



Phone : 2464-0349

# Deshbandhu College for Girls

45/C, Rashbehari Avenue, Kolkata-700 026

## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Nikita Sen bearing

Roll no. 042-BBAS-20-1-0002

Registration no. 042-1211-0256-20 has completed

her Project

entitled Marketing Strategy of Nykaa  
Cosmetics

under the  
guidance of Dr.Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
report has been completed under the supervision of the undersigned.

Sanghita Roy

Dr.Sanghita Roy

Project Supervisor

Date 21.7.2023.

Anita Chattopadhyay Gupta

Dr. Anita Chattopadhyay Gupta

Principal





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## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Sukanya Dey bearing

Roll no. 042-BBAS-20-1-0006

Registration no. 042-1211-0255-20 has completed

her Project

entitled Marketing Strategy of Lenskart

..... under the  
guidance of Dr.Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
report has been completed under the supervision of the undersigned.

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Dr.Sanghita Roy

Project Supervisor

Date 21.7.2023

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## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Reya Ghosh bearing  
Roll no. 042-BBAS-20-1-0004  
.....Registration no. 042-12.11-0369-20.....has completed  
her Project

entitled Marketing Strategy of Lipton  
Green Tea

.....under the  
guidance of Dr.Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
report has been completed under the supervision of the undersigned.

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Dr.Sanghita Roy

Project Supervisor

Date 21.7.2023

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## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Shubhangi Gehosh bearing

Roll no. 042-BBAS-20-1-0005

.....Registration no.....has completed

her Project

entitled Marketing Strategy of MAMA Earth

.....under the  
guidance of Dr.Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
report has been completed under the supervision of the undersigned.

Sanghita Roy

Dr.Sanghita Roy

Project Supervisor

Date 21.7.2023



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## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Poulomi Pradhan bearing

Roll no. 042-BBAS-20-1-0003

.....Registration no.....has completed

her Project

entitled A Case Study on Ethnic wear  
Market size

.....under the  
guidance of Dr.Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
report has been completed under the supervision of the undersigned.

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## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Rumna Biswas bearing

Roll no. 042-BBAS-21-1-0011

.....Registration no. 042-1212-0432-21.....has completed

her Project

entitled Nykaa - A comprehensive Analysis of  
a Leading Indian E-Commerce Cosmetic  
Company.....under the

guidance of Dr.Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
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## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Akriti Lal bearing

Roll no. 042-BBAS-21-1-0001

Registration no. 042-1211-0414-21 has completed

her Project

entitled A Case Study on Social Media  
Marketing

under the  
guidance of Dr.Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
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## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Shradhya Chowdhury bearing

Roll no. 042-BBAS-21-1-0014

Registration no. 042-1212-0412-21 has completed

her Project

entitled Marketing Strategies of Hero Motocorp

.....under the  
guidance of Dr.Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
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## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Sahmaf Khatoon bearing

Roll no. 042-BBAS-21-1-0013

Registration no. 042-1211-0423-21 has completed

her Project

entitled Role of Emotional Intelligence and  
Work Life Balance of Career Women in  
Job Stress under the

guidance of Dr. Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project report is primarily based on primary data and is supported by secondary data also where relevant. The report has been completed under the supervision of the undersigned.

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Date 21.7.2023

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### DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt.....Shruti kunwar..... bearing  
Roll no. ....042 - BBAS - 21 - 1 - 0017.....  
.....Registration no. ....042 - 1211 - 0417 - 21.....has completed  
her Project

entitled.....Marketing Strategis of Britannia.....  
Biscuit.....

.....under the  
guidance of Dr.Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
report has been completed under the supervision of the undersigned.

.....Sanghita Roy.....

Dr.Sanghita Roy

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Date 21.7.2023

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## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Isha Shaw bearing  
Roll no. 042- BBAS - 21-1-0005  
.....Registration no. 042- 1211- 0424- 21.....has completed  
her Project

entitled Marketing Strategies of Axis Bank

.....under the  
guidance of Dr.Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
report has been completed under the supervision of the undersigned.

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Date 21.7.2023



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## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Madhusree Chatterjee bearing

Roll no. 042-BBAS-21-1-0007

.....Registration no. 042-1211-0430-21.....has completed

her Project

entitled Lakme In India - A Case Study

.....under the  
guidance of Dr.Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
report has been completed under the supervision of the undersigned.

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Dr.Sanghita Roy

Project Supervisor

Date 21.7.2023



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## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Shreyasree Saha bearing  
Roll no. 042-BBAS-21-1-0016  
.....Registration no. 042-1211-0422-21.....has completed  
her Project  
entitled Marketing Strategies of Vestige  
Marketing Private Ltd.  
.....under the  
guidance of Dr.Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report-is-primarily based on primary data and is supported by secondary data also where relevant. The  
report has been completed under the supervision of the undersigned.

Sanghita Roy

Dr.Sanghita Roy

Project Supervisor

Date 21.07.2023.



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## DEPARTMENT OF BUSINESS ADMINISTRATION

### CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Raima Banerjee bearing  
Roll no. 042 - BBAS - 21 - 1 - 0009  
.....Registration no. 042 - 1211 - 0413 - 21.....has completed  
her Project  
entitled A Project Report on CSR Activities of  
Private Commercial Banks in India : A  
Study on HDFC Bank.....under the  
guidance of Dr. Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
report has been completed under the supervision of the undersigned.

Sanghita Roy

Dr. Sanghita Roy

Project Supervisor

Date 21.07.2023

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Dr. Anita Chattopadhyay Gupta

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Phone : 2654-0369

# Deshbandhu College for Girls

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## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Jayanti Sarkar bearing

Roll no. 042-BBAS-21-1-0006

Registration no. 042-1212-0426-21 has completed

her Project

entitled Use of Debit card and Credit card : A

Comparative study on SBI and HDFC Bank

under the  
guidance of Dr. Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
report has been completed under the supervision of the undersigned.

Sanghita Roy

Dr. Sanghita Roy

Project Supervisor

Date 21.7.2023



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## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Sourjya Poddar bearing

Roll no. 042-BBAS-21-1-0018

Registration no. 042-1211-0427-21 has completed

her Project

entitled Marketing Aspect of Bank with Respect to State Bank of India

under the guidance of Dr. Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project report is primarily based on primary data and is supported by secondary data also where relevant. The report has been completed under the supervision of the undersigned.

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## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Deeya Sen bearing

Roll no. 042-BBAS-21-1-0003

Registration no. 042-1211-0415-21 has completed

her Project

entitled A Comparative Study on Non performing  
Assets (NPA) of Public and Private sector  
Banks under the

guidance of Dr. Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
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## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Sagarica Majumdar bearing  
Roll no. 042-BBAS-21-1-0012  
.....Registration no. 042-1211-0421-21.....has completed  
her Project  
entitled A Comparative Study of Consumer  
Buying Behaviour Towards chips with  
reference to Bingo and Lays.....under the  
guidance of Dr.Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
report has been completed under the supervision of the undersigned.

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Project Supervisor

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### DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Isha Raut bearing  
Roll no. 042-BBAS-21-1-0004  
.....Registration no. 042-1211-0429-21.....has completed  
her Project  
entitled Mahindra & Mahindra Financial  
Services  
.....under the  
guidance of Dr.Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
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## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt.....Nandita..... bearing

Roll no. ....042-BBAS-21-1-0008.....

.....Registration no. ....042-1211-0425-21.....has completed

her Project

entitled.....Internship on Social Media Marketing.....

.....under the  
guidance of Dr.Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
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## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Alisha Yasmin bearing

Roll no. 042-BBAS-21-1-002

Registration no. 042-1211-0411-21 has completed

her Project

entitled Customers' Awareness Towards

E-Banking sector of SBI

under the  
guidance of Dr. Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
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### DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF PROJECT COMPLETION

TO WHOM IT MAY CONCERN

This is certify that Smt. Shreya Chakraborty bearing  
Roll no. 042-BBAS-21-1-0015  
.....Registration no. 042-1211-0410-21.....has completed  
her Project

entitled Influence of Social Media Marketing  
in Startup Business

.....under the  
guidance of Dr.Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
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TO WHOM IT MAY CONCERN

This is certify that Smt. Suchismita Sen bearing

Roll no. 042-BBAS-21-1-0019

Registration no. 042-1211-0420-21 has completed

her Project

entitled Recent Controversy between Adani  
Group and Hindenburg Research

under the  
guidance of Dr. Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
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TO WHOM IT MAY CONCERN

This is certify that Smt. Riddhi Kumari bearing  
Roll no. 042-BBAS-21-1-0010  
.....Registration no. 042-1211-0416-21.....has completed  
her Project  
entitled The Effect of Performance Appraisal  
in Improving the productivity of Wipro  
Employees.....under the  
guidance of Dr.Sanghita Roy as a part of CBCS curriculum under University of Calcutta. This project  
report is primarily based on primary data and is supported by secondary data also where relevant. The  
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