



KIPM-College of Management

GIDA, Gorakhpur

Department of Training & Placement

Summer Internship, Batch (2020-2022)

S. NO.	ROLL NO.	NAME OF THE STUDENT	NAME OF THE TOPIC COMPANY NAME	COMPANY NAME & ADDRESS	TOTAL DAY OF TRAINING
1	2005170700001	AADESH KUMAR SRIVASTAVA	COMPARISON BETWEEN SAMSUNG AND NOKIA	NOKIA SERVICE CENTRE	4-6 WEEKS
2	2005170700002	ABHISHEK CHAND	A STUDY ON THE MARKETING STRATEGY OF NEXA MARUTI	NEXA SMARTWHEELS, GORAKHPUR, UP	4-6 WEEKS
3	2005170700003	ABHISHEK KUMAR DUBEY	A STUDY ON MARKETING WITH SPECIAL REFERENCE TO SHIVVOY HOTEL	SHIVVOY HOTEL PVT. LTD., GORAKHPUR, UP	4-6 WEEKS
4	2005170700004	ABHISHEK SHUKLA	A STUDY ON DIGITAL MARKETING WITH SPECIAL REFERENCE TO FLIPKART	FLIPKART INTERNET PVT. LTD., GORAKHPUR,	4-6 WEEKS


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				UP	
5	2005170700005	ABHISHEK YADAV	A STUDY ON THE MARKETING STRATEGY OF NEXA MARUTI	NEXA SMARTWHEELS, GORAKHPUR, UP	4-6 WEEKS
6	2005170700006	ADITYA PRATAP SINGH	A STUDY SALES PROMOTION STRATEGY OF PEPSICO PRODUCTION	PEPSICO INDIA PVT. LTD., GORAKHPUR, UP	4-6 WEEKS
7	2005170700007	AISHWARYA PANDEY	RECRUITMENT OF EMPLOYEES IN REAL ESTATE COMPANY	THE URBAN BRICKS, LUCKNOW, UP	4-6 WEEKS
8	2005170700008	AKASH PANDEY	A STUDY ON EMPLOYEE TRAINING AND DEVELOPMENT AT HYUNDAI	HUNDAI MOTORS PVT. LTD., GORAKHPUR, UP	4-6 WEEKS
9	2005170700009	AKHAND PRATAP SINGH	HDFC BANK DIGITAL SOLUTIONS SERVICES	HDFC BANK, GORAKHPUR, UP	4-6 WEEKS
10	2005170700011	AMIT KUMAR	A STUDY ON DIGITAL MARKETING WITH SPECIAL REFERENCE TO FLIPKART	FLIPKART SUPPLY CHAIN FACILITY, GORAKHPUR, UP	4-6 WEEKS
11	2005170700012	AMIT KUMAR	A STUDY OF BAJAJ FINSERV CONSUMER DURABLE LOAN	BAJAJ FINSERV,	4-6 WEEKS


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			PROCEDURE AND EXPANSION OF BUSINESS MODEL TO DEAL WITH EMERGING MARKET	GORAKHPUR, UP	
12	2005170700013	AMIT KUMAR PANDEY	MARKETING ANALYSIS AT RURAL & URBAN DEVELOPMENT WELFARE FOUNDATION, LUCKNOW IN LANDSCAPE IRRIGATION	RURAL & URBAN DEVELOPMENT WELFARE FOUNDATION, LUCKNOW, UP	4-6 WEEKS
13	2005170700014	ANAND JAISWAL	A STUDY ON THE MANPOWER PLANNING TECHNIQUES USED IN FMCG SECTOR AT GORAKHPUR	ABR PETRO PRODUCT LTD., GORAKHPUR, UP	4-6 WEEKS
14	2005170700015	ANAND KUMAR	INVENTORY MANAGEMENT OF LUPIN LIMITED GORAKHPUR	LUPIN LTD., GORAKHPUR, UP	4-6 WEEKS
15	2005170700017	ANURANJAN PAL	ANALYSIS OF MARKETING STRATEGY AT NRL HUNDAI MOTORS PVT. LTD	NRL HUNDAI MOTORS PVT. LTD., GORAKHPUR, UP	4-6 WEEKS
16	2005170700019	ARYAN RAO	COMPARATIVE STUDY ON INVESTING IN STOCK MARKET & FIXED	GROW TECHNOLOGIES	4-6 WEEKS


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			DEPOSIT	INC., GORAKHPUR, UP	
17	2005170700020	CHANDAN MISHRA	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT OF MARUTI SUZUKI AT SMART WHEELS	SMART WHEELS PVT. LTD, GORAKHPUR, UP	4-6 WEEKS
18	2005170700021	EMMANUEL DAS	A STUDY ON TRAINING AND DEVELOPMENT WITH REFERENCE TO TATA RKL MOTOR GORAKHPUR	RKL MOTORS GENERAL SALES PVT. LTD., GORAKHPUR, UP	4-6 WEEKS
19	2005170700022	FAIZ ALAM	A STUDY ON SALES PROMOTION STRATEGIES OF PEPSICO PRODUCTS	PEPSICO INDIA PVT. LTD., GORAKHPUR, UP	4-6 WEEKS
20	2005170700023	HARSHALI SINGH	“BAJAJ ALLIANZ GENERAL LIFE INSURANCE	BAJAJ FINSERV, GORAKHPUR, UP	4-6 WEEKS
21	2005170700024	HIMANSHU GUPTA	A COMPARATIVE ANALYSIS FOR PRODUCTS AND SERVICES FOR AXIS BANK IN GORAKHPUR REGION	AXIS BANK, GORAKHPUR, UP.	4-6 WEEKS
22	2005170700025	HIMANSHU KASHYAP	A STUDY ON DIGITAL MARKETING WITH		


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			SPECIAL REFERENCE TO V.K. SOFT PVT. LTD. AT GORAKHPUR	V.K. SOFT PVT. LTD., GORAKHPUR, UP	4-6 WEEKS
23	2005170700026	HIMANSHU SINGH	A STUDY ON SALES PROMOTION STRATEGIES OF PEPSICO PRODUCTS	PEPSICO INDIA PVT. LTD., GORAKHPUR, UP	4-6 WEEKS
24	2005170700027	JITENDRA ARORA	A STUDY ON MARKET POTENTIAL IN LIFE INSURANCE SERVICES AT BRILLIANT INSURANCE	BRILLIANT INSURANCE BROKING SERVICES PVT. LTD. HYDERABAD	4-6 WEEKS
25	2005170700028	KAJOL GUPTA	A STUDY ON RESOURCE MANAGEMENT IN BANKING SECTOR WITH REFERENCE TO STATE BANK OF INDIA	STATE BANK OF INDIA, GORAKHPUR, UP.	4-6 WEEKS
26	2005170700029	KIRAN PATEL	RECRUITMENT & SELECTION OF EMPLOYEES IN TATA MOTORS IN LUCKNOW	TATA MOTORS PVT. LTD., LUCKNOW, UP	4-6 WEEKS
27	2005170700030	KM ADITI TRIPATHI	A STUDY ON DIGITAL MARKETING WITH SPECIAL REFERENCE TO FLIPKART	FLIPKART SUPPLY CHAIN FACILITY, GORAKHPUR, UP	4-6 WEEKS



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28	2005170700031	KM ANKITA GUPTA	A STUDY ON JOB SATISFACTION IN EMPLOYEE WITH SPECIAL REFERENCE TO JBL COMPUTERS AT GORAKHPUR	JBL DISTRIBUTORS, GORAKHPUR, UP	4-6 WEEKS
29	2005170700032	KM JAGRITEE SHUKLA	A STUDY ON BENEFIT OF SCREENING PROCESS IN RECRUITMENT & SELECTION WITH REFERENCE TO JBL COMPUTERS, GORAKHPUR	PLASTENE INDIA LTD., GORAKHPUR, UP	4-6 WEEKS
30	2005170700033	KM KASHISH JAWED	A STUDY ON PERFORMANCE APPRAISAL SYSTEM AND ITS EFFECTIVENESS IN TATA MOTORS	TATA MOTORS PVT. LTD., LUCKNOW, UP	4-6 WEEKS
31	2005170700034	KM KSHAMA MISHRA	A STUDY ON TRAINING AND DEVELOPMENT IN HYUNDAI	HUNDAI MOTORS PVT. LTD., GORAKHPUR, UP	4-6 WEEKS
32	2005170700035	KM MANORAMA SHARMA	A STUDY ON BENEFIT OF SCREENING PROCESS IN RECRUITMENT & SELECTION WITH	PLASTENE INDIA LTD., GORAKHPUR, UP	4-6 WEEKS

			REFERENCE TO JBL COMPUTERS, GORAKHPUR		
33	2005170700036	KM NISHI SRIVASTAVA	A STUDY ON BENEFIT OF SCREENING PROCESS IN RECRUITMENT & SELECTION WITH REFERENCE TO JBL COMPUTERS, GORAKHPUR	BL DISTRIBUTORS, GORAKHPUR, UP	4-6 WEEKS
34	2005170700037	KM SHWETA TIWARI	A STUDY OF HOME AUTOMATION SYSTEM VIA BLUETOOTH	CETPA INFOTECH PVT. LTD., LUCKNOW, UP	4-6 WEEKS
35	2005170700038	KM SWAPNIL PRIYA	A STUDY ON ANALYSIS OF E-BANKING WITH SPECIAL REFERENCE TO AXIS BANK	AXIS BANK, KHALILABAD, UP	4-6 WEEKS
36	2005170700039	KUMAR SAHITYA	A STUDY ON SOCIAL MEDIA MARKETING IN EDUCATION IN INDIA	SUNSCHOOL, GORAKHPUR, UP	4-6 WEEKS
37	2005170700041	MARTAND RAM TRIPATHI	A STUDY ON SALES PROMOTION STRATEGY OF PEPSICO PRODUCTS	PEPSICO INDIA PVT. LTD., UP	4-6 WEEKS



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38	2005170700042	NAUSHAD SHEIKH	A STUDY ON MARKETING WITH SPECIAL REFERENCE TO RADIO 90.8 FM	RADIO GORAKHPUR 90.8, GORAKHPUR, UP	4-6 WEEKS
39	2005170700044	NRIPENDRA MISHRA	“A STUDY ON THE MANPOWER PLANNING TECHNIQUES USED IN FMCG SECTOR AT GORAKHPUR”	BASKETHUNT PVT. LTD., GORAKHPUR, UP	4-6 WEEKS
40	2005170700045	PRACHI	STUDY OF SOCIAL MEDIA MARKETING IN EDUCATION IN INDIA	SUNTSCHOOL, GORAKHPUR, UP	4-6 WEEKS
41	2005170700046	PRADEEP KUMAR CHAUHAN	A STUDY ON DIGITAL MARKETING WITH SPECIAL REFERENCE TO FLIPKART	FLIPKART SUPPLY CHAIN FACILITY, GORAKHPUR, UP	4-6 WEEKS
42	2005170700047	PRASAD SUNITA BHARATI	CREDIT APPRAISAL FOR TERM LOAN AND WORKING CAPITAL MARKETING WITH SPECIAL REFERENCE TO CONSORTIUM BANKING FOR PNB BANK	PUNJAB NATIONAL BANK, GORAKHPUR, UP	4-6 WEEKS

43	2005170700049	PREM KUMAR DUBEY	A STUDY ON MARKETING STRATEGY OF NEXA MARUTI AT GORAKHPUR	NEXA SMARTWHEELS, GORAKHPUR, UP	4-6 WEEKS
44	2005170700050	PRIYANKA KUMARI	A STUDY AND ANALYSIS OF RECRUITMENT & SELECTION PROCESS OF DAMODAR VALLEY CORPORATION	DAMODAR VALLEY CORP. KOLKATA	4-6 WEEKS
45	2005170700052	RAJLAXMI MISHRA	HUMAN RESOURCE RECRUITMENT PROCESS WITH REFERENCE TO BASKET HUNT	BASKETHUNT PVT. LTD., GORAKHPUR, UP	4-6 WEEKS
46	2005170700053	RAM VINAY YADAV	A STUDY ON MARKETING STRATEGY ADOPTED BY ICICI BANK WITH ICICI PRUDENTIAL IN COMPARISON TO RELIANCE LIFE & ING VYSYA-BASED PROMOTIONAL TOOLS	ICICI BANK, GORAKHPUR, UP	4-6 WEEKS
47	2005170700054	RAMKESH	A STUDY ON BUSINESS DEVELOPMENT IN MEA AME.	BASKETHUNT PVT. LTD., GORAKHPUR, UP	4-6 WEEKS


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48	2005170700055	RASHMI SINGH	A STUDY OF HOME AUTOMATION SYSTEM VIA BLUETOOTH	BEEAR HYUNDAI, GORAKHPUR, UP	4-6 WEEKS
49	2005170700056	RAVINDRA KUMAR	A STUDY ON EMPLOYEE TRAINING AND DEVELOPMENT IN HYUNDAI	BRIJ MOTORS PVT. LTD. (HYUNDAI), GORAKHPUR, UP	4-6 WEEKS
50	2005170700057	RITESH SINGH	CUSTOMER SATISFACTION AT JUSTDIAL LIMITED	RKL MOTORS(TATA)	4-6 WEEKS
51	2005170700058	SAKSHI AGRAHARI	A STUDY ON RECRUITING AND STAFFING AT OUTPLACEMENT HEROS	OUTPLACEMENT HEROS	4-6 WEEKS
52	2005170700059	SAKSHI SINGH	A STUDY OF HOME AUTOMATION SYSTEM VIA BLUETOOTH	CETPA INFOTECH PVT. LTD., LUCKNOW, UP	4-6 WEEKS
53	2005170700061	SATYABRAT DUBEY	RFID-BASED EMPLOYEE ATTENDANCE & VEHICLE MANAGEMENT SYSTEM	INDIA GLYCOLS LTD., GORAKHPUR, UP	4-6 WEEKS
54	2005170700062	SHARAD SRIVASTAVA	AN ANALYSIS ON FINANCIAL POSITION ON		


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			DEV PURI INFRA. PVT. LTD. LUCKNOW	DEV PURI INFRA. PVT. LTD., LUCKNOW UP	4-6 WEEKS
55	2005170700065	SHRADDHA GUPTA	A STUDY OF RECRUITMENT & SELECTION PROCESS OF AXIS BANK	AXIS BANK, GORAKHPUR, UP	4-6 WEEKS
56	2005170700066	SHUBHAM SINGH	A STUDY ON MARKETING STRATEGY WITH SPECIAL REFERENCE TO RADIO 90.8	RADIO GORAKHPUR 90.8, GORAKHPUR, UP	4-6 WEEKS
57	2005170700068	SKAND MISHRA	MARKETING STRATEGIES OF PIZZA HUT AND DOMINO'S	DEVYANI INTERNATIONAL LTD. LUCKNOW, UP	4-6 WEEKS
58	2005170700069	SUNIL KUMAR GAUR	A STUDY ON SALES PROMOTION STRATEGIES OF PEPSICO PRODUCTS	PEPSICO INDIA PVT. LTD., GORAKHPUR, UP	4-6 WEEKS
59	2005170700070	SURENDRA MANI TRIPATHI	ANALYTICAL STUDY TO REDUCE THE INVALID PARKING OF CONTACT IN AMAZON	AMAZON	4-6 WEEKS
60	2005170700071	SUSHANT SINGH	A STUDY ON WORKING CAPITAL MANAGEMENT	BRIJ MOTORS PVT. LTD.	4-6 WEEKS


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			IN HYUNDAI	(HYUNDAI), GORAKHPUR, UP	
61	2005170700072	THAKUR SEEMA BALKESH	BUSINESS DEVELOPMENT WITH SPECIAL REFERENCE TO DIGIFUSE	DIGIFUSE, GURGAON, HARYANA	4-6 WEEKS
62	2005170700073	THAKURAI MAMTA JOGINDRA	EMERGENCE OF E-COMMERCE IN INDIAN SCENARIO WITH SPECIAL REFERENCE TO FLIPKART	FLIPKART INTERNET PVT. LTD., MUMBAI, MAHARASHTRA	4-6 WEEKS
63	2005170700075	UTKARSH SRIVASTAVA	A STUDY ON TRAINING AND DEVELOPMENT IN MARUTI SUZUKI	MARUTI SUZUKI INDIA LTD., GORAKHPUR, UP	4-6 WEEKS
64	2005170700076	VINAY KUMAR	MARKET MAPPING AND CREDIT CARD SOURCING WITH REFERENCE TO BANK OF BARODA	BANK OF BARODA, GORAKHPUR, UP	4-6 WEEKS
65	2005170700078	VINAYAK MISHRA	A STUDY ON JOB SATISFACTION OF EMPLOYEES IN JIO	RELIANCE JIO, GORAKHPUR, UP	4-6 WEEKS
66	2005170700079	VISHAL KUMAR SINGH	A STUDY ON THE MANPOWER PLANNING	ABR PETRO PRODUCTS	


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			TECHNIQUES USED IN FMCG SECTOR AT GORAKHPUR	LTD., GORAKHPUR, UP	4-6 WEEKS
67	2005170700080	VISHAL TRIPATHI	A STUDY ON TRAINING AND DEVELOPMENT IN HYUNDAI MOTORS”	BRIJ MOTORS PVT. LTD. (HYUNDAI), GORAKHPUR, UP	4-6 WEEKS
68	2005170700081	ZAHRA SHEIKH	SOCIAL MEDIA MARKETING AT PIE ROOMS	PIE ROOMS, BHUVNESHWAR, ODISHA	4-6 WEEKS


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