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Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



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ASMA INSTITUTE OF MANAGEMENT
Approved by AICTE, New Delhi, Affiliated to Savitribai Phule Pune University (Inst. Code:
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Industrial Visit-NSE

Location: NSE and Apple Store, Mumbai

Summary of the Visit:

The visit aimed to provide practical exposure to approximately 264 MBA students. At the NSE, students experienced a two-hour session that provided their first exposure to India's financial markets. They learned about the equity market, including how shares are bought and sold, and factors influencing stock prices. The session introduced derivatives like futures and options, emphasizing their roles in risk management and investment strategies. It also covered the operations of stock exchanges, detailing trading processes and regulatory frameworks that ensure market integrity. Key takeaways included the importance of understanding market trends, analyzing financial data, and making informed investment decisions.

The visit to India's first Apple Store at Bandra Kurla Complex (BKC) offered insights into the operational excellence and customer-centric approach of a leading technology company. Students observed the store's unique ambiance, high-level customer service, and a wide range of Apple products, showcasing the brand's innovation. They analyzed merchandising strategies, paid heed to how the product placement and visual merchandising enhanced the customer engagement, and appreciated the efficient customer support system.

Overall, the visits provided valuable practical insights into financial markets and retail operations, complementing the students' academic learning.



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Industrial Visit - Baramati

Location: Cotton King, Baramati

Summary of the Visit:

The visit to Cotton King provided immense learning opportunities. The students were divided into groups of 40 and given a comprehensive tour of the factory, each group accompanied by two guides. They gained insights into the factory's layout and daily operations. The tour delved deeply into various divisions, particularly the cotton processing unit, where even minute defects are identified. They also learned about the assignment of different parts of a shirt or trousers to tailors, each with a set daily target. Coordination among tailors is crucial to maintain the synchronization of the entire process. Automation is integrated until the final tailor stitches




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the brand logo onto the men's wear. The garment then goes to the detector team, whose job is to scrutinize the product and give the green signal for it to proceed to the washing team. The students were impressed by the seamless and coordinated manufacturing process at Cotton King.




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Industrial Visit - Baramati

Location: Nandan Dairy, Baramati

Summary of the Visit:

Nandan Dairy offered students valuable insights into processed milk and related products. Divided into groups, the students observed the pasteurization process and learned how raw milk is sourced. They also explored the manufacturing processes of milk products like curd and ghee, culminating in an exposure to the final packaging stages. The revelation that Nandan Dairy undertakes job work for major brands like Amul and Mother Dairy was a novel concept for the students. Overall, the visit provided terrific learning experiences and added immense value to their understanding of the dairy industry.



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Industrial Visit - Nasik

Summary of the Visit: VIP, Neelay Industries, Neelay Metals, Shayadri Farms, Sula Vineyards

Summary of the Session:

The newly inducted students of the 2024-26 batch of the Asma Institute of Management had gone for a three-day industrial visit to Nashik from 25th July to 27th July 2024.

On the first day, the students visited the manufacturing plant of VIP Industries, Nashik. They were taken through and oriented about the operations of various departments, starting with the purchase department, where they were briefed about the specifications of the polypropylene raw material used for manufacturing the hard luggage. The students went through the injection molding department, mold manufacturing department, PC vacuum formation department, and assembly department.

Two batches of students visited the units of Neelay Industries and Neelay Metals, which manufactures control panels, assembly, and machine components of the major OEMs like Schneider Electric, ABB, Siemens, Crompton & Greaves, CG Lucy, Lucy Switchgear Ltd., etc.

On the second day, the students visited Sahyadri Farms in Nashik. Sahyadri Farms is India's largest integrated fruits and vegetables value chain. Founded by a smallholder farmer, Mr. Vilas Shinde, Sahyadri Farms transformed into a movement of farmers that has grown today into the leading fruits & vegetable export company from India, serving over 22,000 registered farmers that cover 45,000 acres and more than 10 crops.

Sahyadri Farms has a state-of-the-art food processing facility, supplying processed food products to the majority of the FMCG companies in India.

The students also visited Sula Vineyards in Nashik. The beverage company that brought Nashik on the global platform has been the pioneer in the beverage industry, popularizing grape wine



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in the Indian market. The students were briefed about the grape juice extraction, fermentation process, cold storage unit, and the retail store.

On the third day of the visit, the students visited Dhruv Global School, Sangamner, where they got an opportunity to listen to Dr. Sanjay Malpani, a renowned industrialist. Dr. Malpani enlightened the students with the wisdom from the Indian culture, how it is important to stick to your roots, and some life lessons on how to conduct a calm, composed and balanced life. He shared some yoga postures and breathing techniques for mental well-being so as to align them with physical activities and improve the overall performance of the tasks at hand. The more common incidences of mental issues like anxiety, depression, and stress frequently occurring amongst today's youth is the topic of grave concern, and Dr. Malpani shared some important tips to handle these mental states and the way to lead a stress-free life. Dr. Malpani has made an immaculate contribution to the field of Yoga and has made immense efforts to expedite the proposal of recognizing Yoga as a sport, and succeeded in this mission as The Ayush Ministry and Sports Ministry finally approved the recognition of Yoga as a sport. He is spreading awareness about this life-transforming art of Yoga through Dhruv Global Schools. The two students of Dhruv Global School performed some amazing Yoga postures in front of the MBA students of AIBM, leaving them completely astonished to see the performance and in awe of the magnitude of this art.

After a visit to the Dhruv Global School and a session by Dr. Sanjay Malpani, the students then visited India's first devotional theme park, Sai Teerth in Shirdi, and then started back to Pune.

The industrial visit was a valuable experience for the students of Asma Institute of Management, offering practical exposure to various industries and processes. The insights gained from the visits to VIP Industries, Neelay Industries, Sahyadri Farms, Sula Vineyards, Dhruv Global School, and Sai Teerth will undoubtedly enhance their academic and professional pursuits.



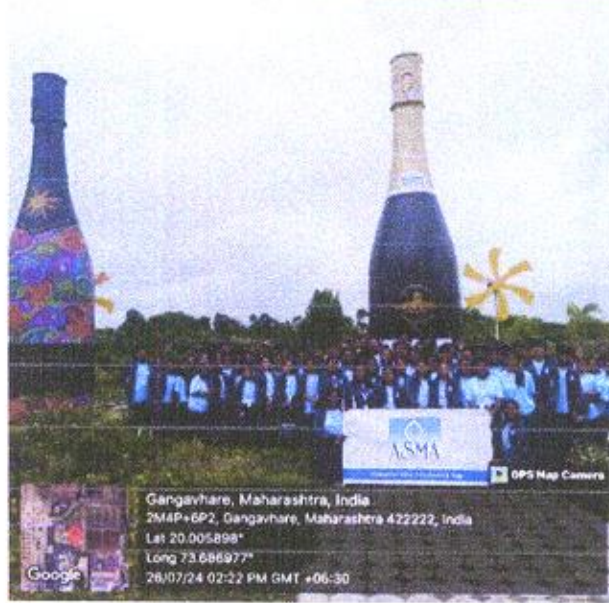
A handwritten signature in blue ink, appearing to be "S. Malpani".

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SEMINAR ON "PREPARING FOR CAREER SUCCESS"

Event Type: Seminar

Event Name: Preparing for Career Success

Day & Date: Saturday, 14th Jan 2023

Objectives of the Event:

- To learn the essential skills for aspiring leaders and budding managers.
- To develop strategies for gaining career opportunities and achieving success in the managerial field.

Event Description:

The seminar provided an interactive platform where the speaker shared valuable insights on the skills necessary for career success. Key topics discussed included the essential steps to create a successful career path, emphasizing attributes such as recognizing passion and purpose, continuous learning, networking, curiosity journaling, time management, and solutions-oriented thinking.

Learning Outcomes:

- Students gained knowledge about the skills required for career opportunities.
- Students learned the necessary steps to be taken to achieve success in their careers.



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WORKSHOP ON "HOW TO CONVERT SIP INTO PLACEMENT (PPO)"

Event Type: Workshop

Event Name: How to Convert SIP into Placement (PPO)

Day & Date: Thursday, 27th July 2023

Time: 9:30 AM

Venue: Seminar Hall

Objectives of the Event:

- To learn the vital role of internships for every management student.
- To study techniques on how to convert Summer Internship Programs (SIP) into placement opportunities.

Event Description:

On 27th July 2023, a highly informative and interactive workshop was conducted at the institute, focusing on the topic "How to Convert Summer Internship into Placement." The workshop featured a resource person who is a renowned entrepreneur and corporate coach, providing valuable insights into the significance of internships in shaping a successful career in management.

Learning Outcomes:



- Students learned the importance of SIP and its role in pursuing a career in management.
- Participants received excellent inputs to enhance their placement opportunities.



GROUP DISCUSSION ON "CURRENT TRENDS IN BUSINESS"

Event Type: Group Discussion

Event Name: Current Trends in Business

Day & Date: Saturday, 10th March 2023

Objectives of the Event:

- To encourage critical thinking and effective communication among participants.
- To analyze contemporary business trends and their implications for future careers.

Event Description:

This interactive group discussion provided a platform for students to share their views on current trends in various industries, including technology, finance, and sustainability. Participants were encouraged to express their opinions, backed by research and insights, promoting a dynamic exchange of ideas.

Learning Outcomes:

- Students developed their critical thinking and articulation skills.
- Participants gained a deeper understanding of current business trends and their potential career impacts.





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QUIZ COMPETITION ON "MANAGEMENT FUNDAMENTALS"

Event Type: Quiz Competition

Event Name: Management Fundamentals Quiz

Day & Date: Thursday, 25th May 2023

Time: 2:00 PM

Venue: Main Auditorium

Objectives of the Event:

- To enhance students' knowledge of fundamental management concepts.
- To foster a competitive spirit and teamwork among participants.

Event Description:

The quiz competition featured questions covering various aspects of management theory and practice, designed to test students' knowledge and encourage collaborative learning. Teams competed against each other in a lively atmosphere, showcasing their understanding of management principles.

Learning Outcomes:

- Students enhanced their understanding of key management concepts.
- Participants experienced teamwork and healthy competition, strengthening their collaborative skills.




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CASE STUDY ANALYSIS ON "STRATEGIC DECISION-MAKING"

Event Type: Case Study Analysis

Event Name: Strategic Decision-Making

Day & Date: Friday, 14th April 2023

Time: 10:00 AM

Venue: Seminar Room 2

Objectives of the Event:

- To analyze real-world business cases and identify strategic decisions made by companies.
- To develop problem-solving and analytical skills through practical scenarios.

Event Description:

Participants engaged in the analysis of selected case studies, discussing strategic decisions made by successful companies. This exercise aimed to provide insights into decision-making processes and encourage participants to propose alternative strategies based on their analyses.

Learning Outcomes:

- Students developed critical thinking and analytical skills.
- Participants learned to apply theoretical knowledge to real-world business situations.



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ICT EVENT ON "EMERGING TECHNOLOGIES IN BUSINESS"

Event Type: ICT Event

Event Name: Emerging Technologies in Business

Day & Date: Wednesday, 19th July 2023

Time: 1:00 PM

Venue: Computer Lab 1

Objectives of the Event:

- To explore the impact of emerging technologies on business operations and strategies.
- To familiarize students with digital tools and platforms that enhance business efficiency.

Event Description:

This event featured presentations and demonstrations on the latest technologies shaping the business landscape, such as artificial intelligence, blockchain, and data analytics. Students engaged in discussions on how these technologies can be leveraged to improve business processes and decision-making.

Learning Outcomes:

- Students gained knowledge of current and emerging technologies relevant to business.
- Participants developed skills in using digital tools for business applications.




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ACADEMIC SESSION

ASMA incorporates participative learning into its academic session to significantly enhance students, understanding, retention, and engagement.



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Individual & Group Presentations



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Internships & Dissertation

SIP Student List Academic Year 2022-23

Sr no.	Student Name	Title Of The Project	Company Name
1	PIYUSH MUNJEWAR	A STUDY ON FINANCIAL ANALYSIS OF PUBLIC & PRIVATE BANK	PREDICTRAM
2	PRAMOD GAVHANE	SOCIAL MEDIA MARKETING FOR MULTIFIT WEELNESS PVT LTD	MULTIFIT WEELNESS PVT LTD
3	ATHARVA AWACHAT	UNDERSTANDING BUYERS MOTIVE AT GOEL GANGA ASMI	GOEL GANGA DEVELOPMENTS
4	SIDDHESH MURKAR	EQUITY ANALYSIS WITH REFERENCE TO AUTOMOBILE	ADITYA BIRLA SUN LIFE INSURANCE
5	BABURAO SHINDE	BUYING BEHAVIORS OF FARMERS WHILE PURCHASING PANAMA INSECTICIDE	SWAL CORPORATION LTD
6	PRAJWAL PATIL	COMPETITIVE ANALYSIS OF AGRI PROCUREMENT UNDER FPO	SAMUNNATI
7	SURAJ NIMBALKAR	TO ANALYZA THE GENERAL TRADE IN MAPRO FOOD PRODUCT	MAPRO
8	SHUBHANGI NIKAS	A COMPARATIVE STUDY ON HEALTH INSURANCE POLICIES	BAJAJ FINSERV LTD
9	SHREYAS HARGUDE	A STUDY ON SEARCH ENGINE OPTIMIZATION & WEB DEVELOPMENT	BRAND ESSENCE
10	VIKRAM TILEKAR	TO STUDY THE LOAN ORIGINATION SYSTEM, LOAN MANAGEMENT SYSTEM WITH RESPECT	EBICASH FINANCIAL TECHNOLOGIES
11	TUSHAR RATHOD	A STUDY ON MARKET RESEARCH & ANALYSIS OF AUTOMATIVE AND TRANSPORTATION, CONSUMER GOODS AND LIFE SCIENCE CARE	HTF MARKET INTELLIGENCE CONSULTING PVT.LTD




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12	DAULAT THENGANE	A STUDY OF CONSUMER BEHAVIOUR TOWARD LIFE INSURANCE POLICY	SHRIRAM LIFE INSURANCE
13	SAURABH SAMARTH	A STUDY OF PORTFOLIO MANAGEMENT SERVICES	IIFL SECURITIES LIMITED
14	SWAGAT JANGALE	CRITICAL STUDY OF CONSUMER PERCEPTION TOWARDS NIKE STORE	NIKE STORE
15	PRAJWAL BANSOD	A STUDY ON FUNDAMENTAL ANALYSIS OF TELCOM SECTOR	PREDICTRAM DEFI
16	MANGESH PALKE	STUDY ON CUSTOMER SATISFACTION ON DIGITAL MARKETING	BOTREE COMMUNICATION PVT.LTD
17	YOGESH INGAVALE	A STUDY ON PORTFOLIO MANAGEMENT AND INVESTMENT DECISION FOR IIFL SECURITIES	INDIA INFOLINE
18	SIWETA JADHAV	A STUDY ON CUSTOMER PREFERENCES IN CHOOSING BIG BAZAR	FUTURE RETAIL, INDIA
19	SANGRAM AVDHAL	A STUDY ON THE MARKET POTENTIAL OF HERBICIDES CALARISXTRA FOR SYNGENTA INDIA	SYNGENTA
20	MAHENDRA RANDHE	BUYING BEHAVIORS OF FARMERS WHILE PURCHASING ROKO FUNGICIDE	BIOSTADT INDIA LTD.
21	AMARSING GAJARE	STUDY ON CONSUMER BEHAVIOR TOWARDS COCA COLA	COCA COLA PVT. LTD
22	NIRANJAN HENDRE	QUALITY CONTROL IN HEALTHCARE UNIT	INAMDAR MULTISPECIALITY HOSPITAL
23	SWAPNAJA SHINDE	BUILD A DATABASE TO ANALYZE AND CREATE DASHBOARD FOR HOTEL DATASET	SYS INTELLO
24	MAULI CHOPDE	TO UNDERSTAND THE MARKET SCENARIO OF SEAWEED EXTRACT BASED PRODUCT	ADVENTZ CENTRE
25	SAHIL GALATAGE	MARKETING STRATEGY FOR SAM-IPL LENDING SOLUTION ACROSS MAHARASHTRA FPOS	SAMUNNATI FINANCIAL INTERMEDIATION AND SERVICES PVT.LTD
26	KARTIK GANAR	TO ANALYZE THE GENERAL TRADE IN MAPRO FOOD PRODUCT	MAPRO FOOD PVT.LTD




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27	ABHISHEK FUTANE	A STUDY ON THE PROBLEM FACED BY THE RECRUITER	GLOBAL TALENT TRACK
28	OMINI JADHAV	TO STUDY THE ROLES AND RESPONSIBILITIES OF AN ADVERTISING AGENCY IN DIGITAL MARKETING	BOTREE COMMUNICATION PVT.LTD
29	SAROJ PRADHAN	A STUDY ON WORKING CAPITAL MANAGEMENT	KOTAK MAHINDRA BANK LTD
30	POONAM GOSAVI	A STUDY ON CONSUMER PERCEPTION TO THE BRAND OF VADILAL ICE-CREAM	VADILAL
31	RANJEET WAGHMODE	CRITICAL STUDY OF CONSUMER BEHAVIOUR OF PRODUCT OF PATANJALI	PATANJALI AYURVED LIMITED
32	PRAMOD THOKAL	STUDY OF SATISFACTION LEVEL OF EXISTING CUSTOMER OF BANK OF MAHARASHTRA AND THEIR SUGGESTIONS	BANK OF MAHARASHTRA
33	SHREYA NAIR	A STUDY ON SELECTION PROCESS AND EMPLOYEE ENGAGEMENT PROGRAM	MONJIN INTERVIEWS PVT.LTD
34	MUKUL BONDE	A STUDY ON DIGITAL MARKETING ON PAGE AND OFF PAGE SEO	VERIFIED MARKET RESEARCH
35	CHAITANYA NARKHEDE	FUNDAMENTAL ANALYSIS OF AUTOMOBILE SECTOR COMPANIES	FUNDSROOM
36	ANUP HONALE	THE STUDY OF COSTING IN SERVICE INDUSTRY	SANGHAVI TRANSPORT
37	SAYALI KULKARNI	STUDY OF FINANCIAL SERVICES PROVIDED BY BANK OF MAHARASHTRA	BANK OF MAHARASHTRA
38	ASHWINI KOLEKAR	A STUDY ON DISTRIBUTION CHANNEL EFFECTIVENESS OF ICE - CREAM MARKET OF AMUL.	GUJARAT CO-OPERATIVE MILK MARKETING FEDERATION LTD
39	SANGRAMSING DHAVALA	A STUDY ON MARKET SURVEY ON ORGANIC FERTILIZER AND PRODUCT IN SANGLI REGION	KMPC AGRO INDUSTRIES PVT.LTD




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40	PRAJAKTA POTDAR	TO STUDY THE STRATEGIC ANALYSIS OF BUSINESS OPERATIONS CARRIED OUT BY SAMUNNATI	SAMUNNATI FINANCIAL INTERMEDIATION AND SERVICES PVT.LTD
41	DIPAK CHIKANE	CRITICAL STUDY OF COMSUMER BEHAVIOUR OF PRODUCT OF PATANJALI	PATANJALI AYURVED LIMITED
42	ADESH MODH	TO STUDY THE VARIOUS BUSINESS AGENCIES TO COMPREHEND AND MINIMIZE INHERINT RISK AND BOOST	MANOKAMANA AGENCY
43	DHIRAJ PATIL	STUDY OF PROCESSING MANAGEMENT PRACTICES OF GREEN CHILLI SAUCE	WEIKFIELD FOODS PVT.LTD
44	RUSHABH RAI	A STUDY ON CONSUMER BEHAVIOR TOWARDS ELECTRIC VEHICLES	PRUDOUR PVT.LTD
45	VISHAL PATIL	ANALYZING CONSUMER BEHAVIOUR REGARDING TWO WHEELERS INDUSTRY WITH REFRENCE OF HERO MOTOCORP	HERO MOTOCORP LTD
46	SOURBH KOLI	CRITICAL STUDY OF PROMOTION STRATEGIES THROUGH DIGITAL MARKETING WITH REFRENCE NATURAL FARMS AND AGRO PRODUCT AND PRODUCER CO.LTD.	NAYURAL FARMS AGRO PRODUCER COMPANY LTD
47	KAPIL PATIL	STUDY OF LOGISTICS AND DISTRIBUTION MANAGEMENT	24* 7 STORE PVT LTD.
48	SUMIT CHAVAN	CRITICAL STUDY OF SALES-PROMOTION STRATEGY ADOPTED BY BRITANNIYA BISCUITS	BRITANIYA BISCUITS LTD.
49	AMARDEEP JADHAV	STUDY MARKET POTENTIAL CALARIS XTRA IN SATNA REGION AND COMPETTOR	SYNGENTA FOUNDATION
50	SAURABH KADAM	COMPARATIVE STUDY ON TWO WHEELER LOAN	JJAU URBAN Co-OP SOCIETY
51	NIDHI NANDGAWAJI	A STUDY OF CONSUMERS EXCEPTIONS AND PERCEPTIONS BUYING A HOUSE OR A PROPERTY	SQUARE YARDS REAL EASTE AGENCE



52	SAKSHI AMTE	TO STUDY BUSINESS PROCESS OF BIOMASS BRIQUETTE MANUFACTURERS OF MAHARASHTRA	BIOFUEL CIRCLE PVT LTD
53	ABHISHEK KUMAR	TO ANALYZE CUSTOMERS PERCEPTION AND SUPPLY CHAIN & LOGISTICS	HONEYWELL AUTOMATION INDIA LTD
54	MUKESH GADHAVE	CONCEPTUAL STUDY OF PREPARING AND FILING ITR OF INDIVIDUAL	TAXBLOCK INDIA PRIVATE LTD
55	RAJA SHENDE	A STUDY ON REPORT DESCRIPTION AND PRESS RELEASE OF VARIOUS SECTORS	HTF MARKET INTELLIGENCE CONSULTING PVT LTD
56	NISHIKANT JADHAV	A STUDY ON CUSTOMER SATISFACTION TOWARDS NANDINI MILK PRODUCT	KOLAR CHIKKABALLAPUR MILK UNION LTD
57	SHIVTEJ GAVALI	PROCESS ANALYSIS OF FUNCTION IN KV STAFFING SERVICES	KV STAFFING
58	DIYA NAIR	TO STUDY THE IMPORTANCE OF EMAIL MARKETING AND CRM PRACTICES AT ZOCDOC	ZOCDOC ONLINE HEALTH MANAGEMENT INDIA PVT.LTD.
59	PRATIK DESHMUKH	CRITICAL STUDY OF CUSTOMER SATISFACTION AND SALES PROMOTIONAL ACTIVITIES FOR RELIANCE TRENDS	RELIANCE RETAIL LTD.
60	ROHAN CHAVAN	TO STUDY THE PROMOTION AND DISTRIBUTION OF AMUL ICE CREAM	GUJARAT CO-OPERATIVE MILK MARKETING FEDERATION LTD
61	SAGAR BADAOK	TO ANALYZE THE GENERAL TRADE IN MAPRO FOOD PRODUCT	MAPRO FOOD PVT.LTD
62	SHUBHAM WAGH	A STUDY OF CONSUMER BEHAVIOUR WITH RESPECT TO DABUR HONEY	DABUR LTD.
63	PIYUSH BANWAT	A STUDY ON FINANCIAL STATEMENT ANALYSIS OF HDFC BANK	PREDICTRAM




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64	SAHIL MOHITE	ASSESSMENT OF SELECTED FPCS BY AMLA APPROACH IN KOTA BARAN OF DISTRICT RAJASTHAN	SUMMUNNATI FINANCIAL INTERMEDIATION SERVICE PVT.LTD
65	SAURABH MANE	CRITICAL STUDY OF FARMERS OPINION TOWARDS FERTILIZER IN KOPARGAON REGION	SWAL CORPORATION LTD
66	DNYANESHWAR DUKARE	CRITICAL STUDY OF CONSUMERS OPINION TOWARDS GOKUL DAIRY	GOKUL MILK CO OP LTD.
67	KUMARPAL SANGHAVI	FLEET MANAGEMENT AND COSTING IN SERVICE INDUSTRIES	SANGHAVI TRANSPORT
68	YOGESH BHUTNAR	CONSUMER PERCEPTION TOWARDS READY TO EAT PRODUCT FOR MCDONALDS	MCDONALD'S INDIA LTD.
69	SHIVKUMAR MANGNALIKAR	THE CRITICAL STUDY OF COMPETITIVE ANALYSIS OF CLASSMATE NOTEBOOK WITH OTHER PRODUCTS WITH SPECIAL REFERENCES	ITC LIMITED
70	KALAM GORAKH	A STUDY OF EFFECTIVENESS OF GROCERY BASKET BUSINESS AT BIG BASKET IN COMPARISON WITH SELECTED COMPETITORS	BIG BASKET PVT.LTD
71	YASH JANGAM	A STUDY ON FUNDAMENTAL ANALYSIS OF SELECTED LISTED CHEMICAL COMPANIES	PREDICTRAM
72	TAZEEN SHAIKH	A STUDY MARKET ANALYSIS OF REPORT ON FMCG INDUSTRY	PRUDOUR PVT.LTD
73	KRISHNAN SATPUTE	A CONTENT DRIVEN DIGITAL MARKETING USING SEO FOR LEAD GENERATION	REPORT HUB PRIVATE LTD.
74	JYOTI LALSARE	A STUDY ON PERFORMANCE ANALYSIS OF CONFECTIONERY BELOW 5RS SKU	ITC LIMITED
75	VAIBHAV ULAGADE	INCESTMENT PERCEPTION AND SELECTION BEHAVIOUR OF CUSTOMERS TOWARDS PRODUCTS OF SHRIRAM LIFE INSURANCE COMPANY	SHRIRAM LIFE INSURANCE




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77	KOMAL TOMAR	A REPORT ON FUNDAMENTAL ANALYSIS OF STEEL INDUSTRY COMPANIES	PREDICTRAM
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