Training and Development Allsoft Solutions and Services**

BIG DATA - ANALYTICS



ORACLE J2EE





CLOUD COMPUTING



COMPLETION CERTIFICATE

Date: 08 Aug, 2020

This is to certify that Ms. Garima Sharma has successfully completed her Summer Internship with project title "An Assessment Of Loan Defaults And Its Impact On The Profitability Of Banks" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are her original work.

I hereby certify her work satisfactory to the best of my knowledge with an aggregate grade: A.

Location for internship: New Delhi

We wish her all the best for future endeavours.





(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.



Certificate of Achievement

We the undersigned do hereby proudly present this Certificate of Achievement to

GARIMA SHARMA

For her outstanding performance in the "EARLY BIRD " competition during her SUMMER INTERNSHIP 2020.

We are sure that you will continue to perform well in the coming times. With your dedication & hard work, we are Confident that you will emerge as a source of motivation for your Colleagues across your Batch.

We are looking forward to see you as the Star performer in coming days.



(Authorized Signatory)

Head HR

Insplore TLS Consultants Pvt. Ltd.

Certificate of Achievement

We the undersigned do hereby proudly present this Certificate of Achievement to

GARIMA SHARMA

For her outstanding performance in the "SOCIAL MEDIA" competition during her SUMMER INTERNSHIP 2020.

We are sure that you will continue to perform well in the coming times. With your dedication & hard work, we are Confident that you will emerge as a source of motivation for your Colleagues across your Batch.

We are looking forward to see you as the Star performer in coming days.



(Authorized Signatory)

Head HR

Insplore TLS Consultants Pvt. Ltd.



Ref No- Bridge Group Solutions/HR/20-21

Date - 24th July 2020

To Whomsoever it may Concern

This is to certify that Navneesh Patwal S/O Mr.Narender Patwal a student of BBA at Fairfield Institute of Management & Technology, New Delhi has undergone project training in Marketing at our organization from 18th May 2020 to 18th June 2020.

He completed the training period, with sincerity and dedication and the performance during training period was found to be **SATISFACTORY**.

We wish him all the success in life and Career.

Srashti Jadoun

Head- Human Resource



Unit No 401, Plot No – 8, Ashok Marg, Moti Vihar South City 1 Gurugram, Haryana 122003 Mail us at – hrteam@bridgegroupsolutions,com Contact us at – 0124-4284247



Plot No. 48, Second Floor, Mayur Vihor District Centre, Mayur Vihor Extension Phase I, Delhi- 110091 India. Tel.: +91 11 61408900 Fax: +91 124 4053030 www.nextraworld.com

Ref No - Nextra Communications /HR/20-21

Date - 8th July 2020

To Whomsoever It May Concern

This is to certify that Harshil Singhal a student at Fairfield Institute of Management and Technology worked under my supervision during the Internship period Starting 19/05/2020 to 02/07/2020 at "Nextra Communications PVT. LTD." Mayur Vihar Delhi.

I am pleased state that his performance was noted to be Satisfactory towards completing the projects assigned and he was been able to present a good picture of the concerned work.

He presented a good moral character and pleasing personality. We wish him every success in life.

Kanupriya Verma

HR Team



Ref No- Bridge Group Solutions/HR/20-21

Date - 24th July 2020

To Whomsoever it may Concern

This is to certify that **Pratham Agarwal** S/O **Mr.Raja Ram Agarwal** a student of **BBA** at **Fairfield Institute of Management & Technology, New Delhi** has undergone project training in **Finance** at our organization from **18**th **May 2020** to **18**th **June 2020**.

He completed the training period, with sincerity and dedication and the performance during training period was found to be **SATISFACTORY**.

We wish him all the success in life and Career.

Srashti Jadoun

Head- Human Resource



Unit No 401, Plot No – 8, Ashok Marg, Moti Vihar South City 1 Gurugram, Haryana 122003 Mail us at – hrteam@bridgegroupsolutions,com Contact us at – 0124-4284247



Innov8 DLF Infinity Tower Ground Floor, DLF Cyber City, DLF Phase 2, Sector 24, Gurugram, Haryana 122002

Phone No.: 7042721995 E-mail: internship@complay.in Website: www.complay.in

Ref: COM/CTG/2020/282

Date:18/07/2019

TO WHOM IT MAY CONCERN

This is to confirm that Mr. Hitesh Godara S/O Mr. Samandar Singh prusuing graudation from FAIRFIELD INSTITUTE OF MANAGEMENT & TECHNOLOGY has completed 52 Days internship programme in operations from 23rd April 2020 to 15th June 2020. During the period of this internship programme he mantained list of influencers and creators with data management. During the period of the Internship Program with us he was found to be Punctual, Hardworking & Inquisitive.

We wish him every success in Life & Career.

For Complay Digital Media Pvt. Ltd.

Director

Himanshu Mittal

Director & Founder

Complay Digital Media Pvt. Ltd.

www.complay.in

SUMMER TRAINING REPORT

<u>ON</u>

"CUSTOMER SATISFACTION OF EXISTING SUBSCRIBER"

IN PARTIAL FULFILLMENT OF BACHELORS OF BUSINESS ADMINISTRATION [BBA] [2018-2021]

Guided By:

DR. SUMAN YADAV

Submitted By:

MANISH SINGH SAHI

01590101718

FAIRFIELD INSTITUTE OF MANAGEMENT AND TECHNOLOGY KAPASHERA, NEW DELHI





AFFILIATED TO: (GURU GOBIND SINGH INDRAPASTHA UNIVERSITY (DWARKA, NEW DELHI)



Letter of Completion

This is to certify that Mr. Manish Singh Sahi, student of Fairfield Institute Of Management & Technology, Delhi has successfully completed internship with us for the period 16th May 2020 to 1st July 2020.

He has shown eagerness to learn, understand and cope up with work. He has learnt much to keep him in good stead for the future assignments in life.

We wish him all the best.

Yours Sincerely,

Ashish Gupta Outlook Group

New Delhi July 28 2020

Outlook Publishing India Pvt Ltd, AB -10, Safdurjung Enclave, New Delhi -110029

CERTIFICATE BY THE GUIDE

This is to certify that this summer training report title "CUSTOMER SATISFACTION OF EXISTING SUBSCRIBER" is the original work of MANISH SINGH SAHI, 01590101718 student of BBA (G) 5th semester and has been duly completed his report under my guidance and supervision up to my satisfactory level.

This work has been done in partial fulfillment of the requirement for the award of the degree of Bachelor of Business Administration from **Fairfield Institute of Management and Technology, New Delhi** and has not been submitted anywhere is any other university for the award of any degree.

DR. SUMANYADAV
(Assistant
Professor)

DECLARTION BY THE CANDIDATE

I hereby declare that the work, which is being presented in this project entitled "CUSTOMER SATISFACTION OF EXISTING SUBSCRIBER", is an authentic record of my own work carried out by me under the supervision and guidance of DR. SUMAN YADAV project guide, FAIRFIELD INSTITUTE OF MANAGEMENT AND TECHNOLOGY.

This project was undertaken as a part of the major project report as per the curriculum of GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI for the partial fulfillment of BBA from FAIIRFIELD INSTITUTE OF MANAGEMENT AND TECHNOLOGY.

I have not submitted the matter embodied here in this project for the award of any other Degree/Diploma.

Name: - MANISH SINGH SAHI

Enrollment No.:- 01590101718

ACKNOWLEDGEMENT

The project entitled "CUSTOMER SATISFACTION OF EXISTING SUBSCRIBER" for one required an improved environment, extensive Endeavour, and all necessary support. I take this an opportunity to express my gratitude to DR. SUMAN YADAV, my project guide for her able guidance, cooperation and out of the box thinking without which this project would not have been exciting at all.		
The successful progression of my project also gives me the opportunity to acknowledge and appreciate		
the staff of the college that provide me much needed stimulating suggestions and encouragement in order		
to stem this project towards completion.		
Thanking You		
MANISH SINGH SAHI		
01590101718		

EXECUTIVE SUMMARY

Two main objectives of any publishing group are:

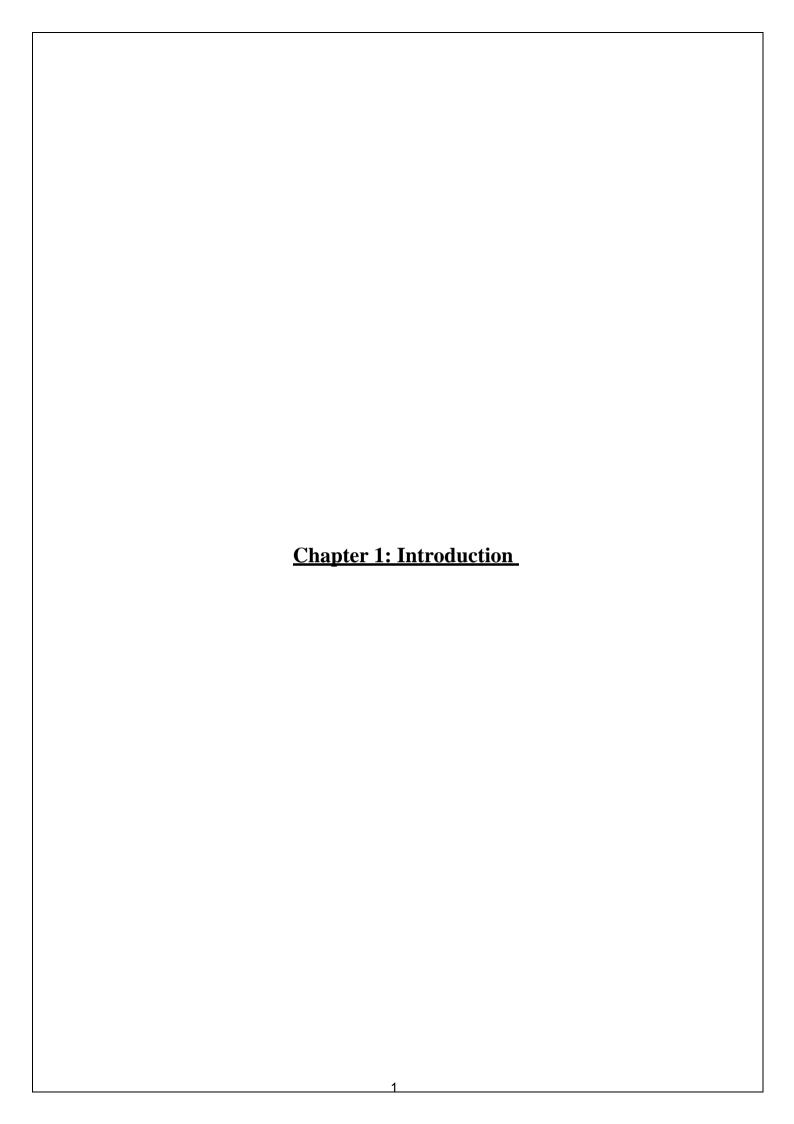
- To increase Geographic Dispersion / Circulation
- To Improve Readership profile

This is because the main source of revenue for any publishing group is advertising and an advertiser would like to know the facts and figures before investing his money in advertising. Outlook is part of the Rajan Raheja Group which made its beginning in the construction business and after building a huge presence in the realty market, the Group diversified laterally into manufacturing, financial services and media. The magazine division of Outlook consists of Outlook, Outlook Money, Outlook Traveller, Outlook Hindi, and Outlook Profit & Outlook Business. Moreover, it has taken over the sales & marketing of Newsweek, an international news magazine and Marie Claire, an international women's magazine. The purpose of the project is to identify the segments for the newly launched magazine in business-to-business markets and promoting these magazines by creating awareness among the potential business clients in generating sales for Outlook India Ltd.

Now-a-days, a new marketing concept of "SPACE SELLING" has arisen in the print media; say it, newspapers or magazines. These new promotional tools comprises of Strip, Flap, Cover-on Cover in order to give customized solution to the business clients.

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ABOUT THE COMPANY:

RAJAN RAHEJA GROUP:

Mr Rajan Raheja is the owner of OUTLOOK group.

Date of Establishment: October 1995

Headquarter Address: AB-10, S.J. Enclave, New Delhi - 110029, India.

Branches: Mumbai, Kolkata, Chennai, Bangalore and Hyderabad

It's an entrepreneurial journey that has spanned both 'old' and 'new' economies

-- building successful brick-and-mortar businesses to exploring the frontier

world of convergence technologies. About a quarter-century before the onset

of the ICE age, the Rajan Raheja Group made its beginning in the construction

business. After building a huge presence in the realty market, the Group

diversified laterally into manufacturing, financial services and media -- each

venture initiated, and executed, to fulfil the objective of assuming leadership in

core areas.

The list of the Group's successes is long and eclectic. Today, H&R Johnson (India) Limited is the top name in ceramic tiles in India. Exide is the strongest brand of batteries in the automotive and industrial field. Supreme Petrochemicals is the largest processor of plastic materials in India.

The Group also joined hands with Oberoi Hotels as co-promoters of Trident Hotels and luxury resort Rajvilas, which Conde Nast Traveller ranked as one of the 25 best villa hideaways in the world.

Other triumphs include Templeton Asset Management (India) Ltd, a venture with the Templeton Group which manages funds worth \$220 billion; Prism Cement Ltd, with a production capacity of 2.1 million tonnes; and Sonata Software, a leading name in this cutting-edge field. As owners and operators of a fibre optic cable network in Kerala through Asianet Satellite Communications, the group is also a significant stakeholder in the growing convergence business in India.

OVERVIEW OF INDUSTRY AS A WHOLE:

There are the two main sources of obtaining data to determine readership of any publication:

- ө National Readership Survey NRS
- Indian Readership Survey IRS

Here we have some surveys on the basis of market segmentation on all media include news papers buyers.

National Readership Survey is a survey on all media, but especially the print medium, conducted by the National Readership Studies Council (NRSC) - supported by Audit Bureau of Circulation (ABC), Advertising Agencies association of India (AAAI) & Indian Newspapers Society.

It investigates the readership of about 80 major Indian publications-dailies,

weeklies, bi-weeklies and monthlies-in over 475 towns of 57 regions across the length and breadth of the country. The towns, selected, however are publication centres of dailies. By process of 'systematic sampling. It claimed to be the most thorough readership survey in the country. It provides

exhaustive data (available to its clients on computer disks) readership, radio listener ship profile'-the socio economic characteristics of the readers of various publications, of cinema and TV viewers, and of listeners to radio, as well as the degree of duplication among publications and between media.

Research agencies involved are: IMRB, TNS Software Mode, AC Nielsen in collaboration with ORG.

Indian Readership Survey is conducted by the Media Research UsersCouncil (MRUC). IRS 2007 is the largest continuous media survey ever conducted (sample size of 229,000 individuals) providing a single-source database for demographics, media habits and product / brand usage across 986 towns and 2858 villages in India. The survey was conducted over two rounds with the field work between November 2007 and November 2008.

This all-India survey conducted jointly with the Media Research Users'

Council (MRUC) also provides product / brand penetration information

for over 50 different products allowing one to link media habits and product
usage data for adults and children from the age of 12 years.

Both NRS & IRS

Gives media consumption habits, product ownership & consumption, lifestyle indicators information on Psychographic, macro demographic & geographic parameters.

Population coverage: 12 years & above

Sample size: over 500

Geographic coverage: Delhi region.

According to NRS 2008,

Press adds 34 million readers in the last 2 years,

Press continues to grow, adding 21 million readers between 2005 and 2008, Over the last 3 years the number of readers of dailies and magazines put together among those aged 15 years and above has grown from 179 mm to 200 mm - a growth of 4% every year. (Note: Recently the scope of NRS has been expanded to include those aged 12 years and above but the 15 years age cutoff has been applied for the sake of comparison with NRS 2002.)

There is still significant scope for growth, as 314 million people who can read and understand any language do not read any publication. It is not just affordability that is a constraint, since 21 million of these literate non-readers belong to the upscale SEC A and B segments.

According to IRS 2008,

Just when it seemed the print media was booming once again, the Indian Readership Survey 2008 Round 1 has pricked the bubble. There are few newsmagazines that have seen any growth most see erosion in readership

Retains its No 1 position among newspapers with 19.07 million readers it separates Danik Jagran from others just because of its different market segmentation among customers, Danik Bhaskar follows second with 14.57 million, and Daily Thanthi is third with a readership of 10.23 million. Amar Ujala is still at four with 9.89 million readers.

Malayalam Manorama (9.35 million) and Hindustan (9.72 million) have interchanged positions at number five and six. Lokmat, Eenadu, Mathrubhumi and Times of India take the seventh, eighth, ninth and tenth spots with 8.10 million, 7.94 million, 7.65 million, and 7.08 million readers, respectively. TOI is the only English daily to find a place in the top 10. Except for Amar Ujala and Hindustan, every other publication in the top ten list has experienced a marginal decline in readership.

For the IRS 2006 R1 an annual sample size of 2.4 Lakh was covered spread equally over two rounds. A total of 1,178 towns and 2,894 villages were surveyed. The data represents fieldwork during the full year Jan-Dec 2005. The mid-point of the survey is June 1, 2005. Being a continuous survey, the reporting takes place every six months based on a Moving Annual Total. Among magazines, Saras Salil (Hindi) leads the pack with a readership of 7.36 million. A distant second is Kungumam (Tamil) with 3.76 million, followed by Vanitha with 3.52 million readers. India Today English is fourth with a readership of 3.51 million. Grihashobha (Hindi) has moved up a notch to number five, and is followed by Tamil weekly Kumudam, India Today Hindi,

Malayala Manorama, Tamil weekly Anand Vikatan, and Hindi monthly Meri Saheli. Kungumam, Anand Vikatan, and Meri Saheli and newcomers in the top ten list. Most English dailies have seen a fall in readership, though on the whole any English daily readership has shown an increase from the 17,396,000 in IRS 2005 R2 to 17,435,000 in IRS 2006 R1. Both the top two? The Times of India and Hindustan Times have seen a decline with the former dropping from 72.87 lakh to 70.84 lakh and the latter from 35.21 lakh to 35.08 lakh. Third-placed Hindu has increased its readership marginally from 27.87 lakh to 27.97 lakh. Deccan Chronicle's too has growth from 10.14 lakh to its current 11.32 lakh. The Telegraph (10.82 lakh), Mid Day (7.37 lakh), Deccan Herald (6.04 lakh), the Indian Express (5.65 lakh), the Tribune (4.83 lakh), the Statesman (4.22 lakh), the Assam Tribune (3.45 lakh) all have seen fall in readership.

Among English magazines, number one India Today has dropped by 10 per cent from 38.99 lakh to 35.09 lakh. Sister concern Reader's Digest too has seen a 12 per cent fall and is at 23.06 lakh from 26.37 lakh. Filmfare has seen one the steepest falls its readership fell 21 per cent to 16.71 lakh. Outlook has dropped by 11 per cent and is at 11.44 lakh. Stardust, too, has dropped and is currently at 10.95 lakh in comparison to the 13.11 lakh in the previous round. From women's magazines, Femina, Women's Era, Cosmopolitan, New Woman, Elle and Savvy to special interest titles like The Sport star, Auto India, Overdrive, Outlook Traveler, Capital Market, Living Digital, all have

seen a dip in readership, with some titles like PC Quest and Junior Science Refresher dropping by almost 23 per cent. According to the survey, the number of households has grown by 1.4 per cent over 2005 to reach 210 million. Individual growth rate has been slightly lower than household growth rate at 0.85 taking the total 12 yrs + population to 784 million. With single age-breaks now available from the Census, the age group data has been realigned. The proportion of the total share of 20-29 age group has declined from 25 per cent to 23.6 per cent. The data shows that the reach of mass media has stagnated in the last three years. Press reach has been hovering around at 24 per cent, TV at 55 per cent, radio at 21 per cent, and Internet at 1.5 per cent at the all India level. In urban India, press and TV have declined. The press reach declined from 42.9 per cent in 2004 to 41.7 per cent in 2006. Though TV declined from 80.2 per cent to 78.9 per cent in the last three years, C&S has shown some growth, from 53.5 per cent in 2004 to 54.4 per cent in 2006.

The main source of revenue for any publishing group is advertising. An advertiser would like to know the facts and figures before investing his money in advertising. And before investing the money, the advertiser ought to know how many people buy which publication in which area. The ABC gives all these vital facts every six months. The ABC figures are not the outcome of opinions, claims or guesswork, but they are the result of rigid, in-depth and impartial audits of paid circulations of member publications by independent and leading firms of Chartered Accountants working in accordance with the

rules/procedures set by the Bureau. With more than 30 years of experience, Outlook Group provides a range of packaging products and direct marketing solutions for commercial and industrial clients. Its products include stickers, postcards, coupons, game pieces, puzzles, labels, cartons, blisters and mailers. The company's products are used for packing DVDs, CDs, electronic appliances, and coffee and food items. It offers foil stamping, embossing, die cutting, folding, gluing, shrink wrapping, hand assembling, contract manufacturing, pouch making, digital printing and sampling services. The company additionally provides design consultation, engineering, project management, product fulfillment, Web portal design, warehousing, distribution and transportation services. It offers packaging solutions under the MicroLiner brand. The company serves the foodservice, entertainment, health care and beverage industries. Outlook Group is a member of the Contract Packaging Association and the Wisconsin Manufacturer Association.

In a recent survey conducted by the outlook Company – the Delhi's leading provider of marketing information and audience measurement – Living Digital is perceived to be a very interesting magazine providing the latest news and reviews.

Content wise, the magazine is seen to have excellent product reviews.

- ө INTERESTING 96%
- e LATEST INFORMATION 96%
- ө GOOD PRODUCT REVIEWS 98%

- ө <u>RELEVANT INFORMATION 88%</u>
- ө COMPREHENSIVE CONTENT 91%

PROFILE OF THE ORGANISATION:

INTRODUCTION:

Suresh Selvaraj	Vice President
Indranil Roy	Vice President
Alok Mathur	Assistant Vice President
Anup Dwivedi	General Manager,
	Production &Systems
Vidya Menon -	General Manager, Advertising
Gaurav Vashisht	Deputy General Manager
Himanshu Pandey	National Head,
	Business
	Development
Alex Joseph	National Head, Retail
Gitanjali Singh	National Head, Marketing

HISTORY:

Outlook is an <u>Indian</u> weekly and monthly <u>newsmagazine</u> in publication since October <u>1995</u>. Mr <u>Vinod Mehta</u> has been the founding <u>editor</u>-in-chief. Since its inception, investigative reporting has been the forte of the magazine. Outlook has also spawned the specialized magazines Outlook Traveler, Outlook Money, Mand the <u>Hindi</u> Outlook.

Outlook has been famous for many of it's sensational stories like the "Kargil Bungle" and the "Match Fixing controversy" but many view its editorial tilt as being against the right like the RSS, often highlighting opposing sections in negative light.

Achievements:

- The company is a proud recipient of National Tourism Award in 2001 2002, given by the Department of Tourism, Government of India.
- The Government of India has also recognized Outlook Traveler
 Getaways as the Best Travel Publication in the year 2002-2003.

MEDIA SERVICES

Print Media

☐ Web Media.

The major segments identified for the market segmentation of Outlook:

- ө Hotels
- ө Coaching institutes

- ө Corporate offices
- PVR Cinemas
- Premium Clubs

For the coaching Institutions which prepare students for MBA, the idea proposed by Outlook was that the copies of Outlook English, and Outlook Business as their Interest happens only with these two magazines, with the advertisement of the institution with the cover-on-cover option would be distributed to prospective students who are aspiring to clear CAT and other MBA entrances in various DU and Engineering colleges in Delhi and NCR's. This idea appealed as in this way the institution would be able to communicate with its prospective students. For the premium clubs, the proposed selling strategy was similar to that adopted for golf courses with the monthly bill being sent with the magazine by Outlook. The idea proposed to corporate offices that their Interest only towards Outlook Money, Outlook Profit because it resembles with their Business. Hotels keep magazines in the following places: Rooms, Business Centers Lounges, Public Places and cars. Their more focus towards Outlook Traveler Magazines, and Fashion magazine like Marie Claire, this type of Interest by hotels shows their psychographic segmentation.

SCOPE OF THE STUDY:

- Θ A big boom has been witnessed in Outlook in recent times.
- A large number of new players have entered the market and revying to gain market share in this rapidly improving market.
- The study deals with Outlook in focus and the various segments that it caters to.
- The study then goes on to evaluate and analyze the findings so as to present a clear picture of trends in the magazine sector.
- As Outlook group is not a new player in print media sector but it is facing several challenges from its competitors since the time it in corporate. More over the basic aspect, i.e. the connectivity was not up to the mark.
- This project will help the company to know its market reputation and know about their different buyer in the market.
- By using this project the company may find some remedy in its marketing research and can also find the behaviors of customers on their different types of magazines.
- As the project mainly deals with the reader's psychographic profile about Outlook magazines and its competitors, the organization may utilize this work to focus its readers with greater perfection.

OBJECTIVES

- Identification of new segments and list out potential clients in each segment.
- ii. Conducting Marketing Research in Delhi.
- iii. To determine reasons behind opting for Outlook magazine and to know the most preferred magazine.
- iv. To determine customer's perception towards magazine companies and their expectation from them.
- v. To study the types of benefits provided by Outlook magazine.
- vi. To understand the various principles of marketing prevailing in each segment.

LIMITATION OF THE STUDY:

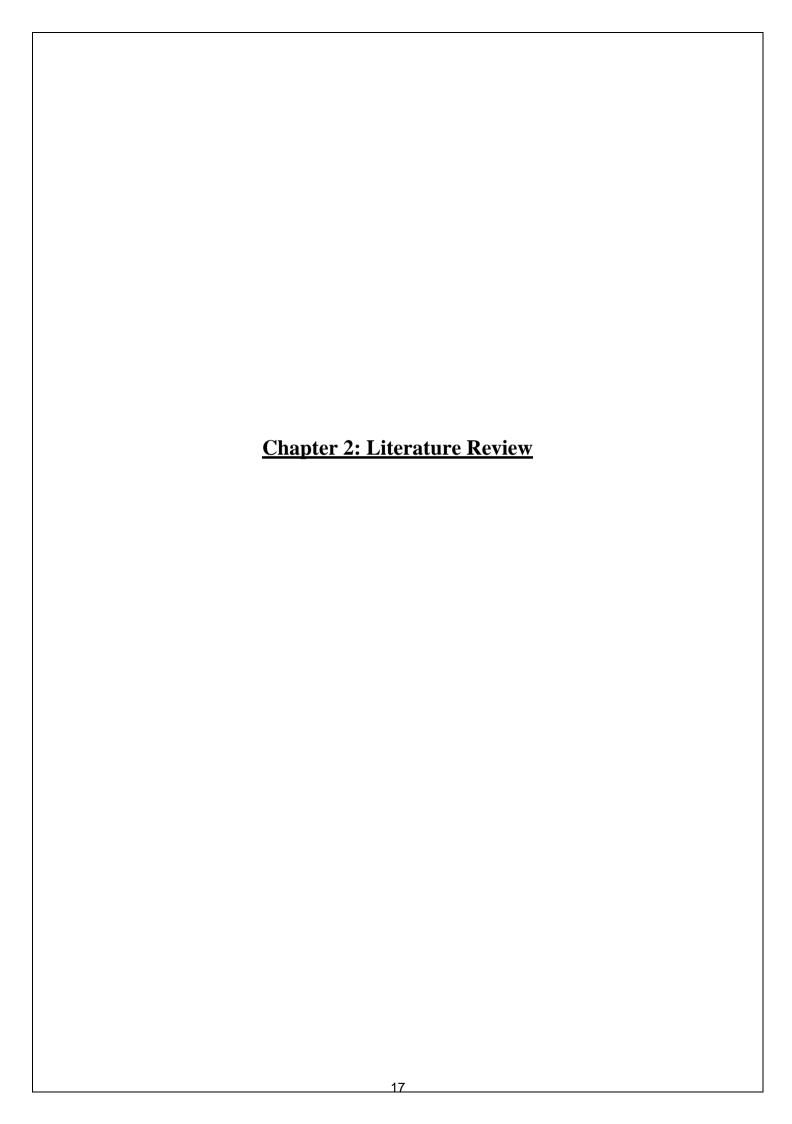
• More than one decision makers:

Since there were more than one decision makers in some client organizations, the decision making process was very long n sometimes stretched to as long as 15-20 days because approval had to be taken from all the decision makers. For example, clubs have board and any such decision has to be first approved by each and every member of the board.

• Off season for some of the clients:

Some client like hotels has a off-season where they do no have

	much guest. Hence, they do not want to incur this extra cost during the off- season.
•	Clients bound by budget or contract with some other magazine.
	A client is already having a contract with some other magazine and
	its budget does not permit to take an additional magazine.
	16



REVIEW OF LITERATURE:

Customer Satisfaction:

"Customer satisfaction is the dynamic interaction of affect and cognition, events by which human beings conduct the exchange aspects of their lives." Companies are interested in Customer satisfaction because they can develop marketing strategies to influence consumers to purchase their products based on consumer analysis.

The two main objectives of any publishing group are:

- To increase Geographic Dispersion / Circulation
- To Improve Readership profile

This is because the main source of revenue for any publishing group is advertising and an advertiser would like to know the facts and figures before investing his money in advertising.

MARKET SEGMENTATION:

"To divide a market by a strategy directed at gaining a major portion of sales to a subgroup in a category, rather than a more limited share of purchases by all category users."

Market segmentation is concerned with individual or group differences in response to specific market variables (e.g. preferences, lifestyles, media habits, etc.). The strategic presumption is that if these response differences exist, can be identified, and are reasonably stable over time, and if the segments can be efficiently reached, the company may increase its market share beyond that obtained by assuming market homogeneity.

Bases for Segmentation in Consumer Markets:

Consumer markets can be segmented on the following customer characteristics.

- Geographic
- Demographic
- Psychographics
- Behavioralistic

Geographic Segmentation

The following are some examples of geographic variables often used in segmentation.

- Region: by continent, country, state, or even neighborhood
- Size of metropolitan area: segmented according to size of population
- Population density: often classified as urban, suburban, or rural
- Climate: according to weather patterns common to certain geographic regions.

Demographic Segmentation

Some demographic segmentation variables include:

- Age
- Gender
- Family size
- Family lifecycle
- Generation: baby-boomers, Generation X, etc.
- Income
- Occupation
- Education
- Ethnicity

Many of these variables have standard categories for their values. For example, family lifecycle often is expressed as bachelor, married with no children (DINKS: Double Income, No Kids), full-nest, empty-nest, or solitary survivor. Some of these categories have several stages, for example, full-nest I, II, or III depending on the age of the children.

Psycho graphic Segmentation:

Psychographics segmentation groups customers according to their lifestyle. Activities, interests, and opinions (AIO) surveys are one tool for measuring lifestyle.

Some psychographic variables include:

- Lifestyle
- Activities
- Interests
- Opinions
- Attitudes
- Values

Behavioralistic Segmentation:

Behavioral segmentation is based on actual customer behavior toward products. Some behavioralistic variables include:

- Benefits sought
- Usage rate
- Brand loyalty
- User status: potential, first-time, regular, etc.
- Readiness to buy
- Occasions: holidays and events that stimulate purchases.

 Behavioral segmentation has the advantage of using variables that are closely related to the product itself. It is a fairly direct starting point for market segmentation.

OUTLOOK has seven magazines, these seven magazines has their different novels, different style, different knowledge, different matter to each other. These seven magazines hold their separate time to publish, means OULOOK ENGLISH is a weekly magazine so those consumers who loves to read magazines within a week, they can go with this it depends on their choice only, another example like OUTLOOK TRAVELER is a monthly magazine, it contains sufficient matter for month, so those who loves to read a magazine for a month, then they can easily go with this on their choice totally depends on them, some magazines of OUTLOOK has Fornightly magazine like OULOOK

MONEY,PROFIT,PEPOLE etc. Only those customers can go with those loves to read magazines for half of month it depends totally on their choice and interest. So this all results has been shown in the case of magazines that magazines readers has also their separate consumer to read and shows it MARKET SEGMENTATION (psychographics segmentation) of magazines in between consumer.

I had surveyed in Delhi with sell of subscription of magazines ,I have seen that its matter of opinion not in some limited but it varies in case of magazines also, I have seen that everybody had their different interest in magazines

,someone wants to read Marie Claire then someone wants to read people etc, this is just depends on their opinion ,what they want to read some one reads weekly magazines ,some one reads monthly and for nightly magazines depends on their choice ,I have seen that mostly women loves to read fashion magazine as comparison to men.

When I surveyed there then I had seen that market segmentation in between brands like, someone loves to OUTLOOK, and someone loves to read INDIA TODAY. Why it is happens, it happens only because of their different Opinion and Interest on the magazines

Those consumers who reads OUTLOOK may be they think that the paper quality of OUTLOOK MAGAZINE is good rather than INDIA TODAY ,they thinks that matter in outlook or Article in OUTLOOK is more good to read ,it shows their PSYCHOGRAPHIC PROFILE in between OUTLOOK and INDIA TODAY.

3.2 STATEMENT OF THE PROBLEM:

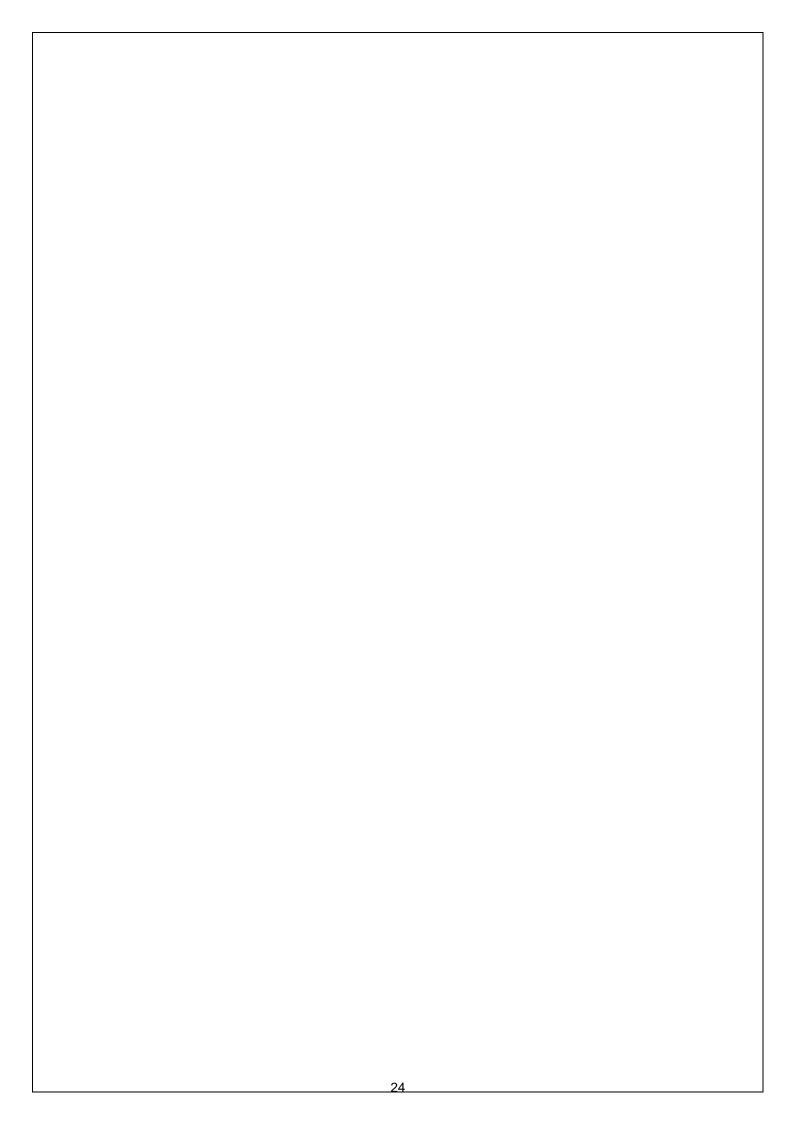
- o The first problem is in getting the co-operation of the customers. Many of the respondents approached does not agree to the need and utility of surveys and hence does not agree to provide the information.
- The research is confined to a certain parts DELHI and does not necessarily shows a pattern applicable to all of Country.
 - o It is time consuming, because of the small sample size; the survey may get biased, as it's not representing the whole population.

3.3 SUCCESS THROUGH SEGMENTATION:

These roadblocks can be removed by applying psycho graphic segmentation. When attitudes, motivations, personality characteristics and belief systems are analyzed mathematically or statistically to determine groups with substantially different attitudes, the result is a psychographic segmentation. When psychographics are segmented, the need to either oversimplify or use averages evaporates, and communicators can select the most effective message for each segment. For one segment a message may confirm an established viewpoint, and for another, a targeted message will change a mindset. Segments that

consider an issue or subject to be far more important than does the mythical average could be made up of opinion leaders who influence others' viewpoints. When these weighty segments are measured in a statistically accurate way, a communicator can compare before and after measures--by segment--to determine the true impact of a program.

Examining a psychographics segment's demographics can further enhance return on investment. For example, a segment may be receptive to a particular product, but lack the financial resources to actually purchase it. Or, although receptive, those in a particular segment may avoid mass media to such an extent that few messages, no matter how relevant, will reach them. The behaviors of a particular psychographic segment can confirm for the communicator whether a segment that evinces a particular attitude actually follows through with a tangible behavior. Looking at all the facets of a psychographic segment establishes whether or not it is a worthwhile target, allowing efforts to be focused on the most profitable segments, as well as those with the highest potential.





The methodology adopted for the study:

• Prepare a comprehensive list of prospective clients in each segment

After the segments have been identified, a list of prospective clients is made in each segment with the help of Internet. The list would consist of all details of the clients including Name, Address, and Telephone Number etc.

• Gather information about a client and the key decision maker

This step consists of gathering information about the client as to whether it is currently taking any magazines and at what prices. Also the key decision maker in the company is determined and his/her details are found out.

Take appointment

The next step involves calling up the decision maker in the client organization and making him interested in the product and taking an appointment with him/her.

• Meet the client

Once an appointment has been taken, the next step is to meet the client on the appointed time. The appointment should begin with asking the client to explain their business in detail. The Client should be asked if he is buying any other magazines and if yes, at what price. The client should also be asked if magazines are already a part of his business. Then the client should be explained in detail the various features of the product and in what ways it is better than the competitors.

Send Proposal

If the client shows interest in the proposition offered to him, the next step is to send a proposal. The proposal consists of various details like price, option being offered and other details about the delivery, payment in advance etc. The proposal is send through e-mail.(Annexure-I)

• Follow Up

Once the proposal is sent, follow up is required until the decision maker in the organization takes a decision regarding ordering and the number of copies to be ordered.

Settle Terms and Conditions

Once the client shows his readiness to order, the terms and conditions are settled with him with regard to number of copies, delivery – whether it is single point or multipoint, payment in advance, time period of subscription.

Also, price, if negotiated by the client, is settled. A customized sample copy is also shown to the client and his approval is seeked.(Annexure-III)

Contract

Once all the terms and conditions are settled, the agreement is made. The agreement consists of all the terms and conditions agreeable to both the parties and is duly signed by both the parties i.e. the client and Outlook. (Annexure-II)

Delivery and POD

The client gives all the details of delivery to Outlook as to whether the magazines are to be delivered to the client itself or directly to the customers. If the magazines are to be delivered directly to the customers, then all the address details of the client's customers are taken. After the magazines are delivered, the Proof of Delivery (POD) is shown to the client for verification. If any copies are undelivered due to any reason, the client is informed about it.

O Sampling Area:

The area of the research was DELHI-NCR.

An exploratory research, Delhi survey report found that 40 percent persons enjoyed outlook traveler, an equal percentage about outlook English (weekly magazine), and and 25 percentage of outlook business and profit and rest outlook fashion magazine and people hold 35 percentage.

• RESEARCH DESIGN:

Exploratory Research:

Exploratory research is conducted into an issue or problem where there are few or no earlier studies to refer to. The focus is on gaining insights and familiarity for later investigation. Secondly, descriptive research describes phenomena as they exist. Here data is often quantitative and statistics applied. It is used to identify and obtain information on a particular problem or issue.

The research is primarily both exploratory in nature. The sources of information are both primary & secondary.

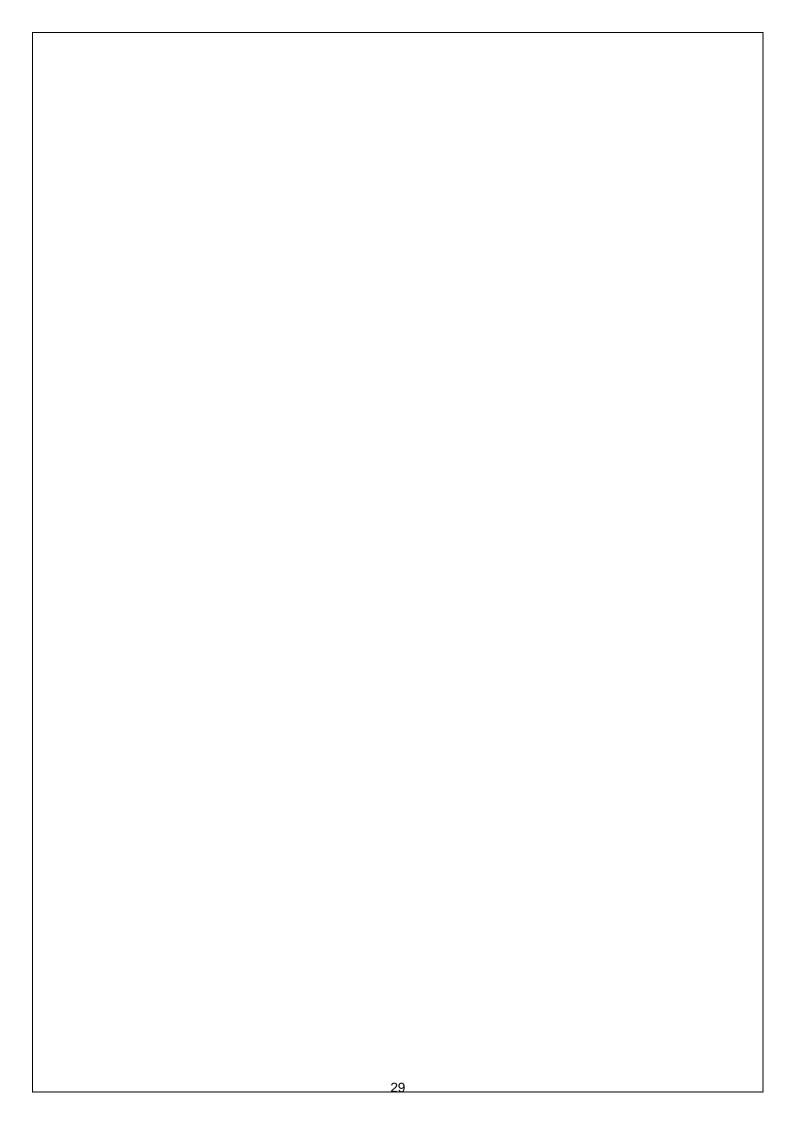
A well-structured questionnaire was prepared and personal interviews were conducted to collect the customer's perception and buying behavior, through this questionnaire.

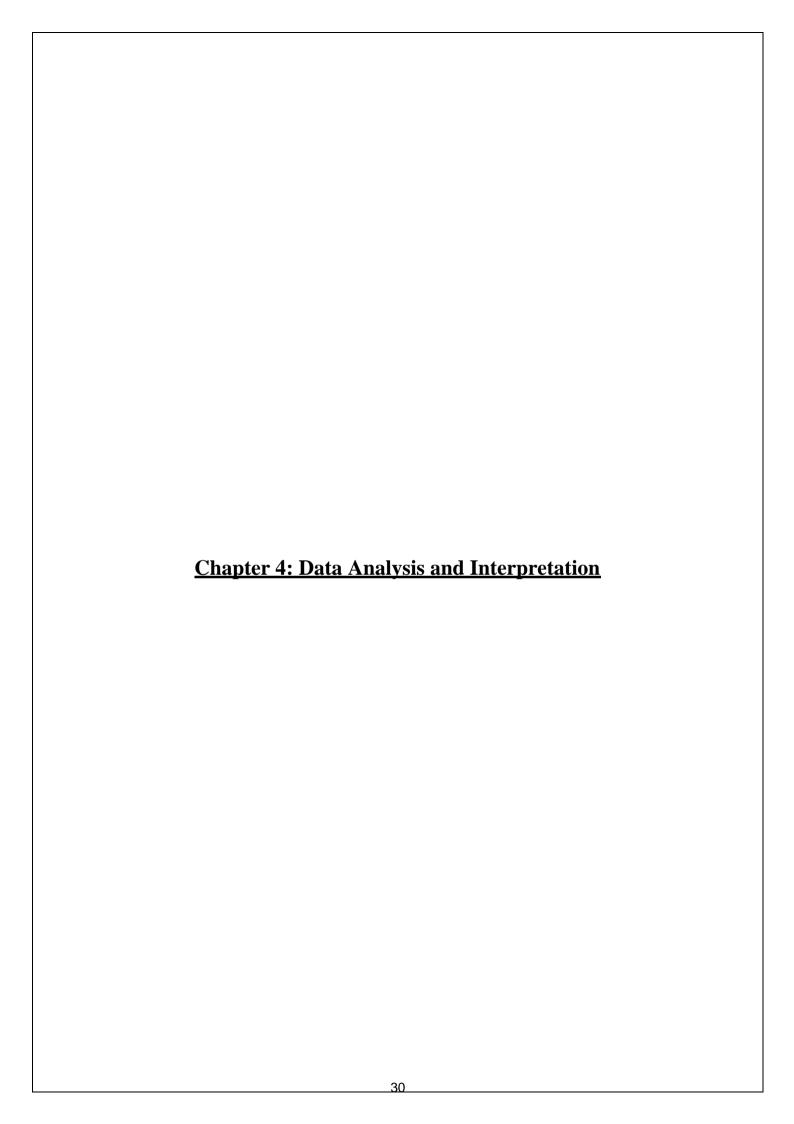
Sampling Technique:

Initially, a rough draft was prepared keeping in mind the objective of the research. A pilot study was done in order to know the accuracy of the Questionnaire. The final Questionnaire was arrived only after certain important changes were done. Thus my sampling came out to be judgmental and convenient.

Sampling Unit:

The respondents who were asked to fill out questionnaires are the sampling units. These comprise of employees of MNCs, Govt. Employees, Self Employed etc.





4.1 DATA ANALVSIS TECHNIQUE:

The data analysis technique was purely Quantitative in nature, taking the held or various kinds of diagrammatic presentation, which were:

TABLE ANALYSIS:

Company name	Contact person	Contact no.	Emai	l Id
DATAFLEX	Mr	9910336255	Akhil	.garg@dataflex.com
INDIA	AKHI			
DVT I TD	I WIDMAD CADC			
PVT.LTD.	L KUMAR GARG			
ZAIREE	SAAD AKHTAR	011-23323504	saada	khtarsiddiqui@yahoo.co.in
N	SIDDIQUI			
TRAVEL				
SERVIC				
Е				
LAKME	Miss KANIKA	9958005051	NA	
STUDIO	BHALLA			
ESSAGE	SURESH GULATI	9899795035	sureb	rill@yahoo.com
TRADES				
MAXIM PRO	Mr.VINEET	9311155377	NA	
CAPITAL	GUPTA			
SOLUTION				
NIDMAL	ANNIDALA DOST	0.5500.600.40	.	1 0 1
NIRMAL BANG	ANNIDYA ROY	9650060949	Annic	dya.roy@nirmalbang.com
LOREAL	Mr.JAWED	999933336	56	Sahiba_salon@rediffmail.com
BEAUTY SALON	JAVED HABIB			

AMBER TOURS	KEWEL	9810104170	Avi.k@ambertours.in
PVT.LTD.	SABHARWAL		
SBI DFHI LTD.	KUNAL NARANG	9654442494	knarang@sbidfhi.com
STATE BANK	Mrs.RUCHIRA.K	9871144082	NA NA
STATE DANK	Wils.Roellingt.ix	7071144002	
OF			
HYDERABAD			
LOTTE	Mr. YONG CHANG	9650533611	NA
ENGINERING			
PVT			
LIC	Mr AJAY	9810163009	Ajaylicdo 2@yahoo.co.in
	AAGGRAWAL		
NCMSL	Mr. Yuvraj Manish	9350091576	Yuvraj.manish@ncmsl.co
TOMBE	ivii. Taviaj iviamon)330071370	m
			_
ADVOCATE	Mr. ASHUTOSH	9811531549	NA
of DELHI	Kumar		
HIGH			
COURT			
DCM SHRIRAM	Mr. R.K.JHA	9313099965	NA
SUGAR			
DIVISION			

a) <u>Sampling Technique</u>:

The Technique of sampling adopted was Area Sampling in which we first divide the total area into a numbers of smaller geographical clusters then a number of these smaller areas are randomly selected and all units in these smaller areas are randomly selected and all units in these small areas are included in the samples.

b) Sampling size

Sample size was 100 customers in consideration

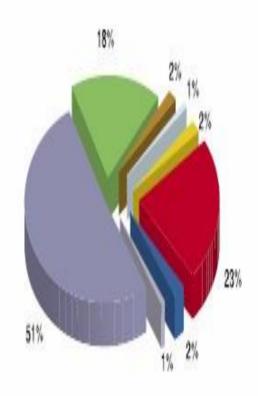
INDIA ENTERTAINMENT & MEDIA INDUSTRY:

The Indian entertainment and media (E&M) industry has out-performed the Indian economy and is one of the fastest growing sectors in India. The Indian economy has been growing at a fast clip over the last few years, and the income levels too have been experiencing a high growth rate. Above that, consumer spending is also on the rise, due to a sustained increase in disposable incomes, brought about by reduction in personal income tax over the last decade. All these factors have given an impetus to the E&M industry and are likely to contribute to the growth of this industry in the future.

Indian entertainment & media industry: 2005

19% 2% 2% 31%

Indian entertainment & media industry: projected 2010





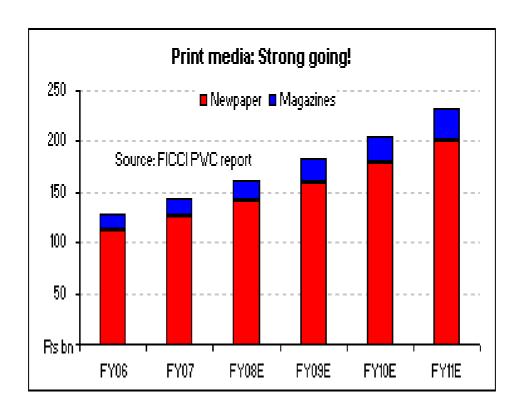
Source: Industry estimates and PwC analysis

42%

The television industry continues to dominate the E&M industry by garnering a share of over 42 percent, which is expected to increase by a further 9 percent to reach about 51 percent. Print media, on the second spot, stands at over 31 percent, is projected to 23 percent in 2010.

PRINT MEDIA:

The structure of the Indian print media industry is highly fragmented with importance to regional dominance. The Indian print media segment primarily comprises newspaper and magazine publishing. Book Publishing also forms part of the print media though currently the share is not substantial.



The print media industry has potential to grow still larger as 369 million literate people in India are still not tapped by any publication. Currents estimates reveal that the reach of print media in India has increased to 222 million people. Print media is also the favourite segment for global investors with maximum foreign investment in this segment.

KEY DRIVERS:

Higher literacy levels: In 2006, the literacy levels increased to 71.1% as compared to 69.9% in 2005. While rural literacy is at 64.8%, urban literacy touched 85.3%. Currently Indian print media is estimated to reach over 220 m people, and has immense growth potential since close to 370 m literate Indians are believed to not be served by any publication. Also, the reach of newspapers is only 27%, as compared to the global average of 50%.

- Lower cover prices: Earlier, due to strong hold over a region, the newspaper had higher cover charges. However, with increasing competition and venture into newer regions the companies have reduced the cover prices to augment more sales. Many English dailies are sold for as low as Re 1 or Rs 2. The initial subscription offers of 'DNA' and 'Hindustan Times' (HT) in Mumbai, during their launch period, further reduced the cost of the newspaper to around 50 paise for an average issue.
- Higher ad spends: Print media accounts for 48% of the total Rs 137.5 bn advertising spend in the country. However, the ad spend in India is just 0.4% of GDP as against 0.5% in China, 1.3% in the US and a world average of nearly 1.0%. With rising consumerism and growing interest from domestic and global brands in Indian market, the growth in ad segment is expected to be strong.

READERSHIP SURVEYS:

There are the two main sources of obtaining data to determine readership of any publication:

- 1. National Readership Survey NRS
- 2. Indian Readership Survey IRS

National Readership Survey:

It is a survey on all media, but especially the print medium, conducted by the National Readership Studies Council (NRSC) - supported by Audit Bureau of Circulation (ABC), Advertising Agencies association of India (AAAI) & Indian Newspapers Society.

It investigates the readership of about 80 major Indian publications-dailies, weeklies, biweeklies and monthlies-in over 475 towns of 57 regions across the length and breadth of the
country. The towns, selected, however are publication centers of dailies. By process of
'systematic sampling,' over 55,000 households in these towns are surveyed, the number of
households in each town proportionate to it population. All men and womenfolk above the
age 15 are questioned for about half an hour on the basis of a structured questionnaire.

It claimed to be the most thorough readership survey in the country. It provides exhaustive data (available to its clients on computer disks) readership, radio listenership profile'-the socio economic characteristics of the readers of various publications, of cinema and TV viewers, and of listeners to radio, as well as the degree of duplication among publications and between media. Research agencies involved are: IMRB, TNS Sofres Mode, AC Nielsen in collaboration with ORG.

Indian Readership Survey:

It is conducted by the Media Research Users Council (MRUC). IRS 2002 is the largest

continuous media survey ever conducted (sample size of 229,000 individuals) providing a

single-source database for demographics, media habits and product / brand usage across 986

towns and 2858 villages in India. The survey was conducted over two rounds with the field

work between November 2001 and November 2002.

This all-India survey conducted jointly with the Media Research Users' Council (MRUC)

also provides product / brand penetration information for over 50 different products

allowing one to link media habits and product usage data for adults and children from the

age of 12 years.

Both NRS & IRS

Gives media consumption habits, product ownership & consumption,

lifestyle indicators information on macro demographic & geographic

parameters.

Population coverage: 12 years & above

Sample size: over 200, 000

Geographic coverage: All India (Urban +Rural)

Sample Frame: Electoral rolls based on 2001 Census definition of Urban

Agglomeration According to NRS 2006;

ASSOCIATION OF INDIANMAGAZINES (AIM)



The Association of Indian Magazines (AIM) is the first industry representation for magazines in India. The Association of Indian Magazines has been launched to support and defend the freedom of the press and promote the cause of magazines. The effort is to consolidate the industry as a group. AIM will represent the magazine publishers' interests in the country and will help revitalize the magazine industry editorially and economically. The association aims to establish better understanding, cooperation and unity among all magazine publishers and with all key constituents such as consumers, advertisers, print and production agencies, advertising agencies, market research companies and the Government.

Presently, it has 45 member base which include big media giants like:

- → India Today
- → Outlook India Pvt Ltd.
- → Competition review Pvt Ltd.

STUDY: Indian Print Media Staying Strong!!

While the rest of the world is combating challenges to grab maximum reach through online media and social networking tools, India, with a population of more than one billion but less than 80 million Internet users, has seen a continued growth in traditional print and electronic media over the decade.

Indian print media continues to grow, and foreign publishers are also cashing in on the opportunity, launching Indian editions of titles such as Forbes, Harper's Bazaar, and Technology Review, Entrepreneur, and even celebrity gossip magazines like People and Hello!

According to the country's first-ever youth readership survey undertaken by the National Book Trust-National Council of Applied Economic Research, more than two-thirds of the 333 million or so literate youth in the country prefer newspapers to any other media when it comes to news and current affairs, The

Financial Express reported.

With television news broadcasters completely focused on chasing television ratings in the 24-hour news cycle, the medium is largely perceived as a source of entertainment, and in general lacks the seriousness to establish credibility With its audiences according to the INDIAN EXPRESS.

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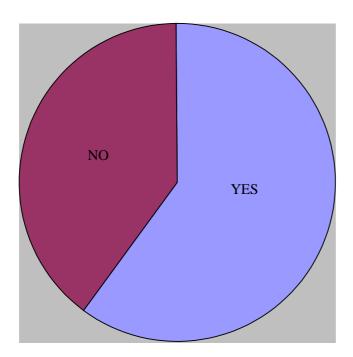
The Internet, meanwhile, is just gaining a foothold, and radio continues to be the major source of information in urban India, as in comparison to magazines, while only one in four read books in leisure time, Indian Express reported. The survey, conducted in November and December 2009, found that television is the largest media with more than 77 percent of the 333 million literate people exposed to it. Newspapers maintain their dominance at 53 percent in terms of the preferred source for news and current affairs, with around two-thirds (63.4 percent) choosing them for credible information over television, which had just 22.2 percent. Although digital media around the world is being said to replace print, in India, no Web site can measure the readership of a printed newspaper, with a print classifieds market reaching about US\$300 million. Exemplifying this fact, a company launched by former Microsoft employee and Wharton School graduate Sharad Lunia is innovating print in India. ReleaseMyAd, allows customers to print classifieds by offering an easy, seamless and transparent approach with no extra charges!

ANALYSES AND INTERPREATATION:

QUESTION 1: In your opinion, is OUTLOOK a good magazine?

□ YES: 60

□ NO: 40



<u>Interpretation</u>: Since there is minnimam difference between that wheher outlook magazine is good or bad Concluding that there is no significance differences between that the outlook is a good magazine.

QUESTION 2: Which of the following imprints of O	utlook you have subscribed?
 Outlook weekly 	
 Outlook Money 	
Outlook Hindi	
Outlook Traveler	
 Outlook weekends 	
Any other (Please specify)	
	Magazine Subscriber
Outlook Weekly	32
Outlook Money	28
Outlook Hindi	14
Outlook Traveller	12
Outlook Weekends	7
Othors	7
Others	7
Table : various outlook	segments

.

QUESTION 3: How did you come to know about Outlook?

• Friends/relatives

• Newspapers/magazines stalls

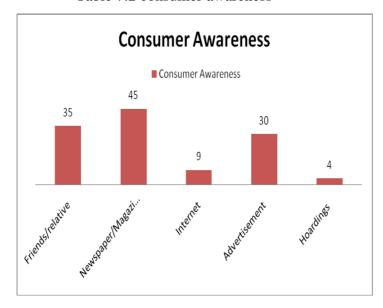
• Internet

• Advertisement

Hoardings

	Consumer Awareness
Friends/relative	35
Newspaper/Magazine Stalls	45
Internet	9
Advertisement	30
Hoardings	4

Table 7.2 consumer awareness



As per our study suggested that the consumer awareness of the outlook increasing due to of the advertisement Through digital media as well as one aspect of the consumer awareness of the outlook also increases due to of its promotion though Newspaper and Magazine stalls. Increasing level of consumer awareness is also helping any organization to retain more and more consumer base.

OUESTI	ON 4: Do you think the	at OUTLOOK ENGLISH a weekly news magazine is matches
	respects of Current Affa	
	Agree	55
	Strongly Agree	16
	Disagree	15
	Strongly Disagree	14
		K THAT OUTLOOK MONEY IS SUPERIOR THAN
	OK PROFIT? Agree	15
	Strongly Agree	8
	Dis Agree	12
П	Strongly Disagree	5
	Strongly Disagree	
Interp	retation: Hence there is	significant preference towards that OUTLOOK MONEY is
-	or than OUTLOOK PR	
superi		OTTI.
QUESTI	ON 6: DO YOU THIN	IK THAT OUTLOOK BUSINESS CONTAINS ALL TYPES
OF STU	FF, WHICH A BUSIN	ESS MAGAZINE SHOULD CONTAIN?
	Yes: 28	
	168. 26	
	No: 12	
Interp	retation :	
-		think that OUTLOOK BUSINESS contains all types of stuff,
which	a business magazine s	hould contain and there are 30% people who don't think that
	-	stains all types of stuff, which a business magazine should
		de types of staff, which a business magazine should
contai	n.	

QUESTION 7: Do yo PSYCHOGRAPHICAL PI □ YES: 80				own
□ NO: 20				
Interpretation:				
There are 80% of people variable in reading those profile.				
QUESTION 8: WHY D	O YOU PREFER TH	HIS BRAND?		
Price	Brand n	ame		
Quality	Sales pro	omotion		
Easily available	Schemes	/offers		
Packaging	Ot	her		
		Preference of Outlook		
Price				12
Brand Name				11
Quality			2	20
Sales promotion				22
Easily Available				9
Scheme / Offers				13
Packaging				7
Others				6
Ouicis				

Preference of Outlook

Others
Packaging
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Italia

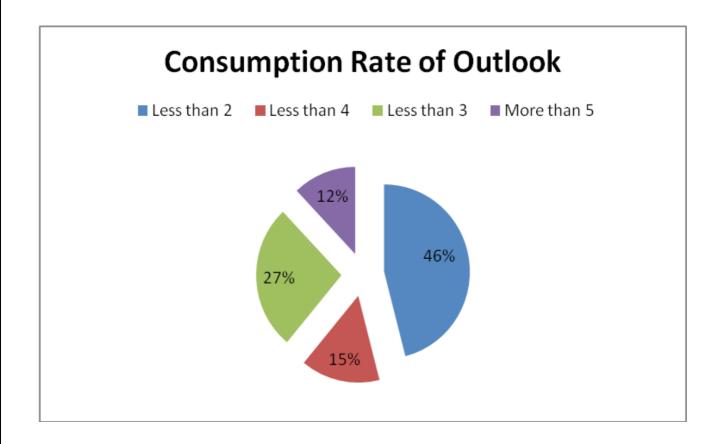
As per our study suggested that people prefer outlook because sales promotion of the outlook is always has a top preference of the people which has very positive impact on the sales of outlook. As we seen from the tabular graph and the data chart which is shown above of this interpretation, As one of the objective of our study also to justify this term with the sales promotion.

22% of the people purchasing outlook because they like the promotional strategy of the company while 20% of the people prefer outlook because of the content quality of the magazine. Since brand name of the outlook also making positive impact towards the sales promotion, as per out study suggested that 11% of the people like the brand of outlook so in this area Outlook need to improve.

QUESTION 9: WHAT IS THE CONSUMPTION RATE FOR THESE PRODUCTS (MONTHLY)?

Less than 2	Less than 4	
Less than 3	More than 5	

	Consumption Rate of Outlook
Less than 2	46
Less than 4	15
Less than 3	27
More than 5	12



As per out study suggested that consumption pattern of the subscriber is not cyclical which is good sign of the company, as per our graph suggested that 46% of the peole prefer to purchase outlook magazine every month twice so it is good for the company that out of 100 people 46% of the customer are retained to the next purchase.

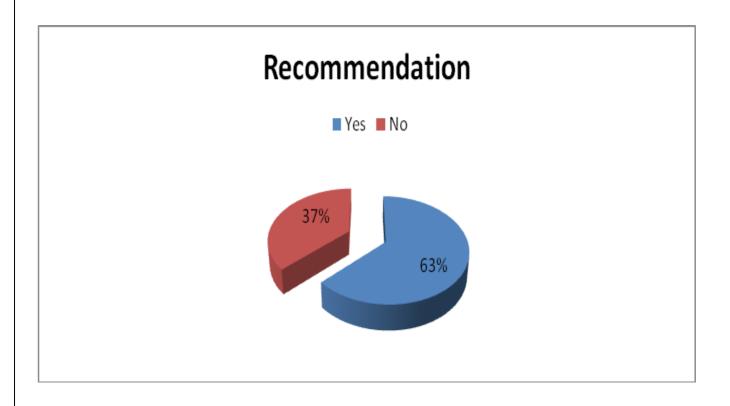
12% of the people prefer to purchase more than 5 magazine per month which is good sign for the company. While 27% of the people purchasing less than 3 magazine per month this result is supporting our assumption that outlook business is not cyclic_{al.}

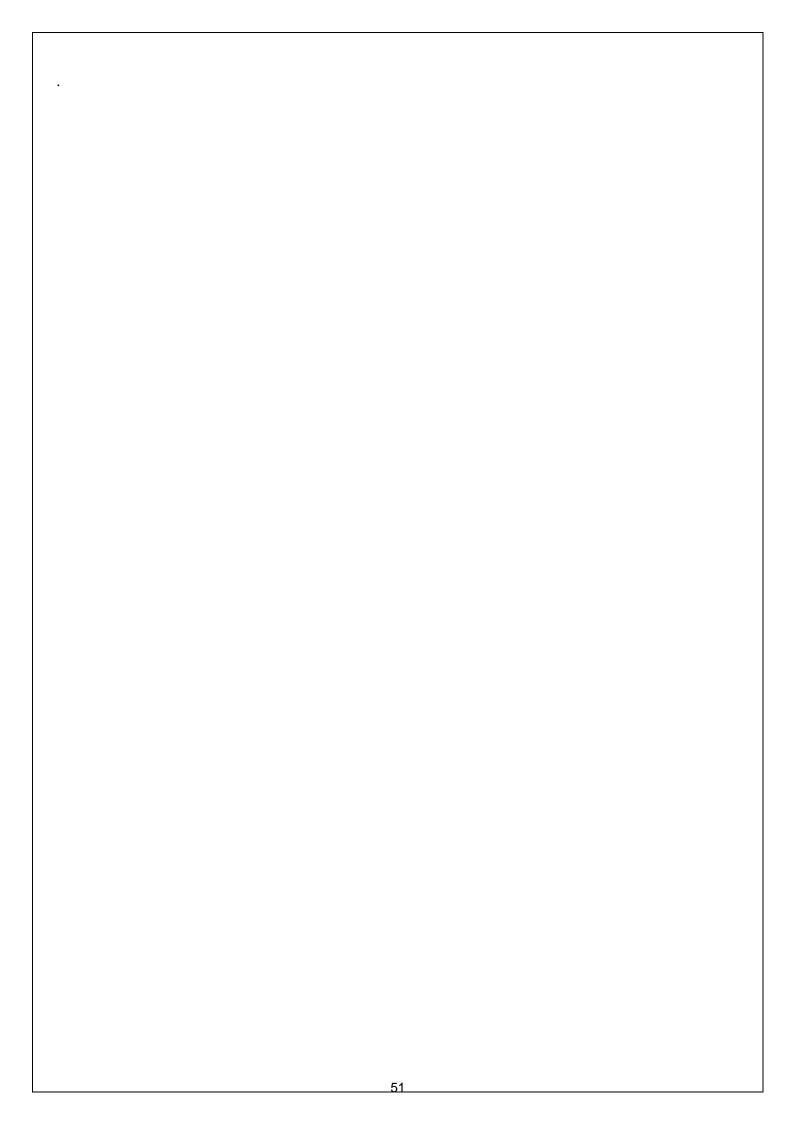
QUESTION 10: WOULD YOU RECOMMEND COMPANY'S PRODUCTS TO OTHERS?

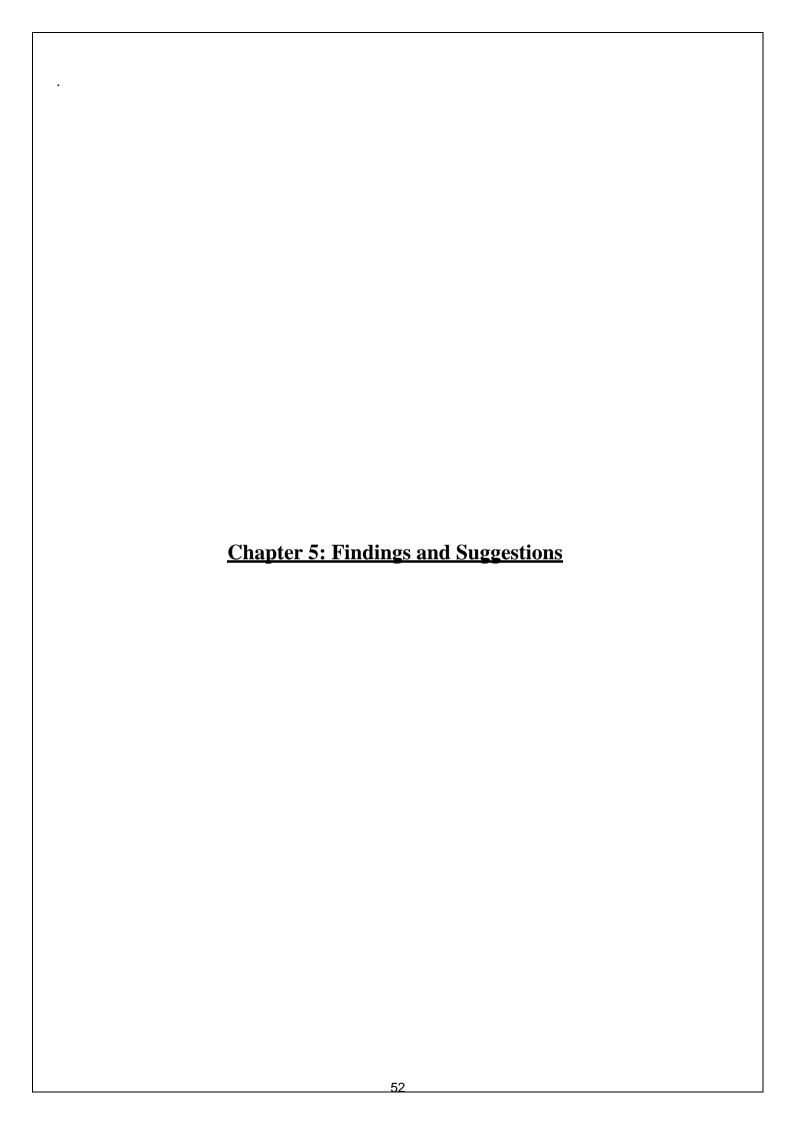
- ө Yes
- e No

Table 7.5 recommendation

	Recommendation
Yes	63
No	37







FINDINGS

At the end, one thing is quite clear that everybody has their different opinion, tastes in reading different magazines of OUTLOOK in Delhi NCR .After surveyed in this region

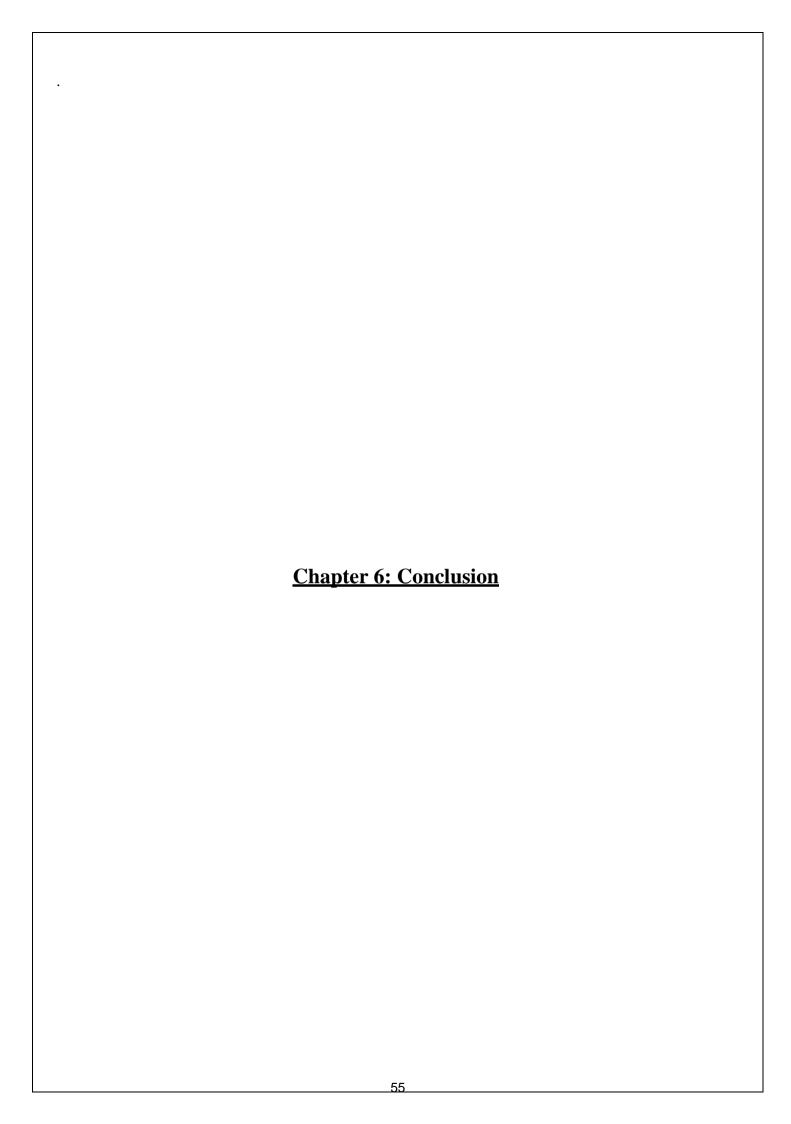
Conclusion is based on different Psychographic variables of different customers of outlook magazines, some are of different age customers, some are of different activities after this all have different reading style and purpose. After analysis the condition we can determine and find their ratings and ranking on the scale.

We can easily categorized of outlook customers after knowing their AOI.

- Θ Mostly customers prefers outlook English.
- Θ Mostly customers prefers subscription rather then purchase of magazines.
- Θ Services are found good.
- Θ Fashion magazines mostly prefers by women.
- Θ Finding groups of customers to take your survey can sometimes present a challenge
- To find prospects, visit Web sites, newsgroups, forums and listservs, or contact non-competing companies that share your prospective target market. For example, if you own a health food store, you may contact a local health club to ask them if you could conduct surveys of their clients on their premises. In exchange for them allowing you to take advantage of their space and goodwill, you could offer their clients some sort of cross-promotional item.
- Θ Demand of outlook traveler is more then other traveler magazines in Delhi.

SUGGESTIONS

- Θ Company should be emphasis on more effective advertisement.
- outdoor advertising in local and national newspapers as well as more type of ads on prime time on television channels for different uses segments. So that many people may come to know about the services of the magazines and can become a subscriber of company.
- θ The policy or company should be simple. And bring more transparency.
- θ The company should up date marketing department in town offices for the benefit of subscribers as well for the company.
- Θ Company should appoint some executives to make strong relationship with customer.
- e Follow Up is very crucial for any call and hence should be done very thoroughly by the sales executive. As magazines are not critical products for any organization and have to pushed for sales, hence if regular and thorough follow-up is not done, the client may soon loose interest in the product and forget it. Hence, the sales executive should try and maintain a relationship with the client and pursue him with great interest.



CONCLUSION The majority of non-subscriber has not actively rejected subscribing, but simply need more convincing. In addition, gift subscription offer significant growth opportunities, but consumer awareness of them appears to be relatively low and getting process could be made to be more of an event and to be give the recipient more choice and freedom in their little selection. Moreover it was concluded that there are a lot of potential subscribers who need just a little extra something to make them subscribe. These relatively inexpensive premiums related to business are effective. They increase trial subscription and we can sell more efficiently

BIBLOGRAPHY

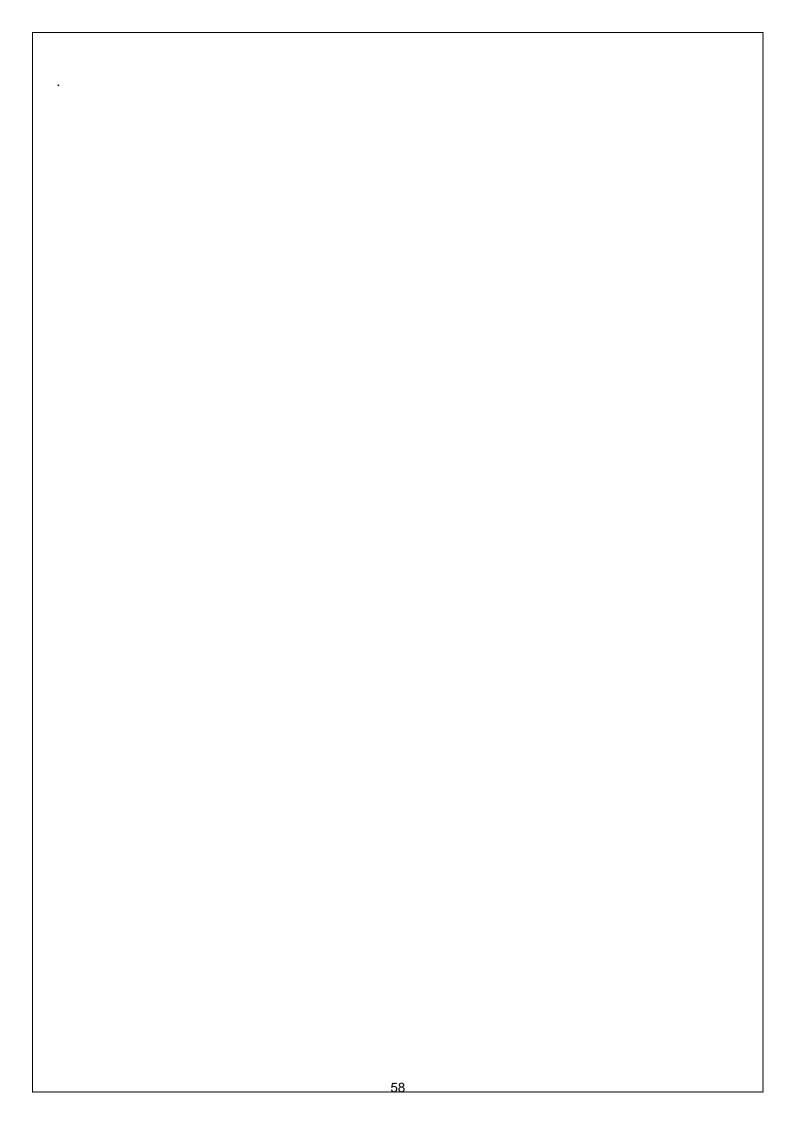
- > Outlookindia.com
- > National readership survey
- > Indian readership survey

Books referred:

- Marketing management by Philip Kotler
- AMA handbook for satisfaction by Alan Dutka

Website visited:

- www.outlookindia.com
- Slideshare.com
- Scribd.com
- En.wikipeidia.org/wiki/outlook_(magazines)







PROJECT COMPLETION CERTIFICATE

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

> Rajan Bedi has successfully completed an industry-oriented project.

Techno Gamerz **Project Name** Social Media Analytics & Digital Marketing **Technologies Used** MO/MAY2020/ B 1562 Reference No. May 2020 - June 2020 **Training Date** 6 Weeks **Training Duration** Online Training Location

Program Co-ordinator Industry/Academic Alliance



Director

Training and Development Allsoft Solutions and Services

IoT ORACLE J2EE

CLOUD COMPUTING

Tel.: 0124-4631600





"The Taste of India"

Plot No. 26D, Power Supply Colony, Sector-3, IMT Manesar, Gurugram, Haryana-122050

Ref No. MKT/TR/20-21/00189

Date 25/9/2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Shikha Gahlot, Enrollment No. 01851401718 a student from Fairfield Institute of Management and Technology affiliated to Guru Gobind Singh Indraprastha University has undergone training at our office in Plot No. 26D, Power Supply Colony, Sector-3, IMT Manesar Gurugram, Haryana for 1 Month i.e. 15th August, 2020 to 14th September, 2020. During this period she worked on the topic "Consumer Buying Behaviour: Amul".

She has shown inquisitiveness to work on a new technology and was found to be punctual, sincerely disciplined and hard-working during the time of her training.

Jatin Malik Marketing Head Amul Sagar, Manesar

For Amul Sagar



Date: 11-Aug-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Mitali Saxena from Fairfield Institute Of Management And Technology Kapas Hera Extension ,New Delhi has successfully completed her Summer Internship in the field of Business Development in our organization from 13-05-2020 to 21-07-2020. During her internship tenure in the organization, we found her hard working, sincere and diligent person and her behaviour and conduct was good.

We wish her all the best for her future endeavours.

For Nivesh Global

(Authorized Signatory)





PROJECT COMPLETION CERTIFICATE

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

Shubhi Srivastava

has successfully completed an Industry-oriented project.

Project Name	Beauty within: YOGA
Technologies Used	Social Media Analytics & Digital Marketing
	NAO /NANDOOO/D 40AE
Reference No.	MO /MAR2020/B 1345
Training Date	May 2020 - June 2020
Training Duration	6 Weeks
Training Location	Online

Program Co-ordinator Industry/Academic Alliance



Director Training and Development Allsoft Solutions and Services

BIG DATA - ANALYTICS IOT ORACLE J2EE PHP









CLOUD COMPUTING



Date: 11-Aug-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Nancy Sharma from Fairfield Institute Of Management And Technology Kapas Hera Extension ,New Delhi has successfully completed her Summer Internship in the field of Business Development in our organization from 13-05-2020 to 21-05-2020. During her internship tenure in the organization, we found her hard working, sincere and diligent person and her behaviour and conduct was good.

We wish her all the best for her future endeavours.

For Nivesh Global

(Authorized Signatory)

COMPLETION CERTIFICATE

Date: 21 Aug, 2020

This is to certify that Ms. Nidhi Negi has successfully completed her Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are her original work.

I hereby certify her work satisfactory to the best of my knowledge with an aggregate grade: **B.**

Location for internship: New Delhi

We wish her all the best for future endeavours.

Warm Regards SPIRE, YOU EXPLORE





(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.





Yes U Tours & Travels

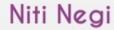


Social Media Marketing Internship





This Certificate Is Presented To







5th Aug - 20th August

We Are Happy To Certify That Miss. Niti Negi Has Successfully Completed The Work From Home Internship As "Social Media Marketing 2 Weeks Program". We Appreciate Her Work And Contributions.





Chetan



Founder & CEO





PROJECT COMPLETION CERTIFICATE

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

> Prashant Chauhan has successfully completed an Industry-oriented project.

IBM HR **Project Name** Business Intelligence Using IBM Cognos **Technologies Used** MO/MAY2020/B 1651 Reference No. May 2020 - June 2020 **Training Date** 6 weeks **Training Duration** Online **Training Location**

Program Co-ordinator Industry/Academic Alliance



Director **Training and Development Allsoft Solutions and Services**













Date: 11-Aug-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Rishit Gupta from Fairfield Institute Of Management And Technology Kapas Hera Extension ,New Delhi has successfully completed his Summer Internship in the field of Business Development in our organization from 13-05-2020 to 21-07-2020. During his internship tenure in the organization, we found him hard working, sincere and diligent person and his behaviour and conduct was good.

We wish him all the best for his future endeavours.

For Nivesh Global

(Authorized Signatory)



Date: 11-Aug-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Sagar Jha from Fairfield Institute Of Management And Technology Kapas Hera Extension ,New Delhi has successfully completed his Summer Internship in the field of Business Development in our organization from 13-05-2020 to 21-07-2020. During his internship tenure in the organization, we found him hard working, sincere and diligent person and his behaviour and conduct was good.

We wish him all the best for his future endeavours.

For Nivesh Global

(Authorized Signatory)

SEP 2020

Niti Aayog (Govt. Of India) Unique Id: HR/2020/0258148

SIMMI FOUNDATION



PRESENTED TO

SHAMEELA FATIMA MIRZA

INTERNSHIP CERTIFICATE

Content Writer

Time Period - 2nd July 2020 to 2nd Sep 2020

We wish you all the best for your future endeavors.











Date: 11-Aug-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Shovan Jana from Fairfield Institute Of Management And Technology Kapas Hera Extension ,New Delhi has successfully completed his Summer Internship in the field of Business Development in our organization from 13-05-2020 to 21-07-2020. During his internship tenure in the organization, we found him hard working, sincere and diligent person and his behaviour and conduct was good.

We wish him all the best for his future endeavours.

For Nivesh Global

(Authorized Signatory)





PROJECT COMPLETION CERTIFICATE

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

Siddharth Kharbanda

has successfully completed an Industry-oriented project.

Project Name	Into the sports
Technologies Used	Social Media Analytics & Digital Marketing
Reference No.	MO/MAY2020/B 1661
Training Date	May 2020 - June 2020
Training Duration	6 Weeks
Training Location	Online

Program Co-ordinator Industry/Academic Alliance

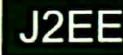


Director Training and Development Allsoft Solutions and Services

BIG DATA - ANALYTICS IOT ORACLE J2EE PHP









COMPLETION CERTIFICATE

Date: 18 Aug, 2020

This is to certify that Ms. Sonam Mishra has successfully completed her Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are her original work.

I hereby certify her work satisfactory to the best of my knowledge with an aggregate grade: **B.**

Location for internship: New Delhi

We wish her all the best for future endeavours.

Warm Regards SPIRE, YOU EXPLORE



(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.





PROJECT COMPLETION CERTIFICATE

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

Sucheta Yadav has successfully completed an Industry-oriented project. Website on COVID-19 **Project Name**

Social Media Analytics & Digital Marketing **Technologies Used**

MO /MAR2020/B 1237 Reference No.

May 2020 - June 2020 **Training Date**

6 Weeks **Training Duration**

Online **Training Location**

Program Co-ordinator Industry/Academic Alliance

Business ²artner

Director **Training and Development**

Allsoft Solutions and Services

BIG DATA - ANALYTICS









CLOUD COMPUTING





A Pioneer organization & IBM Business Partner

Date: August 24th, 2020

TO WHOM IT MAY CONCERN

This is to certify, Vivek kumar student of Farefield Institute of Management and Technology , New Delhi bearing Roll number 03590101718 has undergone Summer Internship/Training on IBM project and Technologies with us. The details are as follows: -

Project Name	Webcon
Duration of Training cum Internship	6 Weeks
Internship Period	May, 2020 – June, 2020
Technology	Cloud Computing
Tools / Platform Used	Salesforce, Apex, IBM Cloud
Reference Number	MO/MAY2020/B 1623
Main Subject Matter Expert	Ms. Salony Gulati
Co Subject Matter Expert	Ms. Simran Saini
Achievements	IBM Badges & Certificates on Introduction to Cloud

During the training, assessment and project period we find intern sincere, hardworking and having good behavior and moral character.

We wish intern all success in future endeavors.

Mr. S. K Garg In charge | Delivery India/SA



For Allsoft Solutions & Services

Authorised Signatory



Date: 11-Aug-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Yaman Wadhwa from Fairfield Institute Of Management And Technology Kapas Hera Extension ,New Delhi has successfully completed his Summer Internship in the field of Business Development in our organization from 13-05-2020 to 21-07-2020. During his internship tenure in the organization, we found him hard working, sincere and diligent person and his behaviour and conduct was good.

We wish him all the best for his future endeavours.

For Nivesh Global

(Authorized Signatory)

COMPLETION CERTIFICATE

Date: 18 Aug, 2020

This is to certify that Mr. Yash Shakya has successfully completed his Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are his original work.

I hereby certify his work satisfactory to the best of my knowledge with an aggregate grade: **B.**

Location for internship: New Delhi

We wish him all the best for future endeavours.





(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.



INSPLORE TLS CONSULTANTS PVT. LTD.

COMPLETION CERTIFICATE

Date: 19 Aug, 2020

This is to certify that Mr. Ashish Kakkar has successfully completed his Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are his original work.

I hereby certify his work satisfactory to the best of my knowledge with an aggregate grade: B+.

Location for internship: New Delhi

We wish him all the best for future endeavours.

Warm Regards SPIRE, YOU EXPLORE



(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.

> RG Trade Tower, Netaji Subhash Palace, Pitampura, New Delhi, 110034 Email: hr@insploreconsultants.com www.insploreconsultants.com

INSPLORE TLS CONSULTANTS PVT. LTD.

COMPLETION CERTIFICATE

Date: 18 Aug, 2020

This is to certify that Mr. Abhisar Thakur has successfully completed his Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 30 Nov, -0001 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are his original work.

I hereby certify his work satisfactory to the best of my knowledge with an aggregate grade: B.

Location for internship: New Delhi

We wish him all the best for future endeavours.





(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.

The Capital Box Uncommon Money For Common Man



Ref No - The Capital Box / HR / 20 -21

Date - 8th July 2020

To Whomsoever It May Concern

This is to Certify that Gaurav Sharma a student at <u>Fairfield Institute of Management and Technology</u> worked under my supervision during the Internship period starting <u>19/05/2020</u> to <u>02/07/2020</u> at "The Capital Box" Gurgeon.

I am pleased to state that his performance was noted to be <u>Satisfactory</u> towards completing the projects assigned and he was been able to present a good picture of the concerned work.

He presented a good moral character and pleasing personality. We wish him every success in life

N. Bana

Ashwani Singh HR Team

Unit No 304. Plot No 8. Sector 41. Gurugram. Haryana 122003 Mail us at – hrd@thecapitalbox.com Contact us at – 0124 - 4370160



Ref No- Bridge Group Solutions/HR/20-21

Date - 24th July 2020

To Whomsoever it may Concern

This is to certify that **Ankita Giri** D/O **Mr.Shiva Shankar Giri** a student of **BBA** at **Fairfield Institute of Management & Technology, New Delhi** has undergone project training in **Human Resource** at our organization from **18**th **May 2020** to **18**th **June 2020**.

She completed the training period, with sincerity and dedication and the performance during training period was found to be **SATISFACTORY**.

We wish her all the success in life and Career.

Srashti Jadoun

Head- Human Resource



Unit No 401, Plot No − 8, Ashok Marg, Moti Vihar South City 1 Gurugram, Haryana 122003 Mail us at − hrteam@bridgegroupsolutions,com Contact us at − 0124-4284247



AUTO INTERNATIONAL (INDIA) PRIVATE LIMITED

57 - 58, K. M. Stone, Delhi - Jaipur Highway, Binola Near Panchgaon Chowk, Gurgaon (Haryana) INDIA Ph.: 0124 - 3018650 / 51 Fax No.:0124 - 3018652 CIN: U34300PB2003PTC026025

Ref No.-AIIPL/HR/20-21/08

Date:10-Aug-2020

TO WHOMESOEVER IT MAY CONCERN

This is to certify that Mr. Jattin Yadav a student of "Fairfield Institute of Management and Technology" worked under my supervision during the internship period starting from "01-Jun-2020 to 31-Jul-2020" at "Auto International (India) Pvt. Ltd." Binola Industrial area, Gurugram, Haryana-122413.

I am pleased to state that his performance was noted to be satisfactory towards completing the Internship assigned and he was been able to present a good picture of the concerned work.

He presented a good moral character and pleasing personality. We wish him all the best for his future endeavours.

For Auto International (India) Pvt. Ltd.

MR. Vipin Chaudhary HR Manager

Tipmehandes

The Capital Box

Uncommon Money For Common Man



Ref No – The Capital Box / HR / 20 -21 Date - 8th July 2020

To Whomsoever It May Concern

This is to Certify that Divyanshi Sharma a student at Fairfield Institute of Management and Technology worked under my supervision during the Internship period starting 19/05/2020 to 02/07/2020 at "The Capital Box" Gurgaon.

I am pleased to state that her performance was noted to be Satisfactory towards completing the projects assigned and she was been able to present a good picture of the concerned work.

She presented a good moral character and pleasing personality. We wish her every success in life

Ashwani Singh

HR Team

Unit No 304, Plot No 8, Sector 41, Gurugram, Haryana 122003 Mail us at - hrd@thecapitalbox,com Contact us at - 0124 - 4370160





PROJECT COMPLETION CERTIFICATE

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

Manshu gaur

has successfully completed an Industry-oriented project.

Project Name	Internshala	
Technologies Used	Business Intelligence Using IBM Cognos	
~		
Reference No.	MO /FEB 2020/B 1189	
Training Date	May 2020 - June 2020	
•		
Training Duration	6 weeks	
J		
Training Location	Online	

Program Co-ordinator Industry/Academic Alliance



Director
Training and Development
Allsoft Solutions and Services

BIG DATA - ANALYTICS









CLOUD COMPUTING



S3/HR/internship/-L/109

Aug 4Th, 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that G. MANIKANDAN course BBA (G), (Batch 2018) from FAIRFIELD INSTITUTE OF MANAGEMENT & TECHNOLOGY has successfully completed his summer internship with at "Synchronized Supply Systems Ltd" Gurgaon office from July 1st, 2020 to July 31st, 2020.

During his Internship he has worked upon the project on "Supply Chain Management" and has submitted his report on the same which is valuable to the organization.

During the period of internship with us, we found his proactive and sincere and he will surely be an Asset to any of the reputed organization.

We wish best for all his future endeavours!

For Synchronized Supply Systems Ltdp

Authorised Signatory

Authority Signatory

SYNCHRONIZEDSUPPLYSYSTEMSLTD

- O Registered Office:
- D-14/1 Okhla Industrial Area Phase 1 New Delhi 110020
- 0 011 47874000
- www.synchronized.in

- Ocrporate Office :
- Plot No. 150, Udyog Vihar Phase-I, Gurgaon 122001
- 0 0124 4732670

CIN: U602310L2007PLC167324



INTERNATIONAL ORGANIZATION FOR EDUCATIONAL DEVELOPMENT - IOED

INTERNSHIP CERTIFICATE

This Certificate is presented to

Mr. Mayank Sehrawat

in recognition of his hard work and dedication in completing the

Management task for organizing events conducted under the banner of the IOED

from 1ST June to 31st August, 2020

International Organization For Educational Development

Expective President

Dr. Arvind Kumar Sharma Executive President - IOED

International Operaturation For Educational Coveragement

Nuls

Dr. Neha Sharma Executive Vice - President - IOED





Ref No- Bridge Group Solutions/HR/20-21

Date - 24th July 2020

To Whomsoever it may Concern

This is to certify that Harshita Dagral D/O Mr. Naveen Kumar a student of BBA at Fairfield Institute of Management & Technology, New Delhi has undergone project training in Human Resource at our organization from 18 May 2020 to 18 June 2020.

She completed the training period, with sincerity and dedication and the performance during training period was found to be **SATISFACTORY**.

We wish her all the success in life and Career.

Srashti Jadoun

Head- Human Resource



Unit No 401, Plot No − 8, Ashok Marg, Moti Vihar South City 1 Gurugram, Haryana 122003 Mail us at − hrteam@bridgegroupsolutions,com Contact us at − 0124-4284247



Certificate of Excellence

Namrata Behera

Issued for maintaining consistently high standards of workmanship as

Digital Marketing Manager

at IAMUN.

Jiwari Akshath

AKSHATH TIWARI

FOUNDER

waraj Kesari

SWARAJ PAL KESARI

FOUNDER

The Capital Box

Uncommon Money For Common Man



Ref No – The Capital Box / HR / 20 -21 Date - 8th July 2020

To Whomsoever It May Concern

This is to Certify that Nisha Bharadwaj a student at Fairfield Institute of Management and Technology worked under my supervision during the Internship period starting 19/05/2020 to 02/07/2020 at "The Capital Box" Gurgaon.

I am pleased to state that her performance was noted to be Satisfactory towards completing the projects assigned and she was been able to present a good picture of the concerned work.

She presented a good moral character and pleasing personality. We wish her every success in life

Ashwani Singh HR Team

Unit No 304, Plot No 8, Sector 41, Gurugram, Harvana 122003 Mail us at - hrd@thecapitalbox,com Contact us at - 0124 - 4370160





PROJECT COMPLETION CERTIFICATE

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

has successfully completed an Industry-oriented project.

Indian Cuisines - Social Media Analytics **Project Name** Wordpress, Jetpack, Webmaster, Analytics platform, Google tools for SEO and SM Technologies Used MO/JUNE2020/B 1825 Reference No. June 2020 – July 2020 **Training Date**

Program Co-ordinator

Training Duration

Training Location



Industry/Academic Alliance

Training and Development Allsoft Solutions and Services

BIG DATA - ANALYTICS









6 Weeks

Live Online Mode

CLOUD COMPUTING



Date- 04-07-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Priyanshi Singla from Fairfield Institute of Management and Technology Kapas Hera Extension, New Delhi has successfully completed her Summer Internship in the field of Accounting in our organization from 15-05-2020 to 04-07-2020. During her internship tenure in the organization, we found her hard working, sincere and diligent person and her behavior and conduct was good.

We wish her all the best for her future endeavours.

For NTF (India) Pvt. Ltd.

(Satyender Yadav) AGM-CORP. HR

(Authorized signatory)





A Pioneer organization & IBM Business Partner

Date: August 22nd, 2020

TO WHOM IT MAY CONCERN

This is to certify, Priya Sharma student of Fair Field Institute of Management and Technology, New Delhi bearing Roll number 35890101718 has undergone Summer Internship/Training on IBM project and Technologies with us. The details are as follows: -

Project Name	Business Analytics
Duration of Training cum Internship	6 Weeks
Internship Period	May, 2020 – June, 2020
Technology	Sectoral Analytics – HR, Marketing & Finance
Tools / Platform Used	Advance Excel, Analytics Basic, IBM Cognos, OrangeHRM
Reference Number	MO/MAY2020/B 1646
Main Subject Matter Expert	Ms. Jyoti Taylor
Co Subject Matter Expert	Ms. Saloni Gulati
Achievements	IBM Badges & Certificates on Data Science 101

During the training, assessment and project period we find intern sincere, hardworking and having good behavior and moral character.

We wish intern all success in future endeavors.

Mr. S. K Garg In charge | Delivery India/SA



For Allsoft Solutions & Services

Authorised Signatory





Plot No. 4B, Second Floor, Mayur Vihar District Centre, Mayur Vihar Extension Phase I, Delhi- 110091 India. Tel.: +91 11 61408900 Fax: +91 124 4053030 www.nextraworld.com

Ref No - Nextra Communications /HR/20-21

Date - 8th July 2020

To Whomsoever It May Concern

This is to certify that <u>Harshil Singhal</u> a student at <u>Fairfield Institute of Management and Technology</u> worked under my supervision during the Internship period Starting <u>19/05/2020</u> to <u>02/07/2020</u> at "Nextra <u>Communications</u> PVT. LTD." Mayur Vihar Delhi.

I am pleased state that his performance was noted to be <u>Satisfactory</u> towards completing the projects assigned and he was been able to present a good picture of the concerned work.

He presented a good moral character and pleasing personality. We wish him every success in life.

Kanupriya Verma

HR Team



Certificate ID: VCE/COC7349 Date: 14th July 2020

Certificate of Completion

This certificate is awarded to **Mr. Shubham Kashyap** from **fairfield institute of management & technology**, for successfully completing his online internship at M/s Vardhan Consulting Engineers as Management Intern during **20th May 2020** to **14th July 2020**.

We appreciate his focus towards learning and analyzing about Case Study and Analysis and completing his internship project along with the report submission.

Shubham Kashyap's internship project title was "Evaluation of various corporate strategies through real life case study and analysis".

During his tenure as Management Intern, we found his efforts sincere, meticulous and result oriented.

We wish all the best in his future endeavors.

Neha Kumari

Lumouri

Sr. Manager - HR & Internship Coordinator

hr@techvardhan.com, +91 979 111 2715

Than Consulting of Management of the Bridge of the Bridge



Certificate URL: https://certificates.techvardhan.com/COC7349.pdf

Vardhan Consulting Engineers

COMPLETION CERTIFICATE

Date: 18 Aug, 2020

This is to certify that Mr. Sumit Dubey has successfully completed his Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are his original work.

I hereby certify his work satisfactory to the best of my knowledge with an aggregate grade: C.

Location for internship: New Delhi

We wish him all the best for future endeavours.





(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.

COMPLETION CERTIFICATE

Date: 19 Aug, 2020

This is to certify that Mr. Vishal Choudhary has successfully completed his Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

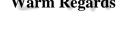
The internship on evaluation fulfils all the stated criteria and student's findings are his original work.

I hereby certify his work satisfactory to the best of my knowledge with an aggregate grade: **B.**

Location for internship: New Delhi

We wish him all the best for future endeavours.







(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.

INSPLORE TLS CONSULTANTS PVT. LTD.

COMPLETION CERTIFICATE

Date: 19 Aug., 2020

This is to certify that Mr.Mangov Bhutanihas successfully completed his Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are his original work.

I hereby certify his work satisfactory to the best of my knowledge with an aggregate grade: B.

Location for internship: New Delhi

We wish him all the best for future endeavours.





(Authorized Signatory)

Head HR. Insplore Consultants Pvt. Ltd.



Ref No- Bridge Group Solutions/HR/20-21

Date - 24th July 2020

To Whomsoever it may Concern

This is to certify that Mayank Joshi S/O Mr.Bhuvan Chander Joshi a student of BBA at Fairfield Institute of Management & Technology, New Delhi has undergone project training in Marketing at our organization from 18th May 2020 to 18th June 2020.

He completed the training period, with sincerity and dedication and the performance during training period was found to be **SATISFACTORY**.

We wish him all the success in life and Career.

The state of the s

Srashti Jadoun

Head- Human Resource



Unit No 401, Plot No – 8, Ashok Marg, Moti Vihar South City 1 Gurugram, Haryana 122003 Mail us at – hrteam@bridgegroupsolutions,com Contact us at – 0124-4284247





PROJECT COMPLETION CERTIFICATE

In recognition of the commitment to achieve professional excellence this is

to certify that Ms./Mr. Harsh Vig has successfully completed an Industry-oriented project. Health and Fitness **Project Name** Social Media Analytics & Digital Marketing Technologies Used MO/FEB 2020/B 1196 Reference No. May 2020 - June 2020 **Training Date** 6 Weeks **Training Duration** Online **Training Location**

Program Co-ordinator Industry/Academic Alliance

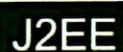


Director Training and Development Allsoft Solutions and Services

BIG DATA - ANALYTICS IOT ORACLE J2EE PHP









CLOUD COMPUTING





APOLLO TYRES LTD

7, Apollo House Industrial Area, Sec-32, Gurugram, Haryana - 122002

Ref. No. 19.222 20:21

Date 16/09/2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Harshit, Enrollment No. 40851401718 a student from Fairfield Institute of Management and Technology affiliated to Guru Gobind Singh Indraprastha University has undergone training at our office in Plot No. 7, Industrial Area, Sector-32 Gurugram, Haryana- 122001 for 1 Month i.e. 10th August, 2020 to 9th September, 2020. During this period he worked on the topic "Marketing Strategy Opted by the Apollo Tyres".

He has shown inquisitiveness to work on a new technology and was found to be punctual, sincerely disciplined and hard-working during the time of his training.



For Apollo Tyres



Date: 11-Aug-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Aniket Sharma from Fairfield Institute of Management and Technology, Kapashera New Delhi has successfully completed his Summer Internship in the field of Business Development in our organization from 13-05-2020 to 10-08-2020. During his internship tenure in the organization, we found his hard working, sincere and diligent person and his behavior and conduct was good.

We wish all the best for his future endeavours.

For Nivesh Global

(Authorized Signatory)



CERTIFICATE OF INTERNSHIP

This certificate is awarded to

DEVSHI SHARMA

for serving as a **Database Collection and Management** intern at KHOON, a wing of Jaanavi Social Welfare Foundation from 8th May, 2020 - 8th July, 2020 . We are extremely happy with his/her dedication towards the organization.

CHARU AGARWAL
DIRECTOR

MEHUL PASARI
HR EXECUTIVE

CHETHAN M FOUNDER

15.07.2020

DATE





Date: 11-Aug-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Neeraj Hooda from Fairfield Institute Of Management And Technology Kapas Hera Extension ,New Delhi has successfully completed his Summer Internship in the field of Business Development in our organization from 13-05-2020 to 21-07-2020. During his internship tenure in the organization, we found him hard working, sincere and diligent person and his behaviour and conduct was good.

We wish him all the best for his future endeavours.

For Nivesh Global

(Authorized Signatory)

COMPLETION CERTIFICATE

Date: 18 Aug, 2020

This is to certify that Ms. Neha Kumari has successfully completed her Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are her original work.

I hereby certify her work satisfactory to the best of my knowledge with an aggregate grade: **B.**

Location for internship: New Delhi

We wish her all the best for future endeavours.





(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.



Date: 11-Aug-2020

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr.Sachin Lakra from Fairfield Institute Of Technology And Management Kapas Hera Extensuon ,New Delhi has successfully completed his Summer Internship in the field of Business Development in our organization from 19-05-2020 to 21-07-2020. During his internship tenure in the organization, we found him hard working, sincere and diligent person and his behaviour and conduct was good.

We wish him all the best for his future endeavours.

For Nivesh Global

(Authorized Signatory)





A Pioneer organization & IBM Business Partner

Date: August 28th, 2020

TO WHOM IT MAY CONCERN

This is to certify, Anupam Singh student of Fairfield Institute of Management and Technology, New Delhi bearing Roll number 41351401718 has undergone Summer Internship/Training on IBM project and Technologies with us. The details are as follows: -

Project Name	Fitness Lifestyle
Duration of Training cum Internship	6 Weeks
Internship Period	June, 2020 – July, 2020
Technology	Social Media Analytics
Tools / Platform Used	Wordpress, Jetpack, Webmaster, Analytics platform, Google tools for SEO and SM
Reference Number	MO/MAY2020/B 1680
Main Subject Matter Expert	Ms. Rohini Matta
Co Subject Matter Expert	Ms. Salony Gulati
Achievements	IBM Badges & Certificates on:- □ Data Science 101 Google Certification

During the training, assessment and project period we find intern sincere, hardworking and having good behavior and moral character.

We wish intern all success in future endeavors.

Mr. S. K Garg In charge | Delivery India/SA

For Allsoft Solutions & Services

Authorised Signatory





Anupam Singh



Completed

Google Ads Search Certication

on July 24, 2020

Completion ID: 55396471

Expires: July 24, 2021

• • •

Google recognizes your mastery of the fundamentals of building and customizing effective Google Search campaigns.











PROJECT COMPLETION CERTIFICATE

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

> Anupam Singh has successfully completed an Industry-oriented project.

Project Name	Fitness Lifestyle -Social Media Analytics	
Technologies Used	Wordpress, Jetpack, Webmaster, Analytics platform, Google tools for SEO and SM	
Reference No.	MO/MAY2020/B 1680	
Training Date	June 2020 – July 2020	
Training Duration	6 Weeks	
Training Location	Live Online Mode	

Program Co-ordinator Industry/Academic Alliance



Director **Training and Development Allsoft Solutions and Services**









CLOUD COMPUTING



This certificate is awarded to

Anupam Singh

For successfully completing the eMarketing Institute online course and examination on the topic of

SEO



Issued on: 07 July, 2020 Certificate number: CERT001092402-EMI

xam name: SEO

COMPLETION CERTIFICATE

Date: 19 Aug, 2020

This is to certify that Mr. Prajjwal Singh has successfully completed his Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are his original work.

I hereby certify his work satisfactory to the best of my knowledge with an aggregate grade: **B.**

Location for internship: New Delhi

We wish him all the best for future endeavours.





(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.

COMPLETION CERTIFICATE

Date: 18 Aug, 2020

This is to certify that Ms. Suvidh Gupta has successfully completed her Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are her original work.

I hereby certify her work satisfactory to the best of my knowledge with an aggregate grade: **B.**

Location for internship: New Delhi

We wish her all the best for future endeavours.





(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.



COMPLETION CERTIFICATION

Date: 13-Aug-2020

This is to certify that "Mr. Abhijeet Dalal" has successfully completed his Summer Internship with project title "Marketing Strategies Management" in our organization under the guidance of "Sunita Bishnoi" (Marketing Head).

The duration of Internship was from - 1 June, 2020 to 31 Jul, 2020

The findings and evaluation in the internship are Students's original work.

I hereby certify his work **satisfactory** to the best of my knowledge with an aggregate **grade**:

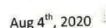
Location for internship: Gurgaon

We wish him all the best for future endeavours.

Warm Regards

(Authorized Signatory)

Proprietor





S3/HR/internship/-L/1010

TO WHOMSOEVER IT MAY CONCERN

This is to certify that HARSH SONI course BBA (G), (Batch 2018) from FAIRFIELD INSTITUTE OF MANAGEMENT & TECHNOLOGY has successfully completed his summer internship with at "Synchronized Supply Systems Ltd" Gurgaon office from July 1st, 2020 to July 31st, 2020.

During his Internship he has worked upon the project on "Supply Chain Management" and has submitted his report on the same which is valuable to the organization.

During the period of internship with us, we found his proactive and sincere and he will surely be an

Asset to any of the reputed organization.

We wish best for all his future endeavours!

For Synchronized Supply Systems Ltd.

Authorised Signatory

Authority Signatory

SYNCHRONIZEDSUPPLYSYSTEMSLTD

- O Registered Office:
- O D-14/1 Okhla Industrial Area Phase 1 New Delhi 110020
- 0 011 47874000
- www.synchronized.in

- O Corporate Office :
- Plot No. 150, Udyog Vihar Phase-I, Gurgaon 122001
- 0 0124 4732670

CIN: U602310L2007PLC167324



CERTIFICATE OF INTERNSHIP

"This is to certify that Mr. / Ms. Komal has successfully completed summer internship program

As "Business Development Associate" at Gulmohar Decorz

Under the guidance of Ms. Aishwarya Bhatnagar.

The Duration of this internship was from 23rd May 2020 to 9th July 2020

The internship on evaluation fulfils all the stated criteria and student's findings are his/her original work.

I hereby certify his/her work satisfactory to the best of my knowledge.

Signature of Managing Director

Jaspreet Kaur

HR Manager

Jay Bharat Maruti Limited

Village & Post - Mohammadpur Narsinghpur, Sector - 36, Gurgaon - 122 001 (Haryana) T: +91 124 4935300, 4275126-27

M: +91 9711169785/787, F: +91 124 4935332

W: www.jbm-group.com



JBML/AL/P&A/ Jun /2020

1st June, 2020

To. Department of Management, Fairfield Institute of Management & Technology Kapashera, New Delhi.

Subject: 45 Days HRD-Industrial Training

Dear Sir,

This is with reference that Mr. Tarun Yaday of your institute requested for internship.

We are glad to inform you that Mr. Tarun Yadav request's for Internship has been accepted in HRD department of our organization. The duration of Training would be 45 days. Kindly advise the student to report at our Company, Gurgaon on 3rdJune, 2020 to 21th Jul, 2020 at 10.00 am.

At the time of joining, the student is required to submit the photocopy of this offer letter along with a passport size photograph for Company. The student will be bound by all rules, regulations and orders promulgated by the company from time to time in relation to conduct, discipline, medical and any other matters as though these rules, regulations and orders were a part of this letter.

The student shall work in conformity of the instructions as decided and given by the management from time to time. Her duties may be varied from time to time and are liable to departmental and/or shift work transfers at the discretion of the Company.

However, either during the period of training, in case of breach of the disciplinary rules of the Company or misconduct, or refusal or if student remains absent without sanctioned leave for a period of 4 consecutive days (including intervening weekly off and holidays), training is terminable with immediate effect.

Please note that the student will not be paid any stipend and would have to make her own arrangements for boarding, lodging, transport etc.

Thanking You.

Yours Sincerely,

For JAY BHARAT MARUTI LTD.

SR. MANAGER - PERS. & ADMN.

601, Hemkunt Chambers, 89, Nehru Place, New Delhi-110 019 T: +91 11 26427104-06 F: +91 11 26427100

Plot No. 9, Institutional Area, Sector 44, Gurgaon-122003 (Hr.) T:+91-124-4674500, 4674550 F:+91-124-4674599

Plant I : Plot No. 5, MSIL, Joint Venture Complex, Gurgaon-122 015 (Haryana) T. +91 124 4887200 F: +91 124 4887300

Plant III: Plot No. 15-16 & 21-22, Sector-3A, Maruti Supplier Park, IMT Manesar, Gurgaon-122 051 (Haryana) T: +91 9999190423, 9899079952

Plant IV: Plot No. 322, Sector -3, Phase-II, GWC, Bawal - 123501 (Haryana) T:+91 8221004201, 8221004203

CIN: L29130DL1987PLC027342

Jay Bharat Maruti Limited

Village & Post - Mohammadpur Narsinghpur, Sector - 36, Gurgaon - 122 001 (Haryana) T: +91 124 4935300, 4275126-27,

M: +91 9711169785/787, F: +91 124 4935332

W: www.jbm-group.com



21st Jul, 2020

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Tarun Yadav student from FAIRFIELD INSTITUTE OF MANAGEMENT AND TECHNOLOGY, New Delhi has undergone internship in our organization from 3rd of Jun, 2020 to 21st of Jul, 2020 in Human Resource Dept.

He was very punctual and hard working throughout his training. We wish him all the success in his future career.

for JAY BHARAT MARUTI LTD.

601, Hemkunt Chambers, 89, Nehru Place, New Delhi-110 019 T: +91 11 26427104-06 F: +91 11 26427100

Corporate Office:

Plot No. 9, Institutional Area, Sector 44, Gurgaon-122003 (Hr.) T:+91-124-4674500, 4674550 F:+91-124-4674599

Plant I : Plot No. 5, MSIL, Joint Venture Complex, Gurgaon-122 015 (Haryana) T. +91 124 4887200 F: +91 124 4887300 Plant III: Plot No. 15-16 & 21-22, Sector-3A, Maruti Supplier Park, IMT Manesar, Gurgaon-122 051 (Haryana) T: +91 9999190423, 9899079952

Plant IV : Plot No. 322, Sector -3, Phase-II, GWC, Bawal - 123501 (Haryana) T:+91 8221004201, 8221004203

CIN: L29130DL1987PLC027342



Ref No- Bridge Group Solutions/HR/20-21

Date - 24th July 2020

To Whomsoever it may Concern

This is to certify that Vaibhav Sethi S/O Mr.Lalit Sethi a student of BBA at Fairfield Institute of Management & Technology, New Delhi has undergone project training in Marketing at our organization from 18th May 2020 to 18th June 2020.

He completed the training period, with sincerity and dedication and the performance during training period was found to be **SATISFACTORY**.

We wish him all the success in life and Career.

Srashti Jadoun

Head- Human Resource



Unit No 401, Plot No – 8, Ashok Marg, Moti Vihar South City 1 Gurugram, Haryana 122003 Mail us at – hrteam@bridgegroupsolutions,com Contact us at – 0124-4284247



THIS CERTIFICATE IS PROUDLY PRESENTED TO

PRIYANKA CHAUHAN

The candidate has worked in Marketing Department. The candidate completed all assigned tasks during the internship conducted on the month of july,2020.we wish all the success in future.

09, Jul 2020

Date



Signature



APPLE INC.

Business Plan

NAME: MUKUND MADHAV VATS

ENROLLMENT NO.: 42590101718

COURSE: BBA(G)

SEMESTER: IV

EXECUTIVE SUMMARY

Apple Inc. is an American multinational corporation that designs and manufactures consumer electronics, computer software, and personal computers. The company's best-known hardware products include Macintosh computers, the iPod, the iPhone and the iPad.

OBJECTIVES

- 1. To provide customers with high-quality services with a knowledgeable sales staff.
- 2. To bring best user experiences to customers through its innovative products and technologies.
- 3. To design and develop its own operation systems, hardware, application software and services.

MISSION

Apple is committed to bringing the best personal computing experience to individuals around the world through its innovative hardware, easy-to-use software and sleek product design.

MARKET ANALYSIS

TARGET MARKET

The following are a list Apple's inc. target market;

- 1. Middle and upper income consumers (Usually consumers with a high purchasing power).
- 2. Customers who enjoy using technology. These include people who take delight in capturing moments.
- 3. Students.
- 4. Professionals in media and designs.

Competitive Firms

1.Samsung

Samsung also Samsung Group is a South Korean Multinational Conglomerate Company having affiliate businesses under the **brand name** of Samsung. Samsung Group has a huge product line i.e. **consumer** electronics, semiconductors, telecommunication equipment, home appliances, automotive and many more. Samsung is founded in 1938 by Lee Byung-Chill and currently in the top 10 most valued companies in the world.



2. Microsoft

Microsoft is an American Technology company which revolutionized the information technology in past decades. Founded by Bill Gates in 1975 it is known for Microsoft windows product line. In the past 4 decades Microsoft achieved its objectives in the visionary leadership of Bill Gates.



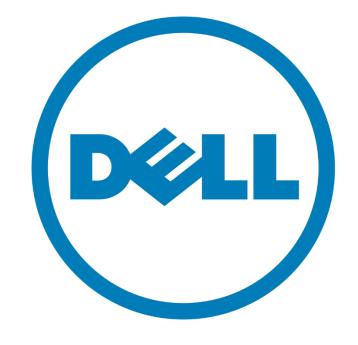
3. Google

Google is a well-known American technology company founded in 1998 by Larry Page and Sergey Brin. Google is known for search engine, online advertising, cloud computing, Google maps, Operating systems, Desktop and Mobile application.



4. Dell

Dell named after Michael Dell. It is an American multinational computer company that deals in manufacturing, selling, repairing of computer and related parts (products and services). Dell is strong competitors of Apple in the Laptops segment. This rivalry started many years ago when Dell introduced a competitive product Dell DJ and become one of the early competitors of iPod. Few years back Dell has launched XPS laptops product line which are competing with MacBook Pro.



MARKETING TACTICS

4.1 Product

In any type of organization, the product or service offered is the most important aspect of the business. This is because, without a product or service, there will be nothing to promote, price or distribute. Therefore, it is essential for every company to provide the best product or service in order to successful, stand-out and dominate the market.

4.1 Product

In any type of organization, the product or service offered is the most important aspect of the business. This is because, without a product or service, there will be nothing to promote, price or distribute. Therefore, it is essential for every company to provide the best product or service in order to successful, stand-out and dominate the market.

4.3 Promotion

Promotion is simply creating awareness of the company's products and services to customers. Apple promotes its products and services through many channels including relations and personal selling. With regards to personal selling, well mannered, energetic and highly informative sales representatives in Apple stores provide customers with all the necessary information about the company products and services.

4.4 Place

The place in marketing mix represents where the company sell its products and offers its services. Apple seeks to make their products available to everyone by utilizing several distribution channels. According to Apple's Form 10-k, "the Company sells its products worldwide through its retail stores, online stores and direct sales force, as well as through third-party cellular network carriers, wholesalers, retailers and resellers" (Apple, 2018).

FINANCIAL PROJECTIONS

This section explains the financial overview of Apple related to marketing activities. According to Apple's 2018 Form 10-K, net sales increased 16% or \$36.4 billion during 2018 compared to 2017, driven by higher net sales of iPhone, Services and Other Products. Moreover, the company's net sales increased year-over-year in each of the geographic reportable segments. In May 2018, Apple announced a new capital return program of \$100 billion and raised its quarterly dividend from \$0.63 to \$0.73 per share beginning in May 2018. During 2018, the Company spent \$73.1 billion to repurchase shares of its common stock and paid dividends and dividend equivalents of \$13.7 billion (Apple, 2018).

FUTURE PLANS

- More ambitious products are also rumored to be in the works, including a pair of <u>augmented</u> <u>reality smart glasses</u> and perhaps even a <u>full</u> <u>self-driving vehicle</u>.
- On the topic of services, Cook said Apple is well on its way towards meeting the goal it set in 2016, which was to double its \$25 billion revenue by 2020.

COMPLETION CERTIFICATE

Date: 08 Aug, 2020

This is to certify that **Ms. Mansi Kumari** has successfully completed her **Summer Internship** with project title "**Investment Plan**" under the guidance of **Ms. Neha Chhabra**.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are her original work.

I hereby certify her work satisfactory to the best of my knowledge with an aggregate grade: B.

Location for internship: New Delhi

We wish her all the best for future endeavours.

LORE

Warm Regards



(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.



Date: 11-Aug-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr Chaitanya Sharma** from **Fairfield Institute Of Management And Technology Kapas Hera Extension**, **New Delhi** has successfully completed his Summer Internship in the field of **Business Development** in our organization from 13-05-2020 to 21-07-2020. During his internship tenure in the organization, we found him hard working, sincere and diligent person and his behaviour and conduct was good.

We wish him all the best for her future endeavours.

For Nivesh Global

(Authorized Signatory)



Date: 11-Aug-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. RAVI PRAKASH PANDEY from Fairfield Institute of

Management and Technology, Kapashera has successfully completed his Summer Internship in the field of **Business Development** in our organization from 25-06- 2020 to 10-08-2020. During his internship tenure in the organization, we found him hard working, sincere and diligent person and his behaviour and conduct was good.

We wish him all the best for his future endeavours.

For Nivesh Global

(Authorized Signatory)



Date: 11-Aug-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Suraj Singh from Fairfield Institute of Management and Technology Kapashera, New Delhi

has successfully completed his Summer Internship in the field of **Business Development** in our organization from 13-05-2020 to 10-08-2020. During his internship tenure in the organization, we found him hard working, sincere and diligent person and his behaviour and conduct was good.

We wish him all the best for his future endeavours.

For Nivesh Global

(Authorized Signatory)

Page | 2

The Capital Box

Uncommon Money For Common Man



Ref No – The Capital Box / HR / 20 -21 Date - 8th July 2020

To Whomsoever It May Concern

This is to Certify that Smriti Dhoundiyal a student at Fairfield Institute of Management and Technology worked under my supervision during the Internship period starting 19/05/2020 to 02/07/2020 at "The Capital Box" Gurgaon.

I am pleased to state that her performance was noted to be Satisfactory towards completing the projects assigned and she was been able to present a good picture of the concerned work.

She presented a good moral character and pleasing personality. We wish her every success in life

Ashwani Singh

HR Team

Unit No 304, Plot No 8, Sector 41, Gurugram, Haryana 122003 Mail us at - hrd@thecapitalbox,com Contact us at - 0124 - 4370160



Ref No- Bridge Group Solutions/HR/20-21

Date - 24th July 2020

To Whomsoever it may Concern

This is to certify that Rohit Kumar Yadav S/O Mr.Vinod Kumar Yadav a student of BBA at Fairfield Institute of Management & Technology, New Delhi has undergone project training in Human Resource at our organization from 18th May 2020 to 18th June 2020.

He completed the training period, with sincerity and dedication and the performance during training period was found to be **SATISFACTORY**.

We wish him all the success in life and Career.

Srashti Jadoun

Head- Human Resource



Unit No 401, Plot No – 8, Ashok Marg, Moti Vihar South City 1 Gurugram, Haryana 122003 Mail us at – hrteam@bridgegroupsolutions,com Contact us at – 0124-4284247

COMPLETION CERTIFICATE

Date: 18 Aug, 2020

This is to certify that Ms. Shubham Gupta has successfully completed her Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are her original work.

I hereby certify her work satisfactory to the best of my knowledge with an aggregate grade: **B.**

Location for internship: New Delhi

We wish her all the best for future endeavours.





(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.

The Capital Box

Uncommon Money For Common Man



Ref No – The Capital Box / HR / 20 -21

Date – 8th July 2020

To Whomsoever It May Concern

This is to Certify that <u>Akanksha Thakur</u> a student at <u>Fairfield Institute of Management and Technology</u> worked under my supervision during the Internship period starting <u>19/05/2020</u> to <u>02/07/2020</u> at "The **Capital Box**" Gurgaon.

I am pleased to state that her performance was noted to be <u>Satisfactory</u> towards completing the projects assigned and she was been able to present a good picture of the concerned work.

She presented a good moral character and pleasing personality. We wish her every success in life

18 Contraction of the second

Ashwani Singh HR Team

Unit No 304, Plot No 8, Sector 41, Gurugram, Haryana 122003 Mail us at – hrd@thecapitalbox,com Contact us at – 0124 - 4370160



The Capital Box

Uncommon Money For Common Man



Ref No – The Capital Box / HR / 20 -21

Date – 8th July 2020

To Whomsoever It May Concern

This is to Certify that <u>Kanesh Thakur</u> a student at <u>Fairfield Institute of Management and Technology</u> worked under my supervision during the Internship period starting <u>19/05/2020</u> to <u>02/07/2020</u> at "The Capital Box" Gurgaon.

I am pleased to state that his performance was noted to be **Satisfactory** towards completing the projects assigned and he was been able to present a good picture of the concerned work.

He presented a good moral character and pleasing personality. We wish him every success in life

1 8c

Ashwani Singh HR Team

Unit No 304, Plot No 8, Sector 41, Gurugram, Haryana 122003 Mail us at – hrd@thecapitalbox.com Contact us at – 0124 - 4370160



Allsoft Solutions and Services Pvt Ltd E – 39, Industrial Area, Phase VIII, Mohali – PB 160055 0172-5198122

Ref. No: MO/JUNE2020/B 1882 Date: June 10th, 2020

Training and Placement Officer, Fairfield Institute of Management and Technology New Delhi

Subject: CONFIRMATION OF SIX WEEKS TRAINING ON SECTORAL ANALYTICS

Dear Sir/Ma'am,

It is indeed a pleasure to share after subsequent round of selection and process, Aashna Roll No. 44351401718 a student of BBA in your esteemed institution has joined us as a training cum intern in Sectoral Analytics – HR, Marketing & Operations. Aashna will get many opportunities to grow professionally and develop professional skills with a vibrant and supportive team.

We shall continuously monitor the performance and will suggest desired changes, the training will be followed with the real time project development. The project to be submitted in the given period and will be evaluated by experts. Aashna will be given periodically opportunities to work with developers, the opportunities will be provided based on performance and timely completion of the desired tasks.

Our heartiest congratulations to Aashna for becoming a part of Summer Training.

Thanks and Regards,

Arushi Sharma Executive HR

Nowh Shanne

www.allsoftsolutions.in

COMPLETION CERTIFICATE

Date: 18 Aug, 2020

This is to certify that Mr. Rahul Aggarwal has successfully completed his Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are his original work.

I hereby certify his work satisfactory to the best of my knowledge with an aggregate grade: B.

Location for internship: New Delhi

We wish him all the best for future endeavours.

Warm Regards SPIRE, YOU EXPLORE



(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.





A Pioneer organization & IBM Business Partner

Date: October 5th, 2020

TO WHOM IT MAY CONCERN

This is to certify, Ruchika Tanwar student of Fairfield Institute of Management and Technology, Delhi bearing Roll number 45051401718 has undergone Summer Internship/Training on IBM project and Technologies with us. The details are as follows: -

Project Name	COVID 19 Impact Analysis
Duration of Training cum Internship	6 Weeks
Internship Period	June, 2020 – July, 2020
Technology	Sectoral Analytics
Tools / Platform Used	Advance Excel, Analytics Basic, IBM Cognos, OrangeHRM
Reference Number	MO /MAY2020/B 2007
Main Subject Matter Expert	Ms. Khushbu Datwani
Co Subject Matter Expert	Ms. Khushbu Datwani
Achievements	IBM Badge & Certificate on Data Science 101

During the training, assessment and project period we find intern sincere, hardworking and having good behavior and moral character.

We wish intern all success in future endeavors.

Mr. S. K Garg In charge | Delivery India/SA

Business Partner For Allsoft Solutions & Services

Authorised Signatory





PROJECT COMPLETION CERTIFICATE

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

Saurabh kumar Jha

has successfully completed an Industry-oriented project.

Project Name	Website on Designed Cloth Mask
Technologies Used	Social Media Analytics & Digital Marketing
Reference No.	MO /FEB 2020/B 1191
Training Date	May 2020 - June 2020
Training Duration	6 Weeks
Training Location	Online

Program Co-ordinator Industry/Academic Alliance



Director **Training and Development Allsoft Solutions and Services**











TRAINING CERTIFICATE

I have achieved 3 certificates from KOTAK MAHINDRA LIFE INSURANCE COMPANY. After every stage that I qualify I received the certificate of recognition.

Here, I am attesting my 3 training certificates that I have achieved in my Summer Training.

- 1st certificate 'LAUNCH PAD' after selling the policy worth Rs.50,000.
- 2nd certificate 'BLAST OFF' after selling the policy worth Rs.80,000.
- 3rd certificate 'POWER CLUB H2' after selling the policy worth Rs.3.70,000.











PROJECT COMPLETION CERTIFICATE

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

Rohit Lakra

has successfully completed an Industry-oriented project.

Project Name	Website on the Nutrition House
Technologies Used	Social Media Analytics & Digital Marketing
Reference No.	MO /MAR2020/B 1238
Reference No.	
Training Date	May 2020 - June 2020
	6 Weeks
Training Duration _	O Weeks
Training Location	Online

Program Co-ordinator Industry/Academic Alliance



Director **Training and Development Allsoft Solutions and Services**











CLOUD COMPUTING

WEST SAGAR PUR N BLOCK GALI MO,

NO, BWQPN2614C

OURIER LIMITED, All C ENCY, MISTRACKON

It is to certify that Mr. Deepanshu Saini S/o Shri Rajesh was M/s. Sachin Enterprise as the Office Asst. / Data Entry Deppartm 31th Aug, 2020 as per the firm's employment record.

Enterprise as the Chinese and ployment record.

20 as per the firm's employment record.

employment Mr, Deepanshu Saini has perused lemployment our organisation comer Care Deppartment etc. from our organisation comer Care Deppartment etc. from our organisation lemployment we found her to be Professional, kn During her em field of Castor

During her employment we found her to be

oriented with theoretical & practical understanding of work req She has a friendly & having good sense of humour and worl member of a team as required by management.

Overall Mr. Deepanshu Saini performed her duties and resp

Overall Mr. Deepanshu Saini per attention to detail at all times.
With her enthusiasm to work, learn employee to any enterprise.
Please feel free to contact us if you

Please

As employee with us om period 01th July, 2020 to dge & experience in eable and result nts.

Si individual or sies cheerfully with would make a great her employment. From:NVs.Sachin Enter
Authorities
Author



TO WHOM SO EVER IT MAY CONCERN

This is certify that Mr. Yash Gupta , a student of Fairfield Institute of Management & Technology (FIMT) (Affiliated to GGSIPU), University. He has Successfully completed his Online Summer Internship with our organization from 01-06-2020 to 31-07-2020 Period under Mr. Yogesh Kumar

He effectively worked on Finance & Marketing activities and done according to the commitments. He is a hardworker and committed towards his work.

We wish him good luck and success for his entire future Endeavours.

Yours Faithfully,

Sharekhan Ltd.

Yogesh Kumar Assistant Manag

Sharekhan Ltd

By BNP Paribas



Sharekhan Ltd.

Corporate Office: The Ruby, 18th Floor, 29, Senspati Bapat Marg, Dadar (West), Mumbai - 400028 Tel. 022-67502000 Fax: 022-24327343

Registered Office: 10th Floor, Beta Building, Lodina (Think Techno Campus, Off. JVLR, Opp. Kanjurmang Railway Station, Kanjurmang (East), Mumbai - 400042

Tel: 022-61150000 Fax: 022-67481899, CN No. U99999M-11995PLC067498

Sharekhan Ltd.: SEBI Regn. Nos. BSE: INB/INF011073351/BSE: CD.: NSE: INB/INF/INE231073330; MSEI: INB/INF251073333 / INE261073330

DP: NSDL-IN-DP-NSDL-233-2003; CDSL-IN-DP-CDSL-271-2004; PMS. INP000005786; Mutual Fund: ARN 20669; Research Analyst: INH000000370; For any compliants email at igcilisharekhan.com; Discialmer: Client should read the Rhs Disclosure Document issued by SEBI & relevant exchanges and the T&C on www.sharekhan.com; Investment in securities market are subject to market inks, read all the related documents carefully before investing.

BRANCH: No. 411/412, Agarwal Cyber Plaza, Netaji Subhash Place, Pitampura, New Delhi - 110 034.

Tel.: 011 - 47567000 / 05



CERTIFICATE

This Is Certify That

Mr./Ms. ____JASMINE ZEHRA

Completed 45 (28 JUNE-13 AUG 2020) Days Internship Successfully at NAYA SAWERA NGO And She/He Remotely Served as a DIGITAL MARKETING INTERN.

His/Her Hard Work And Dedication To The Assigned Task is Highly Appreciated And Acknowledged.

Akhilesh Maheshwari (Founder)

www.facebook.com/nayasawera www.nayasawera.org 9649020121





PROJECT COMPLETION CERTIFICATE

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

Raunak Aggarwal

has successfully completed an Industry-oriented project.		
Project Name	Selection and Recruitment Analysis - Sectoral Analytics	
Technologies Used	Advance Excel, Analytics Basic, IBM Cognos, OrangeHRM	
Reference No.	MO /FEB 2020/B 1147	
Training Date	June 2020 – July 2020	
Training Duration	6 Weeks	
Training Location	Live Online Mode	

Program Co-ordinator Industry/Academic Alliance



Director **Training and Development Allsoft Solutions and Services**

BIG DATA - ANALYTICS









CLOUD COMPUTING

CERTIFICATE ISSUED



CERTIFICATE OF APPRECIATION

This is to certify that

DIVYA PAWAR

has completed her internship in "Human Resources" at Aviyana HR Solutions from 1st June 2020 for the period of 45 days. She has worked on project titled "Understanding the challenges in Talent Acquisition and HR outsourcing". During her internship, she was found punctual, hardworking and inquisitive. We wish her all the best for her future endeavours.

21 JULY 2020

Date

Opla-

Dr. Ravindra Pratap Gupta Chairman

COMPLETION CERTIFICATE

Date: 18 Aug, 2020

This is to certify that Mr. Muskan Mehta has successfully completed his Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are his original work.

I hereby certify his work satisfactory to the best of my knowledge with an aggregate grade: **B.**

Location for internship: New Delhi

We wish him all the best for future endeavours.





(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.



(Installation & Operation Maintenance)

9868227275 9868260440 Tel Fax: 011-25330800

Regd. Office: 557 A/6, Govindpuri, Kalkaji, New Delhi -110019

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Abhishek Choudhary a student at Fairfield

Institute of Management & Technology worked under my supervision
at "The Galaxy Associates" Kalkaji.

I am pleased to state that his performance was noted to be **Satisfactory** towards completing the projects assigned and he was been able to present a good picture of the concerned work.

He presented a good moral character and pleasing personality. We wish his every success in life.

Signature

For Galany Associates

Manoj Choudhary

(Partner)

M/S Galaxy Associates

The state of the s

COMPLETION CERTIFICATE

Date: 19 Aug, 2020

This is to certify that Mr. Jatin Kumar has successfully completed his Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are his original work.

I hereby certify his work satisfactory to the best of my knowledge with an aggregate grade: C.

Location for internship: New Delhi

We wish him all the best for future endeavours.





(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.



INSPLORE TLS CONSULTANTS PVT. LTD.

COMPLETION CERTIFICATE

Date: 18 Aug, 2020

This is to certify that Mr. Sachin Negi has successfully completed his Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are his original work.

I hereby certify his work satisfactory to the best of my knowledge with an aggregate grade: **B.**

Location for internship: New Delhi

We wish him all the best for future endeavours.

Warm Regards



(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.

> RG Trade Tower, Netaji Subhash Palace, Pitampura, New Delhi, 110034 www.insploreconsultants.com Email: hr@insploreconsultants.com



CERTIFICATE OF APPRECIATION

This is to certify that

BHAWNA BANSAL

has completed her internship work from home in "Human Resources" at Aviyana HR Solutions from 1st June 2020 for the period of 30 days. She has worked on project titled "Understanding the challenges in Talent Acquisition and HR outsourcing" and methodology used was by email connect. During her internship, she was found punctual, hardworking and inquisitive. We wish her all the best for her future endeavours.

23 JULY 2020

Date

Dr. Ravindra Pratap Gupta Chairman





A Pioneer organization & IBM Business Partner

Date: August 27th, 2020

TO WHOM IT MAY CONCERN

This is to certify, Kajal Mushuni student of Fairfield Institute of Management and Technology, New Delhi bearing Roll number 46551401718 has undergone Summer Internship/Training on IBM project and Technologies with us. The details are as follows: -

Project Name	Human Resources Analysis
Duration of Training cum Internship	6 Weeks
Internship Period	June, 2020 - July, 2020
Technology	Sectoral Analytics
Tools / Platform Used	Advance Excel, Analytics Basic, IBM Cognos, OrangeHRM
Reference Number	MO/JUNE2020/B 1868
Main Subject Matter Expert	Ms. Khushbu Datwani
Co Subject Matter Expert	Ms. Jyoti Taylor
Achievements	IBM Badges & Certification on Data Science 101

During the training, assessment and project period we find intern sincere, hardworking and having good behavior and moral character.

We wish intern all success in future endeavors.

Mr. S. K Garg In charge | Delivery India/SA



For Allsoft Solutions & Services

Authorised Signatory

SUMMER TRAINING REPORT

<u>ON</u>

"PERCEPTION OF INVESTORS INVESTING IN LIFE INSURANCE"

IN PARTIAL FULFILLMENT OF BACHELORS OF BUSINESS ADMINISTRATION [BBA] [2018-21]

Guided By: Ms. Neha Chhabra

Submitted By: Akshay Arya 46590101718

FAIRFIELD INSTITUTE OF MANAGEMENT AND TECHNOLOGY KAPASHERA, NEW DELHI



AFFILIATED TO:

(GURU GOBIND SINGH INDRAPASTHA UNIVERSITY (DWARKA, NEW DELHI)



INSPLORE TLS CONSULTANTS PVT. LTD.

COMPLETION CERTIFICATE

Date: 18 Aug, 2020

has successfully completed his Summer Internship This is to certify that Mr. Akshay with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra .

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are his original work.

I hereby certify his work satisfactory to the best of my knowledge with an aggregate grade: B.

Location for internship: New Delhi

We wish him all the best for future endeavours.

Warm Regards SPIRE, YOU EXPLORE



(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.

CERTIFICATE

This is to certify that this Summer Training Report "PERCEPTION OF INVESTORS INVESTING IN LIFE INSURANCE" is submitted by "Akshay Arya" who carried out the project 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:18 Aug, 2020

Ms. Neha Chhabra

DECLARTION BY THE CANDIDATE

I hereby declare that the work, which is being presented in this project entitled "<u>PERCEPTION OF</u> <u>INVESTORS INVESTING IN LIFE INSURANCE</u>", is an authentic record of my own work carried out by me under the supervision and guidance of Ms. Neha Chhabra project guide, FAIRFIELD INSTITUTE OF MANAGEMENT AND TECHNOLOGY.

This project was undertaken as a part of the major project report as per the curriculum of GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI for the partial fulfillment of BBA from FAIIRFIELD INSTITUTE OF MANAGEMENT AND TECHNOLOGY.

I have not submitted the matter embodied here in this project for the award of any other Degree.

Student Name:
AKSHAY ARYA
46590101718

ACKNOWLEDGEMENT

The project entitled "**PERCEPTION OF INVESTORS INVESTING IN LIFE INSURANCE**" for one required an improved environment, extensive Endeavour, and all necessary support. I take this an opportunity to express my gratitude to Ms. Neha Chhabra, my project guide for her able guidance, cooperation and out of the box thinking without which this project would not have been exciting at all.

The successful progression of my project also gives me the opportunity to acknowledge and appreciate the staff of the college that provide me much needed stimulating suggestions and encouragement in order to stem this project towards completion.

Thanking You Akshay Arya 46590101718

OBJECTIVE OF STUDY

- 1. To know the profile of the respondents in the study area.
- 2. To analyse the factor influencing the satisfaction level of employees in the company.
- 3. To find out the perception of investors investing in life insurance company INSPLORE.
- 4. To offer the summary and finding of the study.

❖ PRIMARY OBJECTIVE

The primary objective of my study at INSPLORE is to lay down the foundation of investors investing in the company.

SECONDARY OBJECTIVE

The objective of my study about the investors to improve the current process of employees training and development at INSPLORE.

EXECUTIVE SUMMARY

The fiercely competitive Indian retail environment has forced the retail businesses to focus extensively on customer retention of their existing customers. As a result, leading Indian retailers launched their loyalty programs offering a range of attractive tangible and intangible rewards to their customers, with an aim to retain them and enhance the retail performance. These programs not only engaged increasing number of members over the years, but also generated huge proportion of sales and profits from these members. When consumers join a loyalty program, to accumulate rewards more quickly, they are likely to concentrate their purchases on one firm, such as buying all the things from one store only. Furthermore, because loyalty program members tend to overlook negative experiences with the firm and are less likely to compare the firm with competitors, they are more likely to buy exclusively from the firm. I have expressed my experiences in my own simple way. I hope who goes through it will find it interesting and worth reading. All constructive feedback is cordially invited.

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Chapter – 1

INTRODUCTION

ABOUT THE INDUSTRY

The insurance industry of India has 57 insurance companies - 24 are in the life insurance business, while 33 are non-life insurers. Among the life insurers, Life Insurance Corporation (LIC) is the sole public sector company. There are six public sector insurers in the non-life insurance segment. In addition to these, there is a sole national re-insurer, namely General Insurance Corporation of India (GIC Re). Other stakeholders in the Indian Insurance market include agents (individual and corporate), brokers, surveyors and third-party administrators servicing health insurance claims.

LARGEST LIFE INSURANCE COMPANY

- 1. LIC Life Insurance Corporation of India
- 2. ICICI Prudential Life Insurance
- 3. HDFC Standard Life Insurance
- 4. Max Life Insurance
- 5. SBI Life Insurance
- 6. Bajaj Allianz Life Insurance
- 7. Tata AIA Life Insurance
- 8. Riliance Nippon Life Insurance
- 9. Bharti AXA Life Insurance
- 10. Aditya Birla Sun Life Insurance

Company Profile

Insplore Life Insurance Company Limited is a part of Insplore Capital Ltd. of the Insplore – Anil Dhirubhai Ambani Group. Insplore Capital is one of India's leading private sector financial services companies, and ranks among the top 3 private sector financial services and banking companies, in terms of net worth. Insplore Capital has interests in asset management and mutual funds, stock broking, life and general insurance, proprietary investments, private equity and other activities in financial services.

Insplore Capital Limited (RCL) is a Non-Banking Financial Company (NBFC) registered with the Reserve Bank of India under section 45-IA of the Reserve Bank of India Act, 1934.

Insplore Capital sees immense potential in the rapidly growing financial services sector in India and aims to become a dominant player in this industry and offer fully integrated financial services.

Vision

Empowering everyone live their dreams.

Mission

Create unmatched value for everyone through dependable, effective, transparent and profitable life insurance and pension plans.

Our Goal

Insplore Life Insurance would strive hard to achieve the 3 goals mentioned below:

- Emerge as transnational Life Insurer of global scale and standard.
- Create best value for Customers, Shareholders and all Stake holders.
- Achieve impeccable reputation and credentials through best business practices.

1.1 Abstract

India is a country where the average selling of Life insurance policies is still lower than many Western and Asian countries, with the second largest population in world the Indian insurance market is looking very prospective to many multinational and Indian insurance companies for expanding their business and market share. Before the opening of Indian market for Multinational Insurance Companies, Life Insurance Corporation (LIC) was the only company which dealt in Life Insurance and after opening of this sector to other private companies, all the world leaders of life insurance have started their operation in India. With their world market experience and network, these companies have offered many good schemes to lure all type of Indian consumers but unfortunately failed to get the major share of market. Still the LIC is the biggest player in the life insurance market with approx 65% market share. But why Indian consumers do not trust on many companies and why the major population of India does not have any life insurance policy or what are the factors plays major role in buying behaviour of consumers towards life insurance policies.

1.2 Introduction

Life is full of risk and uncertainties. Since we are the social human being we have certain responsibilities too. Indian consumers have big influence of emotions and rationality on their buying decisions. They believe in future rather than the present and desire to have a better and secured future, in this direction life insurance services have its own value in terms of minimizing risk and uncertainties. Indian economy is developing and having huge middle class societal status and salaried persons. Their money value for current needs and future desires here the pendulum moves to another side which generate the reasons behind holding a policy. Here the attempt has been made in this research paper to study the buying behaviour of consumers towards life insurance services. Life insurance is one of the best known insurance products today. People buy these products as investment tools and also as protection for themselves and their families. All the insurance companies the world over are looking at attracting the eye balls of customer and positioning their solutions innovatively to cater to niche and specific markets. One of the most critical aspects both from the view point of the customer and the insurer is getting important and relevant leads that can be beneficial for both.

1.3.1 Origin of Insurance

Almost 4,500 years ago, in the ancient land of Babylonia, traders used to bear risk of the caravan trade by giving loans that had to be later repaid with interest when the goods arrived safely. In 2100 BC, the Code of Hammurabi granted legal status to the practice that, perhaps, was how insurance made its beginning. Life insurance had its origins in ancient Rome, where citizens formed burial clubs that would meet the funeral expenses of its members as well as help survivors by making some payments. As European civilization progressed, its social institutions and welfare practices also got more and more refined. With the discovery of new lands, sea routes and the consequent growth in trade, Medieval guilds took it upon themselves to protect their member traders from loss on account of fire, shipwrecks and the like.

Since most of the trade took place by sea, there was also the fear of pirates. So these guilds even offered ransom for members held captive by pirates. Burial expenses and support in times of sickness and poverty were other services offered. Essentially, all these revolved around the concept of insurance or risk coverage. That's how old these concepts are, really. In 1347, in Genoa, European maritime nations entered into the earliest known insurance contract and decided to accept marine insurance as a practice.

The first step

Insurance as we know it today owes its existence to 17th century England. In fact, it began taking shape in 1688 at a rather interesting place called Lloyd's Coffee House in London, where merchants, ship-owners and underwriters met to discuss and transact business. By the end of the 18th century, Lloyd's had brewed enough business to become one of the first modern insurance companies.

Enter companies

The first stock companies to get into the business of insurance were chartered in England in 1720. The year 1735 saw the birth of the first insurance company in the American colonies in Charleston, SC. In 1759, the Presbyterian Synod of Philadelphia sponsored the first life insurance corporation in America for the benefit of ministers and their dependents. However, it was after 1840 that life insurance really took off in a big way. The trigger: reducing opposition from religious groups.

The growing years

The 19th century saw huge developments in the field of insurance, with newer products being devised to meet the growing needs of urbanization and industrialization. In 1835, the infamous New York fire drew people's attention to the need to provide for sudden and large losses. Two years later, Massachusetts became the first state to require companies by law to maintain such reserves. The great Chicago fire of 1871 further emphasized how fires can cause huge losses in densely populated modern cities. The practice of reinsurance, wherein the risks are spread among several companies, was devised specifically for such situations. There were more offshoots of the process of industrialization. In 1897, the British government passed the Workmen's Compensation Act, which made it mandatory for a company to insure its employees against industrial accidents. With the advent of the automobile, public liability insurance, which first made its appearance in the 1880s, gained importance and acceptance.

In the 19th century, many societies were founded to insure the life and health of their members, while fraternal orders provided low-cost, members-only insurance.

Even today, such fraternal orders continue to provide insurance coverage to members as do most labour organizations. Many employers sponsor group insurance policies for their employees, providing not just life insurance, but sickness and accident benefits and old-age pensions. Employees contribute a certain percentage of the premium for these policies.

In India

Insurance in India can be traced back to the Vedas. For instance, Yogakshema, the name of Life Insurance Corporation of India's corporate headquarters, is derived from the Rig Veda. The term suggests that a form of "community insurance" was prevalent around 1000 BC and practised by the Aryans. Burial societies of the kind found in ancient Rome were formed in the Buddhist period to help families build houses, protect widows and children.

Bombay Mutual Assurance Society, the first Indian life assurance society, was formed in 1870. Other companies like Oriental, Bharat and Empire of India were also set up in the 1870- 90s. It was during the Swadeshi movement in the early 20th century that insurance witnessed a big boom in India with several more companies being set up.

As these companies grew, the government began to exercise control on them. The Insurance Act was passed in 1912, followed by a detailed and amended Insurance Act of 1938 that looked into investments, expenditure and management of these companies' funds. By the mid- 1950s, there were around 170 insurance companies and 80 provident fund societies in the country's life insurance scene. However, in the absence of regulatory systems, scams and irregularities were almost a way of life at most of these companies.

As a result, the government decided nationalise the life assurance business in India. The Life Insurance Corporation of India was set up in 1956 to take over around 250 life companies. For years thereafter, insurance remained a monopoly of the public sector. It was only after seven years of deliberation and debate – after the RN Malhotra Committee report of 1994 became the first serious document calling for the re-opening up of the insurance sector to private players that the sector was finally opened up to private players in 2001.

The Insurance Regulatory & Development Authority, an autonomous insurance regulator set up in 2000, has extensive powers to oversee the insurance business and regulate in a manner that will safeguard the interests of the insured.

1.3.2 **Meaning of Insurance:**

Insurance may be described as a social device to reduce or eliminate risk of loss to life and property. Insurance is a collective bearing of risk. Insurance spreads the risks and losses of few people among a large number of people as people prefer small fixed liability instead of big uncertain and changing liability. Insurance is a scheme of economic cooperation by which members of the community share the unavoidable risks.

Insurance can be defined as a legal contract between two parties whereby one party called Insurer undertakes to pay a fixed amount of money on the happening of a particular event, which may be certain or uncertain. The other party called Insure or Insurant pays in exchange a fixed sum known as premium. The insurer and the insurant are also known as Assurer or Underwriter and Assurant, respectively. The document which embodies the contract is called the policy.

1.3.3 Types of insurance contract

- Life insurance
- General insurance

1.3.3.1 Life Insurance

Life insurance is a contract for payment of money to the person assured (or to the person entitled to receive the same) on the occurrence of an event insured against.

Usually the contract provides for –

Payment of an amount may be on the date of maturity or at specified periodic intervals or after death, if it occurs earlier.

Periodical payment of insurance premium can be done by the assured to the corporation who provides the insurance.

Who can buy a life insurance policy?

Any person above 18 years of age and who is eligible to enter into a valid contract. Subject to certain conditions, a policy can be taken on the life of a spouse or children.

What is a Whole Life Policy?

When most people think of life insurance, they think of a traditional whole life policy. These are the simplest policies to understand: You pay a fixed premium every year based on your age and other factors, you earn interest on the policy's cash value as the years roll by, and your beneficiaries get a fixed benefit after you die.

The policy takes you into old age for the same premium you started out with. Whole life insurance policies are valuable because they provide permanent protection and accumulate cash values that can be used for emergencies or to meet specific objectives. The surrender value gives you an extra source of retirement money if you need it.

Why does one need Life Insurance?

Life insurance is designed to protect you and your family against financial uncertainties that may result due to unfortunate demise or illness. You can also view it as a comprehensive financial instrument – as a part of your financial planning offering you savings & investment facilities.

What is an Endowment Policy?

Unlike whole life, an endowment life insurance policy is designed primarily to provide a living benefit and only secondarily to provide life insurance protection. Therefore, it is more of an investment than a whole life policy. Endowment life insurance pays the face value of the policy either at the insured's death or at a certain age or after a number of years of premium payment.

Endowment life insurance is a method of accumulating capital for a specific purpose and protecting this savings program against the saver's premature death. Many investors use endowment life insurance to fund anticipated financial needs, such as college education or retirement. Premium for an endowment life policy is much higher than those for a whole life policy.

What is a Money Back Policy?

This is basically an endowment policy for which a part of the sum assured is paid to the policyholder in the form of survival benefits, at fixed intervals, before the maturity date. The risk cover on the life continues for the full sum assured even after payment of survival benefits and bonus is also calculated on the full sum assured. If the policyholder survives till the end of the policy term, the survival benefits are deducted from the maturity value.

Choosing the right plan

Identifying the right plan basis your needs is the first crucial step towards insurance planning. At RLIC we help customer by identifying their various needs and offering plans that are customized for you. You may also choose a plan by identifying the life stage you are at.

The following needs of a person can be fulfilled by insurance:

Protection

Need for a sound income protection in case of your unfortunate demise.

Investment

Need to ensure long-term real growth of your money.

Saving

Save for the milestones and protect your savings too.

Pension

Need to save for a comfortable life post retirement.

Objectives of Life Insurance

- 1. To spread life insurance and provide life insurance protection to the masses at reasonable cost.
- 2. To mobilize peoples savings through insurance-linked savings schemes.
- 3. To invest the funds to serve the best interests of both the policy holders and the nation.
- 4. To conduct business with maximum economy, always remembering that the money belongs to the policy holders.
- 5. To act as trustees of the policy holders and protect their individual and collective interests.
- 6. To innovate and adapt to meet the changing life insurance needs of the community.

1.3.3.2 General Insurance

General (non-life) insurance provides a short-term coverage, usually for a period of one year. General insurers transact fire insurance, motor insurance, marine insurance, and miscellaneous insurance business. Among these categories fire and motor insurance business are predominant. Motor vehicle insurance is compulsory in India and the motor insurance industry.

Moreover, motor insurance due to third party liability claims has substantially contributed to underwriting losses

General Insurance Products

Fire Insurance:

Fire Insurance is a comprehensive policy which covers loss on account of fire, earth quake, riots, floods, strikes, and malicious intent. It can be taken only by the owner of the premises to be insured.

Motor Insurance: This covers:

In motor insurance, the rates were revised. Upwards twice, once in 1982 and then in1990 as the high cost of repairs coupled with third party claims had adversely affect the insured loss ratio. Motor insurance is mandatory leading to good amount of premium collection but it is not being fancied upon as it could lead to litigation problem.

Marine Cargo Insurance: This covers:

- a. Cargo in Transit.
- b. Cargo Declaration policy.

It includes insurance of Marine Hull Insurance Inland Vessels, Ocean going Vessels, fishing and scaling vessels, freight at risk, construction of ships, voyage insurance of various vessels, ship breaking insurance, oil and energy in respect of onshore and offshore risks, including construction risk.

1.3.4 Objective of Insurance Policy

- 1. Life Insurance policy for the rural areas and the socially and economically backward classes with a view to reach all insurable persons in the country and providing them adequate financial cover of reasonable cost.
- 2. Conduct business with utmost economy and with the full realization that the money to the public.
- 3. Meet the various life insurance need of the community that would arise in the changing social and economical environment.
- 4. Maximize mobilization of peoples' saving by making insurance linked securing adequately attractive.
- 5. Involve all people working in the corporation to the best of their capability in furthering the interests of the insurance public by providing efficient service with courtesy.
- 6. Bear in mind, the investment of funds, the primary obligation to its policy holders, whose money it holder in trust, without losing sight of the interest of the community as a whole; the fund is to be deployed to the best advantage of the investors as the community as whole, keeping in view national as well as the community attractive return.

1.3.5 Benefits to Insurance Policy Holder

(1) Tax Benefits:

Relief in income tax is available for amount paid by way of premium for life insurance. Investment qualifying for rebate viz. insurance premia, premium paid toward annuity plans for life insurance are specified under section 88(2) of the income tax Act.

(2)Safety:

In life insurance, on death, the full sum assured is payable (with bonuses wherever applicable) whereas in other saving scheme, only the amount (saved with interest) is payable.

(3)Liquidity:

Loans can be raised on sole security of the policy which has acquired a paid-up value. Besides, a Life Insurance policy is also generally accepted as security for even a commercial loan/housing loan.

(4) Aid to Thrift:

Life Insurance encourages 'thrift' Long term saving can be made in a relatively painless manner because of 'easy instalment facility' (Premium can be made through monthly, quarterly, half-yearly or yearly instalment). The Salary Saving Scheme, popularly known as SSS provide a convenient method if paying premium each month through deduction from one's salary. The Salary Saving Scheme can be introduced in an institution of establishment subject to specified terms and condition

(5) Money at the time of Requirements:

A suitable insurance plan or a combination of different plans can be taken to meet specific needs that are likely to arise in future such as children's education, start in-life or marriage provision or even periodical needs for cash ones a predetermined stretch of time. Alternatively, policy money can be so arranged to be used for other investments subject to certain conditions, loans are granted to policy holders for house or for purchase of flats.

(6) Insurance affords peace of mind:

The security is the prime motivating factor. The security ends the tension and finally leads to peace to mind.

(7) Insurance Eliminate Dependency

At the death of husband or the father or any lead person, the family would suffer a lot. The insurance is here to assist then like to provide adequate amount at the time of suffering. The economic dependency if the family is reduced.

(8) Insurance encourages savings:

In most of the life policies, element of saving is predominant, this policies combine of programme of Insurance and saving. Saving with insurance has certain extra advantage.

(9) Economic Growth of the country:

For the growth of the country insurance provides string hand and mid to protect against loss of death. From the insurance government get more financial resource and utilize strengthen the economic condition of the country.

1.3.6 OBJECTIVES OF THE STUDY

Following are the main objectives of the study are

- a) To know the customers awareness regarding the life insurance.
- b) To know the customers awareness regarding the various life insurance companies in the insurance sector.
- c) To know the customers preference towards the private or public insurance sector.
- d) To know the different promotion strategy used by companies to aware their customers.
- e) To evaluate the factors underlying consumer perception towards investment in life insurance policies.
- f) To develop and standardize a measure to evaluate investment pattern in life insurance services.

CHAPTER – 2

LITERATURE REVIEW

LITERATURE REVIEW

Much of the research on insurance markets in India has been descriptive (Ranade and Ahuja, 1999; Rao, 1999; Sinha, 2007). Empirical studies have primarily looked at socio-economic and demographic factors that affect the purchase of insurance. These studies (Townsend, 1994; Sen, 2008; Kakkar and Shukla, 2010) provide an understanding of how factors such as income, age, education and life stage events affect demand. However, these studies do not provide an understanding of the actual decision-making process from a consumer behavior point of view.

There have been some behavioral studies in insurance in the context of western countries (Fletcher & Hastings, 1983, 1984; Kurland, 1995; Gotllieb, 2012); in Malaysia (Haron et. al., 2011; Rahim and Amin, 2011; Husin and Rahman, 2013) and in Nigeria (Omar, 2007; Omar and Frimpong, 2007). However, the findings from these studies cannot be generalized to a country such as India due to differences in social, cultural, educational, political and regulatory environment, as well as the differences in the development of financial markets.

The level of financial literacy and financial capabilities in emerging countries such as India is low compared to more developed countries. In the absence of adequate financial understanding and knowledge, and given the fact that these are important decisions, many prospective consumers may look for external guidance. So, they may be influenced by their family members and friends who have already purchased life insurance or by insurance agents. Cultural differences can also lead to significant differences in the way individuals view insurance (Chui and Kwok, 2008). The Indian culture is more collectivistic, less egalitarian (high power distance) and has high levels of long-term orientation and low levels of indulgence compared to western cultures (Farver et al., 2002; Dion and Dion, 1993; Sinha and Tripathi, 2004). Because of the collectivistic culture, individuals may be more inclined to looking for advice from others. High power distance may lead to greater trust in the word of "experts" and acceptance of social norms. Long term orientation and low indulgence indicates that savings rates would be high and individuals may look for appropriate ways to invest their savings.

CHAPTER – 3

RESEARCH

DESIGN

RESEARCH METHODOLOGY

3.1Research Methodology

Research is a common language refers to a search of knowledge. Research is scientific & systematic search for pertinent information on a specific topic, in fact research is an art of scientific investigation. Research Methodology is a scientific way to solve research problem. It may be understood as a science of studying how research is doing scientifically. In it we study various steps that are generally adopted by researchers in studying their research problem. It is necessary for researchers to know not only know research method techniques but also technology.

The research problem consists of series of closely related activities. At times, the first step determines the native of the last step to be undertaken. Why a research has been defined, what data has been collected and what a particular methods have been adopted and a host of similar other questions are usually answered when we talk of research methodology concerning a research problem or study.

3.1.1Research Design

A research design is defined as the specific methods and procedures for acquiring the information needed. It is a plant or organizing framework for doing the study and collecting the data. Designing a research plan requires decisions all the data sources, research approaches, research instruments, sampling plan and contact methods.

Research design is mainly of following types:

- 1. Exploratory research
- 2. Descriptive research
- 3. Casual research

Exploratory Research

The major purposes of exploratory studies are the identification of problems, the more precise formulation of problems and the formulations of new alternative courses of action. The design of exploratory studies is characterized by a great amount of flexibility and ad-hoc veracity.

Descriptive Studies

Descriptive research in contrast to exploratory research is marked by the prior formulation of specific research questions. The investigator already knows a substantial amount about the research problem. Perhaps as a result of an exploratory study, before the project is initiated. Descriptive research is also characterized by a preplanned and structured design.

Casual or Experimental Design

A casual design investigates the cause and effect relationships between two or more variables. The hypothesis is tested and the experiment is done. There are following types of casual designs:

- I. After only design
- II. Before after design
- III. Before after with control group design
- IV. Four groups, six studies design
- V. After only with control group design
- VI. Consumer panel design
- VII. Exposit factor design

3.1.2Data Collection Method

DATA COLLECTION METHOD

PRIMARY	SECONDARY	
Direct personal Interview		
Indirect personal Interview	Published Sources	Unpublished Sources
Information from correspondents	Govt. Publication	
Mailed questionnaire	Report Committees	&
Question filled by enumerators	Commissions	
	Private Publication	
	Research Institute	

Period of Study: This study has been carried out for a maximum period of 8 weeks.

Area of study: The study is exclusively done in the area of marketing. It is a process requiring

care, sophistication, experience, business judgment, and imagination for which there can be no

mechanical substitutes.

Sampling Design: The random sampling is done because any probability sampling procedure

would require detailed information about the universe, which is not easily available further, as it is

being an exploratory research.

Sample Procedure: In this study "random sampling procedure is used. Random sampling is

preferred because of some limitation and the complexity. Area sampling is used in combination

with random sampling so as to collect the data from different regions of the city.

Sampling Size: The sampling size of the study is 100.

3.1.2Method of the Sampling:

Probability Sampling

It is also known as random sampling. Here, every item of the universe has an equal chance or

probability of being chosen for sample.

Probability sampling may be taken inform of:

Simple Random Sampling

A simple random sample gives each member of the population an equal chance of being chosen. It

is not a haphazard sample as some people think. One way of achieving a simple random sample is

to number each element in the sampling frame (e.g. give everyone on the Electoral register a

number) and then use random numbers to select the required sample.

Random numbers can be obtained using your calculator, a spreadsheet, and printed tables of

random numbers, or by the more traditional methods of drawing slips of paper from a hat, tossing

coins or rolling dice.

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Systematic Random Sampling

This is random sampling with a system from the sampling frame, a starting point is chosen at random, and thereafter at regular intervals.

Stratified Random Sampling

With stratified random sampling, the population is first divided into a number of parts or 'strata' according to some characteristic, chosen to be related to the major variables being studied. For this survey, the variable of interest is the citizen's attitude to the redevelopment scheme, and the stratification factor will be the values of the respondents' homes. This factor was chosen because it seems reasonable to suppose that it will be related to people's attitudes

Cluster and Area Sampling

Cluster sampling is a sampling technique used when "natural" groupings are evident in a statistical population. It is often used in marketing research. In this technique, the total population is divided into these groups (or clusters) and a sample of the groups is selected.

Then the required information is collected from the elements within each selected group. This may be done for every element in these groups or a subsample of elements may be selected within each of these groups.

Non Probability Sampling

It is also known as deliberate or purposive or judgemental sampling. In this type of sampling, every item in the universe does not have an equal, chance of being included in a sample.

It is of following type:

Convenience Sampling

A convenience sample chooses the individuals on the basis of easiness to reach or convenience. Convenience sampling does not represent the entire population so it is considered bias.

Quota Sampling

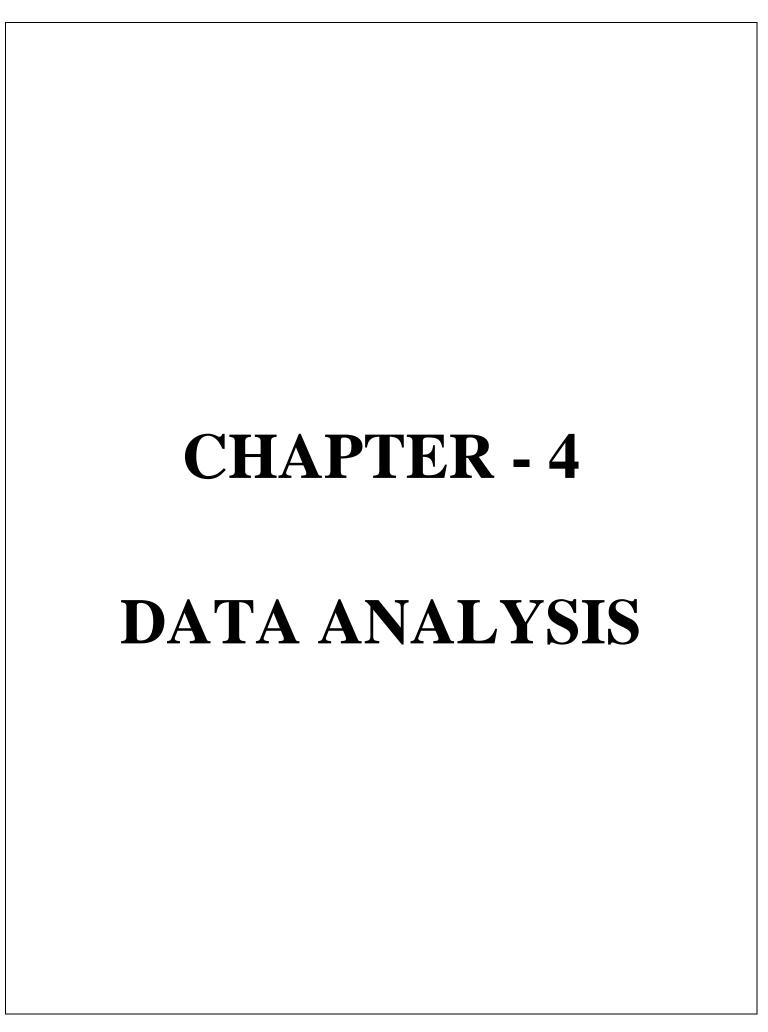
In quota sampling the selection of the sample is made by the interviewer, who has been given quotas to fill form from specified sub-groups of the population.

Judgment Sampling

The sampling technique used here in probability > Random Sampling.

3.1.2Data Collection

Data is collected from various customers through personal interaction. Specific questionnaires are prepared for collecting data. Data is collected with mere interaction and formal discussion with different respondents and face to face contact with the persons from whom the information is to be obtained (known as informants). I ask them questions pertaining to the survey and collect the desired information. I contact the workers of Insplore Life Insurance Company Ltd. to obtain some of the information. The information obtained is first hand and original in character.



4.1 Data Analysis

4.1.1Awareness of life insurance in consumer.

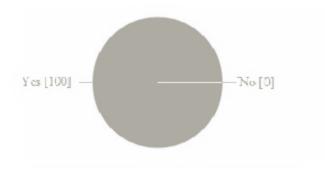


Fig.1

Table no. 1

	No. of respondents	Percentage of respondents
Yes	100	100%
No	0	0%

Interpretation 1:

According to the data maximum no. of people are aware with life insurance policy (here 100% people are aware with it). Today Indians are aware with this investment because it covers risk of the life as well as gives better return on maturity.

4.1.1What is your purpose for buying an insurance policy?

Table no. 2

	No. of respondents	Percentage of respondents
For old age saving	51	51%
Family needs	14	14%
Time to time needs	21	21%
Opposite circumstances	14	14%
11		

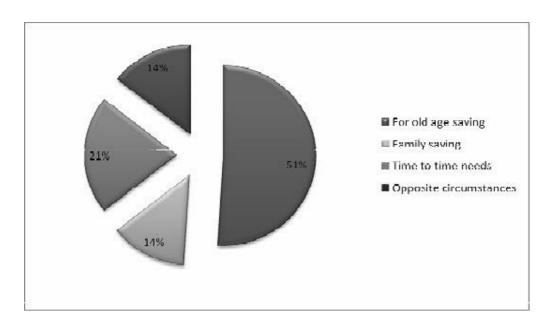


Fig. 2

Interpretation 2:

Most of the people buy insurance policy for their old age saving because they want to save money or back up for old age and only 21% people buy insurance for time to time needs.

4.1.2How much money you want to invest in insurance?

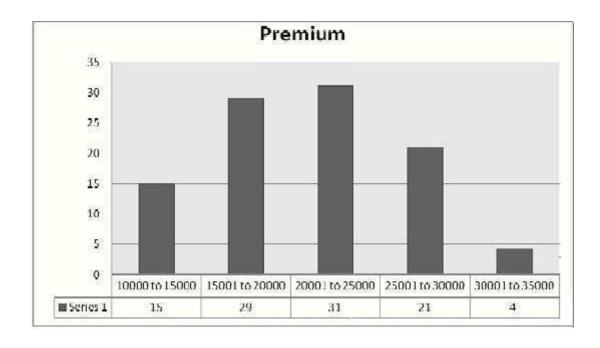


Fig. 3

Table no. 3:

Premium amount	No. of respondents
Rs. 10,000 to 15,000	15
Rs. 15,001 to 20,000	29
Rs. 20,001 to 25,000	31
Rs. 25,001 to 30,000	21
Rs. 30,001 to 35,000	4

Interpretation 3:

Mostly people invest in insurance on the basis of their saving and according to their saving they purchase insurance policies. Here most of the people invest 20001 Rs. to 25000 Rs. and very less number of people invest huge amount in insurance.

4.1.1When you are buying an insurance policy, your decision is influenced by?

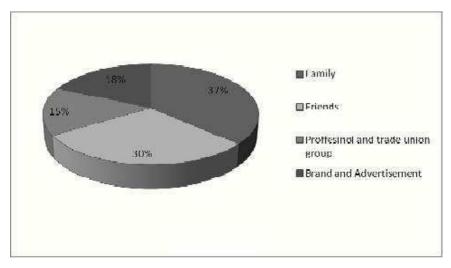


Fig. 4

Table no. 4

	No. of respondents
Family	37
Friends	30
Professional and trade union group	15
Brand and advertisement	18

Interpretation 4:

Insurance is now basic investment for consumers. But this is tradition of India that we do not believe on unknown people so when any one buy insurance policy then his or her decision is depend on family, friends and on other factors. In the study i found that 37% of respondents believe on their family to buy insurance policy but only 18% respondent's decision depend on brand and advertisement of the company. So, a/c to study, we see that family and friends play a big role to buy an insurance policy.

4.1.1In which company you believe most?

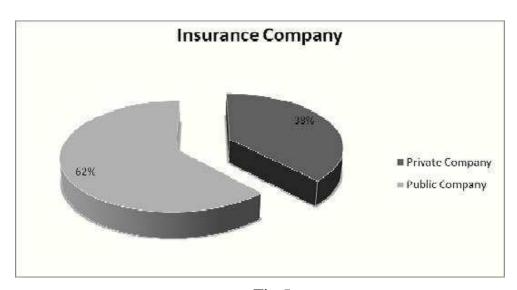


Fig.5

Table no. 5

Company	No. of respondents
Private company	38
Public company	62

Interpretation 5:

Most of the people want to invest their money in public insurance company. In private insurance company only 38 respondents want to invest their money. Most of the people buy insurance from LIC and there are more than 20 private insurance companies in India.

4.1.2How do you want to pay your premium?

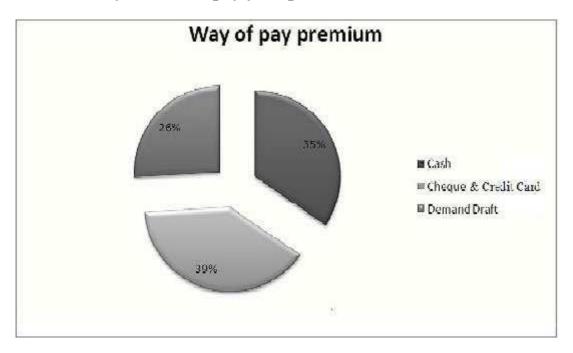


Fig. 6

Table no. 6

Mode	No. of respondents
Cash	35
Cheque & Credit card	39
Demand draft	26

Interpretation 6:

Most of the respondents (i.e. 39) pay their premium through cheque & credit card because of easiness and convenience. 35 respondents pay their premium through cash and 26 of them pay their premium through demand draft.

4.1.1In what mode you want to give premium?

Table no. 7

Mode	No. of respondents	Percentage of respondents
Monthly	26	26%
Half-yearly	39	39%
Yearly	35	35%

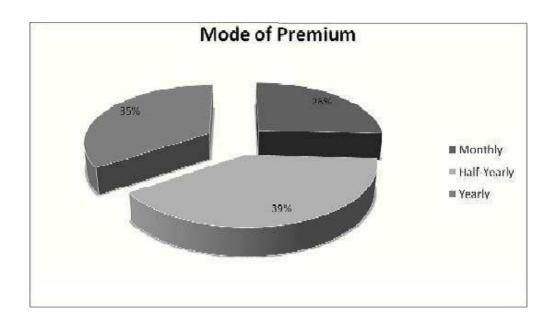


Fig.7

Interpretation 7:

Insurance companies give a lot of facility to their loyal customers for payment of premium. Costumer also pays the premium in three modes monthly, half yearly and yearly. Here 39 % respondents pay in half yearly mode and 35% respondents pay yearly mode premium.

4.1.1Do you want which type of insurance plan?

Table no. 8

Plans	No. of respondents
ULIP	21
Traditional plans	40
Health plans	23
Term plans	16

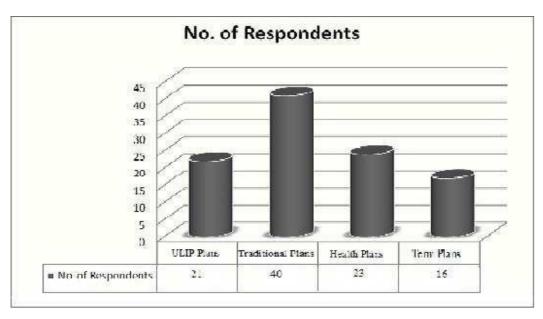


Fig. 8

Interpretation 8:

Most of respondents want mostly traditional plan. 40% respondents use traditional plan and 21% respondents want to buy ULIP Plan. People show their interest towards ULIP's because it provides both risk coverage for life and investment opportunity in securities.

4.1.1 Are you satisfied with the return on investment which you getting from policy?

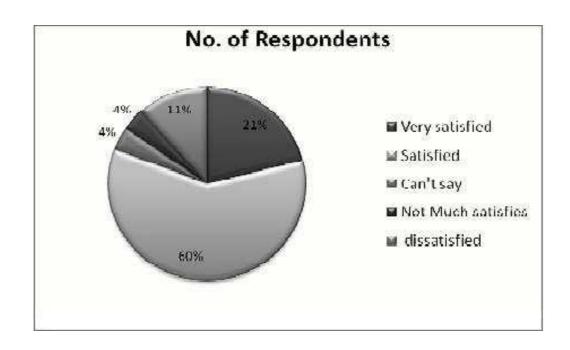


Table no. 9

Satisfaction level	No. of respondents	Percentage of respondents
Very Satisfied	21	21%
Satisfied	60	60%
Can't say	4	4%
Not much satisfied	4	4%
Dissatisfied	11	11%

Interpretation 9:

A/c to data, 60% of respondent are satisfied with the return. About 21% are very satisfied on their investment's return and 11% are dissatisfied with return on investment.

4.1.1 If you are not taking any insurance policy then please tell us the reason, why?

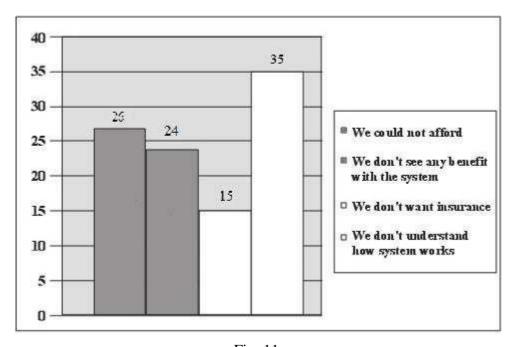


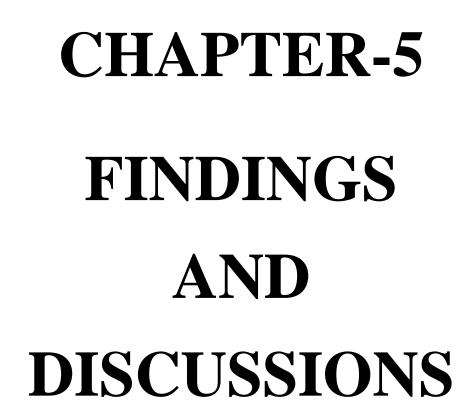
Fig. 11

Table no. 10

Reasons	No. of respondents
We could not afford.	26
We don't see any benefit .with it.	24
We don't want insurance.	15
I don't understand that how it works?	35

Interpretation 10:

As the evident shows that as most as 35 of the total respondents don't understand the working of the insurance system and nearly 24 of the respondents don't see any benefit with the system, 15 and 26 of the respondents don't want insurance and



5.1Findings

- 1. Now life insurance has become generic. People believe in Life Insurance Company only and therefore, everybody wants to go in for a policy with LIC. It will take time to private companies to win the confidence of the people.
- 2. As far as future decision making about the policy is concerned most of the policy would go in for saving plan.
- 3. People are turning towards the ULIP as a good investment option but ULIP is in its starting phase so customers prefer only big brands LIC, RLIC etc.
- 4. LIC is the oldest player in the Insurance market, so people are more aware of i.e., as compared to new players.
- 5. This clearly comes out from the survey conducted that most of the people come to know about Insplore life Insurance company through print media.
- 6. It has clearly come out that most of the people like to go in for a policy, which gives them tax benefit.
- 7. A/c to survey it is cleared that most of the people don't take insurance policy because they don't understand that how insurance policy works?
- 8. Most of People influenced by family and friends when they are buying insurance policies.

5.2Discussions

Insplore Life insurance is one of the largest private life insurance company and it has awakened many new hopes and aspiration for human kind, just based on a noble human passion of law, compassion tolerance and mutual understanding.

Globalization has opened new formalities of technology, knowledge, communication and information. Insplore Life insurance is a gift of globalization to maintain development of these formalities there before is a daunting challenge i.e. the utilization of these facilities to create a brave new worlds in which a qualitative and a clear change between yesterdays and hormones can easily perceived.

I have done a detailed the comparative study of Insplore Life insurance with other life insurance companies and concluded that most of the people preferred to deal with nationalized insurance companies.

People used to buy Insurance for tax exemption but time has changed now, advertising has made the people understand the need of Life Insurance in their lives and people are taking initiatives to buy it. Urge of people to have Insurance and strong marketing can really make the industry reach the sky.

Insplore Life insurance has set all the strategies and mission after proper vision and is achieving the largest by working in co-operative and co-ordinate manner and giving the people full services and facilities and making easy. So I would like to conducted by saying that Insplore Life insurance is a wonderful gift given to the mankind in the new are for people development and maintenance of the world as well as India.

CHAPTER-6 CONCLUSION, LIMITATIONS and SUGGESTIONS

Limitations

Although every effort has been in to collect the relevant information through the sources available, still some relevant information could not be gathered.

Busy Schedule of Concerned Executives:

The concerned executives were having very busy schedule because of which they were reluctant to give appointment.

Time:

The time duration could not provide ample opportunity to study every detail of the company.

Unawareness:

Customers were unaware of many terms related to same while asking to them.

Confidential Information:

As the company on account of confidential report has not disclosed some figures. Moreover, in some cases separate accounts of division are not separately maintained thereby, leading to restrictions in study.

Area:

Area of study chosen was not large.

CONCLUSION:

BRAND, the brand of MetLife Insurance appeals to growing middle-income group. It has the support of an aggressive foreign bank at its back; Its market position is strong Shareholders return has grown by 7times and more till date.

MetLifeLife Insurance maintains the position of word leading Cash Management Provider. Its improved product proposition attracts one and all; it is one of the most profitable MNC in India. It is a multicultural organization providing good support of efficient 2.5 the market:

- (a) Expansion of Customer base
- (b)Improvement in Quality of the Services
- (c) Increased CustomerSatisfaction (d)ConsistentBusiness Growth(e)Increase in Profitability
- (f)Retaining The Customer

SUGGESTION

Followings are the recommendations and the suggestions not only for the Insplore life insurance company but also for other private life insurance companies if they want to complete with public/government life insurance companies.

1. Creating positive image:

Private companies should try their level best to create positive and favourable image in the minds of people i.e. in the minds of their target customers.

2. Training and development to agents:

Company must provide training to their agents and financial so that they can satisfy customer and doubts effectively.

3. Concern towards customers:

Serious concern must be given to the customers as in today's scenario it regarded as "Customer is a king". In formal words we can say that if can customers more loyal towards the company.

4. Co-operation with agents and branch managers:

The Company must full co-operate with branch managers and agents.

5. Availability of branch offices:

There must be the branch offices in each 20-30 Km. diameter.

6. Efficient management:

The management appointed must be that much capable that it can control the whole team and improve the goodwill and image of the company.

7. Sales promotion and marketing:

The marketing department must be so aggressive that it can have a close watch on the competitors' activities. Not only this but also it must take care of the need and wants of the customers also.

8. Incentive schemes and permanency in job:

There must be good incentive schemes to be designed as these can acts as good motivators for the agents.

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• Business Research by N.K. Malhotra

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• Websites of the organization <u>www.insplorelife.com</u>

• Other sites <u>www.bimaonline.com</u>, <u>www.irdaindia.gov</u>,

www.yahooanswer.com, www.wikipedia.com

ANNEXURE

OUESTIONNAIRES

Declaration: It is purely for academic purposes and the data given will not be passed to anyone.

(A) Personal Information:				
(A) Pei				
	a. Name:			
	b. Gender: a) Male	b) Female		
	c. Age (in years) a) Below 18 c) 35-50	b)18-35 d) Above 50		
	d. Educational qualification:			
	e. Occupation:			
	f. Annual Income: a) Less than Rs. 1,0	00,000		
	b) Rs. 1, 00,001 to	o Rs. 3, 00,000		
	c) Rs 3, 00,001 to	Rs. 5, 00,000		
	d) Rs. 5, 00,001 a	nd Above		
(B) Que	estions:			
•••••			•••••	
1.	Do you aware with Life Insurance?			
	a) Yes	b) No		
2.	Are you interested in investing your mo	ney?		
	a) Yes	b) No		
3.	Where do you want to invest your mone			
	a) Shares	b) Mutual funds		
	c) Insurance	d) Fixed Deposits		
4.	What is the purpose for buying insurance	ee Policy?		
	a) For old age saving [b) Family needs		
	c) Time to time needs [d) Opposite circumstances		

5.	5. When you are buying an insurance policy then your decision influenced by?				
	a) Family		b) Friends		
	c) Professional & Union groups		d) Brand & Advertisement		
6.	What is your saving as percentage (%) of	f annual inco	me?		
	a) 10 to 20		b) 21 to 30		
	c) 31 to 40		d) 41 to 50		
7.	How much money do you want to invest	in insurance	plans?		
	a) Rs. 10,000 to Rs. 15,000		b) Rs. 15,001 to Rs. 20,000		
	c) Rs. 20,000 to Rs. 25,000		d) Rs. 25,001 t0 Rs. 30,000		
	e) Rs. 30,001 to Rs. 35,000				
8.	On which company do you believe most	?			
	a) Private insurance company				
	b) Public insurance company	[
9.	How do you want to pay your premium?				
	a) Cash	[
	b) Cheque & Credit card	[
	c) Demand draft				
10. Do you think that insurance policy is necessity of today's life?					
	a) Yes		b) No		
11.	In what interval do you want to give your	r premium?			
	a) Monthly				
	b) Half yearly				
	c) Yearly				

12.	Do you want which type of insurance policy	y?
	a) ULIP (Unit Linked Insurance Pla	an)
	b) Traditional	
	c) Health	
	d) Term Plan	
13. Are y	you satisfied with the return on investment whi	ch you getting from policy?
	a) Very Satisfied	
	b) Satisfied	
	c) Can't say	
	d) Not much Satisfied	
	e) Dissatisfied	
14. If yo	u are not taking any insurance policy then plea	se tell us the reason, why?
	a) I could not afford.	
	b) I don't see any benefit with it.	
	c) I don't want insurance.	
	d) I don't understand that how it works?	

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CERTIFICATE

This Is Certify That

Mr./Ms. AMAN GUPTA

Completed **45 (08 AUG-21 SEP 2020)** Days Internship Successfully at NAYA SAWERA NGO And She/He Remotely Served as a **DIGITAL MARKETIMG INTERN**. His/Her Hard Work And Dedication To The Assigned Task is Highly Appreciated And Acknowledged.

Akhilesh Maheshwari (Founder)

www.facebook.com/nayasawera www.nayasawera.org 9649020121





PROJECT COMPLETION CERTIFICATE

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

> Karnam Sachin Reddy has successfully completed an Industry-oriented project.

Hand written digit recognition **Project Name** Artificial Intelligence using IBM Watson **Technologies Used** MO /FEB 2020/B 1228 Reference No. May 2020 - June 2020 **Training Date** 6 Weeks **Training Duration** Online **Training Location**

Program Co-ordinator Industry/Academic Alliance



Director Training and Development Allsoft Solutions and Services

Online









CLOUD COMPUTING



Date: 11-Aug-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Nitin Chauhan from Fairfield Institute Of Management And Technology Kapas Hera Extension ,New Delhi has successfully completed his Summer Internship in the field of Business Development in our organization from 13-05-2020 to 21-07-2020. During his internship tenure in the organization, we found him hard working, sincere and diligent person and his behaviour and conduct was good.

We wish him all the best for his future endeavours.

For Nivesh Global

(Authorized Signatory)



INTERNATIONAL ORGANIZATION FOR EDUCATIONAL DEVELOPMENT - IOED

INTERNSHIP CERTIFICATE

This Certificate is presented to

Mr. Ashu Sharma

in recognition of his hard work and dedication in completing the

Management task for organizing events conducted under the banner of the IOED

from 1ST June to 31st August, 2020

Nella

Dr. Neha Sharma Executive Vice - President - IOED



International Organization For Educational Dev

Bases Executive

Dr. Arvind Kumar Sharma Executive President - IOED



CERTIFICATE

This Is Certify That

Completed 45 (29 JUNE-13 AUG 2020) Days Internship Successfully at NAYA SAWERA NGO And She/He Remotely Served as a DIGITAL MARKETING INTERN.

His/Her Hard Work And Dedication To The Assigned Task is Highly Appreciated And Acknowledged.

Akhilesh Maheshwari (Founder)

www.facebook.com/nayasawera www.nayasawera.org 9649020121

COMPLETION CERTIFICATE

Date: 18 Aug, 2020

This is to certify that Mr. Parth Khandelwal has successfully completed his Summer Internship with project title "A Study On Perception Of Investors Investing In Life Insurance" under the guidance of Ms. Neha Chhabra.

The duration of the project was from 31 May, 2020 to 31 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are his original work.

I hereby certify his work satisfactory to the best of my knowledge with an aggregate grade: **B.**

Location for internship: New Delhi

We wish him all the best for future endeavours.





(Authorized Signatory)

Head HR Insplore Consultants Pvt. Ltd.



Date: 11-Aug-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr Makhan Singh from Fairfield Institute of Management Studies, KapasHera, New Delhi has successfully completed his Summer Internship in the field of Business Development in our organization from 11-05-2020 to 21-07-2020. During her internship we found him extremely inquisitive and hard working. He was very much interested to learn the functions of our core division and also willing to put his best efforts and get into the depth to the subject to understand it better.

His association with us was very faithful and we wish him all the best for his future endeavours.

For Nivesh Global

(Authorized Signatory)



Date: 11-Aug-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Ritik Abbot from Fairfield Institute Of Management And Technology Kapas Hera Extension ,New Delhi has successfully completed his Summer Internship in the field of Business Development in our organization from 13-05-2020 to 21-07-2020. During his internship tenure in the organization, we found him hard working, sincere and diligent person and his behaviour and conduct was good.

We wish him all the best for his future endeavours.

For Nivesh Global

(Authorized Signature)





PROJECT COMPLETION CERTIFICATE

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

Gagan bhardwaj

has successfully completed an Industry-oriented project.

Trending YouTube Video Statistics **Project Name**

Business Intelligence Using IBM Cognos **Technologies Used**

MO /FEB 2020/B 1190 Reference No.

May 2020 - June 2020 **Training Date**

6 weeks **Training Duration**

Online **Training Location**

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

NESTLE INDIA LIMITED

3rd Floor142 Sector 44Rd, Sector 44,Gurugram,Haryana 122003 Customer Service- wecare@in.nestle.com

www.nestle.in



TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. Himanshi**, has completed his exposure in '**Marketing Strategy**' on **Nestle India Limited**. The duration of her exposure 1 Month & 20 Days starting from 1st September 2020 to 20th October 2020.

She has been punctual and shown equal interest in learning with the task assigned to her. She is well behaved and possesses good conduct and interaction.

We wish her all the best for his future endeavors.

Nestle India Limited

Suresh Narayan

Managing Director

