



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Criterion I Curricular Aspects

**RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

RAJAGIRI VALLEY P.O, KAKKANAD, KERALA 682039

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam and Approved by AICTE

### 1.3 Curriculum Enrichment

#### 1.3.2 Percentage of Students Undertaking Project Work / Internships

2023 - 2024

### Evidences - Project Work

### 1.3.2 List of students undertaking Project Work

Sl.No.	Name of the student	Name of the Programme	Page No.
1	Aarlene George Jinu	Bachelor of Computer Application (2021-2024)	32
2	Aashina Rahman	Bachelor of Computer Application (2021-2024)	34
3	Abhinav Sreekumar	Bachelor of Computer Application (2021-2024)	36
4	Adarsh Krishna V	Bachelor of Computer Application (2021-2024)	38
5	Adhabiya Ummer	Bachelor of Computer Application (2021-2024)	40
6	Aiswarya I V	Bachelor of Computer Application (2021-2024)	42
7	Akhil S	Bachelor of Computer Application (2021-2024)	44
8	Alestin Shelmon	Bachelor of Computer Application (2021-2024)	46
9	Alex Lison	Bachelor of Computer Application (2021-2024)	48
10	Sneha Sebastian	Bachelor of Computer Application (2021-2024)	50
11	Lonnis Johnson	Bachelor of Computer Application (2021-2024)	52
12	Hanna Maria Benny	Bachelor of Computer Application (2021-2024)	54
13	Bavana T B	Bachelor of Computer Application (2021-2024)	56
14	Hasna Abdul Nazar	Bachelor of Computer Application (2021-2024)	58
15	Alosh Raam	Bachelor of Computer Application (2021-2024)	60
16	Althaf Shajahan	Bachelor of Computer Application (2021-2024)	62
17	Ann Mariya Sabu	Bachelor of Computer Application (2021-2024)	64

18	Aman Mathew Zacharia	Bachelor of Computer Application (2021-2024)	66
19	Hridya P Joshi	Bachelor of Computer Application (2021-2024)	68
20	Anu Stephen	Bachelor of Computer Application (2021-2024)	70
21	Arjun Thampi	Bachelor of Computer Application (2021-2024)	72
22	James George Illipparambil	Bachelor of Computer Application (2021-2024)	74
23	Ferteena Jose	Bachelor of Computer Application (2021-2024)	76
24	Anna Benny	Bachelor of Computer Application (2021-2024)	78
25	Ashfaq k S	Bachelor of Computer Application (2021-2024)	80
26	Jeffrey Thomas	Bachelor of Computer Application (2021-2024)	82
27	Jineesh P	Bachelor of Computer Application (2021-2024)	84
28	Lakshmi Priya P J	Bachelor of Computer Application (2021-2024)	86
29	Leo Paul	Bachelor of Computer Application (2021-2024)	88
30	Jijoy Sebastian Joy	Bachelor of Computer Application (2021-2024)	90
31	Meera Krishna K U	Bachelor of Computer Application (2021-2024)	92
32	Loyal Georgekutty	Bachelor of Computer Application (2021-2024)	94
33	Madonna Justin	Bachelor of Computer Application (2021-2024)	96
34	Megha Purushan	Bachelor of Computer Application (2021-2024)	98
35	Mohammed Fajar Al Raziq	Bachelor of Computer Application (2021-2024)	100
36	Imran K A	Bachelor of Computer Application (2021-2024)	102
37	Harikesh P Anil	Bachelor of Computer Application (2021-2024)	104
38	Derrick Jojan	Bachelor of Computer Application (2021-2024)	106
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41	Noel Shabu	Bachelor of Computer Application (2021-2024)	112
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44	Blessy Biju	Bachelor of Computer Application (2021-2024)	118
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54	Fathima Mohamed Ashraf	Bachelor of Computer Application (2021-2024)	138
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107	Muhammed Swalih M H	Bachelor of Business Administration (2021-2024)	284
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177	Jeeva George	B.Com Model I Finance and Taxation (SF) (2021-2024)	472
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187	Maria Vijay	B.Com Model I Finance and Taxation (SF) (2021-2024)	502
188	Mariya Roy	B.Com Model I Finance and Taxation (SF) (2021-2024)	505
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193	Muzammil P Moideen	B.Com Model I Finance and Taxation (SF) (2021-2024)	520

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196	Nikhitha Peethambharan	B.Com Model I Finance and Taxation (SF) (2021-2024)	529
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203	Reima Jacob	B.Com Model I Finance and Taxation (SF) (2021-2024)	550
204	Reshma Ramesh	B.Com Model I Finance and Taxation (SF) (2021-2024)	553
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211	Sreejith Jayan	B.Com Model I Finance and Taxation (SF) (2021-2024)	574
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222	Amelia Tresa S	B.Com Model II Finance and Taxation (2021-2024)	601
223	Amina Faizal	B.Com Model II Finance and Taxation (2021-2024)	603
224	Amith Vinod	B.Com Model II Finance and Taxation (2021-2024)	606
225	Anisha Annie Binu	B.Com Model II Finance and Taxation (2021-2024)	608
226	Chris Haris Thekkath	B.Com Model II Finance and Taxation (2021-2024)	610
227	Christene Elen Jacob	B.Com Model II Finance and Taxation (2021-2024)	612
228	Dheeraj P	B.Com Model II Finance and Taxation (2021-2024)	614
229	Diya Jiji Paulose	B.Com Model II Finance and Taxation (2021-2024)	616
230	Elizabeth Sojan	B.Com Model II Finance and Taxation (2021-2024)	619
231	Elizebath James	B.Com Model II Finance and Taxation (2021-2024)	622
232	Finny Kurian	B.Com Model II Finance and Taxation (2021-2024)	625
233	Gayathry Anil	B.Com Model II Finance and Taxation (2021-2024)	628
234	Geenet George	B.Com Model II Finance and Taxation (2021-2024)	631
235	Harsh George Paul	B.Com Model II Finance and Taxation (2021-2024)	634
236	Irine Roy	B.Com Model II Finance and Taxation (2021-2024)	637
237	Jewel Jomon	B.Com Model II Finance and Taxation (2021-2024)	639

238	Joel Basil	B.Com Model II Finance and Taxation (2021-2024)	641
239	Joel George Xavier	B.Com Model II Finance and Taxation (2021-2024)	644
240	John Saju	B.Com Model II Finance and Taxation (2021-2024)	647
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243	Karthik Kishor	B.Com Model II Finance and Taxation (2021-2024)	656
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258	Noel S Joseph	B.Com Model II Finance and Taxation (2021-2024)	695
259	Rehaan Aleem	B.Com Model II Finance and Taxation (2021-2024)	698

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262	Roshan Mathews	B.Com Model II Finance and Taxation (2021-2024)	706
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264	Sandhra Sojan	B.Com Model II Finance and Taxation (2021-2024)	711
265	Sanju John Varghese	B.Com Model II Finance and Taxation (2021-2024)	713
266	Sara Palat	B.Com Model II Finance and Taxation (2021-2024)	715
267	Shiva Suryan S	B.Com Model II Finance and Taxation (2021-2024)	718
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269	Sriresh M Pai	B.Com Model II Finance and Taxation (2021-2024)	723
270	Sruthy Sreeram	B.Com Model II Finance and Taxation (2021-2024)	726
271	Sruthy T S	B.Com Model II Finance and Taxation (2021-2024)	729
272	Thomas Paul	B.Com Model II Finance and Taxation (2021-2024)	732
273	Vishnu S Kumar	B.Com Model II Finance and Taxation (2021-2024)	734
274	Ria Abulaize	B.Com Model II Finance and Taxation (2021-2024)	736
275	Aadish Pradeep	B.Com Model II Computer Applications (2021-2024)	739
276	Aaliya P N	B.Com Model II Computer Applications (2021-2024)	742
277	Ajoe Tom	B.Com Model II Computer Applications (2021-2024)	745
278	Aleeta Addison	B.Com Model II Computer Applications (2021-2024)	748
279	Altair S	B.Com Model II Computer Applications (2021-2024)	751
280	Anagha S Nair	B.Com Model II Computer Applications (2021-2024)	754
281	Anisha Elza Jacob	B.Com Model II Computer Applications (2021-2024)	757

282	Anna Jo	B.Com Model II Computer Applications (2021-2024)	760
283	Anzal Mohammed	B.Com Model II Computer Applications (2021-2024)	763
284	Basil Saju	B.Com Model II Computer Applications (2021-2024)	766
285	Benfin Antony	B.Com Model II Computer Applications (2021-2024)	769
286	C S Sai Krishna	B.Com Model II Computer Applications (2021-2024)	772
287	Carolina Elezebeth Aruja	B.Com Model II Computer Applications (2021-2024)	775
288	Catherine Prasad	B.Com Model II Computer Applications (2021-2024)	778
289	Devanarayanan P Jayan	B.Com Model II Computer Applications (2021-2024)	781
290	Devika M	B.Com Model II Computer Applications (2021-2024)	784
291	Dhiya Eldho	B.Com Model II Computer Applications (2021-2024)	787
292	Emil Skaria	B.Com Model II Computer Applications (2021-2024)	790
293	Gloria Mary George	B.Com Model II Computer Applications (2021-2024)	793
294	Hanna Babu	B.Com Model II Computer Applications (2021-2024)	796
295	Helga Naveen	B.Com Model II Computer Applications (2021-2024)	799
296	Issac Josy	B.Com Model II Computer Applications (2021-2024)	802
297	Jeevan G Mathew	B.Com Model II Computer Applications (2021-2024)	805
298	Joe Kuruvilla	B.Com Model II Computer Applications (2021-2024)	808
299	John Paul	B.Com Model II Computer Applications (2021-2024)	811
300	John Shibu Myalil	B.Com Model II Computer Applications (2021-2024)	814
301	Jose J Kavalackan	B.Com Model II Computer Applications (2021-2024)	817
302	Kevin K Roy	B.Com Model II Computer Applications (2021-2024)	820
303	Mohammad Danish	B.Com Model II Computer Applications (2021-2024)	823

304	Mohammed Shibil Kallingal	B.Com Model II Computer Applications (2021-2024)	826
305	Muhammed Adil P B	B.Com Model II Computer Applications (2021-2024)	829
306	Nandini R Menon	B.Com Model II Computer Applications (2021-2024)	832
307	Natasha Anna Mathew	B.Com Model II Computer Applications (2021-2024)	835
308	Nia Kurian	B.Com Model II Computer Applications (2021-2024)	838
309	Omar Zidaan M Nassar	B.Com Model II Computer Applications (2021-2024)	841
310	Paarthiv Menon	B.Com Model II Computer Applications (2021-2024)	844
311	Remi Reji	B.Com Model II Computer Applications (2021-2024)	847
312	Riya Raj	B.Com Model II Computer Applications (2021-2024)	850
313	Ronal Raju	B.Com Model II Computer Applications (2021-2024)	853
314	Roshni Ajit	B.Com Model II Computer Applications (2021-2024)	856
315	Rosu Paul	B.Com Model II Computer Applications (2021-2024)	859
316	Ruth Rosemary George	B.Com Model II Computer Applications (2021-2024)	862
317	Sethu Lakshmi P J	B.Com Model II Computer Applications (2021-2024)	865
318	Shinz M S	B.Com Model II Computer Applications (2021-2024)	868
319	Sidharth Krishna M M	B.Com Model II Computer Applications (2021-2024)	871
320	Smera Sivakumar	B.Com Model II Computer Applications (2021-2024)	874
321	Soumya Sara Philip	B.Com Model II Computer Applications (2021-2024)	877
322	Sreevidya Pisharodi	B.Com Model II Computer Applications (2021-2024)	880
323	Sreya Sabu	B.Com Model II Computer Applications (2021-2024)	883
324	Swathy Jayan	B.Com Model II Computer Applications (2021-2024)	886
325	Swetha Jayan	B.Com Model II Computer Applications (2021-2024)	889

326	Tissa Maria Joseph	B.Com Model II Computer Applications (2021-2024)	892
327	Tony Joseph Rufus	B.Com Model II Computer Applications (2021-2024)	895
328	V. Gautham Krishna	B.Com Model II Computer Applications (2021-2024)	898
329	Vaishnav Vs	B.Com Model II Computer Applications (2021-2024)	901
330	Varsha Maria Victoria	B.Com Model II Computer Applications (2021-2024)	904
331	Vishnu P A	B.Com Model II Computer Applications (2021-2024)	907
332	Wafa Sha	B.Com Model II Computer Applications (2021-2024)	910
333	Yohaam Martin	B.Com Model II Computer Applications (2021-2024)	913
334	Abhinand Sujith	B.Com Model II Marketing(2021-2024)	916
335	Adheena Rosemary Joy	B.Com Model II Marketing(2021-2024)	919
336	Adithya Balachandran	B.Com Model II Marketing(2021-2024)	922
337	Afnan Faris Vayal Purayil	B.Com Model II Marketing(2021-2024)	925
338	Alan Mijo George	B.Com Model II Marketing(2021-2024)	928
339	Alia Shafeek	B.Com Model II Marketing(2021-2024)	931
340	Alphonse Mariya Thomas	B.Com Model II Marketing(2021-2024)	934
341	Alwin Sabu	B.Com Model II Marketing(2021-2024)	937
342	Ameliya Venoy	B.Com Model II Marketing(2021-2024)	940
343	Anitta Mary	B.Com Model II Marketing(2021-2024)	943
344	Ashwin Hilary Albert	B.Com Model II Marketing(2021-2024)	946
345	Athul Babu	B.Com Model II Marketing(2021-2024)	949
346	Cherian M Kulangara	B.Com Model II Marketing(2021-2024)	952
347	Chris Paul Geemon	B.Com Model II Marketing(2021-2024)	955

348	Chris Titus	B.Com Model II Marketing(2021-2024)	958
349	Devanandhan.J.R	B.Com Model II Marketing(2021-2024)	961
350	Elana Babu Philip	B.Com Model II Marketing(2021-2024)	964
351	Fathima Farzana C A	B.Com Model II Marketing(2021-2024)	967
352	Feona Mathew	B.Com Model II Marketing(2021-2024)	970
353	Ferez Paul Kurian	B.Com Model II Marketing(2021-2024)	973
354	Gopika S	B.Com Model II Marketing(2021-2024)	976
355	Hadi Bin Tharikh	B.Com Model II Marketing(2021-2024)	979
356	Harsh N. Shah	B.Com Model II Marketing(2021-2024)	982
357	Irfan A K	B.Com Model II Marketing(2021-2024)	985
358	Isha Jisam	B.Com Model II Marketing(2021-2024)	988
359	K S Diya Das	B.Com Model II Marketing(2021-2024)	991
360	Khadeeja Zaira M K	B.Com Model II Marketing(2021-2024)	994
361	Lovin Libu	B.Com Model II Marketing(2021-2024)	997
362	Madhav A	B.Com Model II Marketing(2021-2024)	1000
363	Malavika Chumane	B.Com Model II Marketing(2021-2024)	1003
364	Mani P Joy	B.Com Model II Marketing(2021-2024)	1006
365	Marwa Bint Muhammed Ashraf	B.Com Model II Marketing(2021-2024)	1009
366	Miriam Grace Renji	B.Com Model II Marketing(2021-2024)	1012
367	Mohammad Faheem Faisel	B.Com Model II Marketing(2021-2024)	1015
368	Mohammed Nabeel Nizar Ahammad	B.Com Model II Marketing(2021-2024)	1018
369	Monet George	B.Com Model II Marketing(2021-2024)	1021

370	Muhammed Reyan S	B.Com Model II Marketing(2021-2024)	1024
371	Nahala Shajahan	B.Com Model II Marketing(2021-2024)	1027
372	Nayana Shajan P	B.Com Model II Marketing(2021-2024)	1030
373	Nayonita Suresh	B.Com Model II Marketing(2021-2024)	1033
374	Neah Catherine Iype	B.Com Model II Marketing(2021-2024)	1036
375	Neha Suresh	B.Com Model II Marketing(2021-2024)	1039
376	Nicole Xavier	B.Com Model II Marketing(2021-2024)	1042
377	Nisamudheen T F	B.Com Model II Marketing(2021-2024)	1045
378	Noel Thomas	B.Com Model II Marketing(2021-2024)	1048
379	Parthiv V Dilipkumar	B.Com Model II Marketing(2021-2024)	1051
380	Parveen Zachariah	B.Com Model II Marketing(2021-2024)	1054
381	Rickin Tom	B.Com Model II Marketing(2021-2024)	1057
382	S M Ihaad Imran	B.Com Model II Marketing(2021-2024)	1060
383	Safar A. S	B.Com Model II Marketing(2021-2024)	1063
384	Samuel Celestine Joe	B.Com Model II Marketing(2021-2024)	1066
385	Sana Khalid	B.Com Model II Marketing(2021-2024)	1069
386	Shreya Cheruppolil Aji	B.Com Model II Marketing(2021-2024)	1072
387	Shreya Srinivas	B.Com Model II Marketing(2021-2024)	1075
388	Sourav K Ajith	B.Com Model II Marketing(2021-2024)	1078
389	Surya Narayan. P	B.Com Model II Marketing(2021-2024)	1081
390	T Gokul	B.Com Model II Marketing(2021-2024)	1084
391	Tanya Pillai	B.Com Model II Marketing(2021-2024)	1087

392	Muhammed Nihal Kc	B.Com Model II Marketing(2021-2024)	1090
393	Alfiya Fathima	B.Com Model II Marketing(2021-2024)	1093
394	Abhishek V	B. Com Model I Computer Applications (2021-2024)	1096
395	Muhammed Amal P A	B.Com Model I Computer Applications (2021-2024)	1099
396	Akesh baby	B.Com Model I Computer Applications (2021-2024)	1102
397	Ansil K P	B.Com Model I Computer Applications (2021-2024)	1105
398	Allen G Basel	B.Com Model I Computer Applications (2021-2024)	1108
399	Muhammad Sabith S	B.Com Model I Computer Applications (2021-2024)	1111
400	Sana Salim	B.Com Model I Computer Applications (2021-2024)	1114
401	Anjana K A	B.Com Model I Computer Applications (2021-2024)	1117
402	Sara ouseph	B.Com Model I Computer Applications (2021-2024)	1120
403	Antony J ukken	B.Com Model I Computer Applications (2021-2024)	1123
404	K S Akhila	B.Com Model I Computer Applications (2021-2024)	1126
405	Miah mariya mathew	B.Com Model I Computer Applications (2021-2024)	1129
406	Neha Ann Iype	B.Com Model I Computer Applications (2021-2024)	1132
407	Nima R Mechery	B.Com Model I Computer Applications (2021-2024)	1135
408	Sandra T John	B.Com Model I Computer Applications (2021-2024)	1138
409	Rayyan Rahoof	B.Com Model I Computer Applications (2021-2024)	1141
410	Nivin ks	B.Com Model I Computer Applications (2021-2024)	1144
411	Naveen joshy	B.Com Model I Computer Applications (2021-2024)	1146
412	Sarath KS	B.Com Model I Computer Applications (2021-2024)	1149
413	Thomas Thomas	B.Com Model I Computer Applications (2021-2024)	1152

414	Naveen John Boby	B.Com Model I Computer Applications (2021-2024)	1155
415	Nehal A L	B.Com Model I Computer Applications (2021-2024)	1159
416	Nandana Shibu	B.Com Model I Computer Applications (2021-2024)	1162
417	Rakesh V	B.Com Model I Computer Applications (2021-2024)	1165
418	Muhammed Sahil P M	B.Com Model I Computer Applications (2021-2024)	1168
419	Aravind C	B.Com Model I Computer Applications (2021-2024)	1170
420	Abutahir Puthedath Navab	B.Com Model I Computer Applications (2021-2024)	1173
421	Sooraj Sibi	B.Com Model I Computer Applications (2021-2024)	1176
422	Nadeem Muhammad Ali	B.Com Model I Computer Applications (2021-2024)	1179
423	Anvy Antony	B.Com Model I Computer Applications (2021-2024)	1182
424	Immanuel Raju	B.Com Model I Computer Applications (2021-2024)	1185
425	Sneha Shaji	B.Com Model I Computer Applications (2021-2024)	1188
426	Dilna Parvin M.S	B.Com Model I Computer Applications (2021-2024)	1191
427	Athul G R	B.Com Model I Computer Applications (2021-2024)	1194
428	Sana Fathima T A	B.Com Model I Computer Applications (2021-2024)	1197
429	Ruby Mary Shaini	B.Com Model I Computer Applications (2021-2024)	1200
430	Rose Saiolin	B.Com Model I Computer Applications (2021-2024)	1203
431	Jeena Mary Varghese	B.Com Model I Computer Applications (2021-2024)	1206
432	Nandana Mani	B.Com Model I Computer Applications (2021-2024)	1209
433	Sneha Mariya John	B.Com Model I Computer Applications (2021-2024)	1212
434	Abhishek Krishna p	B.Com Model I Computer Applications (2021-2024)	1215
435	Akhil cheeran santhosh	B.Com Model I Computer Applications (2021-2024)	1220

436	Aswani Krishnan	B.Com Model I Computer Applications (2021-2024)	1221
437	Neha Susan Baby	B.Com Model I Computer Applications (2021-2024)	1224
438	sona joshy	B.Com Model I Computer Applications (2021-2024)	1227
439	Noble Jacob	B.Com Model I Computer Applications (2021-2024)	1230
440	Nandana Jayan	B.Com Model I Computer Applications (2021-2024)	1233
441	Navya Saji	B.Com Model I Computer Applications (2021-2024)	1236
442	Aiswarya k	B.Com Model I Computer Applications (2021-2024)	1239
443	Ardhra Santhosh	B.Com Model I Computer Applications (2021-2024)	1242
444	Aravind V H	B.Com Model I Computer Applications (2021-2024)	1245
445	Architha Nair	B.Com Model I Computer Applications (2021-2024)	1248
446	Varsha Ajay	B.Com Model I Computer Applications (2021-2024)	1251
447	Rahul Ramesh	B.Com Model I Computer Applications (2021-2024)	1254
448	Sharon Ann George	B.Com Model I Computer Applications (2021-2024)	1257
449	Tiara Babu	B.Com Model I Computer Applications (2021-2024)	1260
450	Shami M S	B.Com Model I Computer Applications (2021-2024)	1263
451	Parvathy N Biju	B.Com Model I Computer Applications (2021-2024)	1266
452	Sona Joseph	B.Com Model I Computer Applications (2021-2024)	1269
453	Anjaly S	B.Com Model I Computer Applications (2021-2024)	1272
454	Sam Jacob Kuriakose	B.Com Model I Computer Applications (2021-2024)	1275
455	Vignesh Venugopal	B.Com Model I Computer Applications (2021-2024)	1278
456	Anuj Suji	B.Com Model I Computer Applications (2021-2024)	1281
457	Adithyan Manoj	B.Com Model I Computer Applications (2021-2024)	1284

458	Aaliya Mary George	B.Com Model II Logistics Management (2021-2024)	1287
459	Sneha V Mani	B.Com Model II Logistics Management (2021-2024)	1290
460	Adarsh S	B.Com Model II Logistics Management (2021-2024)	1293
461	Afnas V N	B.Com Model II Logistics Management (2021-2024)	1296
462	Abhay Antony	B.Com Model II Logistics Management (2021-2024)	1299
463	Adil A	B.Com Model II Logistics Management (2021-2024)	1302
464	Alias K Shysan	B.Com Model II Logistics Management (2021-2024)	1305
465	Arun Dev	B.Com Model II Logistics Management (2021-2024)	1308
466	Amaya Ashok	B.Com Model II Logistics Management (2021-2024)	1311
467	Rithu Meenu Mathews	B.Com Model II Logistics Management (2021-2024)	1314
468	Alen P B	B.Com Model II Logistics Management (2021-2024)	1317
469	Advaith P S	B.Com Model II Logistics Management (2021-2024)	1320
470	Siyal V Suresh	B.Com Model II Logistics Management (2021-2024)	1323
471	Adhil Nazar	B.Com Model II Logistics Management (2021-2024)	1326
472	Shaz V K	B.Com Model II Logistics Management (2021-2024)	1329
473	Manu George	B.Com Model II Logistics Management (2021-2024)	1332
474	Aalim Mohammed K A	B.Com Model II Logistics Management (2021-2024)	1335
475	Athul Illikkal	B.Com Model II Logistics Management (2021-2024)	1338
476	Thameem Hadhi P A	B.Com Model II Logistics Management (2021-2024)	1341
477	Anakh M A	B.Com Model II Logistics Management (2021-2024)	1344
478	Anishka Shaji	B.Com Model II Logistics Management (2021-2024)	1347
479	Irene C Prince	B.Com Model II Logistics Management (2021-2024)	1350

480	Basil Joe Arun	B.Com Model II Logistics Management (2021-2024)	1353
481	Prithvi Earath Anand	B.Com Model II Logistics Management (2021-2024)	1356
482	Ansal M S	B.Com Model II Logistics Management (2021-2024)	1359
483	Febin Jose Ajeesh	B.Com Model II Logistics Management (2021-2024)	1362
484	Mathew John	B.Com Model II Logistics Management (2021-2024)	1365
485	Nisin Anil	B.Com Model II Logistics Management (2021-2024)	1368
486	Eamil G Vineeth	B.Com Model II Logistics Management (2021-2024)	1371
487	Maria Rose Varghese	B.Com Model II Logistics Management (2021-2024)	1374
488	Alif Salam	B.Com Model II Logistics Management (2021-2024)	1377
489	Amith Jyoti	B.Com Model II Logistics Management (2021-2024)	1380
490	Aneesha Rose Shaju	B.Com Model II Logistics Management (2021-2024)	1383
491	Fiza P Farooque	B.Com Model II Logistics Management (2021-2024)	1386
492	Akshay Sal	B.Com Model II Logistics Management (2021-2024)	1389
493	Ann Alexie	B.Com Model II Logistics Management (2021-2024)	1392
494	Tessa Tomy	B.Com Model II Logistics Management (2021-2024)	1395
495	Ebin Sunny	B.Com Model II Logistics Management (2021-2024)	1398
496	Athul Cherian Mathew	B.Com Model II Logistics Management (2021-2024)	1401
497	Devdath Veppil Siraj	B.Com Model II Logistics Management (2021-2024)	1404
498	Kevin John	B.Com Model II Logistics Management (2021-2024)	1407
499	George Paul	B.Com Model II Logistics Management (2021-2024)	1410
500	George Eldo	B.Com Model II Logistics Management (2021-2024)	1413
501	K N Salman	B.Com Model II Logistics Management (2021-2024)	1416

502	Muhammed Faiz B K	B.Com Model II Logistics Management (2021-2024)	1419
503	Aswathy M Manikandan	B.Com Model II Logistics Management (2021-2024)	1422
504	Pearl Mary Thomas	B.Com Model II Logistics Management (2021-2024)	1425
505	Christo George Sebastian	B.Com Model II Logistics Management (2021-2024)	1428
506	Athul Prakash	B.Com Model II Logistics Management (2021-2024)	1431
507	Peter Eldhos	B.Com Model II Logistics Management (2021-2024)	1434
508	Jayanth Ittycheria	B.Com Model II Logistics Management (2021-2024)	1437
509	John Sony Kannampallil	B.Com Model II Logistics Management (2021-2024)	1440
510	Mohammed Fardeen	B.Com Model II Logistics Management (2021-2024)	1443
511	Muhammed Nishal P S	B.Com Model II Logistics Management (2021-2024)	1446
512	Muhammed Rafid	B.Com Model II Logistics Management (2021-2024)	1449
513	Joel V Jojo	B.Com Model II Logistics Management (2021-2024)	1452
514	Joan Hallies Livero	B.Com Model II Logistics Management (2021-2024)	1455
515	K S Harigovind	B.Com Model II Logistics Management (2021-2024)	1458
516	S Goutham	B.Com Model II Logistics Management (2021-2024)	1461
517	Abin T Manoj	Bachelor of Business Administration (2022-2025)	1464
518	Akshay Sojan	Bachelor of Business Administration (2022-2025)	1467
519	Alan Jimmy	Bachelor of Business Administration (2022-2025)	1471
520	Alan Shinto	Bachelor of Business Administration (2022-2025)	1474
521	Albinos Philip	Bachelor of Business Administration (2022-2025)	1477
522	Alexander Joshi	Bachelor of Business Administration (2022-2025)	1480
523	Anagha Jayaram	Bachelor of Business Administration (2022-2025)	1483

524	Andrirea Marshal	Bachelor of Business Administration (2022-2025)	1486
525	Angel Mary Abey	Bachelor of Business Administration (2022-2025)	1489
526	Anjali R Nath	Bachelor of Business Administration (2022-2025)	1492
527	Anjana M Lal	Bachelor of Business Administration (2022-2025)	1495
528	Arun Babu	Bachelor of Business Administration (2022-2025)	1498
529	Ayana Rebecca Sagar	Bachelor of Business Administration (2022-2025)	1501
530	Bijil Gigy	Bachelor of Business Administration (2022-2025)	1504
531	Dane Binoy	Bachelor of Business Administration (2022-2025)	1507
532	Diya Anna Jain	Bachelor of Business Administration (2022-2025)	1510
533	Edward Zac Robince	Bachelor of Business Administration (2022-2025)	1513
534	Eldho Paul	Bachelor of Business Administration (2022-2025)	1516
535	Emmanuel S Paracka	Bachelor of Business Administration (2022-2025)	1519
536	Farzin Sudheer	Bachelor of Business Administration (2022-2025)	1522
537	Fathma Nazrin N A	Bachelor of Business Administration (2022-2025)	1525
538	Febin M Sunny	Bachelor of Business Administration (2022-2025)	1528
539	Grace Mridula Raphael	Bachelor of Business Administration (2022-2025)	1531
540	Harikrishnan P S	Bachelor of Business Administration (2022-2025)	1534
541	Huda Shamla Shajahan	Bachelor of Business Administration (2022-2025)	1537
542	Inu Kollannur	Bachelor of Business Administration (2022-2025)	1540
543	Jayakrishnan K J	Bachelor of Business Administration (2022-2025)	1543
544	Jishnu P Nambiar	Bachelor of Business Administration (2022-2025)	1546
545	Joanna Thayankery	Bachelor of Business Administration (2022-2025)	1549

546	Joe Sabu	Bachelor of Business Administration (2022-2025)	1552
547	John Jeesan	Bachelor of Business Administration (2022-2025)	1555
548	Jonathan Jo Antony	Bachelor of Business Administration (2022-2025)	1558
549	Jose Raju Ujval	Bachelor of Business Administration (2022-2025)	1560
550	Karthiklal P B	Bachelor of Business Administration (2022-2025)	1563
551	Lineth Roy	Bachelor of Business Administration (2022-2025)	1566
552	Malavika Pb	Bachelor of Business Administration (2022-2025)	1568
553	Mathew George	Bachelor of Business Administration (2022-2025)	1571
554	Merlin Shaju	Bachelor of Business Administration (2022-2025)	1574
555	Mimi Mariam Mathews	Bachelor of Business Administration (2022-2025)	1576
556	Navaneeth D Prasad	Bachelor of Business Administration (2022-2025)	1579
557	Neha Jerson	Bachelor of Business Administration (2022-2025)	1582
558	Nesrin Nelson	Bachelor of Business Administration (2022-2025)	1584
559	P.S.Sreelakshmi	Bachelor of Business Administration (2022-2025)	1587
560	Prathish K Anil	Bachelor of Business Administration (2022-2025)	1590
561	Ramadan Ahamed	Bachelor of Business Administration (2022-2025)	1593
562	Rinshad K R	Bachelor of Business Administration (2022-2025)	1596
563	Sanaya David	Bachelor of Business Administration (2022-2025)	1599
564	Sandhya N Menon	Bachelor of Business Administration (2022-2025)	1602
565	Sanjna Shams	Bachelor of Business Administration (2022-2025)	1605
566	Shaabin Shaji	Bachelor of Business Administration (2022-2025)	1608
567	Sivani R	Bachelor of Business Administration (2022-2025)	1611

568	Sivaranjini S	Bachelor of Business Administration (2022-2025)	1614
569	Sneha Harish	Bachelor of Business Administration (2022-2025)	1617
570	Tanya Catherin Thomas	Bachelor of Business Administration (2022-2025)	1620
571	Terese Thomas Pattara	Bachelor of Business Administration (2022-2025)	1623
572	Thara Jacob	Bachelor of Business Administration (2022-2025)	1626
573	Timothy K Abraham	Bachelor of Business Administration (2022-2025)	1629
574	Vaisakh Krishna	Bachelor of Business Administration (2022-2025)	1632
575	Varsha Manoj	Bachelor of Business Administration (2022-2025)	1634
576	Vedatmika Prakash	Bachelor of Business Administration (2022-2025)	1638
577	Amina Saleem	Bachelor of Business Administration (2022-2025)	1641
578	B Devapranath	Bachelor of Business Administration (2022-2025)	1644
579	Mohamed Fawaz S	Bachelor of Business Administration (2022-2025)	1646
580	Allan Jolly	Bachelor of Business Administration (2022-2025)	1649
581	Alphy Baiju	Bachelor of Business Administration (2022-2025)	1652
582	A Arundhathi	B.A Animation and Graphic Design (2022-2025)	1656
583	Aadith P V	B.A Animation and Graphic Design (2022-2025)	1658
584	Aarshi Sreejith	B.A Animation and Graphic Design (2022-2025)	1660
585	Abdul Kahar K.A	B.A Animation and Graphic Design (2022-2025)	1662
586	Abhinav P S	B.A Animation and Graphic Design (2022-2025)	1664
587	Adam Shem	B.A Animation and Graphic Design (2022-2025)	1666
588	Adone Philip	B.A Animation and Graphic Design (2022-2025)	1668
589	Adwaid.A.V	B.A Animation and Graphic Design (2022-2025)	1670

590	Ahammed Muneer	B.A Animation and Graphic Design (2022-2025)	1672
591	Albin James	B.A Animation and Graphic Design (2022-2025)	1674
592	Aldriya Treesa	B.A Animation and Graphic Design (2022-2025)	1676
593	Aliya Nasirin P T	B.A Animation and Graphic Design (2022-2025)	1678
594	Anet Varghese	B.A Animation and Graphic Design (2022-2025)	1680
595	Anna Elizabeth Jacob	B.A Animation and Graphic Design (2022-2025)	1682
596	Aswathy V D	B.A Animation and Graphic Design (2022-2025)	1684
597	Aswin. A. Anoob	B.A Animation and Graphic Design (2022-2025)	1686
598	Azim K Basheer	B.A Animation and Graphic Design (2022-2025)	1688
599	Dean Collins T	B.A Animation and Graphic Design (2022-2025)	1690
600	Diya Reji	B.A Animation and Graphic Design (2022-2025)	1692
601	Drisya Sasikumar	B.A Animation and Graphic Design (2022-2025)	1694
602	Farren Beveira	B.A Animation and Graphic Design (2022-2025)	1696
603	Harikrishnan	B.A Animation and Graphic Design (2022-2025)	1698
604	Hellan Wergis Diclas	B.A Animation and Graphic Design (2022-2025)	1700
605	Jeeva B	B.A Animation and Graphic Design (2022-2025)	1702
606	Jenin Maria Joseph	B.A Animation and Graphic Design (2022-2025)	1704
607	Kalidas V K	B.A Animation and Graphic Design (2022-2025)	1706
608	Kanchana Sunil	B.A Animation and Graphic Design (2022-2025)	1708
609	Kezia George	B.A Animation and Graphic Design (2022-2025)	1710
610	Malavika K J	B.A Animation and Graphic Design (2022-2025)	1712
611	Manuel Philip Koshy	B.A Animation and Graphic Design (2022-2025)	1714

612	Marsha Ittycheria	B.A Animation and Graphic Design (2022-2025)	1716
613	Maundy Kunnath	B.A Animation and Graphic Design (2022-2025)	1718
614	Meenakshi P R	B.A Animation and Graphic Design (2022-2025)	1720
615	Mohammed Farhan Fahad.C	B.A Animation and Graphic Design (2022-2025)	1722
616	Muneera Usman	B.A Animation and Graphic Design (2022-2025)	1724
617	Mydhili Sunil	B.A Animation and Graphic Design (2022-2025)	1726
618	Nandana M L	B.A Animation and Graphic Design (2022-2025)	1728
619	Neil John	B.A Animation and Graphic Design (2022-2025)	1730
620	Nevin Suresh	B.A Animation and Graphic Design (2022-2025)	1732
621	Nikita Maria Judith	B.A Animation and Graphic Design (2022-2025)	1734
622	Nithin Ajaikumar	B.A Animation and Graphic Design (2022-2025)	1736
623	Noel V Babu	B.A Animation and Graphic Design (2022-2025)	1738
624	Ram Prasad	B.A Animation and Graphic Design (2022-2025)	1740
625	Reema Binu	B.A Animation and Graphic Design (2022-2025)	1742
626	Richard Denny	B.A Animation and Graphic Design (2022-2025)	1744
627	Rohith Menon	B.A Animation and Graphic Design (2022-2025)	1746
628	S Vinayak	B.A Animation and Graphic Design (2022-2025)	1748
629	Saidas D	B.A Animation and Graphic Design (2022-2025)	1750
630	Samuel Ps	B.A Animation and Graphic Design (2022-2025)	1752
631	Shana Sherin A S	B.A Animation and Graphic Design (2022-2025)	1754
632	Sibish Biju	B.A Animation and Graphic Design (2022-2025)	1756
633	Swathy Promod	B.A Animation and Graphic Design (2022-2025)	1758

634	Theresa Renze	B.A Animation and Graphic Design (2022-2025)	1760
635	Vijay Vikas	B.A Animation and Graphic Design (2022-2025)	1762

**ONLINE BICYCLE SHOP AND  
SERVICE BOOKING**

**MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Aarlene George Jinu (210021089196)**

*Under the guidance of*

**Ms. Deepthi S Nair**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the mini project work titled "ONLINE BICYCLE SHOP AND SERVICE BOOKING " submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by **Aarlene George Jinu** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Coordinator

Head of the Department

*Submitted for viva-voce held on 12/04/2024*

Internal Examiner



External Examiner

**ONLINE COLLEGE  
RECOMMENDATION SYSTEM**

**MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Aashina Rahman** (Reg. No: 210021089197)

*Under the guidance of*

**Ms. Nileena Sasidharan**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

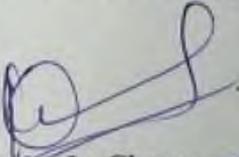
(Affiliated to Mahatma Gandhi University, Kottayam)

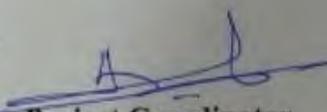
Rajagiri Valley P.O, KERALA- 682039

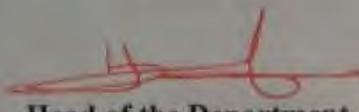


**CERTIFICATE**

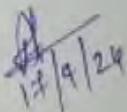
*This is to certify that the project work titled "ONLINE COLLEGE RECOMMENDATION SYSTEM" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by **Aashina Rahman** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

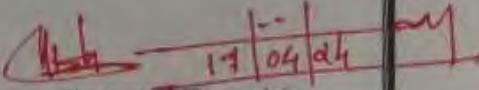
  
Project Coordinator

  
Head of the Department

*Submitted for viva-voce held on 17/04/24*

  
17/4/24  
Internal Examiner



  
17/04/24  
External Examiner

# **ONLINE SPA BOOKING SYSTEM**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Abhinav Sreekumar (Reg No: 210021089198)**

*Under the guidance of*

**Mr. Sijo Jacob**

## **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

*(Affiliated to Mahatma Gandhi University, Kottayam)*

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "Online Spa Booking System" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original work done by **Abhinav Sreekumar** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

  
Project Coordinator

  
Head of the Department

Submitted for viva-voce held on 17/04/24

  
Internal Examiner



  
External Examiner

# PALLIATIVE CARE SERVICE

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements  
for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Adarsh Krishna V** (Reg. No: 210021089199)

*Under the guidance of*

**Ms. Dona Maria Mani**

**RAJAGIRI COLLEGE OF MANAGEMENT AND**

**APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "Palliative Care Service" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original project work done by Adarsh Krishna V under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Coordinator

Head of the Department

Submitted for viva-voce held on 17/04/2024

Internal Examiner

External Examiner



**ONLINE INTERIOR DESIGNING  
CONSULTANCY**

**MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Adhabiya Ummer** (Reg. No: 210021089200)

*Under the guidance of*

**Mr. Joby Jacob**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

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APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work, titled "ONLINE INTERIOR DESIGNING CONSULTANCY" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by Adhabiya Ummar under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

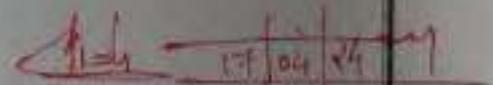
  
Project Coordinator

  
Head of the Department

*Submitted for viva-voce held on 17/04/2024*

  
Internal Examiner



  
External Examiner

**ONLINE PEST CONTROL  
PRODUCTS STORE**

**MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Aiswarya, I. V ( 210021089201 )**

*Under the guidance of*

**Ms. Nileena Sasidharan**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

*(Affiliated to Mahatma Gandhi University, Kottayam)*

**Rajagiri Valley P.O, KERALA- 682039**

RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682639



CERTIFICATE

This is to certify that the main project work titled "Online Pest Control Products Store" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by **Aiswarya. I. V** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.

Faculty In-Charge

Coordinator

Head of the Department

Submitted for viva-voce held on 17 / 04 / 2024

Internal Examiner



External Examiner

# ONLINE SKIN CARE CLINIC MANAGEMENT SYSTEM

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Akhil S** (Reg. No: 210021089202)

*Under the guidance of*

**Ms. Jubby George**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

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Rajagiri Valley P.O, KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

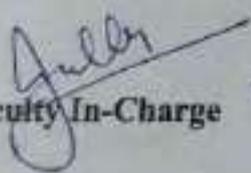
(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "ONLINE SKIN CARE CLINIC MANAGEMENT SYSTEM" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by Akhil S under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

  
Project Coordinator

  
Head of the Department

Submitted for viva-voce held on ...17/04/2024

  
Internal Examiner



  
External Examiner

**ONLINE UPHOLSTERY  
SOLUTION**

**MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Alestin Shelmon (210021089203)**

*Under the guidance of*

**Ms. Juby George**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

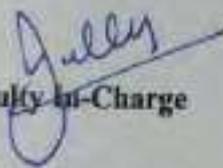
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Rajagiri Valley P.O, KERALA- 682039

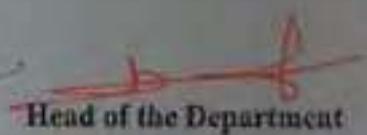


**CERTIFICATE**

*This is to certify that the project work titled "ONLINE UPHOLSTERY SOLUTION" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by **Alestin Shelmon** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty in-Charge

  
Coordinator

  
Head of the Department

Submitted for viva-voce held on 17/04/2024

  
Internal Examiner



  
External Examiner

**ONLINE AMUSEMENT PARK  
BOOKING SYSTEM  
MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements  
for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS  
2021 – 24**



*Done By,*

**Alex Lison** (Reg. No: 210021089204)

*Under the guidance of*

**Ms. Deepthi S Nair**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

*(Affiliated to Mahatma Gandhi University, Kottayam)*

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

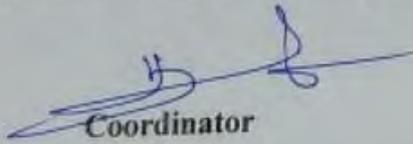
Rajagiri Valley P.O, KERALA- 682039

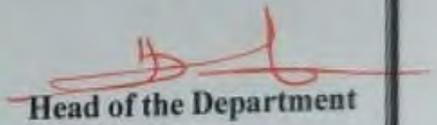


**CERTIFICATE**

*This is to certify that the project work titled "Online Amusement Park Booking System" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original project work done by Alex Lison under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

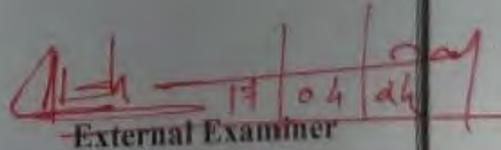
  
Faculty In-Charge

  
Coordinator

  
Head of the Department

Submitted for viva-voce held on 17/04/2024

  
Internal Examiner

  
External Examiner



**ONLINE PRESTIGE WATCH  
MARKETPLACE**

**MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By.*

**Sneha Sebastian** (Reg No: 210021089255)

*Under the guidance of*

**Ms. Dona Maria Mani**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

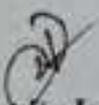
(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "Online Prestige Watch Marketplace" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original work done by **Sneha Sebastian** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

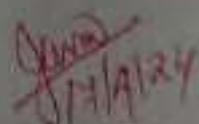
  
Project Coordinator

  
Head of the Department

Submitted for viva-voce held on 13/04/2024

  
Internal Examiner



  
External Examiner

# ONLINE APARTMENT RENTAL MANAGEMENT SYSTEM

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Lonnis Johnson** (Reg. No: 210021089240)

*Under the guidance of*

**Dr. Neenu Kuriakose**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

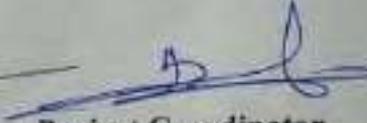
Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "Online Apartment Rental Management System" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original work done by **Lonnis Johnson** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

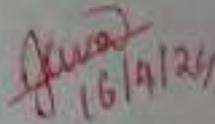
  
Faculty In-Charge

  
Project Coordinator

  
Head of the Department

*Submitted for viva-voce held on 17/04/24.*

  
Internal Examiner

  
16/4/24  
External Examiner

# **ONLINE FLOWER SHOP**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Hanna Maria Benny (Reg No: 210021089229)**

*Under the guidance of*

**Dr. Neenu Kuriakose**

## **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "Online Flower Shop" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original work done by **Hanna Maria Benny** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

  
Project Coordinator

  
Head of the Department

Submitted for viva-voce held on ...<sup>14</sup> / ... / 202<sup>3</sup>

  
Internal Examiner



  
External Examiner

# ONLINE STATIONERY STORE

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Bavana T.B** (Reg. No: 210021089216)

*Under the guidance of*

**Ms. Dona Maria Mani**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "ONLINE STATIONERY STORE" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by **Bavana T.B** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Project Coordinator

Head of the Department

Submitted for viva-voce held on 17 / 09 / 2024

  
17/9/24

Internal Examiner

External Examiner

# **ONLINE PERFUME STORE**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Hasna Abdul Nazar (Reg No: 210021089231)**

*Under the guidance of*

**Ms. Juby George**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

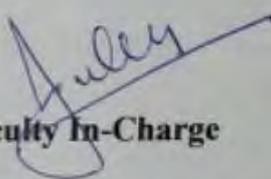
(Affiliated to Mahatma Gandhi University, Kottayam)

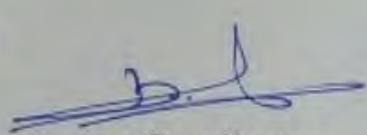
Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "Online Perfume Store" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original work done by **Hasna Abdul Nazar** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

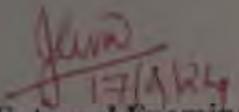
  
Project Coordinator

  
Head of the Department

Submitted for viva-voce held on 17/04/24

  
Internal Examiner



  
External Examiner

# **E-WASTE MANAGEMENT SYSTEM**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements  
for the award of the degree of*

### **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Alosh Raam (Reg.No:210021089205)**

*Under the guidance of*

**Mr. Joby Jacob**

### **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

*(Affiliated to Mahatma Gandhi University, Kottayam)*

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

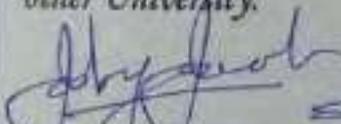
(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the mini project work titled "E-waste Management System" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original main project work done by Alish Raam under my supervision and guidance and that this mini project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

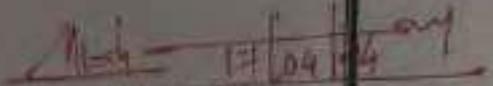
  
Coordinator

  
Head of the Department

Submitted for viva-voce held on 17/4/24

  
Internal Examiner



  
External Examiner

# **DRYCLEANING AND LAUNDRY SERVICE MANAGEMENT SYSTEM**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

### **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Althaf Shajahan (210021089206)**

*Under the guidance of*

**Ms. Nileena Sasidharan**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

*(Affiliated to Mahatma Gandhi University, Kottayam)*

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

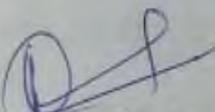
(Affiliated to Mahatma Gandhi University, Kottayam)

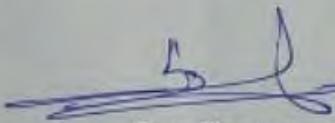
Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

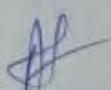
*This is to certify that the main project work titled "DRYCLEANING AND LAUNDRY SERVICE MANAGEMENT SYSTEM" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by **Althaf Shajahan** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

  
Coordinator

  
Head of the Department

Submitted for viva-voce held on ...17/04/24.

  
Internal Examiner



 17/04/24  
External Examiner

# ONLINE EVENT MANAGEMENT SYSTEM

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Ann Mariya Sabu** (Reg. No: 210021089208)

*Under the guidance of*

**Ms. Nileena Sasidharan**

## RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

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Rajagiri Valley P.O, KERALA- 682039

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APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "ONLINE EVENT MANAGEMENT SYSTEM" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by **Ann Mariya Sabu** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Project Coordinator

Head of the Department

*Submitted for viva-voce held on 17/04/2024*

Internal Examiner



External Examiner

# **NETWORK SCANNER**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements  
for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Aman Mathew Zacharia (Reg. No: 210021089207)**

*Under the guidance of*

**Ms. Juby George**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

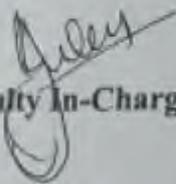
(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the main project work titled "Network Scanner" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original main project work done by Aman Mathew Zacharia under my supervision and guidance and that this main project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

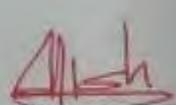
  
Coordinator

  
Head of the Department

Submitted for viva-voce held on 17/04/2024

  
Internal Examiner



  
External Examiner

# **ONLINE COOKING GAS AGENCY MANAGEMENT**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Hridhya P Joshi** (Reg. No: 210021089232)

*Under the guidance of*

**Ms. Annu James**

## **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

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APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "Online Cooking Gas Agency Management" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original work done by **Hridhya & Joshi** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

  
Project Coordinator

  
Head of the Department

Submitted for viva-voce held on 17/11/2024

  
Internal Examiner



  
External Examiner

# ONLINE TUTOR FINDING SYSTEM

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Ano Stephen** (Reg. No: 210021089210)

*Under the guidance of*

**Ms.Dona Maria Muni**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

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Rajagiri Valley P.O, KERALA- 682039

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APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "ONLINE TUTOR FINDING SYSTEM" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by Anu Stephen under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty in-Charge

Project Coordinator

Head of the Department

*Submitted for viva-voce held on 17/04/24*

Internal Examiner



External Examiner

# CRICKET ACADEMY SUPERVISION

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Arjun Thampi** (Reg No: 210021089211)

*Under the guidance of*

**Mr. Sijo Jacob**

## RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

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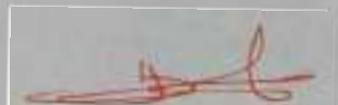


**CERTIFICATE**

*This is to certify that the project work titled "Cricket Academy Supervision" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original work done by Arjun Thampi under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

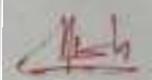
  
Faculty In-Charge

  
Project Coordinator

  
Head of the Department

Submitted for viva-voce held on 17/04/2024

  
Internal Examiner

  
External Examiner

# ONLINE OPTICAL STORE

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**James George Illipparambil**

(Reg. No:210021089234)

*Under the guidance of*

**Mr. Sijo Jacob**

## RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

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APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O. KERALA- 682039



**CERTIFICATE**

*This is to certify that the main project work titled "Online optical store" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original main project work done by James George Illipparambil under my supervision and guidance and that this main project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

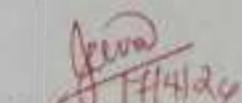
  
Coordinator

  
Head of the Department

Submitted for viva-voce held on /

  
Internal Examiner



  
External Examiner

# **EXPENSE TRACKER**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Fertreana Jose (Reg. No: 210021089225)**

*Under the guidance of*

**Ms. Annu James**

## **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

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APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "EXPENSE TRACKER" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by Ferteena Jose under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

**Faculty In-Charge**

**Project Coordinator**

**Head of the Department**

*Submitted for viva-voce held on 17/04/2024*

**Internal Examiner**

**External Examiner**

# WALL CUSTOMIZATION MANAGEMENT SYSTEM

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

### BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Ann Benny** (Reg No: 210021089209)

*Under the guidance of*

**Ms. Dona Maria Mani**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

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APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "Wall Customization Management System" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original work done by Anna Benny under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

**Faculty In-Charge**

**Project Coordinator**

**Head of the Department**

*Submitted for viva-voce held on ... 15/11/2024*

**Internal Examiner**



**External Examiner**

# **ONLINE MEDICAL STORE**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements  
for the award of the degree of*

### **BACHELOR OF COMPUTER APPLICATIONS**

**2021 - 24**



*Done By,*

**Ashfaq K S (Reg. No: 210021089212)**

*Under the guidance of*

**Ms. Nileena Sasidharan**

**RAJAGIRI COLLEGE OF MANAGEMENT AND**

**APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "Online Medical Store" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original work done by Ashfaq KS under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Project Coordinator

Head of the Department

Submitted for viva-voce held on ...17.../04/2024

Internal Examiner



External Examiner

# ONLINE A/C SALES & SERVICE

## STORE

### MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

### BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Jeffrey Thomas (210021089235)**

*Under the guidance of*

**Ms. Anna James**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

*(Affiliated to Mahatma Gandhi University, Kottayam)*

**Rajagiri Valley P.O, KERALA- 682039**

# RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



## CERTIFICATE

*This is to certify that the project work titled "ONLINE A/C SALES AND SERVICE STORE" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by Jeffrey Thomas under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Coordinator

Head of the Department

Submitted for viva-voce held on 17.09.2024

Internal Examiner

External Examiner

# ONLINE WEDDING DRESS RENTAL STORE

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Hineesh P**

**Reg no (210021089237)**

*Under the guidance of*

**Ms. Juby George**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

*(Affiliated to Mahatma Gandhi University, Kottayam)*

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

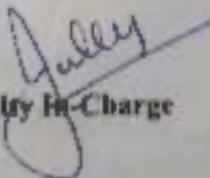
(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the main project work titled "Online Wedding Dress Rental Store " submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original main project work done by **Jineesh P** under my supervision and guidance and that this main project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

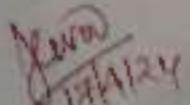
  
Coordinator

  
Head of the Department

Submitted for viva-voce held on 14/07/2024

  
Internal Examiner



  
External Examiner

# ONLINE SCHOOL UNIFORM STORE

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 - 24



*Done By:*

Lakshmi Priya P J (Reg. No: 210021089238)

*Under the guidance of*

Ms. Juby George

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O. KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

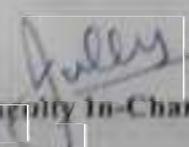
(Affiliated to Mahatma Gandhi University, Kottayam)

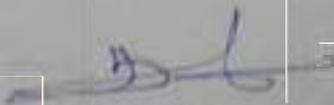
Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "ONLINE SCHOOL UNIFORM STORE" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by Lakshmi Priya P J under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

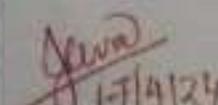
  
Project Coordinator

  
Head of the Department

Submitted for viva-voce held on 17/04/24

  
Internal Examiner



  
17/4/24  
External Examiner

# ONLINE LANDSCAPE MANAGEMENT SYSTEM

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Leo Paul (210021089239)**

*Under the guidance of*

**Ms. Annu James**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

*(Affiliated to Mahatma Gandhi University, Kottayam)*

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the main project work titled "ONLINE LANDSCAPE MANAGEMENT SYSTEM" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by Leo Paul under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Coordinator

Head of the Department

Submitted for viva-voce held on ...



Internal Examiner

External Examiner

# HOTEL MANAGEMENT SYSTEM

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Jijoy Sebastian Joy** (210021089236)

*Under the guidance of*

**Ms. Dona Maria Mani**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

*(Affiliated to Mahatma Gandhi University, Kottayam)*

**Rajagiri Valley P.O, KERALA- 682039**

RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



CERTIFICATE

*This is to certify that the main project work titled "Hotel Management System" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original main project work done by **Jijoy Sebastian Joy** under my supervision and guidance and that this main project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Project Coordinator

Head of the Department

Submitted for viva-voce held on 17/04/2024

Internal Examiner



External Examiner

**ONLINE COFFEE POWDER STORE**  
**MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements  
for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS**  
**2021 – 24**



*Done By,*

**Meera Krishna KU** (Reg. No: 210021089243)

*Under the guidance of*

**Mr. Sijo Jacob**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

*{Affiliated to Mahatma Gandhi University, Kottayam}*

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APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

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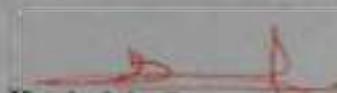


**CERTIFICATE**

*This is to certify that the project work titled "ONLINE COFFEE POWDER STORE" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original work done by Meera Krishna KU under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

  
Project Coordinator

  
Head of the Department

*Submitted for viva-voce held on 17.04.2024*

  
Internal Examiner



  
External Examiner

# **ONLINE CUSTOM PC BUILD MANAGEMENT**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Loyal Georgekutty** (Reg. No: 210021089241)

*Under the guidance of*

**Ms. Dona Maria Mani**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

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APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "Online Custom PC Build Management" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original work done by **Loyal Georgekutty** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

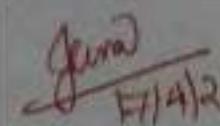
  
Project Coordinator

  
Head of the Department

Submitted for viva-voce held on 17 / 4 / 2024

  
Internal Examiner



  
External Examiner

# RECIPE MANAGEMENT SYSTEM

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Madonna Justin**

Reg no: 210021089242

*Under the guidance of*

**Ms. Anresha K Jose**

## RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

(Affiliated to Mahatma Gandhi University, Kottayam)

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# RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



## CERTIFICATE

*This is to certify that the main project work titled "Online Recipe Management System" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original main project work done by **Madonna Justin** under my supervision and guidance and that this main project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Coordinator

Head of the Department

Submitted for viva-voce held on 12/04/2024

Internal Examiner



External Examiner

# ONLINE HANDMADE AND ARTISANAL PRODUCTS

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Megha Purushan**

Reg. No: 210021089244

*Under the guidance of*

Dr. Neenu Kuriakose

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682109



**CERTIFICATE**

*This is to certify that the main project work titled " **ONLINE HANDMADE AND ARTISANAL PRODUCTS**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original main project work done by **Megha Perushan** under my supervision and guidance and that this main project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

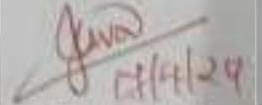
  
Faculty In-Charge

  
Coordinator

  
Head of the Department

Submitted for viva-voce held on **17/04/2024**

  
Internal Examiner

  
External Examiner

**MENTAL HEALTH AND WELLNESS  
MANAGEMENT SYSTEM**

**MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements  
for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS  
2021 – 24**



*Done By,*

**Mohammed Fajr Al Rezaq (210021089245)**

*Under the guidance of*

**Ms. Dona Maria Mani**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

*(Affiliated to Mahatma Gandhi University, Kottayam)*

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682839



**CERTIFICATE**

*This is to certify that the main project work titled "Mental Health and Wellness Management System" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original main project work done by Mohammed Faiz Al Raziq under my supervision and guidance and that this main project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

**Faculty In-Charge**

**Project Coordinator**

**Head of the Department**

*Submitted for viva-voce held on 11.01.2024*

**Internal Examiner**



**External Examiner**

# **FARM MATE**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Imran K A** (Reg. No: 210021009233)

*Under the guidance of*

**Ms. Annu James**

## **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA - 682039



**CERTIFICATE**

This is to certify that the project work titled "*Farm Mate*" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original work done by **Imran KA** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.

Faculty in-Charge

Project Coordinator

Head of the Department

Submitted for viva-voce held on 17.09.24

Internal Examiner

External Examiner

**ONLINE GYM PROTEIN AND  
SUPPLEMENT STORE**

**MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Harikes P Anil (210021089230)**

*Under the guidance of*

**Ms. Aneesha K Jose**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682030



CERTIFICATE

This is to certify that the main project work titled "ONLINE GYM PROTEIN AND SUPPLEMENT STORE" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by **Harikesh P Aral** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.

Faculty In-Charge

Coordinator

Head of the Department

Submitted for viva-voce held on 17/10/24

Internal Examiner



External Examiner

**ONLINE RECREATIONAL VENUE  
BOOKING**

**MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Derriek Jojan (210021089219)**

*Under the guidance of*

**Ms. Nileena Sasidharan**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

*(Affiliated to Mahatma Gandhi University, Kottayam)*

*Rajagiri Valley P.O, KERALA- 682039*

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the mini project work titled "ONLINE RECREATIONAL VENUE BOOKING" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by **Derrick Jojan** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Coordinator

Head of the Department

Submitted for viva-voce held on

  
18/4/24

Internal Examiner

  
18/04/24

External Examiner

# **SMART HOME DEVICE STORE**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Devika R (210021089220)**

*Under the guidance of*

**Ms. Neenu Kuriakose**

## **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

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**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the main project work titled "SMART HOME DEVICE STORE" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by Devika R under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

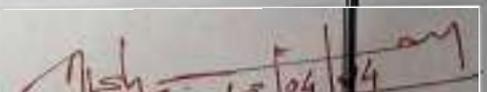
  
Coordinator

  
Head of the Department

Submitted for viva-voce held on 18/04/24

  
Internal Examiner



  
External Examiner

# **CUSTOMIZED GIFT SHOP**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Richu Steephan (210021089251)**

*Under the guidance of*

**Ms. Dona Maria Mani**

## **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

# RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



## CERTIFICATE

*This is to certify that the main project work titled "CUSTOMIZED GIFT SHOP" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by **Richu Steephan** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Coordinator

Head of the Department

Submitted for viva-voce held on ... 18/04/2024

Internal Examiner



External Examiner

# **SAFE AND LOCKER SERVICES**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfilment of the requirements*

*for the award of the degree of*

## **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Noel Shahu**

**(Reg. No 210021089250)**

*Under the guidance of*

**Ms. Dona Maria Mani**

## **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

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**RAJAGIRI COLLEGE OF MANAGEMENT  
AND APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam) Rajagiri

Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the main project work titled "Safe And Locker Services" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original main project work done by Noel Shabu under my supervision and guidance and that this main project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Coordinator

Head of the Department

Submitted for viva-voce held

  
18/10/24

Internal Examiner

  
18/10/24

External Examiner

# **AVIATION CREW SERVICE SYSTEM**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Nevin S Raj** (Reg. No. 210021089248)

*Under the guidance of*

**Ms. Neenu Kuriakose**

## **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

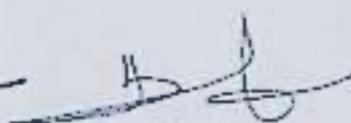
Rajagiri Valley P.O, KERALA- 682039

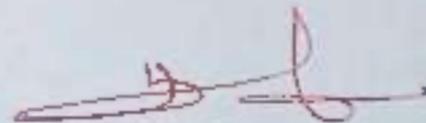


**CERTIFICATE**

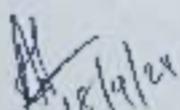
*This is to certify that the project work titled "AVIATION CREW SERVICE SYSTEM" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by **Nevin S Raj** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

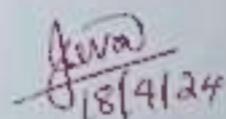
  
Coordinator

  
Head of the Department

Submitted for viva-voce held on 18/04/24

  
Internal Examiner



  
External Examiner

# ONLINE CYCLE RENTAL

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Denin Thomas** (210021089218)

*Under the guidance of*

**Mr. Sijo Jacob**

## RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the main project work titled "Online Cycle Rental" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original main project work done by **Denin Thomas** under my supervision and guidance and that this main project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Project Coordinator

Head of the Department

Submitted for viva-voce held on ..18

Internal Examiner

  
18/04/24

External Examiner

# ICE-CREAM MANUFACTURING COMPANY

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Blessy Biju (210021089217)**

*Under the guidance of*

**Ms. Annu James**

## RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the mini project work titled "ICE-CREAM MANUFACTURING COMPANY" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by **Blessy Biju** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Coordinator

Head of the Department

Submitted for viva-voce held on 18/09/24

  
18/9/2024

Internal Examiner

  
18/09/24

External Examiner

# **ONLINE VINTAGE VINYL STORE**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Asra Mehrin C R**

**Reg No: 210021089213**

*Under the guidance of*

**Ms. Nileena Sasidharan**

## **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "Online Vintage Vinyl Store" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original work done by **Asra Mehrin C R** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

**Faculty In-Charge**

**Project Coordinator**

**Head of the Department**

*Submitted for viva-voce held on 18/09/24*

**Internal Examiner**

  
18/09/24

**External Examiner**

# **ONLINE FITNESS WEBSITE**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements  
for the award of the degree of*

### **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Nandakumar S** (Reg. No: 210021089247)

*Under the guidance of*

**Dr. Neenu Kuriakose**

### **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the main project work titled "Online Fitness Website" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original main project work done by Nandakumar S under my supervision and guidance and that this main project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

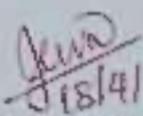
  
Coordinator

  
Head of the Department

Submitted for viva-voce held on ...18/06/2024

  
Internal Examiner



  
18/4/24  
External Examiner

# **ONLINE PET ADOPTION**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Athul A (Reg. No: 210021089214)**

*Under the guidance of*

**Ms. Anesha K Jose**

## **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

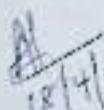
*This is to certify that the main project work titled "ONLINE PET ADOPTION" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by Athul A under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

  
Project Coordinator

  
Head of the Department

*Submitted for viva-voce held on 18/04/24.*

  
18/4/2024  
Internal Examiner



  
18/04/24  
External Examiner

# DIGITAL PORTFOLIO STORE

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Athul S** (210021089215)

*Under the guidance of*

**Ms. Deepthi S Nair**

## RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

(Affiliated to Mahatma Gandhi University, Kottayam)

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**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "Digital Portfolio Store" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original work done by Athul S under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Project Coordinator

Head of the Department

Submitted for viva-voce held on 18/04/2024

Internal Examiner



External Examiner

# ONLINE TRIP PLANNER

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Mubashira** (Reg. No: 210021089246)

*Under the guidance of*

**Dr. Neenu Kuriakose**

## RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

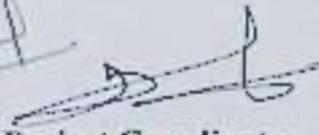
Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

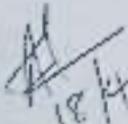
*This is to certify that the project work titled "Online Trip Planner" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by **Mubashira** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

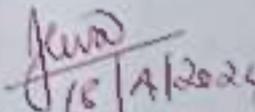
  
Project Coordinator

  
Head of the Department

Submitted for viva-voce held on <sup>18</sup> / <sup>04</sup> / <sup>24</sup>.

  
Internal Examiner



  
External Examiner

# **ONLINE WINE HUB**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Rohit M**

(Reg. No:210021089252)

*Under the guidance of*

**Ms. Deepthi S Nair**

## **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the main project work titled "Online Wine Hub" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original main project work done by **Rohit M** under my supervision and guidance and that this main project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Coordinator

Head of the Department

Submitted for viva-voce held on ...18.../...04.../2024.

  
18/4/24

Internal Examiner

  
18/4/24

External Examiner

# ADVOCATE BOOKING WEBSITE

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements  
for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Ron Joseph** (Reg. No: 210021089253)

*Under the guidance of*

**Mr. Joby Jacob**

## RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

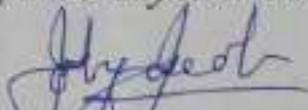
(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

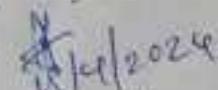
*This is to certify that the main project work titled "ONLINE ADVOCATE BOOKING WEBSITE" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original main project work done by **Ron Joseph** under my supervision and guidance and that this mini project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

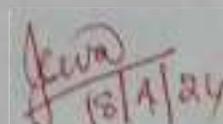
  
Coordinator

  
Head of the Department

Submitted for viva-voce held on ..18.. / ..04.. 2024

  
Internal Examiner



  
External Examiner

# **VEHICLE COMPARISON SYSTEM**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Diaz Jenson (210021089221)**

*Under the guidance of*

**Ms. Aneesha K Jose**

## **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the main project work titled "Vehicle Comparison System" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original main project work done by **Diaz Jenson** under my supervision and guidance and that this main project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Coordinator

Head of the Department

Submitted for viva-voce held on ...18.../...4.../...2024...

  
18/4/2024

Internal Examiner

  
18/04/2024

External Examiner

# **CARWASH AND DETAILING BOOKING WEBSITE**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements  
for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**T S Sidharth (Reg. No: 210021089260)**

*Under the guidance of*

**Ms. Juby George**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

*(Affiliated to Mahatma Gandhi University, Kottayam)*

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

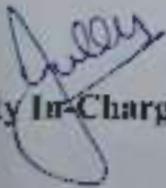
(Affiliated to Mahatma Gandhi University, Kottayam)

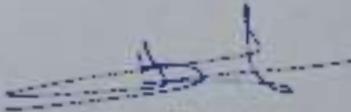
Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

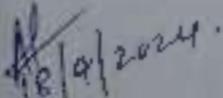
*This is to certify that the main project work titled "CARWASH AND  
DETAILING BOOKING WEBSITE" submitted to Mahatma Gandhi  
University in partial fulfillment of the requirements for the award of the Degree  
of Bachelor Of Computer Applications is a record of the original main project  
work done by **TS Sidharth** under my supervision and guidance and that this  
main project work has not formed the basis for the award of any Degree or  
similar title to any candidate of this or any other University.*

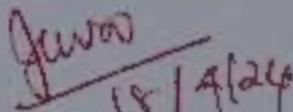
  
Faculty In-Charge

  
Coordinator

  
Head of the Department

*Submitted for viva-voce held on ...18/09/2024*

  
Internal Examiner

  
External Examiner

# ONLINE THRIFT STORE

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Fathima Mohamed Asharaf**

**210021089222**

*Under the guidance of*

**Ms. Aneesha K Jose**

## RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

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(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



## CERTIFICATE

*This is to certify that the project work titled "ONLINE THRIFT STORE" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by **Fathima Mohamed Asharaf** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

  
Project Coordinator

  
Head of the Department

*Submitted for viva-voce held on 18.12.2024*

  
18/12/2024  
Internal Examiner



  
18/12/2024  
External Examiner

# **GREEN HUB: AN ECO-FRIENDLY LIVING STORE**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Sueha Soay**

**210021089256**

*Under the guidance of*

**Ms. Deepthi S Nair**

## **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "GREEN HUB: AN ECO-FRIENDLY LIVING STORE" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by **Sneha Sony** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Coordinator

Head of the Department

*Submitted for viva-voce held on 13/04/2024*

Internal Examiner



External Examiner

# **ONLINE FURNITURE STORE**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Faustina Babu (Reg. No: 210021089223)**

*Under the guidance of*

**Mr. Sijo Jacob**

## **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

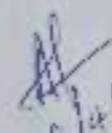
*This is to certify that the project work titled "Online Furniture Store" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original work done by **Faustina Babu** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

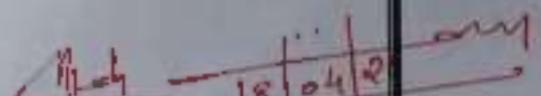
  
Project Coordinator

  
Head of the Department

Submitted for viva-voce held on 18.04.2024

  
18/4/2024  
Internal Examiner



  
18/04/2024  
External Examiner

# **ONLINE CAMERA RENTAL STORE**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Solaman Das C J** (Reg. No: 210021089257)

*Under the guidance of*

**Mr. Joby Jacob**

## **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

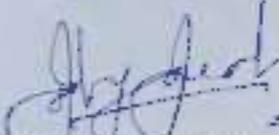
(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

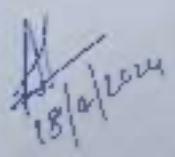
*This is to certify that the project work titled "ONLINE CAMERA RENTAL STORE" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by Solaman Das C J under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

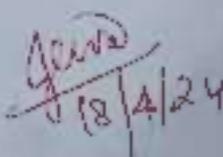
  
Project Coordinator

  
Head of the Department

Submitted for viva-voce held on 18/04/24

  
Internal Examiner



  
External Examiner

# **TRAVEL COMPANION FINDER**

## **MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## **BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Febin Sabu Varghese** (Reg. No: 210021089224)

*Under the guidance of*

**Ms. Deepthi. S. Nair**

## **RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

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APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "TRAVEL COMPANION  
FINDER" submitted to Mahatma Gandhi University in partial  
fulfillment of the requirements for the award of the Degree of Bachelor of  
Computer Applications is a record of the original work done by **Febin Sabu  
Varghese** under my supervision and guidance and that this project work  
has not formed the basis for the award of any Degree or similar title to any  
candidate of this or any other University.*

Faculty In-Charge

Project Coordinator

Head of the Department

Submitted for viva-voce *Febin Sabu Varghese* on *18/09/2024*



Internal Examiner

External Examiner

# ONLINE PART TIME JOB LISTING PORTAL

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**George K Saji** (Reg. No: 210021089226)

*Under the guidance of*

**Mr. Joby Jacob**

## RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "ONLINE PART TIME JOB LISTING PORTAL" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by **George K Saji** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Project Coordinator

Head of the Department

Submitted for viva-voce held on 18/09/24

Internal Examiner



External Examiner

**ONLINE HOUSEBOAT  
BOOKING SYSTEM**

**MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Sooraj Kumar (Reg. No: 210021089258)**

*Under the guidance of*

**Mr. Joby Jacob**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "Online Houseboat Booking System" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original work done by Sooraj Kumar under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Project Coordinator

Head of the Department

Submitted for viva-voce held on ... 16/04/2024

Internal Examiner



External Examiner

**ONLINE BIKE SERVICE  
MANAGEMENT SYSTEM  
MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements  
for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS  
2021 – 24**



*Done By,*

**George S. Aykara (Reg. No: 210021089227)**

*Under the guidance of*

**Ms. Annu James**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

*(Affiliated to Mahatma Gandhi University, Kottayam)*

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "ONLINE BIKE SERVICE MANAGEMENT SYSTEM" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original project work done by **George S Aykara** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Coordinator

Head of the Department

Submitted for viva-voce held on 18/04/2024

Internal Examiner

  
18/04/24

External Examiner

# ONLINE AIRLINE MANAGEMENT SYSTEM

## MAIN PROJECT REPORT

*Submitted in partial fulfilment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Veena Gishu (Reg. No 210021089261)**

*Under the guidance of*

**Dr. Neenu Kuriakose**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT  
AND APPLIED SCIENCES**

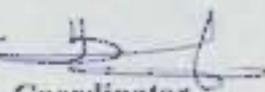
(Affiliated to Mahatma Gandhi University, Kottayam) Rajagiri  
Valley P.O, KERALA- 682039



**CERTIFICATE**

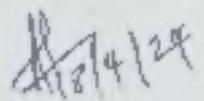
*This is to certify that the main project work titled "Online Airline Management System" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original main project work done by **Veena Gishu** under my supervision and guidance and that this main project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

  
Faculty In-Charge

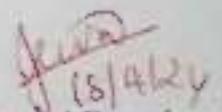
  
Coordinator

  
Head of the Department

*Submitted for viva-voce held on 18/DA/2024*

  
Internal Examiner



  
External Examiner

**ONLINE TOLL PLAZA  
MANAGEMENT SYSTEM**

**MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS**

**2021 – 24**



*Done By,*

**Aarabhi B (Reg. No: 210021089195)**

*Under the guidance of*

**Mr. Sijo Jacob**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "Online Toll Plaza Management System" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original work done by **Aarabhi B** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Project Coordinator

Head of the Department

Submitted for viva-voce held on 18/04/2024

Internal Examiner

External Examiner

# ONLINE TIFFIN SERVICE

## MAIN PROJECT REPORT

*Submitted in partial fulfillment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Done By,*

**Greeshma Biju** (210021089228)

*Under the guidance of*

**Ms. Aneesha K Jose**

## RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039



**CERTIFICATE**

*This is to certify that the project work titled "ONLINE Tiffin Service" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Computer Applications is a record of the original work done by **Greeshma Biju** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

Faculty In-Charge

Coordinator

Head of the Department

Submitted for viva-voce held on ...18.07.2024

Internal Examiner



External Examiner

**ONLINE KITCHENWARE STORE**  
**MAIN PROJECT REPORT**

*Submitted in partial fulfillment of the requirements  
for the award of the degree of*

**BACHELOR OF COMPUTER APPLICATIONS**  
**2021 – 24**



*Done By,*

**Soya Binu**

**210021089259**

*Under the guidance of*

**Mr. Joby Jacob**

**RAJAGIRI COLLEGE OF MANAGEMENT AND**  
**APPLIED SCIENCES**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

**Rajagiri Valley P.O, KERALA- 682039**

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

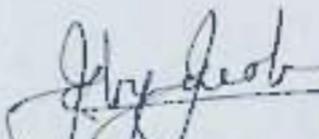
(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

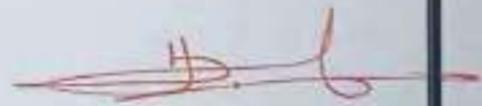


**CERTIFICATE**

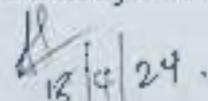
*This is to certify that the mini project work titled "ONLINE KITCHENWARE STORE" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original main project work done by **Soya Binu** under my supervision and guidance and that this main project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.*

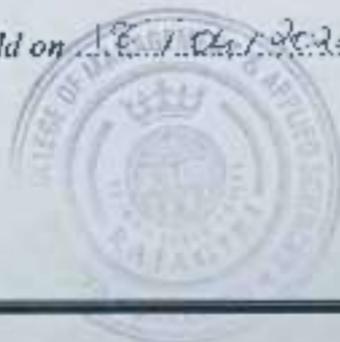
  
Faculty In-Charge

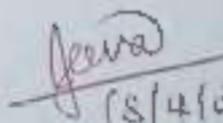
  
Coordinator

  
Head of the Department

Submitted for viva-voce held on 18/04/24

  
18/04/24  
Internal Examiner



  
18/04/24  
External Examiner

# EMERGENCY RESCUE SERVICES

## MAIN PROJECT REPORT

*Submitted in partial fulfilment of the requirements*

*for the award of the degree of*

## BACHELOR OF COMPUTER APPLICATIONS

2021 – 24



*Date By,*

**Noel Saji**

(Reg. No 210021089249)

*Under the guidance of*

**Ms. Aneesha K Jose**

**RAJAGIRI COLLEGE OF MANAGEMENT AND**

**APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O, KERALA- 682039

**RAJAGIRI COLLEGE OF MANAGEMENT AND  
APPLIED SCIENCES**

(Affiliated to Mahatma Gandhi University, Kottayam) Rajagiri  
Valley P.O, KERALA- 682039



**CERTIFICATE**

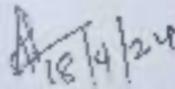
This is to certify that the main project work titled "Emergency Rescue Services" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor Of Computer Applications is a record of the original main project work done by **Noel Saji** under my supervision and guidance and that this main project work has not formed the basis for the award of any Degree or similar title to any candidate of this or any other University.

  
Faculty In-Charge

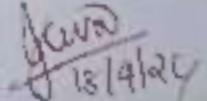
  
Coordinator

  
Head of the Department

Submitted for viva-voce held on 18/05/2024

  
Internal Examiner



  
External Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O, COCHIN - 33

## **"A STUDY ON THE EFFECTIVENESS OF DISTRIBUTION CHANNEL STRATEGIES WITH SPECIAL REFERENCE TO HISHAM TRANSPORT, KAKKANAD"**

Submitted by

**A ABHINAV**

Register No: Z10021082138

Under the Guidance of

**MS. SUNITHA VARGHESE**

*In Partial Fulfilment of the requirements for the award of the degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

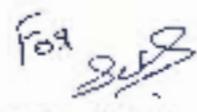
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 22

## CERTIFICATE

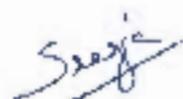
*This is to certify that the project work titled "A study on the effectiveness of distribution channel strategies with special reference to Hisham Transport Kakkanad" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **A Abhinav** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.*

  
Ms. Sunitha Varghese  
Project Guide



  
Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on.....8/09/24.....

  
Internal Examiner

  
External Examiner

Date:

## CERTIFICATE

This is to certify that **Mr. A Abhinav (Reg no.210021082138)** final year BBA student of Rajagiri College Of Management and Applied Science, Kakkanad has successfully completed 30 days of his project on the topic "**A study on the effectiveness of distribution strategies with reference to Hisham Transport Water Supply**".

During this period, his conduct was good and satisfactory. We wish him a successful career and bright future.

FOR HISHAM TRANSPORT

  
K RAVINDRAN  
GENERAL MANAGER





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O, COCHIN - 39

## **"A STUDY ON THE IMPACT OF INCENTIVE SLABS ON EMPLOYEES WITH REFERENCE TO THE ALISHA AGENCIES, MALAPPURAM"**

*Submitted by*

**ABDUL GAFOOR P**

Registration no: **210021082139**

Under The Guidance of

**Ms. SUNITHA VARGHESE**

*In Partial Fulfilment of the requirements for the award of the degree Of  
Bachelor of Business Administration*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 39

## CERTIFICATE

*This is to certify that the project work titled "A study on the impact of Incentive Slabs on employees with reference to the Alisha Agencies, Malappuram" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Abdul Gafoor P** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.*

Ms. Sunitha Varghese

Project Guide

Ms. Megha Mohan

Head of Department

Viva Voce Examination held on 9/05/24 .....

Internal Examiner



External Examiner



**alisha**  
agencies

Puthanparambu Road  
Vengara, Malappuram,  
India, 676304

Phone: 8086000575

Gmail: [alishaagencies@gmail.com](mailto:alishaagencies@gmail.com)

### CERTIFICATE

This is to certify that **Mr. Abdul Gafoor P (Reg No: 200021082139)**, final year BBA student of Rajagiri College of Management & Applied Sciences, Kakkanad, has successfully completed 30 days of his project on the topic "A study on the Impact of Incentive Slabs on employees with reference to Alisha Agencies, Malappuram" in our establishment.

During this period, his conduct was good and satisfactory. We wish him a successful career and bright future

Vengara, Malappuram

For Alisha Agencies,

DIRECTOR

Sharafudheen E.K

20/01/2024

Branches: Alisha Agencies Kunnankulam road Kecheri (p.o) 680501, Thrissur, kerala - 9207315939

Bharath Agencies First floor Bismi tower, Kottakkal 676503, Malappuram, Kerala - 9048935939



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 29

**"A STUDY ON BRAND AWARENESS OF ROYAL ENFIELD  
CONTINENTAL GT 650 WITH REFERENCE TO SAMSON MOTORS  
[ MC ROAD, PULLUVAZHY, ERNAKULAM PERUMBAVOOR ]"**

Submitted by

**ABDUL HADI CF**

Register No: 2100210B2140

Under the Guidance of

**Ms. ARDRA C. MICHAEL.**

*In Partial Fulfilment of the requirements for the award of the degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 22

## CERTIFICATE

*This is to certify that the project work titled "A STUDY ON BRAND AWARENESS OF ROYAL ENFIELD CONTINENTAL GT 650 WITH REFERENCE TO SAMSON MOTORS PERUMBAVOOR" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **ABDULL HADI CF** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.*

  
Ms. Andra G. Michael

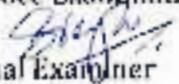
Project Guide



  
Ms. Megha Mohan

Head of Department

Viva Voce Examination held on 31/05/24

  
Internal Examiner

  
External Examiner



Ref: SM/INT/23-24/05

Date: 04/01/2024

## TO WHOM IT MAY CONCERN

This is to certify that **Mr. Abdul Hadi C F**, student of BBA, Rajagiri College of management & Applied Science, Kakkanad, successfully completed a One Month internship as Marketing intern from 05/12/2023 to 04/01/2024 under the guidance of Mr. Jithin T J, Sales Manager of Samson Motors.

During the time of his internship program with us, he worked hard in preparing this report. The information and findings presented in the report seems to be authentic.

We wish him every success in his life and career.

For Samson Motors,

Jithin T J  
Sales Manager





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**"A study on the Effectiveness of Personal Selling Strategies on purchase decisions with special reference to KVR Motor Cars Pvt Ltd, Kozhikode"**

Submitted by

**ABHIMANYU SHEKHAR K**

Register No: 210021082173

Under the Guidance of

**Ms. MEGHA MOHAN**

*In partial fulfillment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "**A study on the effectiveness of personal selling strategies on purchase decisions with special reference to KVR Motor Cars Pvt Ltd, Kozhikode**" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Abhimanyu Shekhar K** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Megha Mohan

Project guide

Ms. Megha Mohan

Head of the department

Viva Voce Examination held on..... 3/5/24

Internal Examiner



External Examiner

Ref:KVRH/HRD/368/2024

Date:15/01/2024

**Certificate**

This is to certify that **Mr. Abhimanyu Shekhar K (Reg no : 210021082173)**, final year BBA student of Rajagiri College of Management And Applied Sciences, Kakkanad, has successfully completed 30 days of his project on the topic "A study on the effectiveness of personal selling strategies on purchase decisions with special reference to KVR Prestige Cars Pvt Ltd, Kozhikode"

During this period, his conduct was good and satisfactory. We wish him a successful career and bright future.

For  
KVR PRESTIGE CARS PVT LTD.



**Sharath C**  
Manager – HR&ADMIN

**KVR Prestige Cars**

Kannakalaya Bank, West Hill, Kannur Road, Calicut - 673 005  
Ph: 0495 2488600, 7559999666



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 38

**"A STUDY ON CONSUMER PREFERENCE IN THE MILK INDUSTRY WITH  
REFERENCE TO MILMA MILK, THRIPPUNITHURA"**

Submitted by

**ABHINAV ANIL**

Register No: 2100210B2141

Under the Guidance of

**Ms. SUNITHA VARGHESE**

*In Partial Fulfilment of the requirements for the award of the degree  
Of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O, COCHIN - 39

## CERTIFICATE

This is to certify that the project work titled "A study on consumer preference in the milk industry with reference to Milma milk, Thrippunithura" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Abhinav Anil** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.



Ms. Sanitha Varghese  
Project Guide

Ms. Megha Mohan  
Head of Department

3/05/24

Viva Voce Examination held on.....

Internal Examiner

External Examiner



**milma**

Ernakulam Regional Co-operative Milk Producers' Union Ltd. No. E-150 (D)  
Ernakulam Dairy, P.B. No. 33, Tripunithura, Ernakulam - 682 301  
An ISO 9001 : 2015 & ISO 22000 : 2018 Certified Company  
GSTIN : 32AAAAE0621L4Z6

No. ED/P&A (1)/571/2024 | 167

27.01.2024

### CERTIFICATE

Certified that **Mr. Abhinav Anil**, BBA student of Rajagiri College of Management & Applied Science -Kakkanad, has successfully completed his Internship / Project work on the topic "A study on consumer preference in the Milk Industry with Reference to Milma Milk." in our Dairy as part of his curriculum.

The period of training was from 18.12.2023 to 17.01.2024

  
GENERAL MANAGER  
GM



To Whomsoever it may concern.



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 39

## **"A STUDY ON THE EFFECTIVENESS OF ONLINE MARKETING STRATEGIES OF DIRT CHEM PALAKKAD"**

Submitted by

**ABHINAV V NAIR**

Register No: 210021082142

Under the Guidance of

**MS. SUNITHA VARGHESE**

*In Partial Fulfilment of the requirements for the award of the degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN 22

## CERTIFICATE

This is to certify that the project work titled "A study on effectiveness of online marketing strategies of Dirt Chem Palakkad" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Abhinav V Nair** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Sunitha Varghese  
Project Guide



Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on 3/05/24

Internal Examiner

External Examiner



## CERTIFICATE

This is to certify that **Mr. Abhinav V Nair (Reg no.210021082142)** final year BBA student of Rajagiri College of Management and Applied Science, Kakkanad has successfully completed 30 days of his project on the topic "A study on the effectiveness of online marketing strategies of Dirtx".

During this period, his conduct was good and satisfactory. We wish him a successful career and bright future.



**KEVIN P T**  
**GENERAL MANAGER**



+91 8898425812  
+91 8937716818



dirtxindia@gmail.com



B/549, Kalladi, Palakkad  
Pin: 676 017



www.dirtx.in



**RCMAS**  
RAJAJIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES  
RAJAJIRI, KOTTAYAM

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE IMPACT OF EMPLOYEE SATISFCATION ON  
ORGANISATIONAL PERFORMANCE WITH REFERENCE  
TO SWEET O SOUR, MATTANCHERRY"**

Submitted by

**ABY ABRAHAM MATHEW**

REGISTER NO : 210021082143

Under the guidance of

**MS. ANILA VARGHESE**

*In Partial Fulfilment of the requirements for the award of the degree  
Of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



**CERTIFICATE**

*This is to certify that the project work titled "A study on the impact of employee satisfaction on organisational performance with reference to Sweet O Sour , Mattancherry" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Aby Abraham Mathew** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.*

Ms. Anila Varghese  
Project Guide

Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on ..... **3/05/24** .....

Internal Examiner

External Examiner




**SWEET O SOUR**

 VI/2091, Gujaroli Road,  
 KOCHI - 682 002. (KERALA)

 ☎ : 0484 (0) 2225518 @ 2223318  
 Mobile : 93492 23318  
 E-mail : sweetosour06@gmail.com

### CERTIFICATE

This is to certify that **Aby Abraham Mathew**, (reg no: 210021082143) final year BBA student of Rajagiri College of Management and Applied Sciences, Kakkanad, has successfully completed 30 days of his project on the topic "A study on the impact of employee satisfaction on organizational performance" in our establishment.

During this period, his conduct was good and satisfactory. We wish him a successful career and bright future.

Place: Kochi

Date: 17/01/2024



For Sweet O Sour

  
 Subham M Shah  
 Partner

SUPER STOCKIST FOR KERALA



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A study on grievance redressal mechanism in the plywood industry with  
reference to SOLO PLYWOODS ,VAZHAKKULAM"**

Submitted by

**Adil Ahoobacker**

Register No: 210021082144

Under the Guidance of

**Ms. Sunitha Varghese**

*In partial fulfillment of the requirements for the award of the Degree Of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2001-2014



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A study on grievance redressal mechanism in the plywood industry with reference to SOLO PLYWOODS ,VAZHAKKULAM" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Adil Aboobacker** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Sunitha Varghese

Project Guide

Ms. Megha Mohan

Head of the Department



3/05/24

Viva Voce Examination held on.....

Internal examiner

External examiner

Sea Port: Cochin  
Rly. Stn: Aluva

☎: 0484-2839799  
3258102  
(Res) 2527838



# Solo Plywoods Pvt. Ltd.

INDUSTRIAL DEVELOPEMENT AREA  
ERUMATHALA P.O., ALUVA - 5

Ref:

Date: 16/02/2024

## CERTIFICATE

This is to certify that Mr. Adil Aboobacker (Reg No: 210021082144 ), final year BBA student of Rajagiri College of Management & Applied Sciences, Kakkanad, has successfully completed 30 days of his project on the topic " A Study on grievance redressal mechanism in the plywood industry with reference to Solo Plywoods Pvt.Ltd , Vazhakkulam "

He was found to be an industrious and motivated person with good conduct and character during the period.

For Solo Plywoods Pvt.Ltd

  
ABOOBAKER C P

MANAGING DIRECTOR



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 38

**"A STUDY ON DIFFERENT THIRD PARTY LOGISTICS STRATEGIES  
ADOPTED BY TRADEVINT LOGISTICS INDIA PVT LTD"**

Submitted by

**ADITHYA HIRON**

Register No: 210021082145

Under the Guidance of

**Ms. ANILA VARGHESE**

*In Partial Fulfilment of the requirements for the award of the degree  
of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 29

## CERTIFICATE

*This is to certify that the project work titled "A Study on the Different Third Party Logistics adopted by Tradevint Logistics India Pvt Ltd" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Adithya Hiron** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.*



*Ms. Anila Varghese*  
*Project Guide*

*Ms Megha Mohan*  
*Head of the Department*

Viva Voce Examination held on.....

3/05/24

*Internal Examiner*



*External Examiner*



# TRADEVINT LOGISTICS (I) PVT LIMITED

Shipping, Sea-Air Customs Clearing & Forwarding

Ground Floor, Puthanpuzha Complex No. 2, Puthanpuzha, Ernakulam District, Kerala Road, Manganal Junction, Cochin - 682003

E-mail: [info@tradelvint.com](mailto:info@tradelvint.com), [tradelvint@tradelvint.com](mailto:tradelvint@tradelvint.com) Tel: 0484 2664761-5

January 3, 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Adithya Iirron**, UBA student of Rajagiri College of Management and Applied Science, Kakkanad, Cochin has successfully completed his 30 days project work in Export Import clearance procedures as part of his studies.

During the tenure, his performance was Good and satisfactory.

We wish him all the success in his future endeavors.

For TRADEVINT LOGISTICS (INDIA) PRIVATE LIMITED

  
Stella Sabu

(Director)





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRIVALLEY P.O. COCHIN - 68

## **"A STUDY ON EMPLOYEES WORK-LIFE BALANCE WITH REFERENCE TO EVEREST PLYWOODS, PERUMBAVOOR, KERALA".**

Submitted by

**AKSHAY S PANIKULAM**

Register No: 210021082146

Under the Guidance of

**MS. ARDRA C MICHAEL**

*In Partial Fulfilment of the requirements for the award of the degree  
of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 19

## CERTIFICATE

This is to certify that the project work titled "**A study on Employees Work-life Balance with References to Everest Plywoods, Perumbavoor, Kerala**" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Akshay S Panikulam** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms Andra C Michael

Project Guide

Ms Megha Mohan

Head of Department

Viva Voce Examination held on 3/05/24



Internal Examiner

External Examiner

# EVEREST PLYWOODS

KANJIRAKKAD. RAYONPURAM P.O., PERUMBAVOOR KERALA - 683 543  
Ph: +91 484 2520709, 9447007003 E-mail: everestply@gmail.com

Manufacturers and Exporters of Film Face Ply, Commercial Ply, BWP Ply, Marine Ply, Decorative Ply,  
Block Boards, Flush Doors, Veneers etc.

Date: .....

## CERTIFICATE

This is to certify that **Mr.Akshay S Panikulam(Reg no.21002108146)** final year BBA student of Rajagiri Collge of Management and Applied Science, Kakkanad, has successfully completed his project on the topic "A Study on the work life balance on the employees" at Everest Plywoods for a period of 30 days during 9<sup>th</sup>December 2023 to 8<sup>th</sup>January 2024.

His performance and conduct during the period have always been good

We wish him a successful career and bright future.

For EVEREST PLYWOODS

  
Authorised Signatory

For Everest Plywood

Place: Perumbavoor

Date 11-01-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

### A STUDY ON FINANCIAL RATIO ANALYSIS WITH REFERENCE TO ALWAYE RUBEX PRIVATE LIMITED, ALUVA

Submitted by

**ALEN VARGHESE**

Register No: 210021082147

Under the Guidance of

**Ms. Sreeja Kumar**

*In partial fulfillment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 38

## Certificate

This is to certify that the project work titled "A Study On Financial Ratio Analysis With Reference To Always Rubex Private Limited, Aluva" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Alen Varghese** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Sreeja Kumar

Project Guide



Ms. Megha Mohan

Head of the Department

Viva Voce Examination held on 31/05/24

Internal Examiner

External Examiner



# ALWAYE RUBEX PRIVATE LIMITED

Arpl/T/019/2023-24

27.01.2024

## TO WHOM IT MAY CONCERN

This is to Certify that **Mr. Alen Varghese**, bearing Registration Number **21U021082147**, a final year BBA student of Rajagiri College of Management & Applied Sciences, Kakkanad, has successfully completed 30 days of his project on the topic "A Study in Financial Ratio Analysis with Reference to Always Rubex Private Limited" in our establishment.

During his tenure with us, **Mr. Alen Varghese** exhibited dedication, enthusiasm, and a commendable work ethic in conducting the study. He demonstrated a strong understanding of financial ratio analysis principles and applied them effectively to evaluate the financial performance of Always Rubex Private Limited.

We wish **Mr. Alen Varghese** the very best in his future endeavors and trust that the knowledge gained during this project will contribute positively to his academic and professional growth.

For Always Rubex Private Limited

Manager- Finance&Accounts





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLE P.O. COCHIN - 14

**"A STUDY ON THE IMPACT OF GREEN MARKETING PRACTICES ON  
CONSUMER PURCHASING BEHAVIOUR WITH REFERENCE TO BERGER  
PAINTS, VAZHAKKALA"**

Submitted by

**ALLEN RENSON**

Register No: 210021082148

Under the Guidance of

**MS. ANILA VARGHESE**

*In Partial Fulfilment of the requirements for the award of the degree  
of  
Bachelor of Business Administration*

Mahatma Gandhi University, Kottayam





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY PULIYODI - 29

**CERTIFICATE**

*This is to certify that the project work titled "A Study on The Impact of Green Marketing Practices on Consumer Purchasing Behaviour with Reference to Berger Paints, Vazhakkala" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Allen Renson** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.*

Ms. Anila Varghese

Project Guide



Ms. Megha Mohan

Head of Department

Viva Voce Examination held on... 3/05/24 .....

  
Internal Examiner  
External Examiner



02<sup>nd</sup> Jan 2024

### Certificate

This is to certify that Mr. Allen Renson (Reg. No. 210021082148) pursuing his BBA from Rajagiri College of Management and Applied Sciences, Kakkanad, Ernakulam has successfully completed 30 days of project on "The effect of Green marketing practices on the consumer purchasing behavior with reference to Berger Paints" in our organization.

During his tenure with us, we found him to be committed and hardworking in all that he undertook.

We wish Mr. Allen Renson, all the very best in all his future endeavors.

Thanking You,  
For Berger Paints India Ltd

Rajive Jose  
Divisional Sales Manager



**BERGER PAINTS INDIA LIMITED**

Door No. 1118/35C, 1st Floor, Vallara Chambers, K.K. Road, Chembumukku, Ernakulam-682 021

Regd Office: Berger House, 125, Park Street, Kolkata - 700 017, Phone : 2229 9724-28, 2229 6005-06, Fax : 91-33-2249 9009/8729, www.bergerpaints.com

CIN : J51451WB1823PLC004793, E-mail : consumerfeedback@bergerindia.com



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE EFFECTIVENESS OF RECRUITMENT AND SELECTION  
PROCESS WITH REFERENCE TO BLOSSOM INNERS PVT. LTD MUVATTUPUZHA"**

Submitted by

**AMELIYA TREESA RAJAN**

**Register No: 210021082150**

Under the Guidance of

**Ms. Sunitha Varghese**

*In partial fulfillment of the requirements for the award of the Degree*

*Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

### Certificate

This is to certify that the project work titled " **A study on the effectiveness of recruitment and selection process with reference to Blossom Inners Pvt. Ltd, Muvattupuzha** " submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Ameliya Treesa Rajan** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Sumitha Varghese

Project Guide



Mr. Megha Mohan

Head of Department

Viva Voce Examination held on 31/05/24

Internal Examiner

External Examiner

HR/ INTN-2024/01  
02/01/2024

**To Whom It May Concern**

This is to certify that **Ms. Ameliya Treesa Rajan**, final year Student of "Bachelor of Business Administration", Rajagiri College of Management & Applied Sciences, Kakkanad, having Reg No. 210021082150 has successfully completed 30 days of her project on the topic "A study on the effectiveness of Recruitment and Selection process with reference to Blossom Inners Pvt. Ltd" in our establishment.

Yours Sincerely,

**For Blossom Inners Pvt Ltd**

  
**Authorized Signature**

Blossom Inners Pvt. Ltd.

402530 G, Innaji Arappu, Madamparambika Road, NH Bypass, Venkoor, Kochi - 682 280  
T : 91 484 26 02 9307 | info@blossominners.in | www.blossominners.com



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O, COCHIN - 39

**"A STUDY ON THE IMPACT OF SALES PROMOTION STRATEGIES WITH  
REFERENCE TO ATLAS GOLD SUPERMARKETS PVT LTD, CALICUT"**

Submitted by

**ANAS MALIK V**

Register No: 210021082151

Under the Guidance of

**Ms. SUNITHA VARGHESE**

*In Partial Fulfilment of the requirements for the award of the degree  
of  
Bachelor of Business Administration*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI WILLEY P.O, COCHIN - 33

## CERTIFICATE

This is to certify that the project work titled "**A study on the impact of sales promotion strategies with reference to Atlas gold supermarkets PVT LTD, Calicut**" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **ANAS MALIK V** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Sunita Varghese  
Project Guide



Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on 3/05/24

Internal Examiner

External Examiner

Date: **18-12-2023**.....

## CERTIFICATE

This is to certify that **Mr. ANAS MALIK.V**, BBA student of Rajagiri College Of Management and Applied Science, Kakkanad, Cochin has successfully completed project work in the Sales department as a part of his studies in the **ATLAS GOLD SUPERMARKETS PRIVATE LIMITED, Al Calicut**.

He was found to be an **Ambitious and Motivated Person With Good Conduct And Character During The Period.**

For ATLAS GOLD SUPERMARKETS PVT. LTD.  
  
Managing Director



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 26

**"A Study on the effect of CSR on customer goodwill with regards to  
customers of V-guard, Vennala"**

Submitted by

**ARISHITH S KUMAR**

Register No: 210021082152

Under the Guidance of

**MS. ARDRA. C MICHAEL**

*In Partial Fulfillment of the requirements for the award of the degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021-2024



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 19

**CERTIFICATE**

This is to certify that the project work titled "A study on the effect of CSR on customer goodwill in regards to customers of V-guard, Vennala" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Arishith S Kumar** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.



Project Guide



Head of Department

Viva Voce Examination held on.....31/05/24.....



Internal Examiner



External Examiner

13/02/2024

**INTERNSHIP COMPLETION CERTIFICATE**

This certificate serves to confirm that **Mr. Arishith S Kumar**, student at **Rajagiri College of Management and Applied Sciences** has satisfactorily completed his internship at V-Guard Industries Ltd. He worked within the **CSR Department** in our organization from **8 December 2023 to 18 January 2024**.

We wish him all the best in his future endeavours.

**For V-Guard Industries Ltd;**



**Nirupa Mary Jacob**

**Lead - Campus & University Relations**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRIVALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

*"A study on the effectiveness of Brand Positioning Strategies on Consumer Decision Making in Real Estate Industry with Special Reference to Skyline Builders Ernakulam"*

Submitted by

**Arshia Rajeev**

Register No:

**210021082154**

Under the Guidance of

**Ms. Megha Mohan**

*In partial fulfillment of the requirements for the award of the Degree*

*Of*

*Bachelor of Business Administration*

*Mahatma Gandhi University, Kottayam*



2021-24



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

RAJAGIRIVALLEY P. O. COCHIN - 39

## Certificate

This is to certify that the project work titled "A study on the effectiveness of Brand Positioning Strategies on Consumer Decision Making in Real Estate Industry with Special Reference to Skyline Builders Ernakulam" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Arshia Rajeev** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.



Ms Megha Mohan

Project Guide

Ms Megha Mohan

Head of the Department

Viva Voice Examination held on ..... 31/05/24 .....

  
Examiner  
External Examiner

SB/Corp/Admn/00516 /2023 24

04 January 2024

## C E R T I F I C A T E

This is to certify that **Ms. ARSHIA RAJEEV** [Reg.No: 210021082154] Final year BBA student of Rajagiri College of Management and Applied Sciences, Rajagirivalley, Kakkanad, Cochin-39 has successfully completed her project on the topic: *"A study on the effectiveness of Brand Positioning Strategies on Consumer Decision Making in Real Estate Industry with Special Reference to Skyline Builders Ernakulam"* from 1<sup>st</sup> December to 30<sup>th</sup> December, 2023.

During this period, her conduct was good and satisfactory. We wish her a successful career and bright future.

For Skyline Builders

  
Bipin K P  
Manager-HR



### Branches

- 3rd Floor, Leela Ram Buildings, Vellayambalam, Truandrum - 10, Phone: 0471 - 2312626, 2312628
- Skyline Bay Waters, Near Corporation Office, Kozhikode - 673 032, Ph. 0495 - 4099901 : 09
- 15/132 A, K.K Road, Kanjikuzhy, Kottayam - 686 004, Phone: 0481 - 2576321, 2576324
- Ground Floor, A Block, Skyline Willow Heights, Gosaikunju, Kuttanura, Thrissur - 680 005, Phone: 0487 - 2253121, 2253141



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 33

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE ORGANISATIONAL CULTURE AND ITS  
IMPACT ON THE MORALE OF EMPLOYEES WITH REFERENCE  
TO CRAYSOL, KALAMASSERY"**

Submitted by

**ARVIN CYRIAC**

Register No: 210021082155

Under the Guidance of

**MS. SREEJA KUMAR**

*In Partial Fulfilment of the requirements for the award of the degree*

*Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2071-2014



# RCMAS

RAJNGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJNGIRI VALLEY P.O. COCHIN - 14

## CERTIFICATE

*This is to certify that the project work titled "A STUDY ON THE ORGANISATIONAL CULTURE AND ITS IMPACT ON THE MORALE OF EMPLOYEES WITH REFERENCE TO CRAYSOL, KALAMASSERY" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Arvin Cyriac** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.*

Ms. Sreeja Kumar

**Project Guide**



Ms. Megha Mohan

**Head of Department**

Viva Voce Examination held on.....31/05/24.....

**Internal Examiner**

**External Examiner**

December 31st 2023

**TO WHOMSOEVER THIS MAY CONCERN**

This is to certify that **Mr. Arvin Cyriac (Reg No: 210021082155)**, a final-year BBA student at Rajagiri College of Management & Applied Sciences, Kakkanad, has successfully completed 30 days of his project on the topic "A study on the organisational culture of the company" in our establishment.

During this period, his conduct was good and satisfactory. We wish him a successful career and a bright future.

For **CRAYSOL Technologies (I) Pvt. Ltd.**,

  
Manager - HR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 38

## INDUSTRIAL PROJECT REPORT

### "A STUDY ON THE EFFECTIVENESS OF CAREER ADVANCEMENT STRATEGIES WITH REFERENCE TO NOKIA SOLUTIONS NETWORKS, BENGALURU"

Submitted by

**ASHISH SONY**

Register No: 210021082157

Under the Guidance of

**Ms. Sunitha Varghese**

*In partial fulfillment of the requirements for the award of the Degree*

*Of*

*Bachelor of Business Administration*



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY PO COCHIN - 33

## CERTIFICATE

*This is to certify that the project work titled "A Study on the effectiveness of career advancement strategies with reference to Nokia Solutions Networks, Bengaluru" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Ashish Soney under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.*

Ms. Sunitha Varghese

Project Guide

Ms. Megha Mohan

Head of Department

Viva Voce Examination held on..... 3/05/24 .....

Internal Examiner



External Examiner



## CERTIFICATE

This is to certify that **Mr. Ashish Soney (Reg No:210021082157)**, final year BBA student of Rajaraj College of Management & Applied Sciences, Kottanur has successfully completed 30 days of his project on the topic "**A Study on Effectiveness of Career Advancement Strategies**" with Nokia Solutions & Networks India Pvt Ltd, Bangalore.

During the period his conduct was good and satisfactory.

We wish him a successful career and a bright future.

For **Nokia Solutions and Networks India Pvt. Ltd**

**Authorized Signatory**  
**Shanker Lal S**  
**Country People Manager**

Date: 15<sup>th</sup> January 2024  
Bangalore

Head Address:

001, N. Ch. Road, Mysore - 570 002

30/2, N. Ch. Road, Mysore

001, N. Ch. Road, Mysore

001, N. Ch. Road, Mysore



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study on Impact of Motivation Techniques on Employee Morale with  
reference to PAN-TUS FOOD PROCESSING AND EXPORTS PVT Ltd,  
PERUMBAVOOR.**

Submitted by

**Austin Sunil**

Register No: 210021082158

Under the Guidance of

**Ms. Sunitha Varghese**

*In partial fulfillment of the requirements for the award of the Degree Of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY PO, COCHIN - 22

## Certificate

This is to certify that the project work titled "A study on impact of motivation techniques on employee morale with reference to PAN-TUS FOOD PROCESSING AND EXPORTS PVT Ltd Perumbavoor" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Austin Sunil** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Sunitha Verghese

Project guide



Ms. Megha Mohan

Head of the department

Viva Voce Examination held on..... 3/5/24 .....

Internal examiner

External examiner



# PAN-TUS Food Processing & Exports Pvt. Ltd.

418/E, Koodalappad, Koovappady P. O, Perumbavoor, Ernakulam Dist.,  
Kerala-683544 E-mail- [pantusexports@gmail.com](mailto:pantusexports@gmail.com).

Contact : 9745099996, 9745066663

Date: .....

## CERTIFICATE

This is to certify that **Mr. Austin Sunil (Reg. No. 210021082158)** Final Year BBA Student of Rajagiri College of Managements and applied Science, Kakkanad has successfully completed 30 days of his project on the topic "**A study on Impact of Motivation Techniques on Employee Morale**" with reference to PAN-TUS FOOD PROCESSING & EXPORTS PVT LTD.

During this period, his conduct was good and satisfactory. We wish his a successful career and bright future.

Perumbavoor

For Pan-Tus Food Processing & Exports Pvt. Ltd.



Managing Director

Paulson X Jacob



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O, COCHIN - 38

**"A STUDY ON THE IMPACT OF EMPLOYEE ONBOARDING ACTIVITIES ON  
EMPLOYEE RETENTION WITH REFERENCE TO EMVIGO TECHNOLOGIES,  
KALOOR"**

Submitted by

**BALASANKAR AJITH**

Register No: 210021082159

Under the Guidance of

**Ms. ARDRA C MICHAEL**

*In Partial Fulfilment of the requirements for the award of the degree*

*of*

*Bachelor of Business Administration*

Mahatma Gandhi University, Kottayam





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 39

## CERTIFICATE

This is to certify that the project work titled "A Study on the Impact of Employee Onboarding Activities on employee retention with reference to Emvigo Technologies, kaloor" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **BALASANKAR AJITH** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Ardra C Michael

Project Guide

Ms. Megha Mohan

Head of Department

Viva Voce Examination held on 3/05/24

Internal Examiner



External Examiner

## CERTIFICATE

This is to certify that Mr. Balasankar Ajith (Reg.No 210021082159) final year BBA student of Rajagiri College of Management & Applied Sciences, Kakkanad, Ernakulam has successfully completed 30 days of his project on the topic "Employee onboarding effects on engagement and Retention in IT Sector "in our organization.

During this period, his conduct was good and satisfactory. We wish him a successful career and bright future



(Authorized Signatory)

Ernakulam  
Date:20/09/2024



**ENVIGO TECHNOLOGIES (P) LTD.**

4th Floor Finance Towers Banerji Road  
RBI Junction Kaloor Ernakulam - 682017

+91 7025011144, [contact@envigotech.com](mailto:contact@envigotech.com) [www.envigotech.com](http://www.envigotech.com)

UK UGANDA DUBAI INDIA



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 30

**"A STUDY ON FACTORS AFFECTING PURCHASE DECISION OF  
CUSTOMERS OF SAMSUNG MOBILES WITH REFERENCE TO TECO,  
VALANJAMBALAM."**

Submitted by

**DEVANAND S PAI**

Register No: 210021082160

Under the Guidance of

**Ms. SUNITHA VARGHESE**

*In Partial Fulfillment of the requirements for the award of the degree  
Of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 29

## CERTIFICATE

This is to certify that the project work titled "a study on factors affecting purchase decision of customers of samsung mobiles with reference to TECQ, Valanjambalam" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Devunand S Pai** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Sunitha Varghese  
Project Guide



Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on.....31/05/24.....

Internal Examiner

External Examiner



# TECHNOTRADE RETAIL SERVICES INDIA PRIVATE LIMITED

Alliance Residency, 40/1819 C-1, Marine Drive, Shanmugham Road, Cochin-31

Ph : 0484 4019999, 9895731111, Ph : 8129581111.

E-mail [accounts@technotraderetail.com](mailto:accounts@technotraderetail.com), [hrd@technotraderetail.com](mailto:hrd@technotraderetail.com), GSTIN - 32AAFCT5790G1Z8

ITR/2024/066HR

Date: 27-01-2024

## TO WHOM IT MAY CONCERN

This is to certify that **Mr. Devanand S Pai**, from BBA student of Rajagiri College of Management & Applied Science Kakkanad has successfully completed his Project on the Topic "A Study on factors affecting purchase decisions of customers of Samsung mobiles with reference to Tecq, Valinjambalam", during the period from 18 December 2023 to 17 January 2024.

During the period of his project with us he was found punctual, hardworking and inquisitive. We wish him all the best in his future endeavours.

For Techno Trade Retail Services India Pvt Ltd (tecQ)

Anver K M

Managing Director





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O, COCHIN - 39

**"A STUDY ON THE EFFECTIVENESS OF STRESS MANAGEMENT  
TECHNIQUES WITH REFERENCE TO MATHA GARMENTS,  
PALARIVATTOM"**

Submitted by

**DEVANARAYANAN B**

Register No:

210021082161

Under the Guidance of

**MS. MEGHA MOHAN**

*In Partial Fulfilment of the requirements for the award of the degree  
Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 39

## CERTIFICATE

*This is to certify that the project work titled "A Study on the Effectiveness of Stress Management Techniques with reference to Matha Garments, Palarivattom" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Devanarayanan B** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.*

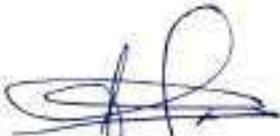
  
Ms. Megha Mohan

Project Guide

  
Ms. Megha Mohan

Head of Department

Viva Voce Examination held on 3/5/24

  
Internal Examiner



  
External Examiner



05-01-2024

## **TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Devanarayanan Babu**, Student of Rajagiri College of Management and Applied Sciences, Kakkanaad has completed his internship on the topic Stress Management with Matha Garments from 05-12-2023 to 04-01-2024.

During the period of internship his performance and conduct was found good.



Shawn Stanley

Managing Director

GSTIN/UIN: 32AREP58189B1ZN DOOR No. 44/2025, PALLINADA, PALARIVATTOM,  
KOCHI - 25, KERALA, CODE: 32, PH: 9947320775, Email:  
mathagarmentskochi@gmail.com



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O, COCHIN - 38

## INDUSTRIAL PROJECT REPORT

### "A STUDY ON THE EFFECTIVENESS OF EMPLOYEE MORALE WITH REFERENCE TO P A BOARDS, PERUMBAVOOR"

Submitted by

**FIDHAYEEN K N**

Register No: 210021082162

Under the Guidance of

**Ms. Sunitha Varghese**

*In partial fulfilment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 21

## CERTIFICATE

This is to certify that the project work titled "**A Study On The Effectiveness Of Employee Morale With Reference To P A Boards, Perumbavoor**" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **FIDHAYEEN K N** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Sunitha Varghese

Project Guide

Ms. Megha Mohan

Head of the Department

Viva Voce Examination held on.....31/5/24.....

Internal Examiner



External Examiner



Phone : 0484 - 2591604  
0484 - 3101479

**P A BOARDS**  
VP1/318, MUDICKAL P.O., PERUMBAVOOR, KERALA - 683 547

Manufacturers of : Commercial Plywoods, Kiln Seasoned Block Boards & Flush Doors

Date : 10.01.2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that, **Mr FIDHAYEEN K N (Reg No 210021082162)**, a final-year BBA student at Rajagiri College of Management and Applied Sciences (RCMAS) Kukkanad, has successfully completed 30 days of his project on the topic "A study on the Effectiveness of Employee Morale with Reference to P A BOARDS, Perumbavoor" in our establishment.

During this period, his conduct was good and satisfactory. We wish him a successful career and a bright future.

For P A BOARDS



Proprietor





**RCMAS**

RANGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE INFLUENCE OF ADVERTISEMENT ON CONSUMER  
BEHAVIOUR WITH REFERENCE TO CARILCO  
PVT.LTD(CURREASE), KALAMASSERY"**

Submitted by

**HARIPRIYA P M**

**Register No: 210021082163**

Under the Guidance of

**Ms. Anila Varghese**

*In partial fulfillment of the requirements for the award of the Degree*

*Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021-2024



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the project work titled "A study on the influence of advertisements on consumer behaviour with reference to Carilco Pvt.Ltd(Currease), Kalamassery" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Hari Priya PM under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Anila Varghese

Project Guide



Ms. Megha Mohan

Head of Department

Viva Voce Examination held on..... 3/05/24 .....

Internal Examiner

External Examiner



03.01.2024

### CERTIFICATE

This is to certify that **Ms. Haripriya P.M. BBA** student of Rajagiri College of Management and Applied Science, Kakkanad, Cochin has successfully completed Project work in the Department of Marketing for the research topic "A study on the influence of advertisements on consumer behavior" as part of her studies at Carilco Private Limited, Kalamassery.

She was found to be an industrious and motivated person with good Conduct and Character during the period.

Mrs. Elriya Elvis

Director

Carilco Private Limited

Kalamassey





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 39

**"A STUDY ON THE IMPACT OF HUMAN RESOURCE PLANNING IN  
BUILDING AND CONSTRUCTION INDUSTRY WITH REFERENCE TO  
NOEL VILLAS AND APPARTMENTS"**

Submitted by

**ISHA RAFEEK**

Register No: 210021082164

Under the Guidance of

**Ms. SUNITHA VARGHESE**

*In Partial Fulfilment of the requirements for the award of the degree*

*Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VILLEY P.O., COCHIN - 38

## CERTIFICATE

This is to certify that the project work titled "a study on the impact of human resource planning in building and construction industry with reference to Noel villas and apartments" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **ISHA RAFFIK** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. SUNITHA VARGHESE  
Project Guide



Ms Megha Mahan  
Head of Department

Viva Voce Examination held on 31/05/24

Internal Examiner

External Examiner

Ref: NV/HO/Admin/8601

04/01/2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms.Isha Rafeek**, D/o Mr.Rafeek K.B, 6<sup>th</sup> Semester student of BBA, Rajagiri College of Management and Applied Sciences, has successfully completed one month(from 4<sup>th</sup> December 2023 to 3<sup>rd</sup> January 2024) internship programme at Noel Villas and Apartments. The title of her project was " A study on impact of Human Resource Planning". During the period of her internship programme with us she was found to be hardworking, enthusiastic and inquisitive.

We wish all the best for a better future.

For Noel Villas and Apartments

  
John Thomas  
Managing Partner





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**“A Study on Customer Satisfaction on After-sales Services  
with reference to  
BMW EVM Autokraft, Cochin”**

Submitted by

**Ishaan Kurian Joshy**

Reg No: 210021082165

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Business Administration*



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A Study on Customer Satisfaction on Aftersales Services, with reference to BMW EVM Autokraft, Kalamassery." submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Ishaan Kurian Joshy under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Anila Varghese

Project Guide



Ms. Megha Mohan

Head of Department

Viva-Voce Examination held on..... 31/05/24

Internal Examiner

External Examiner



EVM/BMW/HR/IC/24/03/102

Date: 07<sup>th</sup> March, 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. Ishaan Kurian Joshy (Reg No. 210021082165), final year BBA student of Rajagiri College of Management & Applied Sciences, Kakkanad, has successfully completed 30 days of his project on the topic "A Study on Customer Satisfaction on Aftersales Services" at our establishment.

During his study with us, we found him diligent and hard-working. He has the motivation to take initiative and we are gratified that he had been helpful in advancement of our organization during the period of his association with us.

We wish him all the success.

For EVM Autokraft India Pvt. Ltd

**Company**

EVM Autokraft India Pvt. Ltd

**Postal Address**

Angels Plaza  
Building No. 1004509-A1  
NH 47, TYS Junction,  
Opp. Metro Park 290  
South Kalamassery  
Ernakulam - 682022

Tel: +91 484 3996095

Fax: +91 484 4040405

www.evmautokraft.com

GST: 32648 CE7465J1 2R

F081-A91 CE7465J1

UIN: 09A9P7010PTC005086

Ronal Joy  
Manager - HR



Registered in  
Building No. 12  
Cuddalore Main Road 76911  
Tiruvalluvar  
Pondicherry - 605002

BMW Dealer, Angels Plaza, Building No. 1004509-A1, NH 47, TYS Junction, Opp. Metro Park 290, South Kalamassery, Ernakulam - 682022  
BMW Service, Angels Plaza, Building No. 1004509-A1, NH 47, TYS Junction, Opp. Metro Park 290, South Kalamassery, Ernakulam - 682022



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**“A Study on the Impact of Product quality on consumer buying behavior  
with reference to Swamis food products,Aluva”**

Submitted by

**JAHNAVI DUTT M**

Register No: 210021082166

Under the Guidance of

**Ms.ARDRA C MICHAEL**

*In partial fulfillment of the requirements for the award of the Degree*

*Of*

*Bachelor of Business Administration*

*Mahatma Gandhi University, Kottayam*



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled **"A Study on the Impact of product quality on consumer buying behavior with reference to swamis food products, Ahiva."** submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Jahnavi Dutt Ma** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Andra C Michael

Project Guide



Ms. Megha Mohan

Head of Department

Viva Voce Examination held on 3/05/24

Internal Examiner

External Examiner



+91 960 500 1775  
+91 860 616 1855  
scpl@swamisfoods.com

## CERTIFICATE

This is to certify that Ms. Jahnvi Dutt M (Reg No: 210021082166), final year BBA Student of Rajagiri College of Management and Applied Sciences, Kakkanad, has successfully completed her project on the topic 'A Study on the impact of product quality on consumer buying behaviour with reference to Swami's foods' at Swamis Condiments Pvt Ltd, for period of 30 days during 09<sup>th</sup> December 2023 to 8<sup>th</sup> January, 2024

Her performance and conduct during the period have always been good

We wish her a successful career and bright future.

Place: Ayroor

Date: 11-01-2024

For Swamis Condiments Pvt Ltd

General Manager

V B Chandrasekar

9605001775





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 28

## **INDUSTRIAL PROJECT REPORT**

***"A Study On The Effectiveness Of Talent Management Strategies With  
Reference To Xcel Technical Services Llc, Dubai, U.A.E"***

Submitted by

**JETHIN ROZARIO**

Register No: 210021082167

Under the Guidance of

**MS. MEGHA MOHAN**

*In Partial Fulfillment of the requirements for the award of the degree of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2001 7021\*



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 38

## CERTIFICATE

This is to certify that the project work titled "A Study on the Effectiveness of Talent Management Strategies with reference to XCEL Technical Services LLC" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Jethin Rozario** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Megha Mohan  
Project Guide



Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on..... 3/05/24

Internal Examiner

External Examiner



*"Success is 1% inspiration and 99% perspiration your only leveling mountains is hills. I will breakdown bronze gates & smash the iron bars"*

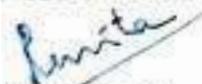
### Certificate

This is to certify that **Mr. Jethin Rozario (Reg no : 210021082167)**, Final Year BBA student of Rajagiri College of Management and Applied Sciences, Kakkanad, has successfully completed 30 days of his project on the topic "A Study On The Effectiveness Of Talent Management Strategies with special reference to XCEL TECHNICAL SERVICES LLC".

During this period, his conduct was good and satisfactory.

We wish him a successful career and bright future.

For XCEL Technical Services

  
Renita D'souza  
HR Manager

P.O.Box 52410, Dubai, UAE Tel: +971 4 3578 882, Fax: +971 4 3578 883  
[www.xceltechuae.com](http://www.xceltechuae.com) [xceltech@xceltech.ae](mailto:xceltech@xceltech.ae)





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O, COCHIN - 22

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON BRANDING STRATEGIES ADOPTED BY RED BULL INDIA  
ON CUSTOMER LOYALTY."**

Submitted by

**JOHANN NOBY ERALIL**

Register No: 210021082168

Under the Guidance of

**MS. MEGHA MOHAN**

*In Partial Fulfilment of the requirements for the award of the degree*

*Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COOCHIN - 38

### CERTIFICATE

*This is to certify that the project work titled "The Impact of the impact of branding strategies adopted by Red Bull India on customer loyalty." submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Johann Noby Eralli** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.*

  
Ms. Megha Mohan

Project Guide



  
Ms. Megha Mohan

Head of Department

Viva Voce Examination held on..... 2024.....

  
Internal Examiner

Examiner

  
External



December 31<sup>st</sup> 2023

To Whomsoever This May Concern

This is to certify that **Mr. Johann Noby Eralil (Reg No: 210021082168)**, a final-year BBA student at Rajagiri College of Management & Applied Sciences, Kakkanad, has successfully completed 30 days of his project on the topic "A Study on the Impact of Branding Strategies on Customer Loyalty with Special Reference to Red Bull India" in our establishment.

During this period, his conduct was good and satisfactory. We wish him a successful career and a bright future.

A handwritten signature in black ink, appearing to read "Rusthem Rehman".

---

Name: Rusthem Rehman  
Designation: Field Marketing  
Specialist  
+91 9061353993  
Date: 31/12/2023





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAG. J. VALLEY P.O. COCHIN - 29

## **INDUSTRIAL PROJECT REPORT**

**"A study on the effectiveness of digital marketing tools adopted by  
Veegaland Homes."**

Submitted by

**JOSEPH BENJAMIN**

**Register No: 210021082169**

Under the Guidance of

**Ms. Megha Mohan**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 29

## Certificate

This is to certify that the project work titled "**A study on the effectiveness of digital marketing tools adopted by Veegaland homes.**" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **JOSEPH BENJAMIN** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Megha Mohan

Project Guide



Ms. Megha Mohan

Head of the Department

Viva Voce Examination held on.....3/05/24.....

Internal Examiner

External Examiner

3<sup>rd</sup> January, 2024

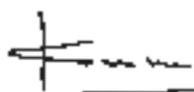
**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Joseph Benjamin** (Register No. 210021082169) Sixth Semester BBA student of Rajagiri College of Management & Applied Sciences, Rajagiri Valley P.O., Kakkanad, Cochin – 682039, has successfully completed his project in our organization on "*Effectiveness of Digital Marketing Tools adopted by Veegaland Homes*" from 15.12.2023 to 15.01.2024, under the guidance of the undersigned.

During his Internship with us for a period of 30 days, he has associated and familiarized himself with marketing & sales aspects of the organization.

We observed that Mr. Joseph Benjamin was dynamic, enthusiastic and very effective and has keen interest in understanding the marketing updates in Real Estate Industry.

For Veegaland Developers Pvt. Ltd.



**Kurlan Thomas**  
Director – Marketing & Administration



**VEEGALAND DEVELOPERS PVT LTD**

Joseph Thomas, 25/27/2024, 10:41 AM, 2024-01-03, 6:00 AM, Rajgully Tower,  
JLIC Road, Kakkanad, Hrishikesh P.O., Thiruvakara - 682021

96, 96921, 9587330, 9673442, 9613051144 | E-mail: [hr@veegaland.com](mailto:hr@veegaland.com), [www.veegaland.com](http://www.veegaland.com)

LINE: 0452018240/0452018240



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O, COCHIN - 39

**A STUDY ON THE EFFECTIVENESS OF CUSTOMER RELATIONSHIP  
MANAGEMENT STRATEGIES OF ABAAM CHELSEA KAKKANAD."**

Submitted by

**JOSEPH JINS**

Register No: 210021082170

Under the Guidance of

**MS. MEGHA MOHAN**

*In Partial Fulfilment of the requirements for the award of the degree*

*Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O, COCHIN - 39

## CERTIFICATE

This is to certify that the project work titled "**A study on the effectiveness of customer relation management strategies of ABAAM CHELSEA kakkanad**" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Joseph jins** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Megha Mohan

Project Guide



Ms. Megha Mohan

Head of Department

Viva Voce Examination held on.....21/05/24.....

Internal Examiner

External Examiner

February 18, 2024

AHP/2024/04



**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Joseph Jins (reg.no: 210021082170)** final year **BBA** student of Rajagiri Collage of Management and Applied Sciences , Kakkanad, has successfully completed 30 days of this project on the topic **"Customer relation management"** in our establishment. During this period, his conduct was good and satisfactory. We wish him a successful career and bright future.

You're sincerely

SREEVIJAI K

OPERATION MANAGER

ABAAM CHELSEA (ABAAM HOSPITALITY PVT LTD)





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY PO, COCHIN - 39

**"A STUDY ON THE MARKET TRENDS AND CONSUMER PREFERENCES  
ON CUSTOMER BEHAVIOUR IN THE AUTOMOTIVE INDUSTRY WITH  
REFERENCE TO MG"**

Submitted by

**JOSEPH KOLATTUKUDY**

Register No: 210021082171

Under the Guidance of

**MS. ANILA VARGHESE**

*In Partial Fulfilment of the requirements for the award of the degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI WALLEY P.O, COCHIN - 38

## CERTIFICATE

This is to certify that the project work titled " *A study on the market trends and consumer preferences on customer behaviour in the automotive industry with reference to MG*" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Joseph Kolattukudy** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Anila Varyhese  
Project Guide



Ms. Megha Mohan  
Head of Department

Vivo Voce Examination held on... 3/05/24

Internal Examiner

External Examiner



HRD/0501/2023

05 January 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Joseph Kolattukudy**, Student of **Rajagiri College of Management and Applied Sciences, Kakkanad** has successfully completed his internship as **Marketing Intern** with **Coastline Garages India Pvt. Ltd** from **05-12-2023** to **04-01-2024**.

During the period of internship his performance and conduct was found good

For **Coastline Garages India Pvt Ltd.,**

**Akhil Mohan K**  
Corporate Head- Human Resources





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 21

**INDUSTRIAL PROJECT REPORT**

**A Study On The Impact Of Celebrity Endorsement On Consumer Buying  
Behaviour On SWA Diamonds, Chalakudy**

Submitted by

**JOSEPH SAJU**

Register No: 210021082172

Under the Guidance of

Ms. Sunitba Varghese

*In partial fulfillment of the requirements for the award of the Degree*

*Of*

*Bachelor of Business Administration*



2012-2013



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 26

## Certificate

This is to certify that the project work titled **"A Study on the Impact of celebrity endorsement on consumer buying behaviour on SWA Diamonds, Chalakudy"** submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Joseph Saju** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Sunitha Varghese  
Project Guide

Ms. Megha Mohan  
Head of the Department

Viva Voce Examination held on.....31/5/24.....

Internal Examiner

External Examiner



## **CERTIFICATE**

This is to certify that **Mr. Joseph Saju (Reg No:200021084950)** final year BBA student of **Rajagiri College of Management & Applied Sciences Kakkanad**, has successfully completed 30 days of his project on the topic "**A study on impact of celebrity endorsement on consumer buying behaviour with reference to SWA Diamonds**" in our establishment.

During this period his conduct was good and satisfactory.  
We wish him a successfully career and bright future.

Place :- CHALAKUDY

For **SWA DIAMONDS THRISSUR LLP**

Date :-29-12-23



**CHRISTO THOMAS**  
For **SWA DIAMONDS THRISSUR LLP.**

*(Handwritten Signature)*  
**Designated Partner**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 39

**"A STUDY ON RETAILER SATISFACTION WITH REFERENCE TO  
HEAVENLY HARVEST, ETTUMANOOR"**

Submitted by

**KESTER JAIMON JOSEPH**

Register No: 210021082174

Under the Guidance of

**Ms. ARDRA C MICHAEL**

*In Partial Fulfilment of the requirements for the award of the degree  
Of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI WALLEY P.O, COCHIN - 35

## CERTIFICATE

This is to certify that the project work titled " **A study on retailer satisfaction with reference to heavenly harvest**" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Kester Jaimon Joseph** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.



Ms. Ardra C. Michael  
Project Guide



Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on 3/05/24



Internal Examiner



External Examiner



# ST.MICHAEL FOOD PRODUCTS

Neendoor P.O., Kottayam - 686 601

Phone- 0481-2712333 Email: [smfpkottayam@gmail.com](mailto:smfpkottayam@gmail.com)

[www.heavenly.co.in](http://www.heavenly.co.in)

This is to certify that **Mr. Kester Jaimon Joseph (Reg. No. 210021082174)**, final year BBA Student of Rajagiri College of Management and applied Science, Kakkanad has successfully completed 30 days of his project on the topic "A study on retailer satisfaction with reference to Heavenly Harvest, Ettumanoor ".

During this period, his conduct was good and satisfactory. We wish him a successful career and bright future

Thanks and regards

  
For St. Michael Food Products  
Authorised Signatory



*For St. Michael Food Products*

*For Partner*



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI WILLEY P.O, COCHIN - 39

## **"A STUDY ON THE UNIQUE RECRUITMENT PRACTICES BEING FOLLOWED AT MALAYALA MANORAMA FOR JOURNALIST, KOTTAYAM"**

Submitted by

**KURIAN GEORGE KALARICKAL**

Register No: 2100210B2175

Under the Guidance of

**Ms. ANILA VARGHESE**

*In Partial Fulfilment of the requirements for the award of the degree  
Of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 39

## CERTIFICATE

This is to certify that the project work titled **"A study on the Unique recruitment practices being followed at Malayala Manorama for journalists"** submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Kurian George Kalarickal** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Handwritten signature of Ms. Anila Varghese in blue ink.

Ms. Anila Varghese  
Project Guide

Handwritten signature of Ms. Megha Mohan in blue ink.

Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on 28/05/24

Handwritten signature of the Internal Examiner in blue ink.

Internal Examiner



Handwritten signature of the External Examiner in blue ink.

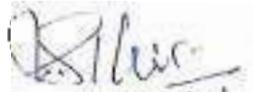
External Examiner

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. KURIEN GEORGE KALARICKAL** (Reg. no. **210021082175**), Final Year B B A Student of Rajagiri College of Management & Applied Sciences, Cochin, has successfully completed his project at MALAYALA MANORAMA, Kottayam from December 1, 2023 to January 1, 2024. The title of his project was "A STUDY ON THE RECRUITMENT PRACTICES BEING FOLLOWED AT MALAYALA MANORAMA FOR RECRUITMENT OF JOURNALISTS".

We wish him good luck in all his future endeavours.

for The Malayala Manorama Co. Private Ltd.

  
Suresh Pillai

Vice President, Human Resources

Date : March 15, 2024

Place : Kottayam



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 38

## **INDUSTRIAL PROJECT REPORT**

**"A Study On The Effectiveness Of Quality Of Work Life Initiatives With  
Reference To Star Pipes & Fittings, Thrissur"**

**Submitted by**

**MALAIKA ELIZABETH TITUS**

**Register No: 210021082176**

**Under the Guidance of**

**Ms. Anila Varghese**

*In partial fulfillment of the requirements for the award of the Degree*

*Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021-2024

**CERTIFICATE**

This is to certify that the project work titled "A Study On The Effectiveness Of Quality Of Work Life Initiatives With Reference To Star Pipes & Fittings, Thrissur" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Malaika Elizabeth Titus under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.



Ms. Anila Varghese  
Project Guide



Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on.....31/05/24.....



Internal Examiner



External Examiner

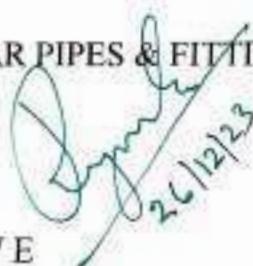
## CERTIFICATE

This letter is to certify that **Ms. Malaika Elizabeth Titus** final year BBA student of **Rajagiri College of Management and Applied Sciences, Kakkanad** has successfully completed 30 days of her project on the topic "A study on the effectiveness of Quality of Work Life initiatives with reference to Star Pipes & Fittings, Thrissur" in our establishment.

During this period, her conduct and competency was good.

We wish her a successful career and bright future.

For STAR PIPES & FITTINGS,



26/12/23



RAJEEV E  
GENERAL MANAGER  
26<sup>TH</sup> DECEMBER 2023.



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 38

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE ROLE OF DIGITAL MARKETING IN  
FINTECH INDUSTRY WITH REFERENCE TO KREDX  
INDIA PRIVATE LIMITED BANGALORE"**

Submitted by

**MALAVIKA MOHAN**

Register No: 210021082177

Under the Guidance of

**Ms. ARDRA C MICHAEL**

*In Partial Fulfilment of the requirements for the award of the degree*

*of*

*Bachelor of Business Administration*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COX, HIN - 29

## certificate

This is to certify that the project work titled **"A Study on the role digital marketing in fintech industry with reference to kredx India Private Limited"** submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **MALAVIKA MOHAN** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

  
Ms. Ardra C Michael

Project Guide



  
Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on ..... 31/05/24 .....

  
Internal Examiner

  
External Examiner



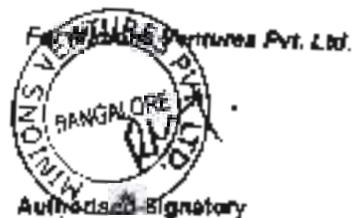
**Minions Ventures Pvt. Ltd.**

Ground Floor, Tower A,  
Salarpuria Softzone, Wing A,  
Outer Ring Road, Bellandur,  
Bengaluru - 560103

MV/IP/K-24/125

29-12-2023

This is to certify that **Ms. Malavika Mohan** has successfully completed a one-month project in the Marketing Department. The project was undertaken with dedication, enthusiasm, and a commitment to excellence.





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**“A study on the Effectiveness of Service Quality Initiatives on  
Customer Retention with special reference to Niraamaya  
Retreats (P) Ltd, Kovalam”**

Submitted by

**MEREENAL**

Register No:

**210021082178**

Under the Guidance of

**Ms. Megha Mohan**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021-2024



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the project work titled "A study on the effectiveness of Service Quality Initiatives on Customer Retention with special reference to Niraamaya Retreats (P) Ltd, Kovalam" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Mereena L** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Megha Mohan  
Project Guide

Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on.....31/05/24.....

Internal Examiner



External Examiner





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A Study on Brand Switching Behaviour Among Customers With Reference  
To Sycon Hypermarket , Marine Drive, Ernakulam "**

Submitted by

**MINNA MARIA ROBIN**

**Register No: 210021082179**

Under the Guidance of

**Ms. Sunitha Varghese**

*In partial fulfilment of the requirements for the award of the Degree*

*Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

### Certificate

This is to certify that the project work titled "A Study On the Brand Switching Behaviour Among Customers With Reference To Sylcon Hypermarket, Marine Drive" Ernakulam submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Minna Marla Robin** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

  
Ms. Sunitha Varghese

Project Guide



  
Ms. Megha Mohan

Head of Department

Viva Voce Examination held on 30/05/24

   
Internal Examiner/External Examiner

Date: 28/12/2023

### Certificate

To whomever it may concern

This is to certify that **Ms. Minna Maria Robin ( Reg.No.210021082179)**, student of Rajagiri College Of Management and applied science, Kakkanad has conducted a project on the topic "A study on the brand switching behavior among customers with reference to sylcon hypermarket, Marine Drive, Ernakulam" in our organization for a duration of 30 days.

During the above mention period, Minna Maria Robin has showcased immense understanding Of Sylcon Hypermarket Marine Drive.

We Regard the best for her future endeavors.

For Sylcon Hypermarket, Marine drive



Assistant Manager -HR



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE EFFECTIVENESS OF LABOUR WELFARE MEASURES  
IN AL-AMEEN, ODAKKALI"**

Submitted by

**MISHAL K ABDUL SALAM**

Register No: 21002108218D

Under the Guidance of

**Ms. MEGHA MOHAN**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON THE EFFECTIVENESS OF LABOUR WELFARE MEASURES IN AL-AMEEN, ODAKKALI" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Mishal K Abdul Salam** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. Megha Mohan**

Project guide



**Ms. Megha Mohan**

Head of the department

Viva Voice Examination held on 4/05/24

Internal Examiner

External Examiner

# AL-AMEEN WOOD INDUSTRIES

AP IV/287-D, POOMALA, CHERUKUNNAM, ASAMANNOOR P.O.,  
PERUMBAVOOR - 683 549, Ekm. (Dist.), KERALA.

E-mail : alameenplywood@gmail.com

Mfrs. & Suppliers of : All kinds of Plywoods, Block Boards, Flush Doors, Block Board Frames, Core Veneers & Packing Cases etc.

Ph ( Mob ) : 98460 89112, 98461 71987

Ref.:

Date: 26.12.2023

## CERTIFICATE

This is to certify that **Mr. Mishal K Abdul Salam ( Reg No: 210021082180 )**, final year BBA student of Rajagiri College of Management & Applied Sciences, Kakkanad, has successfully completed 30 days of his project on the topic "A study on the Employees welfare Reference To Al-ameen plywoods" in our establishment.

During this period, his conduct was good and satisfactory. We wish him a successful career and bright future.



AL-AMEEN WOOD INDUSTRIES  
  
Mg. Partner/ Authorised Signatory



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 39

**"A Study on the effectiveness of Marketing Strategies adopted by Indus Plywood, Perumbavoor."**

Submitted by

**MUHAMMED SWALIH M H**

Register No: 210021082181

Under the Guidance of

**Ms. SUNITHA VARGHESE**

*In Partial Fulfilment of the requirements for the award of the degree  
Of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 39

## CERTIFICATE

*This is to certify that the project work titled "A Study on the effectiveness of Marketing Strategies adopted by Indus Plywood, Perumbavoor, Kerala " submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **MUHAMMED SWALIH M H** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.*

Ms. Sunitha Varghese  
Project Guide

Ms. Megha Mahan  
Head of Department

Viva Voce Examination held on.....4/05/24

Internal Examiner

External Examiner



# INDUS PLYWOODS

A LONG LASTING VALUE

III/662, Thandekkad, Allapra P.O, Perumbavoor, Ernakulam Dist., Kerala. PIN - 683 556  
Ph: +91 9447712989, 9495166666, E-mail: info@indusplywoods.com

This is to certify that **Mr. Muhammed Swalih M H** (Reg. No: **210021082181**), final year BBA student of Rajagiri College of Management and Applied Science, Kakkanad, has successfully completed his project on the topic "A study on the impact of marketing strategies with reference to Indus Plywoods" at Indus Plywoods for the period of 30 days during 09<sup>th</sup> December 2023 to 8<sup>th</sup> January 2024.

His performance and conduct during the period have always been good.

We wish him a successful career and bright future.

Thandekad

11/01/2024



For INDUS PLYWOODS  
  
Mg. Partner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VILLEY P.O. COCHIN - 28

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE ROLE OF PACKAGING IN MAINTAINING AND  
ENHANCING FOOD QUALITY WITH REFERENCE TO NIKASU FROZEN  
FOODS INTL." KAKKANAD.**

Submitted by

**NAMEERA ALI**

Register No: 210021082182

Under the Guidance of

**Ms. Sunitha Varghese**

*In Partial Fulfilment of the requirements for the award of the Degree*

*Of*

*Bachelor of Business Administration*



2021-2024



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 39

## **CERTIFICATE**

This is to certify that the project work titled "A Study on the Role Of Packaging In Maintaining And Enhancing Food Quality With Reference To Nikasu Frozen Foods INTL" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **NAMEERA ALI** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Sunitha Varghese  
Project Guide

Ms. Megha Mohan  
Head of the Department

Viva Voce Examination held on.....4/5/24.....

Internal Examiner

External Examiner



## TO WHOM IT MAY CONCERN

This is to certify that **Ms. NAMEERA ALI (Reg:No.210021082182)** of 6<sup>th</sup> semester BBA Student of RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCE, Rajagiri Valley P.O, Kakkanad, Cochin-682039, Kerala, has successfully completed 30 days of her project work in our Organization. She was found to be very attentive and hardworking during the entire project period.

G. Anil Kumar

General Manager



20/01/2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE IMPACT OF JOB  
ANALYSIS ON EMPLOYEE  
PERFORMANCE WITH REFERENCE TO  
FILTROWIN INDUSTRIES, KAKKANAD"**

**SUBMITTED BY**

**NAMITA KRISHNAN**

REG NO 210021082183

Under the guidance of

**Ms. Ardra C Michael**

*In partial fulfillment of the requirements for*

*the award of the Degree Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A study on the impact of Job Analysis on Employee Performance with reference to Filter Winding Industries, kakkanad." submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Namita Krishnan** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

  
Ms. Ardra Michael

PROJECT GUIDE



  
Ms. Megha Mohan

Head of department

Viva voce examination held on 4/05/24

  
Internal Examiner

  
External Examiner

## CERTIFICATE

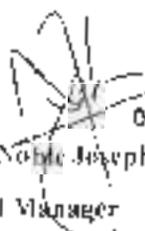
This is to certify that **Ms. Namita Krishnan (Reg no 210021082183)**, final year BBA student of Rajagiri College of Management and Applied Sciences, Kakkanad, has successfully completed her 30 days project on the topic "A study on the job analysis with reference to Filtrowin Industries" in our establishment

During this period, her conduct was good and satisfactory. We wish her a successful career and a bright future.

Kakkanad

For **FILTROWIN INDUSTRIES**

02.01.2024

  
Lt Cdr Noble Joseph (ex)  
General Manager

02 Jan 2024





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY PO, COCHIN - 10

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE IMPACT OF WORKPLACE SAFETY ON EMPLOYEE  
SATISFACTION WITH REFERENCE TO QUALITY FOOD PRODUCTS,  
CHERTHALA"**

Submitted by

**NAVYA MADHU**

Register No: 210021082184

Under the Guidance of

**Ms. ARDRA C MICHAEL**

*In Partial Fulfilment of the requirements for the award of the degree  
Of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 19

## CERTIFICATE

This is to certify that the project work titled "**A study on the impact of workplace safety on employee satisfaction with reference to quality food products, Cherthala**" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **NAVYA MADHU** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

  
Ms. Anitra C. Michael  
Project Guide

  
Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on 4/05/24

  
Internal Examiner



  
4/5/24  
External Examiner



28<sup>th</sup> December 2023

### CERTIFICATE

This is to certify that **Ms. Navya Madhu (Reg.No.210021082184)**, final year BBA student of Rujayiri College of Management and Applied Sciences, Kakkanad, has successfully completed 30 days of her project on the topic "A study on the impact of workplace safety on employee satisfaction with reference to Quality Food Products" in our establishment.

During the period, her conduct was good and satisfactory. We wish her a successful career and bright future.

K. Chandramohan

A handwritten signature in blue ink, appearing to read "K. Chandramohan".

Manager, Administration





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 28

## **INDUSTRIAL PROJECT REPORT**

**A Study On The Effectiveness Of Performance Management System On  
Employees with Reference To SFS Homes (Skyline Foundations And  
Structures Pvt. Ltd), Kochi**

Submitted by

**NEEHA SARA VARGHESE**

Register No: 210021082185

Under the Guidance of

**Ms. Sunitha Varghese**

*In partial fulfillment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 38

## Certificate

This is to certify that the project work titled "A Study on the Effectiveness of Performance Management System On Employees with reference to SFS Homes (Skyline Foundations and Structures Pvt. Ltd), Kochi" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Neeha Sara Varghese** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Sumitha Varghese

Project Guide

Ms. Megha Mathan

Head of the Department

Viva Voce Examination held on 4/05/24

Internal Examiner

External Examiner



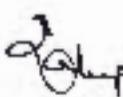
**CERTIFICATE**  
**TO WHOM IT MAY CONCERN**

This is to certify that **Ms.Necha Sara Varghese** (Reg No. 210021082185) student (Bachelor of Business Administration) of Rajagiri College of Management and applied Sciences, Kakkanad has successfully completed 30 days of her project on the topic " **A study on the effectiveness of performance Management System on Employees**" with reference to M/s Skyline Foundations and Structures Pvt Ltd, Kochi.

During the period, her conduct was good. We wish her a successful career and bright future.

DATED : 19/2/2024  
Place Kakkanad (Kochi)



  
\_\_\_\_\_  
**BABY N T**  
ASSTT GENERAL MANAGER (ADMIN) 19/2/2024



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A Study on the Impact of Worker's Participation in Management  
with reference to VKC Plastomers India Private Limited, Calicut.**

Submitted by

**NINA ALAINE**

Reg no: 210021082186

Under the Guidance of

**Ms. SUNITHA VARGHESE**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**Certificate**

*This is to certify that the project work titled "A Study on the Impact of Worker's Participation in Management with reference to VKC Plastomers India Private Limited, Calicut" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **NINA ALAINE** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

Ms. SUNITHA VARGHESE  
Project Guide

Ms. MEGHA MOHAN  
Head of Department

Viva Voce Examination held on ..... 4/05/24 .....

Internal Examiner

  
4/5/24  
External Examiner

Ref: VKC/187/2023-24

Date: 15.01.2024

### CERTIFICATE

This is to certify that **Ms. Nina Elaine (Reg no :210021082186)** Final year BBA Student from Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed 30 days of her project on the Topic "A study on the impact of worker's participation in management with reference to VKC Plastomers India Private Limited, Calicut"

During this period her Conduct was good and satisfactory. We Wish her a Successful career and good future.

For VKC GROUP

V. Vinod Kumar  
Head - Human Resources



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 38

## **INDUSTRIAL PROJECT REPORT**

**"A Study on Factors Influencing Online Shopping Behaviour of Customers with reference to Royal Home Decor, Panikkarupadi"**

Submitted by

**Nisliya k.n**

Register No: 210021082187

Under the Guidance of

**Ms. Megha Mohan**

*In partial fulfillment of the requirements for the award of the Degree Of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 39

## Certificate

This is to certify that the project work titled "A study on factors influencing online shopping behaviour of customers with reference to Royal Home decor Panikkarupadi" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Nisliya k.n** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Megha Mohan

Project guide

Ms. Megha Mohan

Head of the department

Viva Voce Examination held on..... 4/05/24.....



Internal examiner

External examiner



**ROYAL HOME DECOR**  
FURNITURE & INTERIORS  
PANIKKARUPADI, PUTHENKRUIZ - 682308

PH: 959921234 94412731700

DATE:22/03/2024

## CERTIFICATE

This is to certify that **MS.Nisliya KN (Regno:210021082187)** final year BBA student of Rajagiri College Of Management & Applied Science ,Kakkanad, has successfully completed 30 days of her project on the topic "Factors Influencing online shopping behavior of customers with reference to **ROYAL HOMEDECOR FUNITURES & INTERIORS** ,Panikkarupady

For,

Royal Home Decor Furniture's & Interiors

Binu Mathew

Managing Director





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 39

**INDUSTRIAL PROJECT REPORT**

**"A study on the influence of Organization Climate on employees performance with special reference to Neural Network, Kadavanthra"**

Submitted by

**NIYA ANN SANIL**

Register No: 2100210821B8

Under the Guidance of

**Ms. Megha Mohan**

*In partial fulfillment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY PO, COCHIN - 22

**CERTIFICATE**

This is to certify that the project work titled "A study on the influence of organization climate on employees performance with special reference to Neural Network, Kadavanthra" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Niya Ann Sanil** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. Megha Mohan**

Project guide

**Ms. Megha Mohan**

Head of the department

Viva Voce Examination held on.....4/10/24.....

Internal examiner

External examiner





**Neural Networks (P) Ltd.**

37/1444, Emmanuel Road  
Kadavanthra · Kaloor Road  
Kadavanthra, Kochi - 682 017  
Phone : 0484-2203887, 2206267  
E-mail : [contact@neuralebiz.com](mailto:contact@neuralebiz.com)  
[www.neuralebiz.com](http://www.neuralebiz.com)  
CIN NO - U72200KL 1985PTC088583

NNPL/HR/24

DATE: 18/01/2024

### CERTIFICATE

This is to certify that Ms. Niya Ann Sanil ( Reg No: 210021082188 ), final year BBA student of Rajagiri College of Management & Applied Sciences, Kakkanad, has successfully completed 30 days of her project on the topic "A Study on the Influence of Organisation Climate on Employees Performance with special reference to Neural Networks Pvt Ltd, Kadavanthra.

She was found to be an industrious and motivated person with good Conduct and Character during the period.

For Neural Networks Pvt.LTD

MANOJ P. JOSEPH

DIRECTOR





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O.COCHIN - 39

**"A STUDY ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO  
CAMERRY ICE CREAMS, OKKAL"**

Submitted by

**POULVIN POLY**

Register No: 210021082189

Under the Guidance of

**MS.Sunitha Varghese**

*In Partial Fulfilment of the requirements for the award of the degree*

*Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O, COCHIN - 39

## CERTIFICATE

This is to certify that the project work titled **\* A STUDY ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO CAMERRY ICE CREAMS, OKKAL\*** submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Poulvin Poly** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Sunitha Varghese  
Project Guide

Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on..... 4/05/24

Internal Examiner



External Examiner

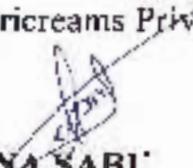
## CERTIFICATE

This is to certify that **Mr. Poulvin Poly (Reg No:210021082189)** Bachelor of Business Administration student of RCMAS (Rajagiri College of Management & Applied Sciences, had successfully completed his Project titled "A STUDY ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO CAMERRY ICE CREAMS, OKKAL" in our firm from 5<sup>th</sup> December 2023 to 4<sup>th</sup> January 2024.

During the above-mentioned period he found industrious and cooperative in all the assignments given to him and the conduct and character were good.

We wish him all the success in future endeavors.

for Nutricreams Private Limited,

  
APARNA SABU

Manager-HR





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 18

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE EFFECTIVENESS OF COMPENSATION  
MANAGEMENT WITH REFERENCE TO ANASWARA OFFSET PVT.  
LTD., KOCHI"**

Submitted by

**RICKY JOSE**

Register No: 210021082190

Under the Guidance of

**MS. ARDRA C. MICHAEL**

*In Partial Fulfilment of the requirements for the award of the degree  
Of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021-2024



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY PO COCHIN - 28

**CERTIFICATE**

This is to certify that the project work titled "A STUDY ON THE EFFECTIVENESS OF COMPENSATION MANAGEMENT WITH REFERENCE TO ANASWARA OFFSET PVT. LTD., KOCHI" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Ricky Jose** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Ardra C. Michael

Project Guide

Ms. Megha Mahan

Head of the Department

Viva Voce Examination held on 4/05/24

Internal Examiner



External Examiner



anaswara offset pvt. ltd.  
4B 2121 G. KERALA DCIUP, JULY 1101  
ELANAKKATA KOCHI 682 026, KERALA, INDIA  
TEL: 91 284 2409335 26 2059335  
E-MAIL: info@anaswaraoffset.com  
C. T. 0222123114915 1011201

### CERTIFICATE

This is to certify that Mr. Ricky Jose (Reg. No. 210021082190), final year BBA student of Rajagiri College of Management & Applied Sciences, Kakkanad, has successfully completed 30 days of his project on the topic "A Study on the Effectiveness of Compensation Management with reference to Anaswara Offset Pvt. Ltd." in our establishment.

During this period, his conduct was good and satisfactory. We wish him a successful career and bright future.

Date: 01.02.2024

For ANASWARA OFFSET PVT.LTD.

  
Director





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O, COCHIN - 39.

## "A STUDY ON THE EFFECTIVENESS OF SALESFORCE PROMOTION TECHNIQUES OF WHITE MART ETTUMANOOR."

Submitted by

**RON P JOMON**

Register No: 210021082191

Under the Guidance of

**MS. MEGHA MOHAN**

*In Partial Fulfilment of the requirements for the award of the degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 28

## CERTIFICATE

This is to certify that the project work titled "A study on the effectiveness of salesforce promotion techniques of White Mart Ettumanoor" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Ron P Jomon** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Megha Mohan  
Project Guide



Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on.....4/05/24

Internal Examiner

External Examiner

Date : 05/03/2024

## CERTIFICATE

This is to certify that **Mr. Ron P. Jomon (Reg. No. 210021082191)** Final Year BBA Student of Rajagiri College of Managements and applied Science, Kakkanad has successfully completed 30 days of his project on the topic "A study on the effectiveness of sales force promotion techniques of White Mart".

During this period, his conduct was good and satisfactory. We wish his a successful career and bright future.

Ettumanoor

For White Mart



General Manager

Stanley Schatian



**White Mart**  
LAN MARK FRIDGE HOUSE  
Pala road, Ettumanoor  
0481-2531876



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY PO EDICM - 28

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE IMPACT OF EMPLOYEE ENGAGEMENT PROGRAMS ON  
JOB SATISFACTION WITH REFERENCE TO UNIMONI, KOCHI"**

Submitted by

**SAFA P S**

Register No: 210021082192

Under the Guidance of

**MS. ANILA VARGHESE**

*In Partial Fulfilment of the requirements for the award of the degree*

*Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY # 0, COCHIN - 22

## CERTIFICATE

*This is to certify that the project work titled "A Study on the Impact of Employee Engagement Programs on Job Satisfaction with reference to Unimani, Kochi" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Safa P S** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.*

Ms. Anila Varghese  
Project Guide



Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on... 4/05/24.....

Internal Examiner

External Examiner

Ref: UNI/PRTR EX/611/2024

Date: 10/01/2024

### **INTERNSHIP CERTIFICATE**

This is to certify that **Ms. Safa P S (Reg No: 210021082192)**, Final Year BBA student of Rajagiri College of Management & Applied Sciences, Kakkanad has successfully completed 30 days of her Internship on the topic "A Study on the Impact of Employee Engagement Programs on Job Satisfaction" at our Human Resources Department.

She was found to be a fast learner, sincere and hardworking individual. Her overall performance, conduct and character were good.

We take this opportunity to wish her all the best in her future endeavors.

For Unimoni Financial Services Limited,



Rathish R  
Chief People Officer



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 33

**"A Study On The Impact Of Salesmanship In Buying Behaviour With  
Respect to Benling Aura"**

Submitted by

**SAFRIN AMEEN**

Register No: 210021082193

Under the Guidance of

**MS. Ardra Michael**

*In Partial Fulfilment of the requirements for the award of the degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



1971-2004



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 39

## CERTIFICATE

This is to certify that the project work titled "A Study On The Salesmanship In Buying Behaviour With Respect to Benling Aura " submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the degree of the Bachelor of Business Administration is a record of the original work done by **Safrin Ameea** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University..

Ms. Andra Michael

Project Guide

Ms. Megha Mohan

Head of Department

Viva Voce Examination held on..... 4/05/24

  
Internal Examiner  
4/5/24  
External Examiner

**BASTA ELECTRIC VEHICLES ERNAKULAM LLP**

AAU - 6183

GSTIN : 32AAWF00006F1ZW

14/706A, PULSUTTOM BUILDING, GROUND FLOOR,  
NEAR MUTTON METRO STATION, THAKKATTUKARA PO  
ALUVA WEST, ERNAKULAM - 682100



Date 15.01.2024

### Certificate

This letter is to certify that **Mr. Safrin Ameen** final year student of **Rajagiri College of Management And Applied Sciences** has successfully completed 30 days of his project work **A Study On The Impact Of Salesmanship In Buying Behavior With Respect to Benling Aura**. He was posted in the store and was actively diligently involved in the tasks assigned to him. During this period, he was found punctual and hardworking.

We wish him a successful carrier and bright future.





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 38

**"A study on the effectiveness of a performance appraisal system  
in Improving employee performance"**

Submitted by

**SAHAD P.N**

Register No: 210021082194.

Under the Guidance of

**Ms. ANILA VARGHESE**

*In Partial Fulfilment of the requirements for the award of the degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



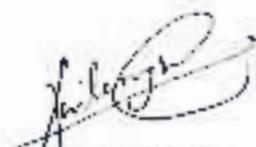


# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 22

## Certificate

This is to certify that the project work titled "A study on the effectiveness of a performance appraisal system in Improving employee performance, with reference to Hitech Laboratories Private Limited" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by SAHAD PN under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.

  
Ms. Anila Varghese

Project Guide

  
Ms. Megha Mohan

Head of the Department

Viva-Voce Examination held on 4/10/24

  
Internal Examiner



  
External Examiner

OUR CARE  
YOUR HEALTH

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Sahad P.N [reg.no: 210021082194]** final year BBA student of Rajagiri College of Management and Applied Sciences , Kakkanad, has successfully completed 30 days of his project on the topic " Performance appraisal on employee satisfaction" in our establishment. During this period, his conduct was good and satisfactory.

We wish him a successful career and bright future

Thanking you  
Yours sincerely



CHRISTY VARGHESE  
Managing Director

30 January 2024



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O, COCHIN - 38

**"A Study on The Impact OF Visual Merchandising on Customers of We  
Mart Hypermarket, Edachira kakkanad"**

Submitted by

**SAHADIYA ABDU**

**Register No: 210021082195**

Under the Guidance of

**MS. ARDRA C MICHAEL**

*In Partial Fulfilment of the requirements for the award of the degree*

*Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 39

## Certificate

This is to certify that the project work titled "A study on the impact of visual merchandising on customers of We Mart Hypermarket, Edachira, kakkanad" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **SAHADIYA ABDU** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Ardra C. Michael

Project Guide



Ms. Megha Mohan

Head of the Department

Viva Voce Examination held on ..... 4/05/24 .....

Internal Examiner

  
4/5/24  
External Examiner

## CERTIFICATE

This is to certify that **Ms. Sahadiya Abdu (Reg No. 210021082195)** final year **BBA** student of **Rajagiri college of Management & Applied Sciences, Kakkanad** has Successfully completed 30 days of her project on the topic "**A study on the impact of visual merchandising on the buying behaviour and the buying decisions of the customers with reference to We Mart hypermarket.**"

During these period, her conduct was good and satisfactory. We wish her successful career and bright future.

For

We mart Hypermarket

Floor manager





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 29

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE IMPACT OF PRICING POLICY ON PURCHASE DECISION  
AMONG CONSUMERS WITH REFERENCE TO SANGEETHA JEWELLERY,  
EDAPPALLY"**

Submitted by

**SANDRA JOSE**

Register No: 210021082196

Under the Guidance of

**Ms. Anila Varghese**

*In partial fulfillment of the requirements for the award of the Degree*

*Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 28

## CERTIFICATE

This is to certify that the project work titled "A study on the impact of pricing policy on purchase decision among consumers with reference to Sangeetha Jewellery, Edappally" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Sandra Jose under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.



Ms. Anila Varghese  
Project Guide

Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on... 4/05/24

  
Internal Examiner  
External Examiner

REF: SJ/197/2023-24

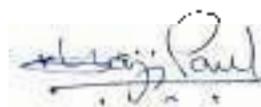
DATE: 15/01/2024

## CERTIFICATE

This is to certify that **Ms. Sandra Jose (Reg No: 210021082196)** Final year BBA Student from Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed 30 days of her project on the Topic "A study on the impact of pricing policy on purchase decision among consumers with reference to Sangeetha Jewellery, Edappally."

During this period her conduct was good and satisfactory.  
We wish her a successful career and good future.

For SANGEETHA JEWELLERY



**Dr. SHAJI PAUL**  
Managing Partner





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O COCHIN - 39

## **INDUSTRIAL PROJECT REPORT**

**"A study on the effectiveness of leadership styles on promoting workplace relationship with reference to Innovative Foods Ltd, Ezhupunna, Kerala"**

Submitted by

**SANJANA PRIMAL**

**Register No: 210021082197**

Under the Guidance of

**Ms. Sunitha Varghese**

*In partial fulfillment of the requirements for the award of the Degree*

*Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY PO, COCHIN - 39

**Certificate**

This is to certify that the project work titled "A study on the effectiveness of leadership styles on promoting workplace relationship with reference to Innovative Foods Ltd, Ezhupunna, Kerala" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **SANJANA PRIMAL** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Sunitha Varghese

Project Guide



Ms. Megha Mohan

Head of the Department

Viva Voce Examination held on ..... 11/05/24 .....

Internal Examiner

External Examiner



# Innovative Foods Limited

Ezhupunna P. O., Appuzha District - 688 537, Kerala, India  
Ph. : 91-478-2877578/2872349, Fax : 91-478-2874417, E-mail : info@sumeru.net

9<sup>th</sup> April 2024

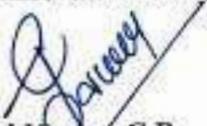
## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Sanjana Primal (Reg. No: 210021082197)** pursuing Bachelor's Degree in Business Administration at the Rajagiri College of Management & Applied Sciences, Cochin, has completed her project on the topic "A study on the effectiveness of leadership styles on promoting workplace relationship" in Human Resource Department at our factory from 1<sup>st</sup> December 2023 to 30<sup>th</sup> December 2023.

During this period her performance was found to be good.

We wish her all the best for future endeavours.

For Innovative Foods Limited

  
Vinod Kumar C P  
Manager - HR & Admin





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O, COCHIN - 99

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE EFFECTIVENESS OF EMPLOYEE RETENTION  
STRATEGIES WITH REFERENCE TO SABAZU, UAE "**

Submitted by

**SARANGI GIREESH**

Register No: 21002108219B

Under the Guidance of

**Ms. SUNITHA VARGHESE**

In Partial Fulfillment of the requirements for the award of the degree

Of

Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 29

## CERTIFICATE

This is to certify that the project work titled "A Study on the effectiveness of employee retention strategies with reference to Sabazu, UAE" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Sarangi Gireesh** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Sunitha Varghese  
Project Guide

Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on.....

4/05/24

Internal Examiner



External Examiner

APW/22/HRIT/01/2024

15.01.2024

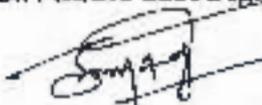
**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Ms. Sarangi Gireesh**, Bachelor of Business Administration (B.B.A) Final Year Student Rajagiri College of Management & Applied Science, Kakkanad-682039 has successfully completed her 30 days of project work on the topic of "Employee Retention Strategies" at our organization as a part of her curriculum.

Throughout her tenure, Ms. Sarangi Gireesh demonstrated exemplary dedication, professionalism, and diligence in conducting her research and analysis. Her insightful contributions and commitment to excellence have significantly enriched our understanding of the subject matter.

We extend our sincere appreciation for her valuable contributions and wish her continued success in all her future endeavors.

For Sabazu Middle East Digital Service LLC



SOORAJ T G  
Manager HR & IT





**"A STUDY ON BRAND PERCEPTION OF CONSUMERS WITH REFERENCE  
TO COCOON APPARELS, BENGALURU"**

Submitted by

**SHAWN STANLEY**

Register No: 210021082199

Under the Guidance of

**Ms. SUNITHA VARGHESE**

*In Partial Fulfilment of the requirements for the award of the degree*

*Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 29

## **CERTIFICATE**

This is to certify that the project work titled "**A Study on Brand Perception of Consumers with Reference to Cocoon Apparels, Bengaluru**" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Shawn Stanley** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.



Ms. Sunitha Varghese  
Project Guide

Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on.....4/05/24

Internal Examiner

External Examiner

# CERTIFICATE

DATE: 18-03-2024

This is to certify that **Mr Shawn Stanley ( Reg No : 210021082199)**

Final year BBA student of Rajagiri College of management &amp; Applied sciences.

kakkanad. Has successfully completed at cocoon apparels from **05-12-2023** to**04-01-2024** his project on the topic '**A study on brand perception of consumers****With referance to cocoon apparels Bengaluru in our establishment**

During this period, his conduct was good and satisfactory. We wish his  
a successful careers and bright future

Sincerely

For Cocoon Apparels

For Cocoon Apparels  
  
 Managing Partner

Authorised sign

Sanoop A . V

(Managing Director)



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN-38

## **INDUSTRIAL PROJECT REPORT**

**"A Study On Impact Of Brand Equity On Customers Purchase Decision  
With Reference To P. X Foundation".**

Submitted by

**SREELAKSHMI RAJESH**

Register No: 210021082200

Under the Guidance of

**Ms. Anila Varghese**

*In partial fulfilment of the requirements for the award of the Degree Of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 20

## Certificate

This is to certify that the project work titled "A study on impact of brand equity on customers purchase decisions with reference to P .X Foundation" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Sreelakshmi Rajesh** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Anila Varghese

Project guide

Ms. Megha Mohan

Head of the department

Viva Voce Examination held on.....4/05/24.....



Internal examiner

External examiner

Refno: S6A/23-24

18.03.2023

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that *Ms. Sreelakshmi Rajesh (Reg No: 210021082200)*, final year BBA student of Rajagiri College of Management & Applied Sciences, Kakkanad, has successfully completed 30 days of her project on the topic "A Study on the impact of brand equity on customers purchase decision" with special reference to P X Foundation, Kundanoor.

She was found to be an industrious and motivated person with good Conduct and Character during the period.

For P X Foundation



Antony Akshay  
Project Manager



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O. COCHIN - 33

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE EFFECTIVENESS OF TRAINING AND DEVELOPMENT  
PROGRAMS WITH REFERENCE TO POPULAR CANDLES, EDAPPALLY"**

Submitted by

**SREYA T A**

Register No: 210021082201

Under the Guidance of

**Ms. Sunitha Varghese**

*In partial fulfillment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 39

## Certificate

This is to certify that the project work titled "**A Study on the Effectiveness of Training and Development Programs with reference to popular Candles, Edappally**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Sreya T A** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Sunitha Varghese:

Project Guide



Ms. Megha Mohan:

Head of the Department

Viva Voce Examination held on 4/05/24

Internal Examiner

External Examiner



UDYAM - KL-02-0001700  
OUR BANKERS : SBI BRANCH  
KALAMASSERY  
GSTIN : 32AAFFP2676JLZ4



ANAB  
ACCREDITED  
MANAGEMENT SYSTEMS  
CERTIFICATION BODY

**POPULAR**  
**industries**

Edappally, Kochi - 682 024, Kerala, India

Phone : 0484 - 2575015  
0484 - 2575016  
0484 - 2575012

e-mail : info@popularcandles.com  
website : www.popularcandles.com

POP/PRO/35/2023-24

11.01.2024

**TO WHOM SO EVER IT MAY CONCERN**

*This is to certify that **Ms. Sreya T A**, Bachelor of Business Administration (B.B.A) final year student of Rajagiri College of Management & Applied Science, Kakkanad-682039 has successfully completed her 30 days of project work on the topic of "Effectiveness of Training & Development" at our organisation as a part of her curriculum.*

*During the period of study Sreya was found to be very sincere and punctual in collecting various information and data required for the project work.*

*We wish all success in her future endeavors.*

For **POPULAR INDUSTRIES**

Manager H R & I.T  
(GIREESH K.S)





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P.O., COCHIN - 28

**INDUSTRY PROJECT REPORT ON  
"A STUDY ON THE EFFECTIVENESS OF CUSTOMER RETENTION  
TECHNIQUES OF SIB ON CUSTOMER BEHAVIOUR"**

Submitted by

**UTHARA S**

Register no. 210021082202

Under the guidance of

**Ms Ardra C Michael**

*In Partial Fulfilment of the requirements for the award of the degree  
Of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





**CERTIFICATE**

This is to certify that the project work titled "A Study on the effectiveness of customer retention techniques of SIB On customer behaviour" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Uthara S** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. Andra C. Michael  
Project Guide



Ms. Megha Mohan  
Head of Department

Viva Voce Examination held on 4/05/24

  
Internal Examiner  
External Examiner

Human Resources Department

Ref: HRD:TM:P:CERT:70:23-24 dated 10.01.2024

**CERTIFICATE**

*Certified that Ms. Uthara Santhosh has completed an internship work at Integrated Risk Management Department of the Bank during the period from 11.12.2023 to 11.01.2024*

*We wish her all the best in her future endeavours.*



Ramprakash

*Deputy General Manager*

*Human Resources Department*



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING STRATEGIES  
WITH REFERENCE TO MERCELYS ICE CREAM, PERUMBAVOOR"**

Submitted by

**AMALU THOMAS**

Register No: 210021082149

Under the Guidance of

**Ms. Megha Mohan**

*In partial fulfillment of the requirements for the award of the Degree Of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A study on the effectiveness of social media marketing strategies with reference to Mercelys Ice cream" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Amalu Thomas** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

  
Ms. Megha Mohan

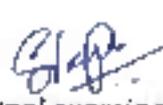
Project guide

  
Ms. Megha Mohan

Head of the department

Viva Voce Examination held on.....**3/05/24**.....



  
Internal examiner

  
External examiner



## CERTIFICATE

This is to certify that **Ms. AMALU THOMAS** (Reg No: 210021082149), BBA student of Rajagiri College of Management & Applied Sciences (RCMAS), Rajagirivalley P O, Cochin 39, had successfully completed 30 days of her industrial project titled "A study on the effectiveness of social media marketing strategies with reference to Mercelys Ice Cream" in our firm.

During the above-mentioned period she found industrious and cooperative in all the assignments given to her and the conduct and character were good.

We wish her all the success in future endeavors.

for Treesas Food Crafts Pvt Ltd.,

  
Ambili G S  
Manager - HR





## **INDUSTRIAL PROJECT REPORT**

**"A Study On The Effectiveness Of Stock Brokers  
Recommendations"**

Submitted by

**ALEENA DOMINIC**

Reg No: 220011007044

Under the Guidance of

**Mr. ASHISH C PIUS**

*In partial fulfillment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam



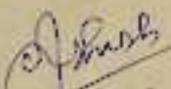
2022 – 2024



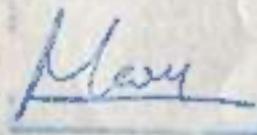
**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

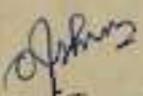
This is to certify that the project "A Study on the effectiveness of stock brokers recommendations" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **ALEENA DOMINIC** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on ... 11/7/23 ... 9/12/23 ..

  
Internal Examiner

  
External Examiner



## INDUSTRIAL PROJECT REPORT

**A Study On The Effectiveness Of AI Chatbot Services At HDFC Bank  
With Special Reference To Branches In Ernakulam City**

Submitted by

**Aleena Saju**

Reg No : 220011007045

Under the Guidance of

**Mr. Ashish C Pius**

*In partial fulfillment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam

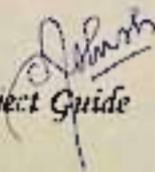


2022 - 2024



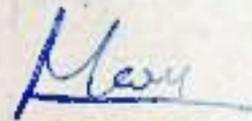
## Certificate

This is to certify that the project work titled "A Study On The Effectiveness Of AI Chatbot Services At HDFC Bank With Special Reference To Branches In Ernakulam City" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **Aleena Saju** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

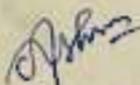
  
Project Guide



College Seal

  
Head of the Department

Viva Voce Examination held on ..11/7/24... & ..12/7/24...

  
Internal Examiner

  
External Examiner



## PROJECT REPORT

**"A Study On The Customer Perception In Ephemeral Marketing  
Among Generation Z With Special Reference In Ernakulam  
District"**

Submitted by

**Aleena Yesudas**

Reg No : 220011007046

Under the Guidance of

**Mr. Ashish C Pius**

*In partial fulfillment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam

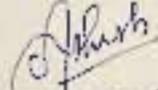


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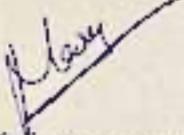


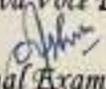
## Certificate

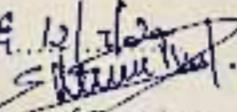
This is to certify that the project work titled A Study On The Customer Perception In Ephemeral Marketing Among Generation Z With Special Reference In Emakulam District submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **Aleena Yesudas** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on ..11/7/21... & 12/7/21  
  
Internal Examiner

  
External Examiner



## **INDUSTRIAL PROJECT REPORT**

**A Study on Asymmetric Information Problem in Life Insurance Policy  
Holders with Reference to Ernakulam District**

Submitted by

**Angitha Babu**

Reg No: 220011007049

Under the Guidance of

**Mr. Ashish C Pius**

*In partial fulfillment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam

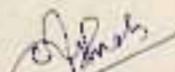


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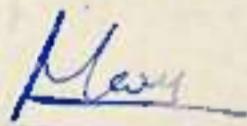


### Certificate

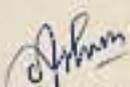
This is to certify that the project work titled "A study on Asymmetric Information Problem In Life Insurance Policy Holders" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **Angitha Babu** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

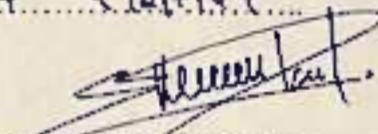
  
Project Guide



  
Head of the Department

Viva Voce Examination held on 14/12/20... & 12/1/20...

  
Internal Examiner

  
External Examiner



## PROJECT REPORT

**A Study on Impact of Gamification on Employee Performance  
and Job Satisfaction among IT Professionals in Ernakulam  
District**

Submitted by

**Aparna C S**

Reg No : 220011007050

Under the Guidance of

**Mr. Ashish C pius**

*In partial fulfilment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam

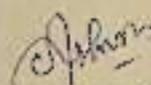


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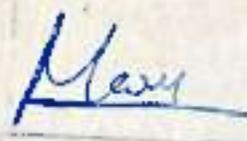


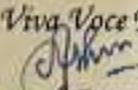
## Certificate

This is to certify that the project work titled "A study on impact of gamification on employee performance and job satisfaction among IT Professionals in Ernakulam District" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **Aparna C S** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on 11/12/24 & 12/12/24  
  
Internal Examiner

  
External Examiner



## **INDUSTRIAL PROJECT REPORT**

**“A Comparative Study On Old And New Tax Regimes On The  
Investment Behaviour Of Salaried Employees.”**

Submitted by

**BASIL SABU**

Reg No : 220011007051

Under the Guidance of

**Mr. Ashish C Pius**

*In partial fulfillment of the requirements for the award of the Degree  
of  
Master of Commerce*

**Mahatma Gandhi University, Kottayam**

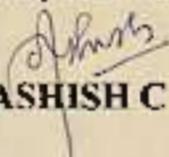


**2022 – 2024**



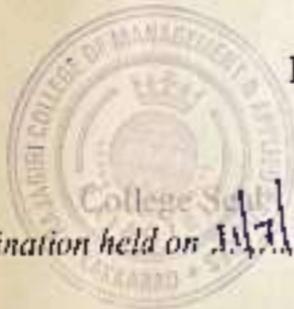
## Certificate

This is to certify that the project work titled "A Comparative Study On Old And New Tax Regimes On The Investment Behaviour Of Salaried Employees." submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **Basil Sabu** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

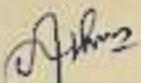
  
**MR. ASHISH C PIUS**

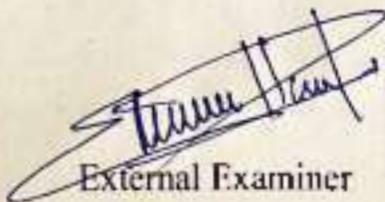
Project Guide

  
**MS. MARY ANTONY**  
Head of the Department



*Viva Voce Examination held on 11/7/22 & 12/7/22*

  
Internal Examiner

  
External Examiner



## INDUSTRIAL PROJECT REPORT

Exploring the halo effect: A Study on Cognitive Biases in Shaping Consumer Perceptions and Decision-making Processes with Reference to Ernakulam district.

Submitted by

**BENEETA BENNY**  
220011007052

Under the Guidance of

**Mr. Ashish C Pius**

*In partial fulfillment of the requirements for the award of the Degree  
of  
Master of Commerce*

Mahatma Gandhi University, Kottayam

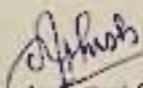


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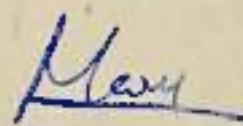


## Certificate

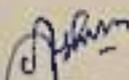
This is to certify that the project work titled Exploring the Halo effect: A Study on Cognitive Biases in Shaping Consumer Perceptions and Decision-making with reference to Ernakulam District processes submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **Beneeta Benny** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

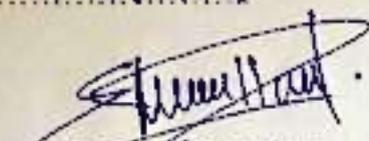
  
Project Guide



  
Head of the Department

Viva Voce Examination held on 11/7/24 & 12/7/24

  
Internal Examiner

  
External Examiner



**RCMAS**  
RAJAWADE COLLEGE OF MANAGEMENT STUDIES  
APPLYING KNOWLEDGE

## PROJECT REPORT

**"Effectiveness of Medisep Scheme of Kerala Government with  
Reference to Employees in Ernakulam District"**

Submitted by

**Divya Deepthi**

Reg No: 220011007054

Under the Guidance of

**Mr. Ashish C Pius**

*In partial fulfillment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam



2023 – 2024

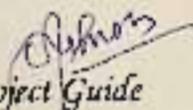


**RCMAS**

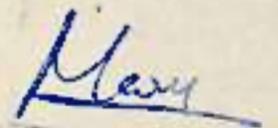
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

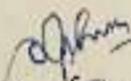
This is to certify that the project work titled "Effectiveness of Medisep Scheme of Kerala Government with Reference to Employees in Ernakulam District" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **Divya Deepthi** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

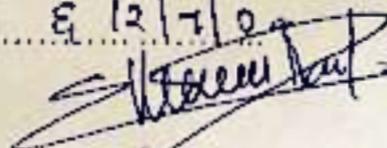
  
Project Guide



  
Head of the Department

Viva Voce Examination held on ... 11/7/24 ... & 12/7/24

  
Internal Examiner

  
External Examiner



## PROJECT REPORT

**“A study on crypto insights: exploring investors attitudes with  
Special reference to Ernakulum district”**

Submitted by

**FEBIN PAUL SYPRIYAN KONNULLY**

Reg No: 220011007055

Under the Guidance of

**MS.BRIDIN ROCHA**

*In partial fulfillment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam

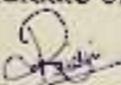


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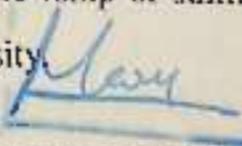


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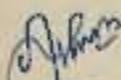
This is to certify that the project work titled "A study on crypto insights: exploring investors attitudes with special reference to Ernakulum district" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **FEBIN PAUL SYPRIYAN KONNULLY** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

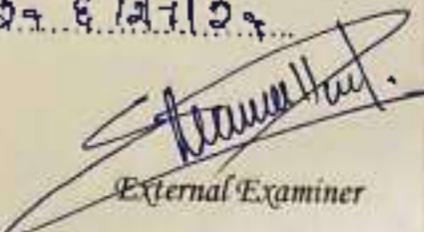
  
**Ms. BRIDIN ROCHA**  
Project Guide



  
**Ms. MARY ANTONY**  
Head of the Department

Viva Voce Examination held on ... 11/7/24 & 12/7/24 ...

  
Internal Examiner

  
External Examiner



## ACADEMIC PROJECT REPORT

**Media Influence On Investor Sentiment And Its Impact On Stock Market  
With Reference To Ernakulam District**

Submitted by

**Gracy Mary Jose**

REG NO:- 220011007056

Under the Guidance of

**Ms. Bridin Rocha**

*In partial fulfillment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam

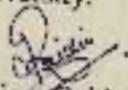


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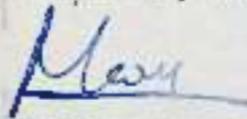


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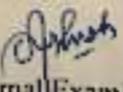
This is to certify that the project work titled "Media's influence on investor sentiment and its impact on stock market with reference to Ernakulam district." submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **Gracy Mary Jose** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

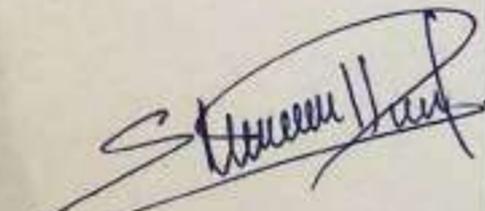
  
Project Guide



  
Head of the Department

Viva Voce Examination held on 11/7/24 & 12/7/24

  
Internal Examiner

  
External Examiner



## ACADEMIC PROJECT REPORT

**Comparative Analysis of Consumer Perceptions and Preferences  
Towards Chatbots and Human Customer Service in E-Commerce**

Submitted by

**Hridya E Sunil**

Reg No: 220011007057

Under the Guidance of

**Ms. Bridin Rocha**

*In partial fulfillment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam

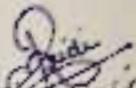


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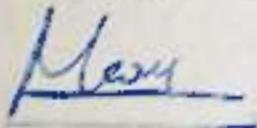


## Certificate

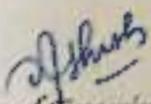
This is to certify that the project work titled "Comparative Analysis of Consumer Perceptions and Preferences Towards Chatbots and Human Customer Service in E-Commerce" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **Hridya E. Sunil** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

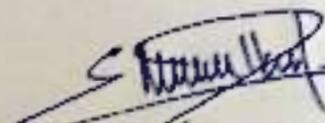
  
Project Guide



  
Head of the Department

Viva Voce Examination held on 11/7/24 & 12/7/24

  
Internal Examiner

  
External Examiner



## INDUSTRIAL PROJECT REPORT

**"A Study On The Perception Of Individuals Holding Micro Insurance Policy with Special Reference To Kakkannad"**

Submitted by

**MARIA SIBY MADATHIL**

Reg No: 220011007058

Under the Guidance of

**Ms. BRIDIN ROCHA**

*In partial fulfillment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam



2022 – 2024

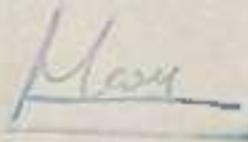


## Certificate

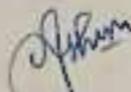
This is to certify that the project work titled "A Study On The Perception Of Individuals Holding Micro Insurance Policy With Special Reference To Kakkanad" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **MARIA SIBY MADATHIL** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

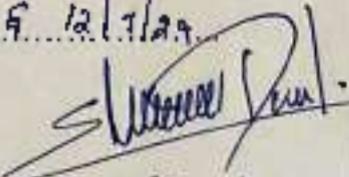
  
Project Guide



  
Head of the Department

Viva Voce Examination held on ... 11/7/24 ... & ... 12/7/24 ...

  
Internal Examiner

  
External Examiner



## ACADEMIC PROJECT REPORT

**A Study On Greenwashing In Skincare Industry And Its Impact On Consumers With Reference To Ernakulam District**

Submitted by

**MARY VINITHA K S**

Reg No: 220011007059

Under the Guidance of

**Ms. BRIDIN ROCHA**

*In partial fulfillment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam

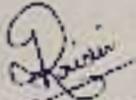


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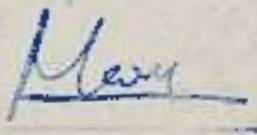


## Certificate

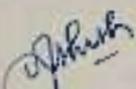
This is to certify that the project work titled "A study on Greenwashing in Skincare Industry and its impact on consumers with reference to Ernakulam District" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **Mary Vinitha K S** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on ... 11/7/2024 ... & ... 12/7/2024

  
Internal Examiner

  
External Examiner



## PROJECT REPORT

**“Effects of Nudge in Online Purchase of Cosmetic Products  
Among Generation Z With Special Reference to Ernakulam  
District”**

Submitted by

**Mavis Mariam Mathew**

Reg No :220011007060

Under the Guidance of

**Ms. Bridin Rocha**

*In partial fulfillment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam

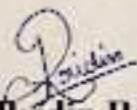


2022 – 2024

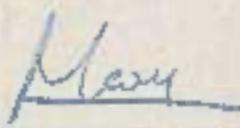


## Certificate

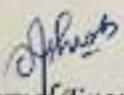
This is to certify that the project work titled "Effects of Nudge in Online Purchase of Cosmetic Products Among Generation Z With Special Reference to Ernakulam District" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **Mavis Mariam Mathew** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

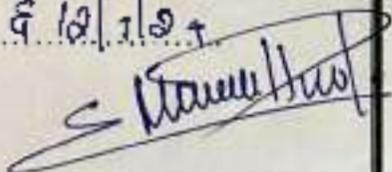
  
**Ms. Bridin Rocha**  
Project Guide



  
**Ms. Mary Antony**  
Head of the Department

Viva Voce Examination held on ... 11/7/24 ... & 12/1/24

  
Internal Examiner

  
External Examiner



## INDUSTRIAL PROJECT REPORT

A Study On The Effectiveness Of Experiential Marketing In Consumer Purchase Behavior Towards Decathlon With Special Preference To Ernakulam District.

Submitted by

**NISHAD N**

Reg No : 220011007061

Under the Guidance of

**Ms. Bridin Rocha**

*In partial fulfillment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam



2022 - 2024

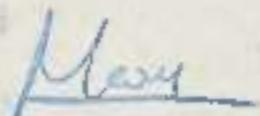


## Certificate

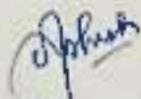
This is to certify that the project work titled "A Study On The Effectiveness Of Experiential Marketing In Consumer Purchase Behavior Towards Decathlon With Special Preference To Ernakulam District" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by NISHAD N under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University

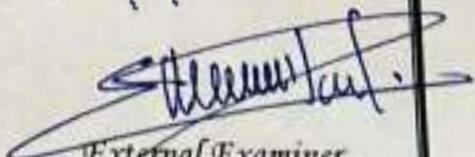
  
Project Guide



  
Head of the Department

Viva Voce Examination held on 11/7/24 & 12/7/24.

  
Internal Examiner

  
External Examiner



## PROJECT REPORT

**"The Psychological Well-being And Work Life Balance Of Gig Workers  
In Ernakulam District"**

Submitted by

**NIVYA SEBASTIAN**

Reg No: 220011007062

Under the Guidance of

**Dr. INDU G KRISHNAN**

*In partial fulfilment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam



2022 - 2024



## Certificate

This is to certify that the project work titled "THE PSYCHOLOGICAL WELL-BEING AND WORK LIFE BALANCE OF GIG WORKERS IN ERNAKULAM DISTRICT" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **NIVYA SEBASTIAN** under my supervision and guidance and that is project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**Dr. INDU G. KRISHNAN**

*Project Guide*



**Ms. MARY ANTONY**

*Head of the Department*

*Viva Voce Examination held on 11/11/24 & 12/11/24*

*Internal Examiner*

*External Examiner*



## PROJECT REPORT

**“Evaluation of Bancassurance Services: A Customer Centric  
Perspective Analysis in Ernakulam District”**

Submitted by

**PARVATHY N K**

Reg No: 220011007063

Under the Guidance of

**Dr. INDU G KRISHNAN**

*In partial fulfillment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam



2022 – 2024



## CERTIFICATE

This is to certify that the project work titled “**Evaluation of Bancassurance Service: A Customer Centric Perspective Analysis in Ernakulam District**” submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **PARVATHY N K** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**Dr. INDU G KRISHNAN**  
*Project Guide*

**MS. MARY ANTONY**  
*Head of the Department*



Viva Voce Examination held on ...11/7/24... 8/12/24...

*Internal Examiner*

*External Examiner*



## ACADEMIC PROJECT REPORT

**Banking Ombudsman Scheme; An In-Depth Exploration of its Awareness  
and Perception in Ernakulam District**

Submitted by

**S Anagha**

Reg No: 220011007064

Under the Guidance of

**Dr. Indu G Krishnan**

*In partial fulfillment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam



2022 - 2024

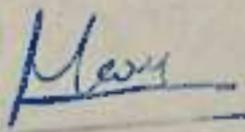


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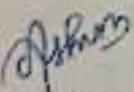
This is to certify that the project work titled "Banking Ombudsman Scheme; An In-Depth Exploration of its Awareness and Perception in Ernakulam District" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **S. Anagha** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

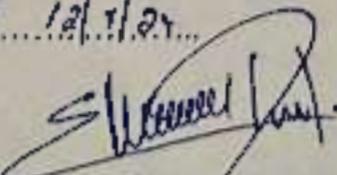
  
Dr. Indu C. Krishnan  
Project Guide



  
Head of the Department

Viva Voce Examination held on 11/1/24... & 12/1/24...

  
Internal Examiner

  
External Examiner



## PROJECT REPORT

**Soiled and Mutilated Currency: Public Awareness on Exchange  
Methods and its Effective Implementation with Special Reference  
to Citizens of Ernakulam District**

Submitted by

**SNEHA M**

Reg No : 220011007065

Under the Guidance of

**Dr. INDU G KRISHNAN**

*In partial fulfillment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam



2022 – 2024

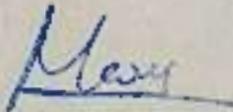


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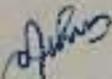
This is to certify that the project work titled **"Soiled and Mutilated Currency: Public Awareness on Exchange Methods and its Effective Implementation with Special Reference to Citizens of Ernakulam District"** submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **SNEHA M** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

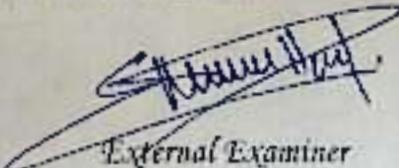
  
Dr. INDU G KRISHNAN  
Project Guide



  
Ms. MARY ANTONY  
Head of the Department

College Seal  
Viva Voce Examination held on ... 11/7/24 ... 9/12/24

  
Internal Examiner

  
External Examiner



## PROJECT REPORT

**“Understanding the Dynamics of Student Mobility: Factors Influencing the Intent to Study Abroad”**

Submitted by

**AALIYA P. A**

Reg No : 220011007043

Under the Guidance of

**Dr. INDU G KRISHNAN**

*In partial fulfillment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam



2022 – 2024

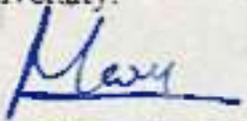


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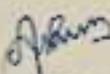
This is to certify that the project work titled "UNDERSTANDING THE DYNAMICS OF STUDENT MOBILITY: FACTORS INFLUENCING THE INTENT TO STUDY ABROAD" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **AALIYA P.A** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

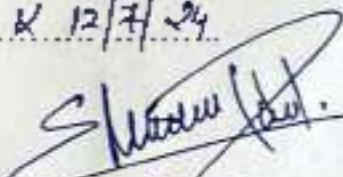
  
**Dr. Indu G Krishnan**  
Project Guide



  
**Ms. Mary Antony**  
Head of the Department

Viva Voce Examination held on ... 11/7/24 & 12/7/24

  
Internal Examiner

  
External Examiner



## PROJECT REPORT

**ANALYSING INVESTMENT PATTERNS AMONG COLLEGE  
YOUTH IN ERNAKULAM DISTRICT: EXPLORING PREFERRED  
PLATFORMS AND IDENTIFYING BARRIERS TO INITIATE  
INVESTING.**

Submitted by

**AMRUTHOO SHAJE**

Reg No : 220011007047

Under the Guidance of

**Dr. INDU G KRISHNAN**

*In partial fulfillment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam



2022 – 2024



## Certificate

This is to certify that the project work titled "Analysing Investment Patterns Among College Youth in Ernakulam District: Exploring Preferred Platforms and Identifying Barriers to Initiate Investing." submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **AMRUTHOO SHAJE** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Dr. INDU G KRISHNAN  
Project Guide



Ms. MARY ANTONY  
Head of the Department

Viva Voce Examination held on 11/7/24 & 12/7/24

  
Internal Examiner  
External Examiner



## PROJECT REPORT

**A Study On Digital Wallet Adoption, User Based Study Among  
Youth In Ernakulam District**

Submitted by

**Anagha Surendran**

Reg No : 220011007048

Under the Guidance of  
**Dr. Indu G Krishnan**

*In partial fulfillment of the requirements for the award of the Degree of  
Master of Commerce*

Mahatma Gandhi University, Kottayam



2022 – 2024



## Certificate

This is to certify that the project work Titled "A Study On Digital Wallet Adoption, User Based Study Among Youth In Ernakulam District" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Master of Commerce is a record of the original work done by **Anagha Surendran** under my supervision and guidance and that is project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Dr. Indu G. Krishnan  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on 11/7/24 & 12/7/24

Internal Examiner

External Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study On The Impact Of Hybrid Working Model On Employee Wellbeing and Job Satisfaction With Reference To Wrench Solutions R&D Centre, CSEZ Kakkanad**

Submitted by

**ABEL RABU**

Reg no: (210021075671)

**JOHN GEORGE**

Reg no: (210021075685)

**DONA ELIZABETH KURUVACHAN**

Reg no: (210021075682)

**NANDHANA SHIBU**

Reg no: (210021075695)

**P.T SAFRIN HAJARA**

Reg no: (210021075725)

Under the Guidance of

**Ms. ANUPA STANLY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2023 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On The Impact Of Hybrid Working Model On Employees With Reference To Wrench Solutions R&D Centre CSEZ Kakkanad" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ABEL HABU**, JOHN GEORGE, DONA ELIZABETH KURUVACHAN, NANDHANA SHIBU and P.T SAFRIN HAJARA under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**Ms. Anupa Stanley**

Project Guide

**Ms. Mary Antony**

Head of the Department



Viva Voce Examination held on 2/5/24

Internal Examiner

External Examiner

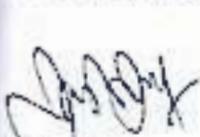
16/02/2024

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Mr **Abel Babu** (Reg no: 210021075671), Mr John George (Reg no:210021075685), Miss Dona Elizabeth Kuruvachan (Reg no: 210021075682), Miss P.T Safrin Hajara (Reg no: 210021075725)and Miss Nandhana Shibu (Reg no: 210021075695) 6<sup>th</sup> semester B.Com Model 1 Finance and Taxation students of Rajagiri College of Management and Applied Sciences, Kakkand have successfully completed their project titled ' A Study on the Impact of hybrid work model on the employees of Wrench Solutions R&D Centre ,CSEZ Kakkanad' for a period of 14 days from 13<sup>th</sup> January 2024 to 27<sup>th</sup> January 2024 at our company.During the period of study they were found to be sincere and punctual in collecting various information and data required for the project work.

We wish all success in their future endeavours.

For, Wrench Solutions (P) Ltd.,



Jacob Joy

Head – Strategic HR



Wrench Solutions (P) Ltd.



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**“A Study on the factors influencing Brand Loyalty towards Maruti Suzuki, Kalamassery”**

Submitted by

**Muzammil P Moideen**

**Reg no: 210021075694**

**Arathy Santhosh**

**Reg no: 210021075677**

**Alan Martin**

**Reg no: 210021075672**

**Anjal Prasad**

**Reg no: 210021075709**

**Mathews Dominic**

**Reg no: 210021075691**

Under the Guidance of

**Mr. AJISH V NAIR**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

*This is to certify that the project work, titled "A Study on Factors Influencing Brand Loyalty towards Maruti Suzuki, Kalamassery" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Muzammil P Moideen, Arathy Santhosh, Anjal Prasad, Mathews Dominic, Alan Martin under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

*[Signature]*  
**AJISH NAIR**  
Project Guide

*[Signature]*  
**Ms. MARY ANTONY**  
Head of the Department



Viva Voce Examination held on .....

03/5/24

*[Signature]*  
Internal Examiner

*[Signature]*  
External Examiner

26<sup>th</sup> February 2024

## To WHOME SO EVER IT MAY CONCERN

This is to certify that Mr. **Alan Martin**, 6<sup>th</sup> Semester B.Com student of Rajagiri College of Management & Applied Sciences-Kakkanad, has undertaken the Project of "STUDY ON THE FACTORS INFLUENCING BRAND LOYALTY TOWARDS MARUTI SUZUKI" at our Organisation for 60 Days

The candidate has successfully completed the Project and Training Program and gained practical knowledge. His Training tenure was from 4<sup>th</sup> Dec 2023 to 31<sup>st</sup> Jan 2024

We wish him all success

For Nexa Kalamassery  
Indus Motor Co. Pvt Ltd



Authorised Signatory



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A study on the role of HR practices in nurturing innovation with reference to HackIt technology and advisory services, kaloor.**

Submitted by

**ALBERT P SAJI**

Reg no:(210021075673)

**JOEL JOHNY**

Reg no:(210021075717)

**LEO JACOB SABU**

Reg no:(210021075687)

**MARIYA ROY**

Reg no:(210021075690)

**SANDRA SALI**

Reg no:(210021075699)

Under the Guidance of

**Ms. ANUPA STANLY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On the role of HR practices in nurturing innovation Workplace with Reference to HackIt technology and advisory services, Kaloor " submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Albert P Saji**, Leo Jacob Sabu, Joel Johny, Mariya Roy and Sandra Sali under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Ms. Anupa Stanly

Head of the Department

Ms. Mary Antony



Viva Voce Examination held on ... 02/05/2024

Internal Examiner

External Examiner

01 March 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Albert P Saji**(Reg. No 210021075673), Mr. Joel Johny( Reg. No 210021075717), Mr. Leo Jacob Sabu( Reg. No 210021075687), Ms. Mariya Roy(210021075690), Ms. Sandra Sali(Reg. No 210021075699)VI semester BCom student of Rajagiri College Of Management And Applied Sciences, Kakkanad, ,has carried out project study in this organization and submitted a report titled "A Study On The Role Of HR Practices In Nurturing Innovation of HackIT Technology And Advisory Services, Kakkad.

Yours Sincerely  
For and on behalf of

HackIT Technology and Advisory Services



Hitesh Madhwani  
Chief Human Resource Officer



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**  
**A STUDY ON THE FINANCIAL PERFORMANCE OF**  
**BATA INDIA LTD.**

Submitted by

**Aleena Mariam Siju** (Reg no. 210021075706)

Archana Mani (Reg no. 210021075678)

Lima Dilu Mathai (Reg no. 210021075688)

Parvathy C G (Reg no. 210021075697)

Reshma Ramesh (Reg no. 210021075728)

Under the Guidance of

**DR. AJOSH GEORGE**

*In partial fulfillment of the requirements for the award of the Degree of*  
*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on the Financial Performance of Bata India Ltd." submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Aleena Mariam Siju**, Archana Mani, Lima Dilu Mathai, Parvathy C G and Reshma Ramesh under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Head of the Department



Viva Voce Examination held on 2/5/24

Internal Examiner

External Examiner



Bata India Ltd., Kakkannad, 582037

## CERTIFICATE

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. **ALEENA MARIAM SIJU**, Ms. ARCHANA MANI, Ms. LIMA DILU MATHAI, Ms. PARVATHY C G, Ms. RESHMA RAMESH of B.Com Model 1 Finance and Taxation, final year students of **Rajagiri College of Management and Applied Sciences, Kakkannad** have successfully completed their project on the topic "A STUDY ON THE FINANCIAL PERFORMANCE OF BATA INDIA LTD." in our establishment.

During this period their conduct was good and satisfactory. We wish them a successful career and bright future.

Bata India Ltd

Authorized Signatory

BATA INDIA LTD  
BATA SHOE STORE  
CHITTETHUKARA  
SEAPORT AIRPORT ROAD  
KAKKANAD - 582037



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study on the Level of Customer Satisfaction among Clients Pursuing Higher  
Education Abroad with Reference to Global Educational Consultants, cochin**

Submitted by

**Olivia Sabu**

**Reg no: (210021075723)**

**Sreejith Jayan**

**Reg no: (210021075701)**

**Neya Sijo**

**Reg no: (210021075696)**

**Alen Saji**

**Reg no: (210021075733)**

Under the Guidance of

**Ms. Jesmi Jacob and Aquina Joseph**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A Study on the level of Customer Satisfaction among Clients Pursuing Higher Education Abroad with reference to Global Educational Consultants, cochin " submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **OLIVIA SABU, SREEJITH JAYAN, NEYA SIJO, ALEN SAJI** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**Ms. Jesmi Jacob and Aquina Joseph**

Project Guide

**Ms. Mary Antony**

Head of the Department



Viva Voce Examination held on

08/05/2024

Internal Examiner

External Examiner



ISO 9001 : 2000 Certified

PB - 4244, 2nd Floor, Panta Tower, Kalar, Cochin - 682 017, INDIA

Tel : + 91 (484) 2539099, 2538799, 2530849, 3242201, 4042093, 98460 20700 (M); E-mail: info@globaledu.in, www.globaledu.in

06 March 2024

## Certificate

This is to certify that **Mr. Alen Saji**, Student No: 210021075733, B. Com model 1 Finance and Taxation, Rajagiri College of Management and applied sciences has successfully completed a comprehensive project titled "Study on the Level of Customer Satisfaction among Clients Pursuing Higher Education Abroad with reference to Global Educational Consultants, Cochin" as part of the academic requirements for B. Com model 1 Finance and Taxation

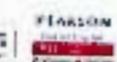
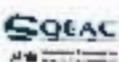
This project, conducted with diligence and dedication, involved a thorough investigation into the levels of satisfaction among our clients who have availed our services for pursuing higher education abroad. The research methodology employed showcased a commendable understanding of both qualitative and quantitative research techniques, and the findings presented in the project demonstrate a high level of analytical and critical thinking.

The commitment and enthusiasm displayed by **Mr. Alen Saji** and her team throughout the project reflect their dedication to academic excellence and a keen interest in understanding and improving customer satisfaction in the context of our services. We hereby express our heartfelt congratulations to **Mr. Alen Saji** for their exemplary work and noteworthy contribution to the academic community.

For Global Educational Consultants  
Authorised Signatory

For GLOBAL EDUCATIONAL CONSULTANTS

  
MANOJ PUTHUPPEEDIKAVIL  
Chief Executive





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A study On Stress Management at Work Place with reference to  
Indus motors company private limited Padamughal**

Submitted by

**ALEX A THARAYIL**

Reg no:(210021075674)

**BENJAMIN FRANCIS**

Reg no:(210021075679)

**R. VAISAKH**

Reg no:(210021075726)

**REEMA REGI**

Reg no:(210021075727)

**SANDHRA. K**

Reg no:(210021075731)

Under the Guidance of

**Ms. MARY ANTONY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On Stress Management At Workplace with Reference to Indus Motor Company Private Limited, Padamughal, Kakkanad" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by

Sandhra k, Reema Regi, R Vaisakh, Alex A Tharayil, Benjamin Francis under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Ms. Mary Antony



Head of the Department

Ms. Mary Antony

Viva Voce Examination held on 02/05/2024 .....

Internal Examiner

External Examiner



CORPORATE OFFICE : M.G. Road, Thevara, Ernakulam  
Ph : 0484-2358587, 2358701, 2358854, Fax : 2358657  
E-mail : admin@indusmotor.com



27 February, 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Alex A Tharayil**, Sixth Semester B.Com Model 1 Finance and Taxation Student of Rajagiri College of Management and Applied Science has undertaken Project on “ **Stress Management at Work Place**” at our organization from 13/02/2024 to 19/02/2024.

The candidate has successfully completed 7 days training program and has gained practical knowledge.

We wish him all success.

For Indus Motor Company Pvt. Ltd.

  
Head-HR



 Indus Motor Co. Pvt. Ltd. CIN: U50102KL1994PTC0204009  
Regd. Office: Indus House, PE No.922, Chakkathukulam, West Hill, Calicut-673 005. Tel: 0485 2765285, 2766406  
@indusmotors.com @indusmotors





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study on the Consumer Perception of Organic Products at Azeezia  
Organic Supermarket, Civil Lane Road, Padivattom, Ernakulam.**

Submitted by

**ALFRED BINU JOSEPH**

**Reg no: (210021075707)**

**ARATHI MENON**

**Reg no: (210021075710)**

**CELIA XAVIER**

**Reg no: (210021075680)**

**DHIYA FATHIMA PR**

**Reg no: (210021075713)**

**SHAUN ANTONY DIXON**

**Reg no: (210021075732)**

Under the Guidance of

**Ms. ANUPA STANLY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on the Consumer Perception of Organic Products at Azeczia Organic Supermarket Pvt Ltd" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Alfred Bim Joseph, Arathi Menon, Celia Xavier, Dhiya Fathima P.R, Shaun Antony Dixon under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Head of the Department

College Seal

Viva Voce Examination held on .....

Internal Examiner

03/05/2024

External Examiner



# AZEEZIA ORGANIC SUPERMARKETS

Civil lane road, padivattom,  
Emakulam-682024

GSTIN-32ABJFA9707G1ZI

17-02-2024

## CERTIFICATE

This is to certify that **Mr. Alfred Binu Joseph** (Reg no. 210021075707) from Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed a Project Study at Azeezia Organic Supermarket as part of their curriculum and has submitted a report titled "A Study on the Customer perception of Organic products at Azeezia Organic Supermarket Pvt Ltd".





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A study on the Influence of Sales Promotion Strategies on consumers of  
Casadel Builders in Kakkanad.**

Submitted by

**Anees Abdul Rahman K Shemeer**

Reg no : 210021075708

**Aravind Krishnan**

Reg no : 210021075711

**Liz Mathew**

Reg no : 210021075719

**Mekha Ann Manoj**

Reg no : 210021075692

**Reima Jacob**

Reg no : 210021075698

Under the Guidance of

**Dr. AJOSH GEORGE**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A study on the Influence of Sales Promotion Strategies on consumers of Casadel Builders in Kakkannad" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ANEES ABDUL RAHMAN K SHEMEER, ARAVIND KRISHNAN, LIZ MATHEW, MEKHA ANN MANOJ and REIMA JACOB** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Dr. Ajosh George

Project guide



Ms. Mary Antony

HOD

Viva Voce Examination held on 03/05/2024

Internal Examiner

External Examiner

05-Mar-2024

No/12/HR/Casadel

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr Anees Abdul Rahman** student from *Rajagiri College of Management and Applied Sciences, Kakkanad* has completed her study on **“A study on the influence of Sales promotion strategies on consumers of Casadel Builders in Kakkanad”** as part of her course curriculum.

We wish his all the best with her future endeavors.

With best wishes

For **CASADEL BUILDERS INDIA PVT LTD**

*Vishnu*  
Vishnu Anirudh

HR Manager





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 38

## INDUSTRIAL PROJECT REPORT

**"A Study on the factors influencing Brand Loyalty towards Maruti Suzuki, Kalamassery"**

Submitted by

**Muzammil P Moideen**

**Reg no: 210021075694**

**Arathy Santhosh**

**Reg no: 210021075677**

**Alan Martin**

**Reg no: 210021075672**

**Anjal Prasad**

**Reg no: 210021075709**

**Mathews Dominic**

**Reg no: 210021075691**

Under the Guidance of

**Mr. AJISH V NAIR**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "**A Study on Factors Influencing Brand Loyalty towards Maruti Suzuki, Kalamassery**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Muzammil P Moideen, Arathy Sonthosh, **Anjal Prasad**, Mathews Dominic, Alan Martin under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

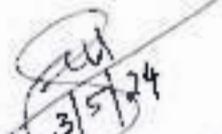
  
**ANISH V NAIR**  
Project Guide

  
**Ms. MARY ANTONY**  
Head of the Department



Viva Voce Examination held on ..... 03/5/24

  
Internal Examiner

  
External Examiner

26<sup>th</sup> February 2024

## To WHOME SO EVER IT MAY CONCERN

This is to certify that Ms. **Anjal Prasad**, 6<sup>th</sup> Semester- B.Com student of **Rajagiri College of Management & Applied Sciences - Kakkand** has undertaken the Project of "STUDY ON THE FACTORS INFLUENCING BRAND LOYALTY TOWARDS MARUTI SUZUKI" at our Organisation for 60 Days

The candidate has successfully completed the Project and Training Program and gained practical knowledge. His Training tenure was from 4<sup>th</sup> Dec 2023 to 31<sup>st</sup> Jan 2024

We wish her all success

For Nexa Kalamassery  
Indus Motor Co. Pvt Ltd



Authorised Signatory



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study On The Effectiveness Of Employee Retention Strategies Adopted By  
Vajra Plastics, Angamaly.**

Submitted by

**ROHAN ZACHARIAH MATHEW**

Reg no: (210021075730)

**ANNA MATHEW**

Reg no: (210021075675)

**DIYA MARIYA JEBI**

Reg no: (210021075714)

**JERIN JOHNSON**

Reg no: (210021075684)

**SNEHA JOSEPH**

Reg no: (210021075700)

Under the Guidance of

**Mr. AJISH V NAIR**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024

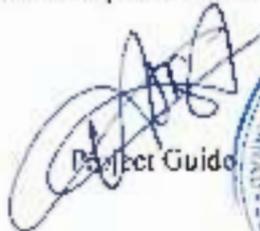


# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On The Effectiveness Of Employees Retention Strategies With Reference To Vajra Plastics . Angamaly" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ROHAN ZACHARIAH MATHEW** , **JERIN JOHNSON** , **ANNA MATHEW** , **DIYA MARIYA JEBI** , **SNEHA JOSEPH** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on .. 02 | 05 | 2024 ..... Internal

  
Examiner

  
External Examiner

27-02-2024

## CERTIFICATE

This is to certify that **Ms. Anna Mathew** (Reg. No. 210021075675) from Rajagiri College of Management and Applied Sciences, Kakkand has successfully completed a project on the topic "A Study on the Effectiveness of Employee Retention Strategies" in Vajra Plastic Industry Development Area, Angamaly South Champannur, Ernakulam as part of their curriculum.

Regards,

HR

Vajra Plastic Industry





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study on The Impact of Digital Marketing Strategies on Consumer Behavior With Reference To Dewton Industries, Thrikkakara**

Submitted by

**Anna Sara Daniel** (210021075676)  
**Maria Vijay** (210021075689)  
**Muhammed Fayas** (210021075693)  
**Riya Maria Thomas** (210021075729)  
**Thalmees Ahmadh P S** (210021075703)

Under the Guidance of

**DR. AJOSH GEORGE**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A Study on The Impact of Digital Marketing Strategies on Consumer Behavior With Reference To Dewton Industries, Thrikkakara" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ANNA SARA DANIEL, MARIA VIJAY, MUHAMMED FAYAS, RIYA MARIA THOMAS AND THALMEES AHMADH P S, under my supervision and guidance, and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Head of the Department



Viva Voce Examination held on ... 03/05/2024 ...

Internal Examiner

External Examiner

## DEWTON INDUSTRIES

38/1, COCHIN PUBLIC SCHOOL ROAD  
THRIKKAKARA, KOCHI-21  
Ph: 0484-2576255, 2576455, 8281998376  
e-mail: dewtonled@gmail.com  
web: www.dewtonled.com  
GSTIN/UID: 32AALFD1333N1Z1

26<sup>th</sup> February-24

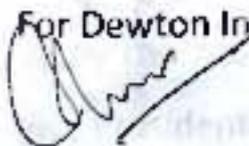
TO WHOMSOEVER IT MAY CONCERN

This is to certify that, Ms. **Anna Sara Daniel**, Final year Student of Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed her project on the topic, "Study on the impact of Digital Marketing strategies on consumer behaviour" in our establishment.

During this period her conduct was good and satisfactory.

We wish them a successful career and bright future.

For Dewton Industries



Bejoy Thomas

Vice President (Admin)



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A Study on the Consumer Perception of Organic Products at Azeczia  
Organic Supermarket, Civil Lane Road, Padivattom, Ernakulam.**

Submitted by

**ALFRED BINU JOSEPH**

**Reg no: (210021075707)**

**ARATHI MENON**

**Reg no: (210021075710)**

**CELIA XAVIER**

**Reg no: (210021075680)**

**DHIYA FATHIMA PR**

**Reg no: (210021075713)**

**SHAUN ANTONY DIXON**

**Reg no: (210021075732)**

Under the Guidance of

**Ms. ANUPA STANLY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021 – 2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on the Consumer Perception of Organic Products at Azeezia Organic Supermarket Pvt Ltd" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Alfred Binu Joseph, Arathi Menon, Celia Xavier, Dhiya Fathima P.R, Shaun Antony Dixon under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Head of the Department

College Seal

Viva Voce Examination held on .....  


03/05/2024

Internal Examiner

External Examiner



# AZEEZIA ORGANIC SUPERMARKETS

Civil lane road, padivattom,  
Ernakulam-682024

GSTIN-32ABJFA9707G1Z1

17-02-2024

## CERTIFICATE

This is to certify that **Ms. Arathi Menon** (Reg no. 210021075710) from Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed a Project Study at Azeezia Organic Supermarket as part of their curriculum and has submitted a report titled "A Study on the Customer perception of Organic products at Azeezia Organic Supermarket Pvt Ltd".





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**"A Study on the factors influencing Brand Loyalty towards Maruti Suzuki, Kalamassery"**

Submitted by

**Muzammil P Moideen**

**Reg no: 210021075694**

**Arathy Santhosh**

**Reg no: 210021075677**

**Alan Martin**

**Reg no: 210021075672**

**Anjal Prasad**

**Reg no: 210021075709**

**Mathews Dominic**

**Reg no: 210021075691**

Under the Guidance of

**Mr. AJISH V NAIR**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

*This is to certify that the project work titled "A Study on Factors Influencing Brand Loyalty towards Maruti Suzuki, Kalamassery" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Muzammil P Moideen, Arathy Santhosh, Anjal Prasad, Mathews Dominic, Alan Martin under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

*[Signature]*  
**AJISH NAIR**  
Project Guide

*[Signature]*  
**Ms. MARY ANTONY**  
Head of the Department



Viva Voce Examination held on .....

03/5/24

*[Signature]*  
Internal Examiner

*[Signature]*  
External Examiner

26<sup>th</sup> February 2024

## To WHOME SO EVER IT MAY CONCERN

This is to certify that **Ms. Arathy Santhosh**, 6<sup>th</sup> Semester B.Com student of Rajagiri College of Management & Applied Sciences- Kakkanad, has undertaken the Project of "STUDY ON THE FACTORS INFLUENCING BRAND LOYALTY TOWARDS MARUTI SUZUKI" at our Organisation for 60 Days

The candidate has successfully completed the Project and Training Program and gained practical knowledge. His Training tenure was from 4<sup>th</sup> Dec 2023 to 31<sup>st</sup> Jan 2024

We wish her all success

For Nexa Kalamassery  
Indus Motor Co. Pvt Ltd



Authorised Signatory



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A study on the Influence of Sales Promotion Strategies on consumers of  
Casadel Builders in Kakkanad.**

Submitted by

Anees Abdul Rahman K Shemeer

Reg no : 210021075708

Aravind Krishnan

Reg no : 210021075711

Liz Mathew

Reg no : 210021075719

Mekha Ann Manoj

Reg no : 210021075692

Reima Jacob

Reg no : 210021075698

Under the Guidance of

**Dr. AJOSH GEORGE**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled **“A study on the Influence of Sales Promotion Strategies on consumers of Casadel Builders in Kakkanad”** submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ANEES ABDUL RAHMAN K SHEMEER, ARAVIND KRISHNAN, LIZ MATHEW, MEKHA ANN MANOJ and REIMA JACOB** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Dr. Ajosh George

Project guide



Ms .Mary Antony

HOD

Viva Voce Examination held on ..... 03/05/2024

Internal Examiner

External Examiner

05-Mar-2024

No/12/HR/Casadel

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr Aravind Krishnan** student from *Rajagiri College of Management and Applied Sciences, Kakkanad* has completed her study on **"A study on the influence of Sales promotion strategies on consumers of Casadel Builders in Kakkanad"** as part of her course curriculum.

We wish his all the best with her future endeavors.

With best wishes

For **CASADEL BUILDERS INDIA PVT LTD**

  
Vishnu Anirudh  
HR Manager





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**  
**A STUDY ON THE FINANCIAL PERFORMANCE OF**  
**BATA INDIA LTD.**

Submitted by

Aleena Mariam Siju (Reg no. 210021075706)

**Archana Mani** (Reg no. 210021075678)

Lima Dilu Mathai (Reg no. 210021075688)

Parvalthy C G (Reg no. 210021075697)

Reshma Ramesh (Reg no. 210021075728)

Under the Guidance of

**DR. AJOSH GEORGE**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on the Financial Performance of Bata India Ltd." submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Aleena Mariam Siju, Archana Mani, Lima Dilu Mathai, Parvathy C G and Reshma Ramesh under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Head of the Department



Viva Voce Examination held on 2/5/24

Internal Examiner

External Examiner



Bata India Ltd . Kakkanaad, 682037

## CERTIFICATE

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. ALEENA MARIAM SIJU, Ms. ARCHANA MANI, Ms LIMA DILU MATHAI, Ms. PARVATHY C G, Ms. RESHMA RAMESH of B.Com Model 1 Finance and Taxation, final year students of Rajagiri College of Management and Applied Sciences, Kakkanaad have successfully completed their project on the topic "A STUDY ON THE FINANCIAL PERFORMANCE OF BATA INDIA LTD." in our establishment.

During this period their conduct was good and satisfactory. We wish them a successful career and bright future.

Bata India Ltd

Authorized Signatory

BATA INDIA LTD  
BATA SHOE STORE  
CHITTETHUKARA  
SEAPORT AIRPORT ROAD  
KAKKANAD - 682037



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

A STUDY ON SUPPLY CHAIN MANAGEMENT PROCESS WITH REFERENCE TO IONA  
STEEL'S PALARIVATTOM

Submitted by

**Basil Mathew Philip (210021075712)**

**Merin Tom Ozhukayll (210021075721)**

**Joseph Thomas (210021075686)**

**Terence Antony Jose (210021075702)**

**J.S Arathy (210021075716)**

Under the Guidance of

**Ms. Mary Antony**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

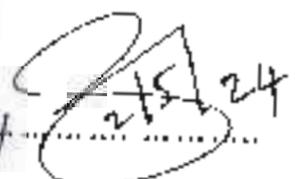
## Certificate

*This is to certify that the project work titled "A study on Supply Chain Management process with reference to IONA steels, Impact Metals, Palarivattom" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Merin Tom Ozhukayil, J.S Arathy, Joseph Thomas, Terence Antony Jose, **Basil Mathew Philip** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

  
Mrs Mary Antony  
Project Guide



  
Mrs Mary Antony  
Head of the Department

Viva Voce Examination held on ...2/5/24... 

  
Internal Examiner

External Examiner

# IMPACT METALS

ISO 9001 : 2015 CERTIFIED COMPANY

Erode P.O., Thirupurambura, Kochi - 682 208, Phone: 0484 2778047, 277 5262  
GST No.: 32AGUPJ2102L1ZM1, [info@impactgroupofcompanies.com](mailto:info@impactgroupofcompanies.com)  
[www.impactgroupofcompanies.com](http://www.impactgroupofcompanies.com), Website: [www.impactsteels.com](http://www.impactsteels.com)



378

Ref:IMPACT/CERT/2023-24

21.02.2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr Basil Mathew Philip B Com model 1 finance and taxation student of **Rajagiri College of Applied Management & Applied Science, Kakkanad** has successfully completed his one month project work at our company as a part of his curriculum. During the period of study Mr Basil was found to be very sincere and punctual in collecting various information and data required for the project work.



We wish all success in his future endeavors.

For Impact Metals

Manager

(Nimitha P S)





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A study On Stress Management at Work Place with reference to  
Indus motors company private limited Padamughal**

Submitted by

ALEX A THARAYIL

Reg no:(210021075674)

**BENJAMIN FRANCIS**

Reg no:(210021075679)

R. VAISAKH

Reg no:(210021075726)

REEMA REGI

Reg no:(210021075727)

SANDHRA. K

Reg no:(210021075731)

Under the Guidance of

**Ms. MARY ANTONY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On Stress Management At Workplace with Reference to Indus Motor Company Private Limited, Padamughal, Kakkannad" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by

Sandhra k, Reema Regi, R Vaisakh, Alex A Tharayil, Benjamin Francis under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide  
Ms. Mary Antony



Head of the Department  
Ms. Mary Antony

Viva Voce Examination held on 02/05/2024

Internal Examiner

External Examiner



CORPORATE OFFICE : M.G. Road, Thiruvira, Ernakulam  
 Ph : 0484-2356587, 2358791, 2358854, Fax : 2356657  
 E-mail : [gom@indusmotor.com](mailto:gom@indusmotor.com)

QUALITY SERVICE   
 INDUS MOTOR

27 February, 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Benjamin Francis**, Sixth Semester B.Com Model I Finance and Taxation Student of Rajagiri College of Management and Applied Science has undertaken Project on “ **Stress Management at Work Place**” at our organization from 13/02/2024 to 19/02/2024.

The candidate has successfully completed 7 days training program and has gained practical knowledge.

We wish him all success.

For Indus Motor Company Pvt. Ltd.

Head-KR



Indus Motor Co. Pvt. Ltd. CIN: U59102RJ1984PTC004809  
 Regd. Office: Indus Nagar, PS No.523, Chakkamthipalam, West Hill, Cochin-673 026 Tel: 0485 2765385, 2766226  
 @indusmotors #Indusmotor





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A Study on the Consumer Perception of Organic Products at Azeczia  
Organic Supermarket, Civil Lane Road, Padivattom, Ernakulam.**

Submitted by

**ALFRED BINU JOSEPH**

Reg no: (210021075707)

**ARATHI MENON**

Reg no: (210021075710)

**CELIA XAVIER**

Reg no: (210021075680)

**DHIYA FATHIMA PR**

Reg no: (210021075713)

**SHAUN ANTONY DIXON**

Reg no: (210021075732)

Under the Guidance of

**Ms. ANUPA STANLY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on the Consumer Perception of Organic Products at Azcezia Organic Supermarket Pvt Ltd" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Alfred Binu Joseph, Arathi Menon, **Celia Xavier**, Dhiya Fathima P.R, Shaun Antony Dixon under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Head of the Department

Viva Voce Examination held on .....

Internal Examiner

31/5/24  
03/05/2024

External Examiner



# AZEEZIA ORGANIC SUPERMARKETS

Civil lane road, padivattom,  
Ernakulam-682024

GSTIN-32ABJFA9707G1ZI

17-02-2024

## CERTIFICATE

This is to certify that **Ms. Celia Xavier** (Reg no. 210021075680) from Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed a Project Study at Azeezia Organic Supermarket as part of their curriculum and has submitted a report titled "A Study on the Customer perception of Organic products at Azeezia Organic Supermarket Pvt Ltd".





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

To Study the Effectiveness of Welfare Measures Adopted for the Women Employees with reference to WFB BAIRD & CO. (INDIA) PVT LTD.

Submitted by

**CHIPPY M SARA**

Reg no: (210021075681)

**GOURIJA M S**

Reg no: (210021075715)

**JEEVA GEORGE**

Reg no: (210021075683)

Under the Guidance of

**Mr. AJISH V NAIR**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021- 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "To study the effectiveness of welfare measures adopted by the company for the women employees with reference to WFB BAIRD AND CO (INDIA) PVT LTD. CSEZ KAKKANAD" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Chippy M Sara**, Gourija M S and Jeeva George under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Head of the Department



Viva Voce Examination held on ..... 08/09/2024 .....

Internal Examiner

External Examiner



BM:HR:2024

Date: 29<sup>th</sup> February, 2024

### INTERNSHIP CERTIFICATE

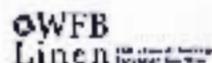
This is to certify that Ms. **Chippy M Sara** (Reg No. 210021075681) from Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed a Project study, title name "To study the effectiveness of welfare measures adopted by the company for the women employees" at WFB Baird & Company (India) Private Limited, Cochin as a part of their curriculum.

We wish her all success in her future endeavours.

Yours sincerely,

For WFB Baird & Company (India) Pvt Ltd

Anitha Menon  
General Manager -HR



WFB BAIRD & COMPANY (INDIA) PVT. LTD.

Corporate Office: Plot 45/25, CSEZ, Kakkanad, Cochin - 682 037, Kerala. Tel: +91 484 4219100

Registered Office: FF 5, ITI Centre, Plot No 7, District Centre, Jassala, New Delhi - 110025, India. Tel: +91 11 46124310

[www.wfbaird.com](http://www.wfbaird.com)

CIN: U51909DL2004PTC132900



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study on the Consumer Perception of Organic Products at Azeezia Organic Supermarket, Civil Lane Road, Padivattom, Ernakulam.**

Submitted by

**ALFRED BINU JOSEPH**

**Reg no: (210021075707)**

**ARATHI MENON**

**Reg no: (210021075710)**

**CELIA XAVIER**

**Reg no: (210021075680)**

**DHIYA FATHIMA PR**

**Reg no: (210021075713)**

**SHAUN ANTONY DIXON**

**Reg no: (210021075732)**

Under the Guidance of

**Ms. ANUPA STANLY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

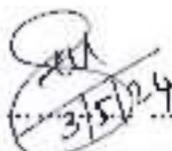
## Certificate

This is to certify that the project work titled "A Study on the Consumer Perception of Organic Products at Azeezia Organic Supermarket Pvt Ltd" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Alfred Binu Joseph, Arathi Menon, Celia Xavier, **Dhiya Fathima P.R**, Shaun Antony Dixon under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Head of the Department

College Seal

Viva Voce Examination held on .....  .....

03/05/2024

Internal Examiner

External Examiner



# AZEEZIA ORGANIC SUPERMARKETS

Civil lane road, padivattom,  
Emakulam-682024

GSTIN-32ABJFA9707G1Z1

17-02-2024

## CERTIFICATE

This is to certify that Ms. **Dhiya Fathima P.R** (Reg no. 210021075713) from Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed a Project Study at Azeezia Organic Supermarket as part of their curriculum and has submitted a report titled "A Study on the Customer perception of Organic products at Azeezia Organic Supermarket Pvt Ltd".





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study On The Effectiveness Of Employee Retention Strategies Adopted By  
Vajra Plastics, Angamaly.**

Submitted by

**ROHAN ZACHARIAH MATHEW**

Reg no: (210021075730)

**ANNA MATHEW**

Reg no: (210021075675)

**DIYA MARIYA JEBI**

Reg no: (210021075714)

**JERIN JOHNSON**

Reg no: (210021075684)

**SNEHA JOSEPH**

Reg no: (210021075700)

Under the Guidance of

**Mr. AJISH V NAIR**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On The Effectiveness Of Employees Retention Strategies With Reference To Vajra Plastics . Angamaly" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ROHAN ZACHARIAH MATHEW , JERIN JOHNSON, ANNA MATHEW, **DIYA MARIYA JEBI** , SNEHA JOSEPH under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on 02/05/2024 Internal

  
Examiner

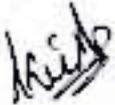
  
External Examiner

27-02-2024

## CERTIFICATE

This is to certify that Ms. **Diya Mariya Jebi** ( Reg. No. 210021075714) from Rajagiri College of Management and Applied Sciences, Kakkand has successfully completed a project on the topic “ A Study on the Effectiveness of Employee Retention Strategies“ in Vajra Plastic Industry Development Area, Angamaly South Champannur, Ernakulam as part of their curriculum.

Regards,



HR



Vajra Plastic Industry



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study On The Impact Of Hybrid Working Model On Employee Wellbeing and Job Satisfaction With Reference To Wrench Solutions R&D Centre, CSEZ Kakkanad**

Submitted by

**ABEL BABU**

Reg no: (210021075671)

**JOHN GEORGE**

Reg no: (210021075685)

**DONA ELIZABETH KURUVACHAN**

Reg no: (210021075682)

**NANDHANA SHIBU**

Reg no: (210021075695)

**P.T SAFRIN HAJARA**

Reg no: (210021075725)

Under the Guidance of

**Ms. ANUPA STANLY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2023 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On The Impact Of Hybrid Working Model On Employees With Reference To Wrench Solutions R&D Centre CSEZ, Kakkanad" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ABEL BABU, JOHN GEORGE, DONA ELIZABETH VIVACHAN, NANDHANA SHIBU and P.T SAFRIN HAJARA under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Anupa Stanly

Project Guide

Ms. Mary Antony

Head of the Department



Viva Voce Examination held on 21/5/24

Internal Examiner

External Examiner

16/02/2024

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Mr Abel Babu (Reg no: 210021075671), Mr John George (Reg no:210021075685), Miss **Dona Elizabeth Kuruvachan** (Reg no: 210021075682), Miss P.T Safrin Hajara (Reg no: 210021075725) and Miss Nandhana Shibu (Reg no: 210021075695) 6<sup>th</sup> semester B.Com Model 1 Finance and Taxation students of Rajagiri College of Management and Applied Sciences, Kakkand have successfully completed their project titled ' A Study on the impact of hybrid work model on the employees of Wrench Solutions R&D Centre ,CSEZ Kakkand' for a period of 14 days from 13<sup>th</sup> January 2024 to 27<sup>th</sup> January 2024 at our company. During the period of study they were found to be sincere and punctual in collecting various information and data required for the project work.

We wish all success in their future endeavours.

For, Wrench Solutions (P) Ltd.,



Jacob Jay

Head – Strategic HR



Wrench Solutions (P) Ltd.



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study On The Effectiveness Of Search Engine Optimization Service  
Offered By K2Web Solutions**

Submitted by

**Nikhitha Peethambharan**

Reg No : 210021075722

**Vaishnavi Belram**

Reg No : 210021075704

**Gouri Bhadra D I.**

Reg No : 210021075734

**Pavithra D**

Reg No : 210021075724

Under the Guidance of

**Mr. Ajosh George**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2023 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on the Effectiveness of Search Engine Optimization Service offered by K2Web Solutions" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by VAISHNAVI BELRAM, GOURI BHADRA D L, NIKIITHA PEETHAMBHARAN, PAVITHRA D under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Mr. Ajosh George

Project Guide

Ms. Mary Antony

Head of the Department



Viva Voce Examination held on ... 02/09/2024

Internal Examiner

External Examiner

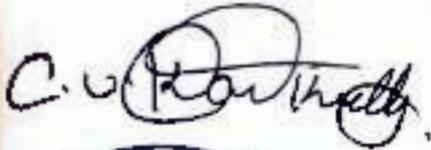


17-02-2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss: **Gouri Bhadra DL**, Reg: 210021075734, 6th semester B.com Model 1 Finance and Taxation student from Rajagiri College of Management and Applied sciences, Kakkanad has under taken project title "A Study on the effectiveness of Search Engine Optimization Service" in K2web Solutions Situated at Palarivattom, Ernakulam.

For K2web Solutions,



Kannan Kutty  
CEO & Founder

ADDRESS:

111 Bypass, Chinikulunkel, Palarivattom, Ernakulam, Kerala 682025



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

To Study the Effectiveness of Welfare Measures Adopted for the Women Employees with reference to WFB BAIRD & CO. (INDIA) PVT LTD.

Submitted by

CHIPPY M SARA

Reg no: (210021075681)

GOURIJA M S

Reg no: (210021075715)

JEEVA GEORGE

Reg no: (210021075683)

Under the Guidance of

**Mr. AJISH V NAIR**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



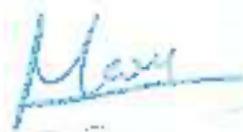
**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "To study the effectiveness of welfare measures adopted by the company for the women employees with reference to WFB BAIRD AND CO (INDIA) PVT LTD. CSEZ KAKKANAD" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Chippy M Sara, **Gourija M S** and Jeeva George under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.



Project Guide



Head of the Department



Viva Voce Examination held on 03/05/2024



Internal Examiner



External Examiner



BM:HR.2024

Date: 29<sup>th</sup> February, 2024

### INTERNSHIP CERTIFICATE

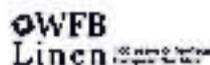
This is to certify that **Ms. Gourija M S (Reg No. 210021075715)** from Rajagiri College of Management and Applied Sciences, Kakkannad has successfully completed a Project study, title name "To study the effectiveness of welfare measures adopted by the company for the women employees" at WFB Baird & Company (India) Private Limited, Cochin as a part of their curriculum.

We wish her all success in her future endeavours.

Yours sincerely,

For WFB Baird & Company (India) Pvt Ltd

Anitha Menon  
General Manager -HR



WFB BAIRD & COMPANY (INDIA) PVT. LTD.

Corporate Office: Plot 45/25, CSEZ, Kakkannad, Cochin - 682 037, Kerala, Tel : +91 484 4216100

Registered Office: FF 5, TDI Centre, Plot No 7, Disimul Centre, Jasola, New Delhi - 110025, India, Tel : +91 11 49124310

[www.wfbaird.com](http://www.wfbaird.com)

CIN: U51909DL2004PTC0127903



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

A STUDY ON SUPPLY CHAIN MANAGEMENT PROCESS WITH REFERENCE TO IONA  
STEEL'S PALARIVATTOM

Submitted by

**Basil Mathew Philip (210021075712)**

**Merin Tom Ozhukayil (210021075721)**

**Joseph Thomas (210021075686)**

**Terence Antony Jose (210021075702)**

**J.S Arathy (210021075716)**

Under the Guidance of

**Ms. Mary Antony**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

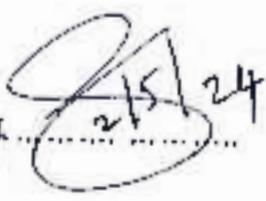
## Certificate

*This is to certify that the project work titled "A study on Supply Chain Management process with reference to IONA steels, Impact Metals, Palarivattom" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Merin Tom Ozhukayil, J.S Arathy, Joseph Thomas, Terence Antony Jose, Basil Mathew Philip under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

  
Mrs Mary Antony  
Project Guide



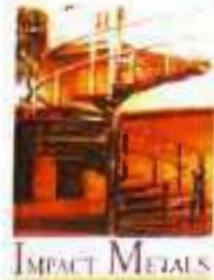
  
Mrs Mary Antony  
Head of the Department

Viva Voce Examination held on ...2/5/24... 

  
Internal Examiner

External Examiner

# IMPACT METALS



376

ISO 9001 : 2015 CERTIFIED COMPANY

Head P.O., Thripunithura, Kochi - 682 306. Phone: 0484 2775047, 277 5262  
GST No: 32AGUPJ2102L1ZH, [ima@impactgroupofcompanies.com](mailto:ima@impactgroupofcompanies.com)  
[info@impactgroupofcompanies.com](mailto:info@impactgroupofcompanies.com) Website: [www.impactsteels.com](http://www.impactsteels.com)

Ref:IMPACT/CERT/2023-24

21.02.2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss J.S Arathy B Com model 1 finance and taxation student of **Rajagiri College of Applied Management & Applied Science, Kakkanad** has successfully completed her one month project work at our company as a part of her curriculum. During the period of study Miss **Arathy** was found to be very sincere and punctual in collecting various information and data required for the project work.

We wish all success in her future endeavors.

For Impact Metals

Manager

(Ninitha P S)





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**To Study the Effectiveness of Welfare Measures Adopted for the Women Employees with reference to WFB BAIRD & CO. (INDIA) PVT LTD.**

Submitted by

**CHIPPY M SARA**

Reg no: (210021075681)

**GOURIJA M S**

Reg no: (210021075715)

**JEEVA GEORGE**

Reg no: (210021075683)

Under the Guidance of

**Mr. AJISH V NAIR**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "To study the effectiveness of welfare measures adopted by the company for the women employees with reference to WFB BAIRD AND CO (INDIA) PVT LTD. CSEZ KAKKANAD" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Chippy M Sara, Gouriya M S and **Jeeva George** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.



Project Guide



Head of the Department



Viva Voce Examination held on 09/09/2024



Internal Examiner



External Examiner



BM.HR:2024

Date: 29<sup>th</sup> February, 2024

**INTERNSHIP CERTIFICATE**

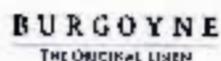
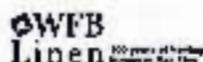
This is to certify that **Ms. Jeeva George** (Reg No. 210021075683) from Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed a Project study, title name "To study the effectiveness of welfare measures adopted by the company for the women employees" at WFB Baird & Company (India) Private Limited, Cochin as a part of their curriculum.

We wish her all success in her future endeavours.

Yours sincerely,

For WFB Baird & Company (India) Pvt Ltd

Anitha Menon  
General Manager -HR



WFB BAIRD & COMPANY (INDIA) PVT. LTD.

Corporate Office: Plot 45/25, CSEZ, Kakkanad, Cochin - 682 007, Kerala. Tel : +91 484 4219100  
Registered Office: FF 5, TDI Centre, Plot No 7, Deyrol Centre, Jasola, New Delhi - 110025, India, Tel : +91 11 49124310  
[www.wfbbaird.com](http://www.wfbbaird.com)

CIN: U51909DL2904PTC127903



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 33

## INDUSTRIAL PROJECT REPORT

**A Study On The Effectiveness Of Employee Retention Strategies Adopted By  
Vajra Plastics, Angamaly.**

Submitted by

**ROHAN ZACHARIAH MATHEW**

Reg no: (210021075730)

**ANNA MATHEW**

Reg no: (210021075675)

**DIYA MARIYA JEBI**

Reg no: (210021075714)

**JERIN JOHNSON**

Reg no: (210021075684)

**SNEHA JOSEPH**

Reg no: (210021075700)

Under the Guidance of

**Mr. AJISH V NAIR**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 – 2024

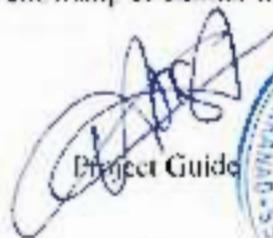


# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On The Effectiveness Of Employees Retention Strategies With Reference To Vajra Plastics , Angamaly" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ROHAN ZACHARIAH MATHEW , JERIN JOHNSON, ANNA MATHEW, DIYA MARIYA JEHI , SNEHA JOSEPH under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voice Examination held on 02/09/2024 .. Internal

  
Examiner

  
External Examiner

27-02-2024

## CERTIFICATE

This is to certify that **Mr. Jerin Johnson** (Reg. No. **210021075684**) from Rajagiri College of Management and Applied Sciences, Kakkand has successfully completed a project on the topic "A Study on the Effectiveness of Employee Retention Strategies" in Vajra Plastic Industry Development Area, Angamaly South Champannur, Ernakulam as part of their curriculum.

Regards,



HR

Vajra Plastic Industry



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

A study on the role of HR practices in nurturing innovation with reference to Hackit technology and advisory services, kaloor.

Submitted by

ALBERT P SAJI

Reg no:(210021075673)

JOEL JOHNY

Reg no:(210021075717)

LEO JACOB SABU

Reg no:(210021075687)

MARIYA ROY

Reg no:(210021075690)

SANDRA SALI

Reg no:(210021075699)

Under the Guidance of

**Ms. ANUPA STANLY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On the role of HR practices in nurturing innovation Workplace with Reference to HackIt technology and advisory services, Kaloor " submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Albert P Saji, Leo Jacob Sabu, Joe! Johnny, Mariya Roy and Sandra Sali under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Ms. Anupa Stanly

Head of the Department

Ms. Mary Antony



Viva Voce Examination held on 02/05/2024

Internal Examiner

External Examiner

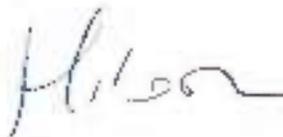
01 March 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Albert P Saji(Reg. No 210021075673), Mr. Joel Johnny[ Reg. No 210021075717), Mr. Leo Jacob Sabu( Reg. No 210021075687), Ms. Mariya Roy(210021075690), Ms. Sandra Sali(Reg. No 210021075699)VI semester BCom student of Rajagiri College Of Management And Applied Sciences, Kakkanad, ,has carried out project study in this organization and submitted a report titled "A Study On The Role Of HR Practices In Nurturing Innovation of HackIT Technology And Advisory Services, Kaloor.

Yours Sincerely  
For and on behalf of

HackIT Technology and Advisory Services



Hitesh Madhwani  
Chief Human Resource Officer



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study on the Effectiveness of Advertising Strategies on Consumer Buying Behavior with reference to VESTA ICE CREAM KSE LTD. IRINJALAKKUDA, THRISSUR**

Submitted by

**Name of Student**

**Joel K Binu (210021075718)**

**Vishnudarsh V (210021075705)**

**Maanav Thampi (210021075720)**

Under the Guidance of

**Ms. Aquina Joseph**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

*This is to certify that the project work titled "A study on the effectiveness of advertising strategies on consumer buying behavior with reference to VESTA ICE CREAM KSE LTD" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Joel K Binu, Vishnudarsh V, Maanav Thampi under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

  
**Ms Aquina Joseph**  
Project Guide

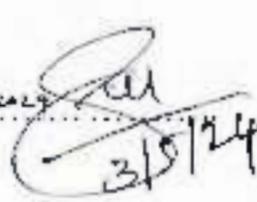
  
**Ms Mary Antony**  
Head of the Department



Viva Voce Examination held on

08/03/2024

  
Internal Examiner

  
External Examiner



PRJ.2024/ 00 1 4 5 5

28.02.2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. **JOEL K BINU** (Reg. No:210021075718) 6<sup>th</sup> Semester B.Com Finance and Taxation student of Rajagiri College of Management and Applied Science has successfully completed Project work on "A Study on the effectiveness of advertising strategies on consumer buying behaviour with reference to Vesta Ice cream KSE Limited" in our Company during the period from 17.11.2023 to 28.02.2024 as a part of the study. He was sincere and enthusiastic in collecting various data/information for completing the project work. We wish all success in his future endeavours.



For KSE Limited

Anil M  
General Manager



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study On The Impact Of Hybrid Working Model On Employee Wellbeing and Job Satisfaction With Reference To Wrench Solutions R&D Centre, CSEZ Kakkanad**

Submitted by

ABEL BABU

Reg no: (210021075671)

JOHN GEORGE

Reg no: (210021075685)

DONA ELIZABETH KURUVACHAN

Reg no: (210021075682)

NANDHANA SHIBU

Reg no: (210021075695)

P.T SAFRIN HAJARA

Reg no: (210021075725)

Under the Guidance of

**Ms. ANUPA STANLY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2023 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On The Impact Of Hybrid Working Model On Employees With Reference To Wrench Solutions R&D Centre CSEZ Kakkanad" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ABEL BABU, JOHN GEORGE, DONA ELIZABETH KURUVACHAN, NANDHANA SHIBU and P.T SAFRIN HAJARA under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Anupa Stanly

Project Guide

Ms. Mary Antony

Head of the Department



Viva Voce Examination held on ... 2/5/24

Internal Examiner

External Examiner

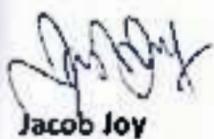
16/02/2024

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Mr Abel Babu (Reg no: 210021075671), Mr **John George** (Reg no:210021075685), Miss Dona Elizabeth Kuruvachan (Reg no: 210021075682), Miss P.T Safrin Hajara (Reg no: 210021075725) and Miss Nandhana Shibu (Reg no: 210021075695) 6<sup>th</sup> semester B.Com Model 1 Finance and Taxation students of Rajagiri College of Management and Applied Sciences, Kakkand have successfully completed their project titled ' A Study on the impact of hybrid work model on the employees of Wrench Solutions R&D Centre ,CSEZ Kakkand' for a period of 14 days from 13<sup>th</sup> January 2024 to 27<sup>th</sup> January 2024 at our company. During the period of study they were found to be sincere and punctual in collecting various information and data required for the project work.

We wish all success in their future endeavours.

For, Wrench Solutions (P) Ltd.,



Jacob Joy

Head - Strategic HR



Wrench Solutions (P) Ltd.



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

A STUDY ON SUPPLY CHAIN MANAGEMENT PROCESS WITH REFERENCE TO IONA  
STEEL'S PALARIVATTOM

Submitted by

**Basil Mathew Philip (210021075712)**

**Merin Tom Ozhukayil (210021075721)**

**Joseph Thomas (210021075686)**

**Terence Antony Jose (210021075702)**

**J.S Arathy (210021075716)**

Under the Guidance of

**Ms. Mary Antony**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

*This is to certify that the project work titled "A study on Supply Chain Management process with reference to IONA steels, Impact Metals, Palarivattom" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Merin Tam Ozhukayil, J.S Arathy, Joseph Thomas, Terence Antony Jose, Basil Mathew Philip under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

  
Mrs Mary Antony  
Project Guide

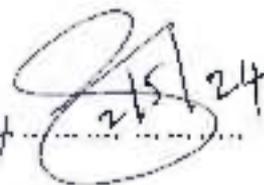


  
Mrs Mary Antony  
Head of the Department

Viva Voce Examination held on ...2/5/24...



Internal Examiner

  
2/5/24

External Examiner

# IMPACT METALS



379

ISO 9001 : 2015 CERTIFIED COMPANY

Error P.O. Thripunithura, Kochi - 682 306, Phone: 0484 2776247, 277 5267  
GST No.: 32AGUPJ2102L1ZH, [ima@impactgroupofcompanies.com](mailto:ima@impactgroupofcompanies.com)  
[Info@impactgroupofcompanies.com](mailto:Info@impactgroupofcompanies.com) Website: [www.impactmetals.com](http://www.impactmetals.com)

Ref:IMPACT/CERT/2023-24

21.02.2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr Joseph Thomas B Com model 1 finance and taxation student of Rajagiri College of Applied Management & Applied Science, Kakkanad has successfully completed his one month project work at our company as a part of his curriculum. During the period of study Mr Joseph was found to be very sincere and punctual in collecting various information and data required for the project work.

We wish all success in his future endeavors.

For Impact Metals

Manager

(Ninitha P S)





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A study on the role of HR practices in nurturing innovation with reference to HackIt technology and advisory services, kaloor.**

Submitted by

ALBERT P SAJI

Reg no:(210021075673)

JOEL JOHNY

Reg no:(210021075717)

LEO JACOB SABU

Reg no:(210021075687)

MARIYA ROY

Reg no:(210021075690)

SANDRA SALI

Reg no:(210021075699)

Under the Guidance of

**Ms. ANUPA STANLY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On the role of HR practices in nurturing innovation Workplace with Reference to HackIt technology and advisory services, Kaloor " submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Albert P Saji, Leo Jacob Sabu, Joel Johny, Mariya Roy and Sandra Sali under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Ms. Anupa Stanly

Head of the Department

Ms. Mary Antony



Viva Voce Examination held on ..... 02/05/2024 .....

Internal Examiner

External Examiner

01 March 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Albert P Saji(Reg. No 210021075673), Mr. Joel Johny( Reg. No 210021075717), Mr. **Leo Jacob Sabu**( Reg. No 210021075687), Ms. Mariya Roy(210021075690), Ms. Sandra Sali(Reg. No 210021075699)VI semester BCom student of Rajagiri College Of Management And Applied Sciences, Kakknad, ,has carried out project study in this organization and submitted a report titled "A Study On The Role Of HR Practices In Nurturing Innovation of HackIT Technology And Advisory Services, Kaloor.

Yours Sincerely  
For and on behalf of

**HackIT Technology and Advisory Services**



**Hitesh Madhwani**  
Chief Human Resource Officer



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**  
**A STUDY ON THE FINANCIAL PERFORMANCE OF**  
**BATA INDIA LTD.**

Submitted by

Aleena Mariam Siju (Reg no. 210021075706)

Archana Mani (Reg no. 210021075678)

**Lima Dilu Mathai** (Reg no. 210021075688)

Parvathy C G (Reg no. 210021075697)

Reshma Ramesh (Reg no. 210021075728)

Under the Guidance of

**DR. AJOSH GEORGE**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on the Financial Performance of Bata India Ltd." submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Aleena Mariam Siju, Archana Mani, Lima Dilu Mathai, Parvathy C G and Reshma Ramesh under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Head of the Department



Viva Voce Examination held on 2/5/24.....

Internal Examiner

External Examiner



Bata India Ltd , Kakkannad, 682037

## CERTIFICATE

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. ALEENA MARLAM SIJU, Ms. ARCHANA MANI, Ms. LIMA DILU MATHAI, Ms. PARVATHY C G, Ms. RESHMA RAMESH of B.Com Model 1 Finance and Taxation, final year students of **Rajagiri College of Management and Applied Sciences, Kakkannad** have successfully completed their project on the topic "**A STUDY ON THE FINANCIAL PERFORMANCE OF BATA INDIA LTD.**" in our establishment.

During this period their conduct was good and satisfactory. We wish them a successful career and bright future.

Bata India Ltd

Authorized Signatory

BATA INDIA LTD  
BATA SHOE STORE  
CHITTETHUKARA  
SEAPORT AIRPORT ROAD  
KAKKANAD - 682037



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A study on the Influence of Sales Promotion Strategies on consumers of  
Casadel Builders in Kakkanad.**

Submitted by

Anees Abdul Rahman K Shemeer	Reg no : 210021075708
Aravind Krishnan	Reg no : 210021075711
<b>Liz Mathew</b>	Reg no : 210021075719
Mekha Ann Manoj	Reg no : 210021075692
Reima Jacob	Reg no : 210021075698

Under the Guidance of

**Dr. AJOSHI GEORGE**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

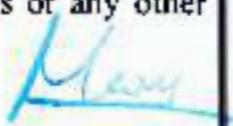
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled **"A study on the Influence of Sales Promotion Strategies on consumers of Casadel Builders in Kakkanad"** submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ANEES ABDUL RAHMAN K SHEMEER, ARAVIND KRISHNAN, LIZ MATHEW, MEKHA ANN MANOJ and REIMA JACOB** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**Dr. Ajosh George**

Project guide



**Ms. Mary Antony**

HOD

Viva Voce Examination held on 03/05/2024

Internal Examiner

External Examiner

05-Mar-2024

No/11/HR/Casadel

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms Liz Mathew** student from *Rajagiri College of Management and Applied Sciences, Kakkanad* has completed her study on "A study on the influence of Sales promotion strategies on consumers of Casadel Builders in Kakkanad" as part of her course curriculum.

We wish his all the best with her future endeavors.

With best wishes

For **CASADEL BUILDERS INDIA PVT LTD**



Vishnu Anirudh

HR Manager





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study on the Effectiveness of Advertising Strategies on Consumer Buying Behavior with reference to VESTA ICE CREAM KSE LTD. IRINJALAKKUDA, THRISSUR**

Submitted by

**Name of Student**

Joel K Binu (210021075718)

Vishnudarsh V (210021075705)

**Maanav Thampi** (210021075720)

Under the Guidance of

**Ms. Aquina Joseph**

*In partial fulfilment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

*This is to certify that the project work titled "A study on the effectiveness of advertising strategies on consumer buying behavior with reference to VESTA ICE CREAM KSE LTD" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Joel K Binu, Vishnudarsh V, **Maanav Thampi** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

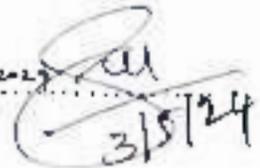
  
**Ms Aquina Joseph**  
Project Guide

  
**Ms Mary Antony**  
Head of the Department

Viva Voce Examination held on

03/05/2024

  
Internal Examiner

  
External Examiner



PRJ.2024/ 00 1 4 5 6

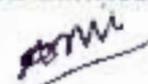
28.02.2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. **MAANAV THAMPI** (Reg. No:210021075720) 6<sup>th</sup> Semester B.Com Finance and Taxation student of Rajagiri College of Management and Applied Science has successfully completed Project work on "A Study on the effectiveness of advertising strategies on consumer buying behaviour with reference to Vesta Ice cream KSE Limited" in our Company during the period from 17.11.2023 to 28.02.2024 as a part of the study. He was sincere and enthusiastic in collecting various data/information for completing the project work. We wish all success in his future endeavours.



For KSE Limited

  
Anil M

General Manager



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study on The Impact of Digital Marketing Strategies on Consumer Behavior With Reference To Dewton Industries, Thrikkakara**

Submitted by

<b>Anna Sara Daniel</b>	<b>(210021075676)</b>
<b>Maria Vijay</b>	<b>(210021075689)</b>
<b>Muhammed Fayas</b>	<b>(210021075693)</b>
<b>Riya Maria Thomas</b>	<b>(210021075729)</b>
<b>Thalmees Ahmadh P S</b>	<b>(210021075703)</b>

Under the Guidance of

**DR. AJOSH GEORGE**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A Study on The Impact of Digital Marketing Strategies on Consumer Behavior With Reference To Dewton Industries, Thrakkakara" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ANNA SARA DANIEL, MARIA VIJAY, MUHAMMED FAYAS, RIYA MARIA THOMAS AND THALMEES AHMADH P S, under my supervision and guidance, and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Head of the Department



Viva Voce Examination held on . 03 | 05 | 2024.....

Internal Examiner

External Examiner



## DEWTON INDUSTRIES

38/1, COCHIN PUBLIC SCHOOL ROAD  
THRIKKAKARA, KOCHI-21  
Ph: 0484-2576255, 2576455. 8281998376  
e-mail: dewtonled@gmail.com  
web: www.dewtonled.com  
GSTIN/UIN: 32AALFD1333N121

26<sup>th</sup> February 24

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, Ms. **Maria Vijay**, Final year Student of Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed her project on the topic, "Study on the impact of Digital Marketing strategies on consumer behaviour" in our establishment.

During this period her conduct was good and satisfactory.

We wish them a successful career and bright future.

For Dewton Industries

Bejoy Thomas

Vice President (Admin)



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A study on the role of HR practices in nurturing innovation with reference to HackIt technology and advisory services, kaloor.**

Submitted by

ALBERT P SAJI

Reg no:(210021075673)

JOEL JOHNY

Reg no:(210021075717)

LEO JACOB SABU

Reg no:(210021075687)

**MARIYA ROY**

Reg no:(210021075690)

SANDRA SALI

Reg no:(210021075699)

Under the Guidance of

**Ms. ANUPA STANLY**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On the role of HR practices in nurturing innovation Workplace with Reference to Hackit technology and advisory services, Kallur " submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Albert P Saji, Leo Jacob Sabu, Joel Johny, Mariya Roy and Sandra Sali under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Ms. Anupa Stanley

Head of the Department

Ms. Mary Antony



Viva Voce Examination held on ..... 02/05/2024 .....

Internal Examiner

External Examiner

01 March 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Albert P Saji(Reg. No 210021075673), Mr. Joel Johny( Reg. No 210021075717), Mr. Leo Jacob Sabu( Reg. No 210021075687), Ms. **Mariya Roy**(210021075690), Ms. Sandra Sali(Reg. No 210021075699)VI semester BCom student of Rajagiri College Of Management And Applied Sciences, Kakkanad, ,has carried out project study in this organization and submitted a report titled "A Study On The Role Of HR Practices In Nurturing Innovation of HackIT Technology And Advisory Services, Kaloor.

Yours Sincerely  
For and on behalf of

**HackIT Technology and Advisory Services**



**Hitesh Madhwani**  
Chief Human Resource Officer



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**“A Study on the factors influencing Brand Loyalty towards Maruti Suzuki, Kalamassery”**

Submitted by

<b>Muzammil P Moideen</b>	<b>Reg no: 210021075694</b>
<b>Arathy Santhosh</b>	<b>Reg no: 210021075677</b>
<b>Alan Martin</b>	<b>Reg no: 210021075672</b>
<b>Anjal Prasad</b>	<b>Reg no: 210021075709</b>
<b>Mathews Dominic</b>	<b>Reg no: 210021075691</b>

Under the Guidance of

**Mr. AJISH V NAIR**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

*This is to certify that the project work titled 'A Study on Factors Influencing Brand Loyalty towards Maruti Suzuki, Kalamassery' submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Muzammil P Moideen, Arathy Santhosh, Anjal Prasad, Mathews Dominic, Alan Martin under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

  
**ANISH NAIR**  
Project Guide

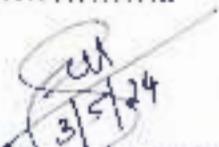
  
**Ms. MARY ANTONY**  
Head of the Department



Viva Voce Examination held on .....

03/5/24

  
Internal Examiner

  
External Examiner

26<sup>th</sup> February 2024

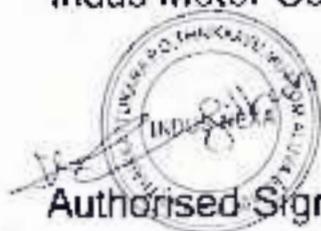
## To WHOME SO EVER IT MAY CONCERN

This is to certify that Mr. **Mathews Dominic**, 6<sup>th</sup> Semester B.Com student of **Rajagiri College of Management & Applied Sciences - Kakkanad**, has undertaken the Project of "STUDY ON THE FACTORS INFLUENCING BRAND LOYALTY TOWARDS MARUTI SUZUKI" at our Organisation for 60 Days

The candidate has successfully completed the Project and Training Program and gained practical knowledge. His Training tenure was from 4<sup>th</sup> Dec 2023 to 31<sup>st</sup> Jan 2024

We wish him all success

For Nexa Kalamassery  
Indus Motor Co. Pvt Ltd



Authorised Signatory

**Indus Motor Co. (P) Ltd.**

Kalamassery, NH 47, Thakkattukara PC  
Thiruvavu, Muttam - 683 106. Mob : 9656992345  
Email : kimsryqm@indusmotor.com  
Web : www.indusmotor.com



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A study on the Influence of Sales Promotion Strategies on consumers of  
Casadel Builders in Kakkanad.**

Submitted by

Anees Abdul Rahman K Shemeer

Reg no : 210021075708

Aravind Krishnan

Reg no : 210021075711

Liz Mathew

Reg no : 210021075719

**Mekha Ann Manoj**

Reg no : 210021075692

Reima Jacob

Reg no : 210021075698

Under the Guidance of

**Dr. AJOSH GEORGE**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

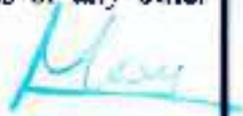
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A study on the Influence of Sales Promotion Strategies on consumers of Casadel Builders in Kakkanad" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ANEES ABDUL RAHMAN K SHEMEER, ARAVIND KRISHNAN, LIZ MATHEW, MEKHA ANN MANOJ and REIMA JACOB under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Dr. Ajosh George

Project guide

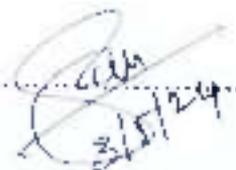


Ms. Mary Antony

HOD

Viva Voice Examination held on 05/05/2024

Internal Examiner



3/5/24

External Examiner

05-Mar-2024

No/09/HR/Casadel

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms Mekha Ann Manoj** student from *Rajagiri College of Management and Applied Sciences, Kakkanad* has completed her study on "A study on the influence of Sales promotion strategies on consumers of Casadel Builders in Kakkanad" as part of her course curriculum.

We wish her all the best with her future endeavors.

With best wishes

For **CASADEL BUILDERS INDIA PVT LTD**



Vishnu Anirudh

HR Manager





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 59

## INDUSTRIAL PROJECT REPORT

A STUDY ON SUPPLY CHAIN MANAGEMENT PROCESS WITH REFERENCE TO IONA  
STEEL'S PALARIVATTOM

Submitted by

**Basil Mathew Philip (210021075712)**

**Merin Tom Ozhukayil (210021075721)**

**Joseph Thomas (210021075686)**

**Terence Antony Jose (210021075702)**

**J.S Arathy (210021075716)**

Under the Guidance of

**Ms. Mary Antony**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

*This is to certify that the project work titled "A study on Supply Chain Management process with reference to IONA steels, Impact Metals, Palarivattom" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Merin Tom Ozhukayil**, J.S Arathy, Joseph Thomas, Terence Antony Jose, Basil Mathew Philip under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

Mrs Mary Antony  
Project Guide



Mrs Mary Antony  
Head of the Department

Viva Voce Examination held on

2/5/24

2/5/24

  
Internal Examiner

External Examiner

# IMPACT METALS

ISO 9001:2015 CERTIFIED COMPANY

From P.O. Tirupattur, Kerala - 682 306 Phone: 0484 2776047 / 277 5267  
GST No. 32AGUP12102L3ZM, Email: info@impactgroupofcompanies.com  
Info@impactgroupofcompanies.com Website: www.impactmetals.com



380

Ref:IMPACT/CERT/2023-24

21.02.2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss **Merin Tom Ozhukayil** B Com model Finance and taxation student of **Rajagiri College of Applied Management & Applied Science, Kakkanad** has successfully completed her one month project work at our company as a part of her curriculum. During the period of study Miss Merin was found to be very sincere and punctual in collecting various information and data required for the project work.

We wish all success in her future endeavors.

For Impact Metals

Manager

(Niritha P S)





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**A Study on The Impact of Digital Marketing Strategies on Consumer Behavior With Reference To Dewton Industries, Thrikkakara**

Submitted by

Anna Sara Daniel (210021075676)  
Maria Vijay (210021075689)  
Muhammed Fayas (210021075693)  
Riya Maria Thomas (210021075729)  
Thalmees Ahmadh P S (210021075703)

Under the Guidance of

**DR. AJOSH GEORGE**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A Study on The Impact of Digital Marketing Strategies on Consumer Behavior With Reference To Dewton Industries, Thrikkakara" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ANNA SARA DANIEL, MARIA VIJAY, **MUHAMMED FAYAS**, RIYA MARIA THOMAS AND THALMEES AHMADH P S, under my supervision and guidance, and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Head of the Department



Viva Voce Examination held on ... 03/05/2024 .....

Internal Examiner

External Examiner

## DEWTON INDUSTRIES

38/1, COCHIN PUBLIC SCHOOL ROAD  
THRIKKAKARA, KOCHI-21  
Ph: 0484-2576255, 2576455, 8281998376  
e-mail: dewtonled@gmail.com  
web: www.dewtonled.com  
GSTIN/UIN: 32AALFD1333N1Z1

26<sup>th</sup> February-24

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, Mr. **Muhammed Fayas**, Final year Student of Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed his project on the topic, "Study on the impact of Digital Marketing strategies on consumer behaviour" in our establishment.

During this period his conduct was good and satisfactory.

We wish them a successful career and bright future.

For Dewton Industries



Bejoy Thomas

Vice President (Admin)



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 29

## INDUSTRIAL PROJECT REPORT

**"A Study on the factors influencing Brand Loyalty towards Maruti Suzuki, Kalamassery"**

Submitted by

**Muzammil P Moideen**

**Arathy Santhosh**

**Alan Martin**

**Anjal Prasad**

**Mathews Dominic**

Reg no: 210021075694

Reg no: 210021075677

Reg no: 210021075672

Reg no: 210021075709

Reg no: 210021075691

Under the Guidance of

**Mr. AJISH V NAIR**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

*This is to certify that the project work titled "A Study on Factors Influencing Brand Loyalty towards Maruti Suzuki, Kalamassery" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Muzommil P Maideen**, Arathy Sonthosh, Anjal Prasad, Mathews Dominic, Alan Martin under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

  
**AJISH V NAIR**  
Project Guide

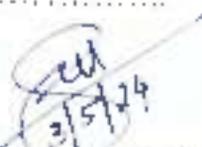
  
**Ms. MARY ANTONY**  
Head of the Department



Viva Voce Examination held on .....

03/5/24

  
Internal Examiner

  
External Examiner

26<sup>th</sup> February 2024

## To WHOME SO EVER IT MAY CONCERN

This is to certify that Mr. **Muzammil P Moideen**, 6<sup>th</sup> Semester B.Com student of Rajagiri College of Management & Applied Sciences- Kakkannad has undertaken the Project of "STUDY ON THE FACTORS INFLUENCING BRAND LOYALTY TOWARDS MARUTI SUZUKI" at our Organisation for 30 Days

The candidate has successfully completed the Project and Training Program and gained practical knowledge. His Training tenure was from 4<sup>th</sup> Dec 2023 to 31<sup>st</sup> Jan 2024

We wish him all success

For Nexa Kalamassery  
Indus Motor Co. Pvt Ltd



Authorised Signatory



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study On The Impact Of Hybrid Working Model On Employee Wellbeing and Job Satisfaction With Reference To Wrench Solutions R&D Centre, CSEZ Kakkanad**

Submitted by

ABEL BABU

Reg no: (210021075671)

JOHN GEORGE

Reg no: (210021075685)

DONA ELIZABETH KURUVACHAN

Reg no: (210021075682)

**NANDHANA SHIBU**

Reg no: (210021075695)

P.T SAFRIN HAJARA

Reg no: (210021075725)

Under the Guidance of

**Ms. ANUPA STANLY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2023 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On The Impact Of Hybrid Working Model On Employees With Reference To Wrench Solutions R&D Centre CSEZ Kakkanad" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ABEL BABU, JOHN GEORGE, DONA ELIZABETH KURUVACHAN, **NANDHANASHIBU** and P.T SAFRIN HAJARA under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Anupa Steady

Project Guide

Ms. Mary Antony

Head of the Department



Viva Voce Examination held on ... 2/5/24

Internal Examiner

External Examiner

16/07/2024

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Mr Abel Babu (Reg no: 210021075671), Mr John George (Reg no:210021075685), Miss Dona Elizabeth Kuruvachan (Reg no: 210021075682), Miss P.T Safrin Majara (Reg no: 210021075725)and Miss Nandhana Shibu (Reg no: 210021075695) 6<sup>th</sup> semester B.Com Model 1 Finance and Taxation students of Rajagiri College of Management and Applied Sciences, Kakkand have successfully completed their project titled ' A Study on the Impact of hybrid work model on the employees of Wrench Solutions R&D Centre ,CSEZ Kakkand' for a period of 14 days from 13<sup>th</sup> January 2024 to 27<sup>th</sup> January 2024 at our company. During the period of study they were found to be sincere and punctual in collecting various information and data required for the project work.  
We wish all success in their future endeavours.

For, Wrench Solutions (P) Ltd.,



Jacob Joy

Head - Strategic HR

Wrench Solutions (P) Ltd.



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study on the Level of Customer Satisfaction among Clients Pursuing Higher Education Abroad with Reference to Global Educational Consultants, cochin**

Submitted by

<b>Olivia Sabu</b>	<b>Reg no: (210021075723)</b>
<b>Sreejith Jayan</b>	<b>Reg no: (210021075701)</b>
<b>Neya Sijo</b>	<b>Reg no: (210021075696)</b>
<b>Alen Saji</b>	<b>Reg no: (210021075733)</b>

Under the Guidance of

**Ms. Jesmi Jacob and Aquina Joseph**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "**A Study on the level of Customer Satisfaction among Clients Pursuing Higher Education Abroad with reference to Global Educational Consultants, cochin**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **OLIVIA SABU, SREEJITH JAYAN, NEYA SIJO, ALEN SAJI** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University

Ms. Jesna Jacob and Aquina Joseph

Project Guide

Ms. Mary Antony

Head of the Department



Viva voce Examination held on

05/05/2024

Internal Examiner

External Examiner



ISO 9001:2000 Certified

#B-4244, 2nd Floor, Perla Tower, Kalamandir, Cochin-682 011, INDIA

Tel: +91 484 2519209, 2519795, 2530844, 2242201, 6142763, 68460 20701 (M). E-mail: info@global.edu.in, www.global.edu.in

06 March 2024

## Certificate

This is to certify that **Ms. Neya Sijo**, Student No. 210021075696, B. Com model 1 Finance and Taxation, Rajagiri College of Management and applied sciences has successfully completed a comprehensive project titled "**Study on the Level of Customer Satisfaction among Clients Pursuing Higher Education Abroad**" with reference to Global Educational Consultants, Cochin" as part of the academic requirements for B. Com model 1 Finance and Taxation.

This project, conducted with diligence and dedication, involved a thorough investigation into the levels of satisfaction among our clients who have availed our services for pursuing higher education abroad. The research methodology employed showcased a commendable understanding of both qualitative and quantitative research techniques, and the findings presented in the project demonstrate a high level of analytical and critical thinking.

The commitment and enthusiasm displayed by **Ms. Neya Sijo** and her team throughout the project reflect their dedication to academic excellence and a keen interest in understanding and improving customer satisfaction in the context of our services. We hereby express our heartfelt congratulations to **Ms. Neya Sijo** for their exemplary work and noteworthy contribution to the academic community.

For Global Educational Consultants  
Authorised Signatory

For GLOBAL EDUCATIONAL CONSULTANTS

  
MANOJ PUTHUPEDIYAVE  
Chief Executive





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

A Study On The Effectiveness Of Search Engine Optimization Service  
Offered By K2Web Solutions

Submitted by

**Nikhitha Peethambharan**

Reg No : 210021075722

**Vaishnavi Belram**

Reg No : 210021075704

**Gouri Bhadra D L**

Reg No : 210021075734

**Pavithra D**

Reg No : 210021075724

Under the Guidance of

**Mr. Ajosh George**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2023 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on the Effectiveness of Search Engine Optimization Service offered by K2Web Solutions" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by VAISHNAVI BELRAM, GOURI BHADRA D L, NIKHITHA PEETHAMBHARAN, PAVITHRA D under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Mr. Ajosh George

Project Guide

Ms. Mary Antony

Head of the Department



Viva Voce Examination held on 02/06/2024

Internal Examiner

External Examiner



+91 9347 247702  
+91 906 401225



www.k2web.in  
ra.k@k2web.in



17-02-2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss: **Nikhitha Peethambharan**,  
Reg:210021075722, 6th semester B.com Model 1 Finance and Tax-  
ation student from Rajagiri College of Management and Applied  
sciences, Kakkanad has under taken project title "A Study on the  
effectiveness of Search Engine Optimization Service" in K2web  
Solutions Situated at Palarivattom, Ernakulam .

For K2web Solutions,



Kannan Kutty  
CEO & Founder

ADDRESS

N 1 Bypass, Chelakkal, Palarivattom, Ernakulam, Kerala 682025



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study on the Level of Customer Satisfaction among Clients Pursuing Higher Education Abroad with Reference to Global Educational Consultants, cochin**

Submitted by

**Olivia Sabu**

**Reg no: (210021075723)**

**Sreejith Jayan**

**Reg no: (210021075701)**

**Neya Sijo**

**Reg no: (210021075696)**

**Alen Suji**

**Reg no: (210021075733)**

Under the Guidance of

**Ms. Jesmi Jacob and Aquino Joseph**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A Study on the level of Customer Satisfaction among Clients Pursuing Higher Education Abroad with reference to Global Educational Consultants, cochin " submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **OLIVIA SABU, SREEJITH JAYAN, NEVA SULO, ALEN SAJI** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University

**Ms. Jesmini Jacob and Aquina Joseph**

Project Guide

**Ms. Mary Antony**

Head of the Department



*Viva voce Examination held on*

08/05/2024

Internal Examiner

External Examiner



ISO 9001:2000 Certified

PB - 4244 2nd Floor, Pema Tower, Marine Cochin - 682 017 INDIA  
Tel : + 91 (454) 2539369 2539788 2530849 3242201 4042083 86450 20700 (M) E-mail: info@globaledu.in www.globaledu.in

06 March 2024

## Certificate

This is to certify that **Ms. Olivia Sabu**, Student No: 210021075723, B. Com model 1 Finance and Taxation, Rajagiri College of Management and applied sciences has successfully completed a comprehensive project titled "Study on the Level of Customer Satisfaction among Clients Pursuing Higher Education Abroad with reference to Global Educational Consultants, Cochin" as part of the academic requirements for B. Com model 1 Finance and Taxation

This project, conducted with diligence and dedication, involved a thorough investigation into the levels of satisfaction among our clients who have availed our services for pursuing higher education abroad. The research methodology employed showcased a commendable understanding of both qualitative and quantitative research techniques, and the findings presented in the project demonstrate a high level of analytical and critical thinking.

The commitment and enthusiasm displayed by **Ms. Olivia Sabu** and her team throughout the project reflect their dedication to academic excellence and a keen interest in understanding and improving customer satisfaction in the context of our services. We hereby express our heartfelt congratulations to **Ms. Olivia Sabu** for their exemplary work and noteworthy contribution to the academic community.

For Global Educational Consultants  
Authorised Signatory



For GLOBAL EDUCATIONAL CONSULTANTS

  
**MANOJ PUTHUPETUKAYAL**  
Chief Executive





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**  
**A STUDY ON THE FINANCIAL PERFORMANCE OF**  
**BATA INDIA LTD.**

Submitted by

Aleena Mariam Siju (Reg no. 210021075706)

Archana Mani (Reg no. 210021075678)

Lima Dilu Mathai (Reg no. 210021075688)

**Parvathy C G** (Reg no. 210021075697)

Reshma Ramesh (Reg no. 210021075728)

Under the Guidance of

**DR. AJOSH GEORGE**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021 - 2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on the Financial Performance of Bata India Ltd." submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Aleena Mariam Siju, Archana Mani, Lima Dilu Mathai, Parvathy C G and Reshma Ramesh under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Head of the Department



Viva Voce Examination held on 27/5/24

Internal Examiner

External Examiner

The Bata logo consists of the word "Bata" in a white, serif font, centered within a red rectangular background.

Bata India Ltd., Kakkannad, 682037

## CERTIFICATE

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. ALEENA MARIAM SIJU, Ms. ARCHANA MANI, Ms. LIMA DILU MATHAI, Ms. PARVATHY C G, Ms. RESHMA RAMESH of B.Com Model I Finance and Taxation, final year students of **Rajagiri College of Management and Applied Sciences, Kakkannad** have successfully completed their project on the topic "**A STUDY ON THE FINANCIAL PERFORMANCE OF BATA INDIA LTD.**" in our establishment.

During this period their conduct was good and satisfactory. We wish them a successful career and bright future.

**Bata India Ltd**

A handwritten signature in blue ink, appearing to be "A. S.", written over a diagonal line.

Authorized Signatory

**BATA INDIA LTD  
BATA SHOE STORE  
CHITTETHUKARA  
SEAPORT AIRPORT ROAD  
KAKKANAD - 682037**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## **INDUSTRIAL PROJECT REPORT**

**A Study On The Effectiveness Of Search Engine Optimization Service  
Offered By K2Web Solutions**

Submitted by

**Nikhitha Peethambharan**

Reg No : 210021075722

**Vaishnavi Belram**

Reg No : 210021075704

**Gouri Bhadra D L**

Reg No : 210021075734

**Pavithra D**

Reg No : 210021075724

Under the Guidance of

**Mr. Ajosh George**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2023 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on the Effectiveness of Search Engine Optimization Service offered by K2Web Solutions" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by VAISHNAVI BELRAM, GOURI BHADRA D L, NIKHITHA PEETHAMBHARAN, PAVITHRA D under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**Mr. Ajosh George**

Project Guide

**Ms. Mary Antony**

Head of the Department



Viva Vace Examination held on ..... 02/05/2024 .....

Internal Examiner

External Examiner



+91 9947 242702  
+91 9061 401225

www.k2web.in  
talk@k2web.in

17-02-2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss: **Pavithra D**, Reg: 210021075724, 6th semester B.com Model 1 Finance and Taxation student from Rajagiri College of Management and Applied sciences, Kakkanad has under taken project title "A Study on the effectiveness of Search Engine Optimization Service" in K2web Solutions Situated at Palarivattom, Ernakulam.

For K2web Solutions,



Kannan Kutty  
CEO & Founder

ADDRESS:

No. Gypso, Changanassery, Palarivattom, Ernakulam, Kerala, India-682022



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study On The Impact Of Hybrid Working Model On Employee Wellbeing and Job Satisfaction With Reference To Wrench Solutions R&D Centre, CSEZ Kakkanad**

Submitted by

**AHEL BABU**

**Reg no: (210021075671)**

**JOHN GEORGE**

**Reg no: (210021075685)**

**DONA ELIZABETH KURUVACHAN**

**Reg no: (210021075682)**

**NANDHANA SHIBU**

**Reg no: (210021075695)**

**P.T SAFRIN HAJARA**

**Reg no: (210021075725)**

Under the Guidance of

**Ms. ANUPA STANLY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2023 - 2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On The Impact Of Hybrid Working Model On Employees With Reference To Wrench Solutions R&D Centre CSEZ Kakkanad" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ABEL BABU, JOHN GEORGE, DONA ELIZABETH KURUVACHIAN, NANDHANA SHIBU and P.T SAFRIN HAJARA under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**Ms. Anupa Stanley**

Project Guide

**Ms. Mary Antony**

Head of the Department



Viva Voce Examination held on 21/5/24

Internal Examiner

External Examiner

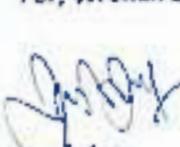
16/02/2024

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Mr Abel Babu (Reg no: 210021075671), Mr John George (Reg no:210021075685), Miss Dona Elizabeth Kuruvachan (Reg no: 210021075682), Miss P.T **Safrin Hajara** (Reg no: 210021075725) and Miss Nandhana Shibu (Reg no: 210021075695) 6<sup>th</sup> semester B.Com Model 1 Finance and Taxation students of Rajagiri College of Management and Applied Sciences, Kakkand have successfully completed their project titled 'A Study on the impact of hybrid work model on the employees of Wrench Solutions R&D Centre ,CSEZ Kakkand' for a period of 14 days from 13<sup>th</sup> January 2024 to 27<sup>th</sup> January 2024 at our company. During the period of study they were found to be sincere and punctual in collecting various information and data required for the project work.

We wish all success in their future endeavours.

For, Wrench Solutions (P) Ltd.,

  
Jacob Jay

Head - Strategic HR

Wrench Solutions (P) Ltd.



# RCMAS

RAIAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A study On Stress Management at Work Place with reference to  
Indus motors company private limited Padamughal**

Submitted by

ALEX A THARAYIL

Reg no:(210021075674)

BENJAMIN FRANCIS

Reg no:(210021075679)

R VAISAKH

Reg no:(210021075726)

REEMA REGI

Reg no:(210021075727)

SANDHRA K

Reg no:(210021075731)

Under the Guidance of

**Ms. MARY ANTONY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On Stress Management At Workplace with Reference to Indus Motor Company Private Limited, Padamughal, Kakkanaad" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by

Sandhra k. Reema Regi, R Vaisakh, Alex A Tharayil, Benjamin Francis under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University

Project Guide

Ms. Mary Antony



Head of the Department

Ms. Mary Antony

Viva Voce Examination held on 02/05/2024

Internal Examiner

External Examiner



CORPORATE OFFICE : H.G. Road, Thiruvananthapuram  
Ph : 0471-2350587, 2350791, 2350854, Fax : 2350657  
E-mail : 20001@indusindia.com



27 February, 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. R Vaisakh**, Sixth Semester B.Com Model 1 Finance and Taxation Student of Rajagiri College of Management and Applied Science has undertaken Project on “ **Stress Management at Work Place**” at our organization from 13/02/2024 to 19/02/2024.

The candidate has successfully completed 7 days training program and has gained practical knowledge.

We wish him all success.

For Indus Motor Company Pvt. Ltd.

Head-HR



Indus Motor Co. Pvt. Ltd. CN: 25719, 811, Maruthy Road  
Regd. Office: Indus Square, PE No. 913, Changanassery, West of, Taluk: 471 005, Tr. 2485 276286, 276489  
E: 20001@indusindia.com





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A study On Stress Management at Work Place with reference to  
Indus motors company private limited Padamughal**

Submitted by

ALEX A THARAYIL

Reg no:(210021075674)

BENJAMIN FRANCIS

Reg no.(210021075679)

R. VAISAKH

Reg no:(210021075726)

**REEMA REGI**

Reg no.(210021075727)

SANDHRA. K

Reg no:(210021075731)

Under the Guidance of

**Ms. MARY ANTONY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "**A Study On Stress Management At Workplace with Reference to Indus Motor Company Private Limited, Padamughal, Kakkanaad**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by

Sindhra k. **Recma Regi**, R. Vaisakh, Alex A. Tharayil, Benjamin Francis under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Ms. Mary Antony



Head of the Department

Ms. Mary Antony

Viva Voce Examination held on 22/05/2024 .....

Internal Examiner

External Examiner



CORPORATE OFFICE | M.G. Road, Thuvara, Ernakulam  
Ph: 0484-2350567, 2350791, 2350854, Fax: 2350657  
E-mail: [admission@indusmotor.com](mailto:admission@indusmotor.com)



27 February, 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Reema Regi**, Sixth Semester B.Com Model 1 Finance and Taxation Student of Rajagiri College of Management and Applied Science has undertaken Project on “ **Stress Management at Work Place**” at our organization from 13/02/2024 to 19/02/2024.

The candidate has successfully completed 7 days training program and has gained practical knowledge.

We wish her all success.

For Indus Motor Company Pvt. Ltd.

  
Head - HR

Indus Motor Co. Pvt. Ltd. CIN: 055142911984PCC000000  
Regd. Office: 17th Floor, 79 A to 121, Chakkamkulam, Alled rd, Cochin 682005. Tel: 0484-2350791, 2350854  
[www.indusmotor.com](http://www.indusmotor.com) @indusmotor





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A study on the Influence of Sales Promotion Strategies on consumers of  
Casadel Builders in Kakkanad.**

Submitted by

**Anees Abdul Rahman K Shemeer**

Reg no : 210021075708

**Aravind Krishnan**

Reg no : 210021075711

**Liz Mathew**

Reg no : 210021075719

**Mekha Ann Manoj**

Reg no : 210021075692

**Reima Jacob**

Reg no : 210021075698

Under the Guidance of

**Dr. AJOSH GEORGE.**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam.**



2021-2024



# RCMAS

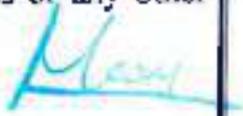
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled **"A study on the Influence of Sales Promotion Strategies on consumers of Casadel Builders in Kakkanad"** submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ANEES ABDUL RAHMAN K SHEMEER, ARAVIND KRISHNAN, LIZ MATHEW, MEKHA ANN MANOJ and REIMA JACOB** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Dr. Ajosh George

Project guide



Ms. Mary Antony

HOD

Viva Voce Examination held on ... 03/05/2024

Internal Examiner

External Examiner

05-Mar-2024

No/10/HR/Casadel

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms Reima Jacob** student from *Rajagiri College of Management and Applied Sciences, Kakkanad* has completed her study on "A study on the influence of Sales promotion strategies on consumers of Casadel Builders in Kakkanad" as part of her course curriculum.

We wish her all the best with her future endeavors.

With best wishes

For **CASADEL BUILDERS INDIA PVT LTD**

*Vishnu*  
Vishnu Anirudh

HR Manager





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**  
**A STUDY ON THE FINANCIAL PERFORMANCE OF**  
**BATA INDIA LTD.**

Submitted by

Aleena Mariam Siju (Reg no. 210021075706)

Archana Mani (Reg no. 210021075678)

Lima Dilu Mathai (Reg no. 210021075688)

Parvathy C G (Reg no. 210021075697)

**Reshma Ramesh** (Reg no. 210021075728)

Under the Guidance of

DR. AJOSH GEORGE

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on the Financial Performance of Bata India Ltd." submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Aleena Mariam Siju, Archana Mani, Lima Dilu Mathai, Parvathy C G and **Reshma Ramesh** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Head of the Department



Viva Voce Examination held on 21/5/24

Internal Examiner

External Examiner



Bata India Ltd., Kakkanaad, 682037

## CERTIFICATE

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. ALEENA MARIAM SIJU, Ms. ARCHANA MANI, Ms. LIMA DILU MATHAI, Ms. PARVATHY C G, Ms. RESHMA RAMESH of B.Com Model 1 Finance and Taxation, final year students of **Rajagiri College of Management and Applied Sciences, Kakkanaad** have successfully completed their project on the topic "**A STUDY ON THE FINANCIAL PERFORMANCE OF BATA INDIA LTD.**" in our establishment.

During this period their conduct was good and satisfactory. We wish them a successful career and bright future.

Bata India Ltd

Authorized Signatory

BATA INDIA LTD  
BATA SHOE STORE  
CHITTETHUKARA  
SEAPORT AIRPORT ROAD  
KAKKANAD - 682037



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study on The Impact of Digital Marketing Strategies on Consumer Behavior With Reference To Dewton Industries, Thrikkakara**

Submitted by

<b>Anna Sara Daniel</b>	<b>(210021075676)</b>
<b>Maria Vijay</b>	<b>(210021075689)</b>
<b>Muhammed Fayas</b>	<b>(210021075693)</b>
<b>Riya Maria Thomas</b>	<b>(210021075729)</b>
<b>Thalmees Ahmadh P S</b>	<b>(210021075703)</b>

Under the Guidance of

**DR. AJOSH GEORGE**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A Study on The Impact of Digital Marketing Strategies on Consumer Behavior With Reference To Dewton Industries, Thrikkakara" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ANNA SARA DANIEL, MARIA VIJAY, MUHAMMED FAYAS, **RIYA MARIA THOMAS** AND THALMEES AHMADH P S, under my supervision and guidance, and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Head of the Department



Viva Voce Examination held on . 03/05/2024.....

Internal Examiner

External Examiner

## DEWTON INDUSTRIES

38/1, COCHIN PUBLIC SCHOOL ROAD  
THRIKKAKARA, KOCHI-23  
Ph: 0484-2576255, 2576455, 8281998376  
e-mail: dewtonled@gmail.com  
web: www.dewtonled.com  
GSTIN/UIN: 32AALFD1333N121

26<sup>th</sup> February-24

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, Ms. **Riya Maria Thomas**, Final year Student of Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed her project on the topic, "Study on the impact of Digital Marketing strategies on consumer behaviour" in our establishment.

During this period her conduct was good and satisfactory.

We wish them a successful career and bright future.

For Dewton Industries



Bejoy Thomas

Vice President (Admin)



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 19

## INDUSTRIAL PROJECT REPORT

A Study On The Effectiveness Of Employee Retention Strategies Adopted By  
Vajra Plastics, Angamaly.

Submitted by

**ROHAN ZACHARIAH MATHEW**

Reg no: (210021075730)

ANNA MATHEW

Reg no: (210021075675)

DIYA MARIYA JEBI

Reg no: (210021075714)

JERIN JOHNSON

Reg no: (210021075684)

SNEHA JOSEPH

Reg no: (210021075700)

Under the Guidance of

**Mr. AJISH V NAIR**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024

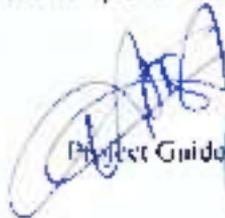


# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On The Effectiveness Of Employees Retention Strategies With Reference To Vajra Plastics - Angamaly" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ROHAN ZACHARIAH MATHEW**, JERIN JOHNSON, ANNA MATHEW, DIYA MARIYA JEBI, SNEHA JOSEPH under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on: 02/05/2024 Internal

  
Examiner

  
External Examiner

27-02-2024

**CERTIFICATE**

This is to certify that **Mr. Rohan Zachariah Mathew** (Reg. No. **210021075730**) from Rajagiri College of Management and Applied Sciences, Kakkand has successfully completed a project on the topic "A Study on the Effectiveness of Employee Retention Strategies" in Vajra Plastic Industry Development Area, Angamaly South Champannur, Ernakulam as part of their curriculum.

Regards,

HR



Vajra Plastic Industry



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A study On Stress Management at Work Place with reference to  
Indus motors company private limited Padamughal**

Submitted by

ALEX A THARAYIL

BENJAMIN FRANCIS

R. VAISAKH

REEMA REGI

SANDHRA. K

Reg no:(210021075674)

Reg no.(210021075679)

Reg no:(210021075726)

Reg no.(210021075727)

Reg no:(210021075731)

Under the Guidance of

**Ms. MARY ANTONY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled **"A Study On Stress Management At Workplace with Reference to Indus Motor Company Private Limited, Padamughal, Kakkanaad"** submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by

**Sandhra k. Reema Regi. R Vaisakh, Alex A Tharayil, Benjamin Francis** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University

Project Guide

Ms. Mary Antony



Head of the Department

Ms. Mary Antony

Viva Voce Examination held on 02/05/2024 .....

Internal Examiner

External Examiner



CORPORATE OFFICE : H.C. Road, Thiruvira, Ernakulam  
Ph: 0484 2358587, 2358291, 2358654, Fax: 2358657  
E-MAIL: [accounts@indusmotor.co.in](mailto:accounts@indusmotor.co.in)



27 February, 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Sandhra K**, Sixth Semester B.Com Model I Finance and Taxation Student of Rajagiri College of Management and Applied Science has undertaken Project on “ **Stress Management at Work Place**” at our organization from 13/02/2024 to 19/02/2024.

The candidate has successfully completed 7 days training program and has gained practical knowledge.

We wish her all success.

For Indus Motor Company Pvt. Ltd.

  
Head - HR

Indus Motor Co. Pvt. Ltd. Ctn. 120/12/2, Vakkam, Ernakulam  
Regd. Office: Indus House, #1 No.873, Changanacherry, West Hill, Calicut 673 005, Tel: 0495 238585, 238600  
[www.indusmotor.com](http://www.indusmotor.com) [www.facebook.com/indusmotor](https://www.facebook.com/indusmotor)





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A study on the role of HR practices in nurturing innovation with reference to Hackit technology and advisory services, kaloor.**

Submitted by

ALBERT P SAJI

Reg no:(210021075673)

JOEL JOHNY

Reg no:(210021075717)

LEO JACOB SABU

Reg no:(210021075687)

MARIYA ROY

Reg no:(210021075690)

**SANDRA SALI**

Reg no:(210021075699)

Under the Guidance of

**Ms. ANUPA STANLY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On the role of HR practices in nurturing innovation Workplace with Reference to HackIt technology and advisory services, Kalfor " submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Albert P Saju, Leo Jacob Sabu, Joel Johny, Mariya Roy and Sandra Sali under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Ms. Anupa Stanly

Head of the Department

Ms. Mary Antony



Viva Voce Examination held on 02/09/2024

Internal Examiner

External Examiner

01 March 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Albert P Saji (Reg. No 210021075673), Mr. Joel Johny (Reg. No 210021075717), Mr. Leo Jacob Sabu (Reg. No 210021075687), Ms. Mariya Roy (210021075690), Ms. Sandra Sali (Reg. No 210021075699) VI semester B.Com student of Rajagiri College Of Management And Applied Sciences, Kakkanad, has carried out project study in this organization and submitted a report titled 'A Study On The Role Of HR Practices In Nurturing Innovation of HackIT Technology And Advisory Services, Kaloor.

Yours Sincerely  
For and on behalf of

HackIT Technology and Advisory Services



Hitesh Madhwani  
Chief Human Resource Officer



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A Study on the Consumer Perception of Organic Products at Azeezia  
Organic Supermarket, Civil Lane Road, Padivattom, Ernakulam.**

Submitted by

**ALFRED BINU JOSEPH**

**Reg no: (210021075707)**

**ARATHI MENON**

**Reg no: (210021075710)**

**CELIA XAVIER**

**Reg no: (210021075680)**

**DHIYA FATHIMA PR**

**Reg no: (210021075713)**

**SHAUN ANTONY DIXON**

**Reg no: (210021075732)**

Under the Guidance of

**Ms. ANUPA STANLY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on the Consumer Perception of Organic Products at Azeezia Organic Supermarket Pvt Ltd" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Alfred Binu Joseph, Arathi Menon, Celia Xavier, Dhiya Fathima P.R, **Shaun Antony Dixon** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University

Project Guide

Head of the Department

Viva Voce Examination held on .....

Internal Examiner

3/5/24  
03/05/2024

External Examiner



# AZEEZIA ORGANIC SUPERMARKETS

Civil lane road, padivattom,  
Ernakulam-682024

GSTIN-32ABJFA9707G1ZI

17-02-2024

## CERTIFICATE

This is to certify that Mr. **Sham Antony Dixon** (Reg no. 210021075732) from Rajaraj College of Management and Applied Sciences, Kakkanad has successfully completed a Project Study at Azeezia Organic Supermarket as part of their curriculum and has submitted a report titled "A Study on the Customer perception of Organic products at Azeezia Organic Supermarket Pvt Ltd".





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 58

## INDUSTRIAL PROJECT REPORT

**A Study On The Effectiveness Of Employee Retention Strategies Adopted By  
Vajra Plastics, Angamaly.**

Submitted by

**ROHAN ZACHARIAH MATHEW**

Reg no: (210021075730)

**ANNA MATHEW**

Reg no: (210021075675)

**DIYA MARIYA JEBI**

Reg no: (210021075714)

**JERIN JOHNSON**

Reg no: (210021075684)

**SNEHA JOSEPH**

Reg no: (210021075700)

Under the Guidance of

**Mr. AJISH V NAIR**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On The Effectiveness Of Employees Retention Strategies With Reference To Vajra Plastics , Angamaly" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ROHAN ZACHARIAH MATHIEW , JERIN JOHNSON, ANNA MATHIEW, DIYA MARIYA JEBI , SNEHA JOSEPH under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on ... 02 | 05 | 2024 ... Internal

  
Examiner

  
External Examiner

27-02-2024

### CERTIFICATE

This is to certify that Ms. **Sneha Joseph** ( Reg. No. 210021075700) from Rajagiri College of Management and Applied Sciences, Kakkand has successfully completed a project on the topic " A Study on the Effectiveness of Employee Retention Strategies" in Vajra Plastic Industry Development Area, Angamaly South Champannur, Ernakulam as part of their curriculum.

Regards,



HR

Vajra Plastic Industry





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study on the Level of Customer Satisfaction among Clients Pursuing Higher Education Abroad with Reference to Global Educational Consultants, cochin**

Submitted by

Olivia Sabu

Reg no: (210021075723)

Sreejith Juyan

Reg no: (210021075701)

Neya Sijo

Reg no: (210021075696)

Alen Saji

Reg no: (210021075733)

Under the Guidance of

**Ms. Jesmi Jacob and Aquina Joseph**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A Study on the level of Customer Satisfaction among Clients Pursuing Higher Education Abroad with reference to Global Educational Consultants, cochin" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **OLIVIA SABU, SREEJITH JAYAN, NEYA SIJO, ALEN SAJI** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University

Ms. Jesni Jacob and Aquina Joseph

Project Guide

Ms. Mary Antony

Head of the Department



Viva Voce Examination held on

28/05/2024

Internal Examiner

External Examiner



FB: 4244 2nd Floor, Panta Tower, Kalam, Cochin - 682 017, INDIA  
Tel: + 91 (484) 2536289, 2536709, 2536849, 3242201, 4042700, 98460 20710 (M) | E-mail: info@global.edu.in | www.global.edu.in

06 March 2024

## Certificate

This is to certify that **Mr. Sreejith Jayan**, Student No: 210021075701, B. Com model 1 Finance and Taxation, Rajagiri College of Management and applied sciences has successfully completed a comprehensive project titled "**Study on the Level of Customer Satisfaction among Clients Pursuing Higher Education Abroad** with reference to Global Educational Consultants, Cochin" as part of the academic requirements for B. Com model 1 Finance and Taxation

This project, conducted with diligence and dedication, involved a thorough investigation into the levels of satisfaction among our clients who have availed our services for pursuing higher education abroad. The research methodology employed showcased a commendable understanding of both qualitative and quantitative research techniques, and the findings presented in the project demonstrate a high level of analytical and critical thinking.

The commitment and enthusiasm displayed by **Mr. Sreejith Jayan** and her team throughout the project reflect their dedication to academic excellence and a keen interest in understanding and improving customer satisfaction in the context of our services. We hereby express our heartfelt congratulations to **Mr. Sreejith Jayan** for their exemplary work and noteworthy contribution to the academic community.

For Global Educational Consultants  
Authorised Signatory

For GLOBAL EDUCATIONAL CONSULTANTS

  
MANOJ PUTHUPPEEDHARIL  
Chief Executive





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 33

## INDUSTRIAL PROJECT REPORT

A STUDY ON SUPPLY CHAIN MANAGEMENT PROCESS WITH REFERENCE TO IONA  
STEEL'S PALARIVATTOM

Submitted by

**Basil Mathew Philip (210021075712)**

**Merin Tom Ozhukayil (210021075721)**

**Joseph Thomas (210021075686)**

**Terence Antony Jose (210021075702)**

**J.S Arathy (210021075716)**

Under the Guidance of

**Ms. Mary Antony**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RATAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

*This is to certify that the project work titled "A study on Supply Chain Management process with reference to IONA steels, Impact Metals, Palarivattom" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Merin Tom Ozhukayil, J.S Arathy, Joseph Thomas, Terence Antony Jose, Basil Mathew Philip under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

Mrs Mary Antony  
Project Guide



Mrs Mary Antony  
Head of the Department

*Viva Voce Examination held on ...2/5/24... 2/5/24...*

Internal Examiner

External Examiner

# IMPACT METALS

ISO 9001 : 2015 CERTIFIED COMPANY

Export PO: Tiruppur Road, Kochi - 682 036 Phone: 0484 2376047 217 5297  
GST No: MAGUP127 J211201 Email: info@impactmetals.com  
info@impactmetals.com Website: www.impactmetals.com



377

Ref:IMPACT/CERT/2023-24

21.02.2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr Terence Antony Jose B Com model I finance and taxation student of Rajagiri College of Applied Management & Applied Science, Kakkanad has successfully completed his one-month project work at our company as a part of his curriculum. During the period of study Mr Terence was found to be very sincere and punctual in collecting various information and data required for the project work.

We wish all success in his future endeavors.

For Impact Metals

Manager

(Ninitha P S)





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study On The Effectiveness Of Search Engine Optimization Service  
Offered By K2Web Solutions**

Submitted by

**Nikhitha Peethambharan**

Reg No : 210021075722

**Vaishnavi Belram**

Reg No : 210021075704

**Gouri Bhadra D L**

Reg No : 210021075734

**Pavithra D**

Reg No : 210021075724

Under the Guidance of

**Mr. Ajosh George**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2023 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on the Effectiveness of Search Engine Optimization Service offered by K2Web Solutions" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **VAISHNAVI BELRAM**, GOURI BHADRA D I., NIKHITHA PEETHAMBHARAN, PAVITHRA D under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**Mr. Ajush George**

Project Guide

**Ms. Mary Antony**

Head of the Department



Vivo Voce Examination held on ... 02/05/2024 ...

Internal Examiner

External Examiner

17-02-2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss: **Vaishnavi Belram**, Reg: 210021075704, 6th semester B.com Model 1 Finance and Taxation student from Rajagiri College of Management and Applied sciences, Kakkanad has under taken project title "A Study on the effectiveness of Search Engine Optimization Service" in K2web Solutions Situated at Palarivattom, Ernakulam.

For K2web Solutions,



Kannan Kutty  
CEO & Founder

ADDRESS:

NH Bypass, Chakkalakkal, Palarivattom, Ernakulam, Kerala 682025



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 38

## INDUSTRIAL PROJECT REPORT

**A Study on the Effectiveness of Advertising Strategies on Consumer Buying Behavior with reference to VESTA ICE CREAM KSE LTD. IRINJALAKKUDA, THRISSUR**

Submitted by

**Name of Student**

Joel K Binu (210021075718)

**Vishnudarsh V** (210021075705)

Maanav Thampi (210021075720)

Under the Guidance of

**Ms. Aquina Joseph**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

## Certificate

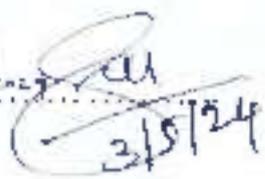
*This is to certify that the project work titled "A study on the effectiveness of advertising strategies on consumer buying behavior with reference to VESTA ICE CREAM KSE LTD" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Joel K Binu, Vishnudarsh V, Moonov Thompi under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

  
**Ms Aquina Joseph**  
Project Guide

  
**Ms Mary Antony**  
Head of the Department



  
Internal Examiner

*Viva Voce Examination held on 09/03/2024*  
  
External Examiner



PRJ.2024/

001457

28.02.2024

**TO WHOMSOEVER IT MAY CONCERN**

*This is to certify that Mr. **VISHNUDARSH V** (Reg. No:210021075705) 6<sup>th</sup> Semester B.Com Finance and Taxation student of Rajagiri College of Management and Applied Science has successfully completed Project work on "A Study on the effectiveness of advertising strategies on consumer buying behaviour with reference to Vesta Ice cream KSE Limited" in our Company during the period from 17.11.2023 to 28.02.2024 as a part of the study. He was sincere and enthusiastic in collecting various data/information for completing the project work. We wish all success in his future endeavours.*



For KSE Limited

*Anil M*  
Anil M  
General Manager



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study on The Impact of Digital Marketing Strategies on Consumer Behavior With Reference To Dewton Industries, Thrikkakara**

Submitted by

<b>Anna Sara Daniel</b>	<b>(210021075676)</b>
<b>Maria Vijay</b>	<b>(210021075689)</b>
<b>Muhammed Fayas</b>	<b>(210021075693)</b>
<b>Riya Maria Thomas</b>	<b>(210021075729)</b>
<b>Thalnces Ahmadh P S</b>	<b>(210021075703)</b>

Under the Guidance of

**DR. AJOSH GEORGE**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A Study on The Impact of Digital Marketing Strategies on Consumer Behavior With Reference To Dewton Industries, Thrikkakara" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ANNA SARA DANIEL, MARIA VIJAY, MUHAMMED FAYAS, RIYA MARIA THOMAS AND **THALMEES AHMADH P S**, under my supervision and guidance, and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Head of the Department



Viva Voce Examination held on ..... 03 / 05 / 2024 .....

Internal Examiner

External Examiner

## DEWTON INDUSTRIES

38/1, COCHIN PUBLIC SCHOOL ROAD  
THRIKKAKARA, KOCHI-21  
Ph: 0484-2576255, 2576455, 8281998376  
e-mail: dewtonled@gmail.com  
web: www.dewtonled.com  
GSTIN/UIN: 32AALFDL333NIZI

26<sup>th</sup> February-24

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, **Mr.Thalmees Ahmadh P S**, Final year Student of Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed his project on the topic, "Study on the impact of Digital Marketing strategies on consumer behaviour" in our establishment.

During this period his conduct was good and satisfactory.

We wish them a successful career and bright future.

For Dewton Industries



Bejoy Thomas

Vice President (Admin)



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE EFFECTIVENESS OF SPIRITUAL INTELLIGENCE IN  
QUALITY WORK-LIFE, IN INFOPARK, KOCHI"**

**Submitted by**

**ANISHA ANNIE BINU (Reg no.210021055528)**

**ALISHA MARY ALEX (Reg no.210021055527)**

**NANDANA S KUMAR (Reg no.210021055495)**

**ABEL ELIAS LALJI (Reg no.210021055525)**

**ABDUL HAZIB K FIROS (Reg no.210021055505)**

**Under the guidance of**

**MS. VEENA RENJINI S**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "**A STUDY ON THE EFFECTIVENESS OF SPIRITUAL INTELLIGENCE IN QUALITY WORK-LIFE, IN INFOPARK, KOCHI**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ABDUL HAZIB K FIROS, ABEL ELIAS LALJI, ALISHA MARY ALEX, ANISHA ANNIE BINU AND NANDANA S KUMAR** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

MS VEENA RENJINI S

Project Guide

MS MARY ANTONY

Head Of The Department



Viva Voce Examination held on ... 6/5/2024 .....

Internal Examiner

Dr. Linya Peter  
External Examiner



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE EFFECTIVENESS OF SPIRITUAL INTELLIGENCE IN  
QUALITY WORK-LIFE, IN INFOPARK, KOCHI"**

**Submitted by**

**ANISHA ANNIE BINU (Reg no.210021055528)**

**ALISHA MARY ALEX (Reg no.210021055527)**

**NANDANA S KUMAR (Reg no.210021055495)**

**ABEL ELIAS LALJI (Reg no.210021055525)**

**ABDUL HAZIB K FIROS (Reg no.210021055505)**

**Under the guidance of**

**MS. VEENA RENJINI S**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the project work titled **"A STUDY ON THE EFFECTIVENESS OF SPIRITUAL INTELLIGENCE IN QUALITY WORK-LIFE, IN INFOPARK, KOCHI"** submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ABDUL HAZIB K FIROS, ABEL ELIAS LALJI, ALISHA MARY ALEX, ANISHA ANNIE BINU AND NANDANA S KUMAR** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

MS VEENA RENJINI S

Project Guide

MS MARY ANTONY

Head Of The Department



Viva Voce Examination held on ... 6/5/2024 .....

Internal Examiner

Dr. Liya Peter  
External Examiner



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON CONSUMER PERCEPTION OF ONLINE FOOD DELIVERY  
IN KOCHI CITY"**

Submitted by

**ADITYA M D (210021055506)**

**ALEX ANTONY (210021055526)**

**AMITH VINOD (210021055508)**

**SANJU JOHN VARGHESE (210021055521)**

**SHIVA SURYAN S (210021055501)**

Under the guidance of

**MS. AMRUTHA ANTONY**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of commerce*

Mahatma Gandhi University, Kottayam



**2021-2024**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the project work titled "**A STUDY ON CONSUMER PERCEPTION OF ONLINE FOOD DELIVERY IN KOCHI CITY**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ADITYA M D, AMITH VINOD, ALEX ANTONY, SHIVA SURYAN S and SANJU JOHN VARGHESE** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**MS. AMRUTHA ANTONY**

*Project Guide*



*College Seal*

**MS. MARY ANTONY**

*Head of the Department*

Viva Voce Examination held on 06/01/2024

*Internal Examiner*

*External Examiner*



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT  
APPLIED SCIENCES

## PROJECT REPORT

"A STUDY ON INVESTORS PERCEPTION TOWARDS CRYPTOCURRENCY  
WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT"

**Submitted By**

**ALEENA SAJU (210021055507)**

**JEWEL JOMON (210021055511)**

**THOMAS PAUL (210021055503)**

**KARTHIK KISHOR (210021055487)**

**KRISHNAKRIPA C. B. (210021055490)**

Under the Guidance of

**Ms. VEENA RENJINI S**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 -2024

## Certificate

This is to certify that the project work titled "A STUDY ON INVESTORS PERCEPTIONS TOWARDS CRYPTOCURRENCY WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ALEENA SAJU, JEWEL JOMON, THOMAS PAUL, KARTHIK KISHOR, KRISHNAKRIPA C.B** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diplomat Fellowship or similar title to any candidate of this or any other University.

Ms.VEENA RENJINI S

  
Guide of project

Ms. MARY ANTONY

  
HOD



Viva Voce Examination held on... DG/05/2024...

  
Internal Examiner

  
External Examiner



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON CONSUMER PERCEPTION OF ONLINE FOOD DELIVERY  
IN KOCHI CITY"**

Submitted by

**ADITYA M D (210021055506)**

**ALEX ANTONY (210021055526)**

**AMITH VINOD (210021055508)**

**SANJU JOHN VARGHESE (210021055521)**

**SHIVA SURYAN S (210021055501)**

Under the guidance of

**MS. AMRUTHA ANTONY**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of commerce*

Mahatma Gandhi University, Kottayam



2021-2024



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the project work titled "**A STUDY ON CONSUMER PERCEPTION OF ONLINE FOOD DELIVERY IN KOCHI CITY**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ADITYA M D, AMITH VINOD, ALEX ANTONY, SHIVA SURYAN S and SANJU JOHN VARGHESE** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**MS. AMRUTHA ANTONY**

*Project Guide*

**MS. MARY ANTONY**

*Head of the Department*



*College Seal*

Viva Voce Examination held on 09/02/2023.....

*Internal Examiner*

*External Examiner*



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE EFFECTIVENESS OF SPIRITUAL INTELLIGENCE IN  
QUALITY WORK-LIFE, IN INFOPARK, KOCHI"**

**Submitted by**

**ANISHA ANNIE BINU (Reg no.210021055528)**

**ALISHA MARY ALEX (Reg no.210021055527)**

**NANDANA S KUMAR (Reg no.210021055495)**

**ADEL ELIAS LALJI (Reg no.210021055525)**

**ABDUL HAZIB K FIROS (Reg no.210021055505)**

**Under the guidance of**

**MS. VEENA RENJINI S**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

### **CERTIFICATE**

This is to certify that the project work titled "**A STUDY ON THE EFFECTIVENESS OF SPIRITUAL INTELLIGENCE IN QUALITY WORK-LIFE, IN INFOPARK, KOCHI**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ABDUL HAZIB K FIROS, ABEL ELIAS LALJI, ALISHA MARY ALEX, ANISHA ANNIE BINU AND NANDANA S KUMAR** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
MS VEENA RENJINI S  
Project Guide

  
MS MARY ANTONY  
Head Of The Department



Viva Voce Examination held on ... 06/05/24.....

  
Internal Examiner

  
External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**“A Study on Consumer Perception of Fintech in Payment Services in  
Ernakulam City”**

Submitted by

**AMELIA TRESA S (210021055474)**

**DHEERAJ P (210021055477)**

**LYDIA VAROOR BINOY (210021055491)**

**MAYOORI HARI PRAKASH (210021055515)**

**SANDHRA SOJAN (210021055499)**

Under the guidance of

**MS. AMRUTHA ANTONY**

*In partial fulfillment of the requirements for the award of the degree  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON CONSUMER PERCEPTION OF FINTECH IN PAYMENT SERVICES IN ERNAKULAM CITY" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **AMELIA TRESA S**, DHEERAJ P, LYDIA VAROOR BINOY, MAYOORI HARI PRAKASHI, SANDHRA SOJAN under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University

  
**Ms. Amrutha Antony**  
Project Guide



  
**Ms. Mary Antony**  
Head of the Department

Viva Voce Examination held on ...06/05/2024.....

  
Internal Examiner

  
External Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 38

## INDUSTRIAL PROJECT REPORT

**“A Study On The Influence Of Advertising In  
Consumer Brand Preference For Kitchen Treasures”.**

Submitted by

**AMINA FAIZAL**

Reg No:210021055475

**DIYA JIJ PAULOSE**

Reg No:210021055478

**ELIZABETH SOJAN**

Reg No:210021055479

**FINNY KURIAN**

Reg No:210021055509

**GEENET GEORGE**

Reg No:210021055530

Under the Guidance of

**MS. VEENA RENJINI S.**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



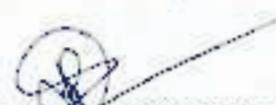
2021-2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A STUDY ON THE INFLUENCE OF ADVERTISING IN CONSUMER BRAND PREFERENCE FOR KITCHEN TREASURES" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **AMINA FAIZAL, DIYA JJI PAULOSE, ELIZABETH SOJAN, FINNY KURLAN, GEENET GEORGE** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
**Ms. VEENA RENJINI S.**  
Project Guide

  
**Ms. Mary Antony**  
Head of the Department



Viva Voce Examination held on ..... 6/4/2024 .....

  
Internal Examiner

  
External Examiner

*Dr. Liya Peter*

20-Feb-2024

## Project Completion Certificate

This is to certify that Ms. **Amina Faizal**, Ms. Diya Jiji Paulose, Ms. Elizabeth Sojan, Ms. Finny Kurian, and Ms. Geenet George, BCom Students of Rajagiri College of Management and Applied Science, have successfully completed their project titled "A Study On The Influence Of Advertising In Motivating Consumer Brand Preference For Kitchen Treasures" at our firm for a period of two weeks.

During the period, they demonstrated commendable dedication and diligence in their work. We wish them all the success in their future endeavors.

For Intergrow Brands,



Kavitha M S

Assistant Manager - HR



Intergrow Brands Private Limited



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON CONSUMER PERCEPTION OF ONLINE FOOD DELIVERY  
IN KOCHI CITY"**

Submitted by

**ADITYA M D (210021055506)**

**ALEX ANTONY (210021055526)**

**AMITH VINOD (210021055508)**

**SANJU JOHN VARGHESE (210021055521)**

**SHIVA SURYAN S (210021055501)**

Under the guidance of

**MS. AMRUTHA ANTONY**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

*This is to certify that the project work titled "A STUDY ON CONSUMER PERCEPTION OF ONLINE FOOD DELIVERY IN KOCHI CITY" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ADITYA M D, AMITH VINOD, ALEX ANTONY, SHIVA SURYAN S and SANJU JOHN VARGHESE under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

**MS. AMRUTHA ANTONY**

*Project Guide*

**MS. MARY ANTONY**

*Head of the Department*



*College Seal*

*Viva Voce Examination held on 06/05/2024*

*Internal Examiner*

*External Examiner*



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE EFFECTIVENESS OF SPIRITUAL INTELLIGENCE IN  
QUALITY WORK-LIFE, IN INFOPARK, KOCHI"**

**Submitted by**

**ANISHA ANNIE BINU (Reg no.210021055528)**

**ALISHA MARY ALEX (Reg no.210021055527)**

**NANDANA S KUMAR (Reg no.210021055495)**

**ABEL ELIAS LALJI (Reg no.210021055525)**

**ABDUL HAZIB K FIROS (Reg no.210021055505)**

Under the guidance of

**MS. VEENA RENJINI S**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

### **CERTIFICATE**

This is to certify that the project work titled "**A STUDY ON THE EFFECTIVENESS OF SPIRITUAL INTELLIGENCE IN QUALITY WORK-LIFE, IN INFOPARK, KOCHI**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ABDUL HAZIB K FIROS, ABEL ELIAS LALJI, ALISHA MARY ALEX, ANISHA ANNIE BINU AND NANDANA S KUMAR** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

MS VEENA RENJINI S

Project Guide

MS MARY ANTONY

Head Of The Department



Viva Voce Examination held on ... 06.05.24 ...

Internal Examiner

External Examiner



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**“ A Study On Customer Preference Of Top Clothing Brands In  
Ernakulam District.”**

**Submitted by**

**VISHNU S KUMAR (Reg no. 210021055504)**

**CHRIS HARI S (Reg no. 210021055476)**

**KARTHIK M LAL (Reg no. 210021055488)**

**ROSHAN MATHEWS (Reg no. 210021055498)**

**REHAAN ALEEM (Reg no.210021055532)**

**Under the Guidance of**

**Ms. MEKHA SEBASTIAN**

*In partial fulfillment of the requirements for the award of the Degree  
of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021 – 2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "*A Study On Customer Preference Of Top Clothing Brands In Ernakulam District*" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by VISHNU S KUMAR, ROSHAN MATHEW, **CHRIS DAVIS**, KARTHIK M LAL, REHAAN ALEEM under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Ms. Meekha Sebastian  
Project Guide

  
Ms. Mary Antony  
Head of the Department



Viva Voce Examination held on 6/5/2024 .....

  
Internal Examiner

  
Dr. Liza Peter  
External Examiner



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE IMPACT OF GREEN MARKETING PRACTICES  
ON CONSUMER BUYING DECISIONS WITH REFERENCE TO 7 TO  
9 STORES, ERNAKULAM"**

**SUBMITTED BY**

**SNEHA MERIN SAJI (210021055522)**

**CHRISTENE ELEN JACOB (210021055529)**

**NANDANA RAJESH (210021055531)**

**KEVIN BIJU (210021055489)**

**MAHMOOD NIYARAH (210021055492)**

Under the guidance of

**MS. AMRUTHA ANTONY**

*In partial fulfilment of the requirements for the award of the degree  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-24

## CERTIFICATE

This is to certify that the project work titled "**A STUDY ON THE IMPACT OF GREEN MARKETING PRACTICES ON CONSUMER BUYING DECISIONS WITH REFERNECE TO 7 TO 9 STORES, ERNAKULAM**" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **SNEHA MERIN SAJI, CHRISTENELEN JAOCB, NANDANA RAJESH, KEVIN BIJU, MAIMOOD NIYARAH**, under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.

  
Ms. Amrutha Antony

Project Guide

  
Ms. Mary Antony

Dean of Studies



Viva Voce Examination held on 06/05/2024

  
Internal Examiner

  
External Examiner



# RCMAS

REGIONAL COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A Study on Consumer Perception of Fintech in Payment Services in  
Ernakulam City"**

Submitted by

AMELIA TRESA S (210021055474)

**DIHEERAJ P** (210021055477)

LYDIA VAROOR BINOY (210021055491)

MAYOORI HARI PRAKASH (210021055515)

SANDHRA SOJAN (210021055499)

Under the guidance of

**MS. AMRUTHA ANTONY**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON CONSUMER PERCEPTION OF FINTECH IN PAYMENT SERVICES IN ERNAKULAM CITY" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by AMELIA TRESA S, **DHEERAJ P**, LYDIA VAROOR HINOY, MAYOORI HARI PRAKASH, SANDHRA SOJAN under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
**Ms. Amrutha Antony**  
Project Guide



  
**Ms. Mary Antony**  
Head of the Department

Viva Voce Examination held on 06/05/2024.....

  
Internal Examiner

  
External Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**“A Study On The Influence Of Advertising In  
Consumer Brand Preference For Kitchen Treasures”.**

Submitted by

**AMINA FAIZAL**

**Reg No:210021055475**

**DIYA JJI PAULOSE**

**Reg No:210021055478**

**ELIZABETH SOJAN**

**Reg No:210021055479**

**FINNY KURIAN**

**Reg No:210021055509**

**GEENET GEORGE**

**Reg No:210021055530**

Under the Guidance of

**MS. VEENA RENJINI S.**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A STUDY ON THE INFLUENCE OF ADVERTISING IN CONSUMER BRAND PREFERENCE FOR KITCHEN TREASURES" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **AMINA FAIZAL, DIYA JJI PAULOSE, ELIZABETH SOJAN, FINNY KURIAN, GEENET GEORGE** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
**Ms. VEENA RENJINI S.**  
Project Guide

  
**Ms. Mary Antony**  
Head of the Department



Viva Voce Examination held on 26/05/24 .....

  
Internal Examiner

  
External Examiner

20-Feb-2024

## Project Completion Certificate

This is to certify that Ms. Amina Faizal, Ms. Diya Jiji Paulose, Ms. Elizabeth Sojan, Ms. Finny Kurian, and Ms. Geenet George, BCom Students of Rajagiri College of Management and Applied Science, have successfully completed their project titled "A Study On The Influence Of Advertising In Motivating Consumer Brand Preference For Kitchen Treasures" at our firm for a period of two weeks.

During the period, they demonstrated commendable dedication and diligence in their work. We wish them all the success in their future endeavors.

For Intergrow Brands,



Kavitha M S

Assistant Manager - HR



Intergrow Brands Private Limited



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**“A Study On The Influence Of Advertising In  
Consumer Brand Preference For Kitchen Treasures”.**

Submitted by

AMINA FAIZAL

Reg No:210021055475

DIYA JIJI PAULOSE

Reg No:210021055478

**ELIZABETH SOJAN**

Reg No:210021055479

FINNY KURIAN

Reg No:210021055509

GEENET GEORGE

Reg No:210021055530

Under the Guidance of

**MS. VEENA RENJINI S.**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A STUDY ON THE INFLUENCE OF ADVERTISING IN CONSUMER BRAND PREFERENCE FOR KITCHEN TREASURES" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by AMINA FAIZAL, DIYA JJI PAULOSE, ELIZABETH SOJAN, FINNY KURIAN, GEENET GEORGE under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Ms. VEENA RENJINI S.  
Project Guide

  
Ms. Mary Antony  
Head of the Department



Viva Voce Examination held on ..... 6/5/2024 .....

  
Internal Examiner

  
External Examiner

*Dr. Lina Peter*

20-Feb-2024

## Project Completion Certificate

This is to certify that Ms. Amina Faizal, Ms. Diya Jiji Paulose, Ms. Elizabeth Sojan, Ms. Finny Kurian, and Ms. Geenet George, BCom Students of Rajagiri College of Management and Applied Science, have successfully completed their project titled "A Study On The Influence Of Advertising In Motivating Consumer Brand Preference For Kitchen Treasures" at our firm for a period of two weeks.

During the period, they demonstrated commendable dedication and diligence in their work. We wish them all the success in their future endeavors.

For Intergrow Brands,



Kavitha M S

Assistant Manager - HR





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES ON  
CUSTOMERS BUYING BEHAVIOUR WITH REFERENCE TO MARUTI  
SUZUKI NEXA, KALAMASSERY"**

Submitted by

**ELIZEBATH JAMES (210021055480)**

**IRINE ROY (210021055482)**

**RIA ABULAIZE (210021055497)**

**RIZANA RAHIM (210021055518)**

**ROSE ANN MARTIN (210021055519)**

Under the guidance of

**MS. MEKHA SEBASTIAN**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of commerce*

Mahatma Gandhi University, Kottayam



2021-2024



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the project work titled "**A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES ON CUSTOMERS BUYING BEHAVIOUR WITH REFERENCE TO MARUTHI SUZUKI NEXA**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ELIZEBATH JAMES, IRINE ROY, RIA ABULAIZE, RIZANA RAHIM AND ROSE ANN MARTIN** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. MEKHA SEBASTIAN

Project Guide



Ms. MARY ANTONY

Head of Department

Viva Voce Examination held on ... **6/5/2024** ...

Internal Examiner

Dr. Liza Peter  
External Examiner

26<sup>th</sup> February 2024

## To WHOME SO EVER IT MAY CONCERN

This is to certify that Ms. **ELIZEBATH JAMES**, 6<sup>th</sup> Semester-B.Com student of Rajagiri College of Management & Applied Sciences - Kakkanad, has undertaken the Project of "STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES ON CUSTOMERS BUYING BEHAVIOUR WITH REFERENCE TO MARUTI SUZUKI NEXA" at our Organisation for 90 Days

The candidate has successfully completed the Project and Training Program and gained practical knowledge. His Training tenure was from 1<sup>st</sup> Nov 2023 to 31<sup>st</sup> Jan 2024

We wish her all success

For Nexa Kalamassery  
Indus Motor Co. Pvt Ltd

  
Authorised Signatory



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

### **“A Study On The Influence Of Advertising In Consumer Brand Preference For Kitchen Treasures”.**

Submitted by

<b>AMINA FAIZAL</b>	<b>Reg No:210021055475</b>
<b>DIYA JJI PAULOSE</b>	<b>Reg No:210021055478</b>
<b>ELIZABETH SOJAN</b>	<b>Reg No:210021055479</b>
<b>FINNY KURIAN</b>	<b>Reg No:210021055509</b>
<b>GEENET GEORGE</b>	<b>Reg No:210021055530</b>

Under the Guidance of

**MS. VEENA RENJINI S.**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A STUDY ON THE INFLUENCE OF ADVERTISING IN CONSUMER BRAND PREFERENCE FOR KITCHEN TREASURES" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by AMINA FAIZAL, DIYA JIJI PAULOSE, ELIZABETH SOJAN, FINNY KURLAN, GEENET GEORGE under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Ms. VEENA RENJINI S.  
Project Guide

  
Ms. Mary Antony  
Head of the Department



Viva Voce Examination held on ..... 26/05/24 .....

  
Internal Examiner

  
External Examiner

20-Feb-2024

## Project Completion Certificate

This is to certify that Ms. Amina Faizal, Ms. Diya Jiji Paulose, Ms. Elizabeth Sojan, Ms. Finny Kurian, and Ms. Geenet George, BCom Students of Rajagiri College of Management and Applied Science, have successfully completed their project titled "A Study On The Influence Of Advertising In Motivating Consumer Brand Preference For Kitchen Treasures" at our firm for a period of two weeks.

During the period, they demonstrated commendable dedication and diligence in their work. We wish them all the success in their future endeavors.

For Intergrow Brands,



Kavitha M S

Assistant Manager - HR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

"A STUDY ON THE INFLUENCE OF THE HUMAN RESOURCE  
DEPARTMENT ON EMPLOYEE MORALE IN WECODE LIFE  
PRIVATE LIMITED, EDAPALLY."

Submitted by

<b>GAYATHRY ANIL</b>	<b>(210021055481)</b>
<b>JOYAL ANTONY</b>	<b>(210021055486)</b>
<b>MEERA AJI THADIKARAN</b>	<b>(210021055493)</b>
<b>ROSS ELSA ROY</b>	<b>(210021055520)</b>
<b>SRUTHY T S</b>	<b>(210021055502)</b>

Under the Guidance of

**Ms. DIANA JOSEPH**

*In partial fulfillment of the requirements for the award of the  
Degree of Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2023 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On The Influence Of The Human Resource Department On Employee Morale In WeCode Life Private Limited, Edapally" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Gayathry Aull, Joyal Antony, Meera Aji Thadikaran, Ross Elsa Roy And Sruthy T S** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Diana Joseph  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on ... 26/05/24 .....

Internal Examiner

External Examiner



# WeCode Life

## CERTIFICATE

This is to certify that **Ms Gayathry Anil** (Reg No **210021055481**), **Ms Ross Elsa Roy** (Reg No **21002105520**), **Ms Sruthy T S** ( Reg No **210021055502**), **Mr Joyal Antony** (Reg No **210021055486**), **Ms Meera Aji Thadikkaran** (Reg No **210021055493**) B.Com Model 2 Finance And Taxation student of Rajagiri College Of Management And Applied Sciences, Kakkanad, Rajagiri Valley P.O, Ernakulam (Dist), have undergone project work entitled "**A study on the influence of Human Resource department on employee morale in WeCodeLife**" from 02-January-2024 to 31-January-2024.

They visited our organization for data collection and other allied activities and have successfully completed the project work based on their observation and intelligence.

**WeCodeLife Private Limited**

**ATHUL PETER**  
**HR MANAGER**



WeCodeLife Private Limited

CIN - U72500KL3021PTC068120

Reg. Off - Room No.101, Pallippat Quay,

Door No.37/4009A Kadavil Lane, NH 17, Edappally 682024, Edappally Ernakulam  
KL, 682024 IN

Email- [enquiry@wecodelifelife.com](mailto:enquiry@wecodelifelife.com)

Mobile- 9744497830



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O., COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**"A Study On The Influence Of Advertising In  
Consumer Brand Preference For Kitchen Treasures".**

Submitted by

AMINA FAIZAL	Reg No:210021055475
DIYA JIJI PAULOSE	Reg No:210021055478
ELIZABETH SOJAN	Reg No:210021055479
FINNY KURIAN	Reg No:210021055509
<b>GEENET GEORGE</b>	Reg No:210021055530

Under the Guidance of

**MS. VEENA RENJINI S.**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A STUDY ON THE INFLUENCE OF ADVERTISING IN CONSUMER BRAND PREFERENCE FOR KITCHEN TREASURES" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **AMINA FAIZAL, DIYA JIJI PAULOSE, ELIZABETH SOJAN, FINNY KURIAN, GEENET GEORGE** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

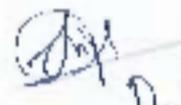
  
**Ms. VEENA RENJINI S.**  
Project Guide

  
**Ms. Mary Antony**  
Head of the Department



*Viva Voce Examination held on* ..... 6/5/2024 .....

  
Internal Examiner

  
External Examiner

*Dr. Liya Peter*

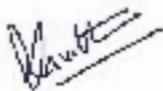
20-Feb-2024

## Project Completion Certificate

This is to certify that Ms. Amina Faizal, Ms. Diya Jiji Paulose, Ms. Elizabeth Sojan, Ms. Finny Kurian, and Ms. **Geenet George**, BCom Students of Rajagiri College of Management and Applied Science, have successfully completed their project titled "A Study On The Influence Of Advertising In Motivating Consumer Brand Preference For Kitchen Treasures" at our firm for a period of two weeks.

During the period, they demonstrated commendable dedication and diligence in their work. We wish them all the success in their future endeavors.

For Intergrow Brands,



Kavitha M S

Assistant Manager - HR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A STUDY ON PROMOTING WELL BEING AND REDUCING BURNOUT  
WITH REGARD TO DOVLIN ONE PVT LTD, KAKKANAD"**

Submitted by

**HARSH GEORGE PAUL (210021055510)**

**JOEL BASIL (210021055483)**

**MARIAM LIANA (210021055514)**

**MITHUN SIBHASHI (210021055494)**

**NAVNEETH S. MENON (210021055496)**

Under the guidance of

**MS. DIANA JOSEPH**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON PROMOTING WELL BEING AND REDUCING BURNOUT WITH REGARD TO DOVLIN ONE PVT LTD, KAKKANAD" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **HARSH GEORGE PAUL**, JOEL BASIL, MARIAM LIANA, MITHUN SUBHASH, NAVNEETH S. MENON under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Diana Joseph  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on ...09/05/2024.....

Internal Examiner

External Examiner

## CERTIFICATE

This is to certify that Ms. Mariam Liana, Mr. Harsh George Paul, Mr. Joel Basil, Mr. Midhun Subhash, Mr. Navneet S. Menon, IIIrd year B. Com Finance and Taxation student of Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed a project on the topic " A STUDY ON PROMOTING WELL BEING AND REDUCING BURNOUT WITH REGARD TO DOVLIN ONE PVE. LTD., KAKKANAD. " in our establishment from 1<sup>st</sup> November 2023 to 30<sup>th</sup> November 2023.

During this period, their conduct was good and satisfactory.

We wish them all a successful career and a bright future.

Date: December 01, 2023

  
Elizabeth Benjamin

Place: Kochi

Director-Human Resources



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**\*A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES ON  
CUSTOMERS BUYING BEHAVIOUR WITH REFERENCE TO MARUTI  
SUZUKI NEXA, KALAMASSERY\***

**Submitted by**

**ELIZEBATH JAMES (210021055480)**

**IRINE ROY (210021055482)**

**RIA ABULAIZE (210021055497)**

**RIZANA RAHIM (210021055518)**

**ROSE ANN MARTIN (210021055519)**

**Under the guidance of**

**MS. MEKHA SEBASTIAN**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "**A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES ON CUSTOMERS BUYING BEHAVIOUR WITH REFERENCE TO MARUTHI SUZUKI NEXA**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ELIZEBATH JAMES, IRINE ROY, RIA ABULAIZE, RIZANA RAHIM AND ROSE ANN MARTIN** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. MEKHA SEBASTIAN

Project Guide



Ms. MARY ANTONY

Head of Department

Viva Voce Examination held on ... 6/5/2024 ...

Internal Examiner

Dr. Liya Peter  
External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PROJECT REPORT**

**"A STUDY ON INVESTORS PERCEPTION TOWARDS CRYPTOCURRENCY  
WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT"**

**Submitted By**

**ALEENA SAJU (210021055507)**

**JEWEL JOMON (210021055511)**

**THOMAS PAUL (210021055503)**

**KARTHIK KISHOR (210021055487)**

**KRISHNAKRIPA C. B. (210021055490)**

Under the Guidance of

**Ms. VEENA RENJINI .S**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 -2024

## Certificate

This is to certify that the project work titled "A STUDY ON INVESTORS PERCEPTIONS TOWARDS CRYPTOCURRENCY WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ALEENA SAJU, JEWEL JOMON, THOMAS PAUL, KARTHIK KISHOR, KRISHNAKRIPA C.B under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. VEEENA RENJINI S

  
Guide of project

  
Mrs. MARY ANTONY

HOD

  
Viva Voce Examination held on... 6/5/2024...

  
Internal Examiner

  
Dr. Liya Peter  
External Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A STUDY ON PROMOTING WELL BEING AND REDUCING BURNOUT  
WITH REGARD TO DOVLIN ONE PVT LTD, KAKKANAD"**

Submitted by

**HARSH GEORGE PAUL (210021055510)**

**JOEL BASIL (210021055483)**

**MARIAM LIANA (210021055514)**

**MITHUN SUBHASH (210021055494)**

**NAVNEETH S. MENON (210021055496)**

Under the guidance of

**MS. DIANA JOSEPH**

*In partial fulfilment of the requirements for the award of the degree*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



**2021-2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON PROMOTING WELL BEING AND REDUCING BURNOUT WITH REGARD TO DOVLIN ONE PVT LTD, KAKKANAD" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by HARSH GEORGE PAUL, **JOEL BASIL**, MARLAM LIANA, MITHUN SUBHASH. NAVNEETH S. MENON under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Diana Joseph  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on ...06/07/2024.....

Internal Examiner

External Examiner

## CERTIFICATE

This is to certify that Ms. Mariam Liana, Mr. Harsh George Paul, Mr. Joel Basil, Mr. Midhun Subhash, Mr. Navneet S. Menon, 3<sup>rd</sup> year B. Com Finance and Taxation student of Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed a project on the topic " A STUDY ON PROMOTING WELL BEING AND REDUCING BURNOUT WITH REGARD TO DOVLIN ONE PVT. LTD., KAKKANAD. " in our establishment from 1<sup>st</sup> November 2023 to 30<sup>th</sup> November 2023.

During this period, their conduct was good and satisfactory.

We wish them all a successful career and a bright future.

Date: December 01, 2023



Elizabeth Benjamin

Place: Kochi

Director-Human Resources



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**Title of the Report :**

**A Study On The Effect And Impact Of Performance  
Appraisal And Reward System In Moolans Pvt Ltd, Angamaly**

Submitted by

**JOEL GEORGE XAVIER(210021055484)**

**SRIKESH M PAI(210021055523)**

**NOEL S JOSEPH(210021055517)**

**KEVIN P YOHANNAN(210021055513)**

**JOHN SAJU(210021055485)**

Under the Guidance of

**Ms. DIANA JOSEPH**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University , Kottayam**



2023 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "*A Study on the Effect and Impact of Performance Appraisal and Reward System in Monlans Pvt Ltd. Angamaly*" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Joel George Xavier, Srikesh M Poi, Noel S Joseph, Kevin P Yohannan, John Saju** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. Diana Joseph**

*Project Guide*



**Ms. Mary Antony**

*Head Of Department*

*Viva Voce Examination held on ... 06/05/2024.*

**Internal Examiner**

**External Examiner**

**Moolans Family Mart**

24/975 A, East Junction,

Angamaly - 683 572

Tel. 7902955507

16<sup>th</sup> January 2024

## CERTIFICATE

*This is to certify that Mr. **Joel George Xavier** (Reg. No. 210021055484) from Rajagiri College of Management and Applied Science Kakkanad has successfully completed Live Project with Moolans Family Mart a part of their curriculum. During the period of Live Project, He closely worked with the organization's Human Resource department and excelled at all the assigned tasks and was found hardworking and inquisitive.*

MOOLANS FAMILY MART

A handwritten signature in blue ink, appearing to read "Joel George Xavier", written over a horizontal line.

Authorized Signatory





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**Title of the Report :**

**A Study On The Effect And Impact Of Performance**

**Appraisal And Reward System In Moolans Pvt Ltd, Angamaly**

Submitted by

**JOEL GEORGE XAVIER(210021055484)**

**SRIKESH M PAI(210021055523)**

**NOEL S JOSEPH(210021055517)**

**KEVIN P YOHANNAN(210021055513)**

**JOHN SAJU(210021055485)**

Under the Guidance of

**Ms. DIANA JOSEPH**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

**Mahatma Gandhi University , Kottayam**



2023 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on the Effect and Impact of Performance Appraisal and Reward System in Moolans Pvt Ltd, Angamaly" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Joel George Xavier, Sriresh M Pai, Noel S Joseph, Kevin P Yohannan, John Saju** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University

**Ms. Diana Joseph**

*Project Guide*



College Seal

**Ms. Mary Antony**

*Head Of Department*

Viva Voce Examination held on ... 06/05/2024...

**Internal Examiner**

**External Examiner**

ANGAMALY



**Moolans Family Mart**  
24/975 A, East Junction,  
Angamaly - 683 572  
Tel. 7902955507

16<sup>th</sup> January 2024

## CERTIFICATE

*This is to certify that Mr. John Saju (Reg. No. 210021055485) from Rajagiri College of Management and Applied Science Kakkanad has successfully completed Live Project with Moolans Family Mart a part of their curriculum. During the period of Live Project, He closely worked with the organization's Human Resource department and excelled at all the assigned tasks and was found hardworking and inquisitive.*

FOR MOOLANS FAMILY MART

  
Authorized Signatory





**RCMAS**  
RAIAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE INFLUENCE OF THE HUMAN RESOURCE  
DEPARTMENT ON EMPLOYEE MORALE IN WECODE LIFE  
PRIVATE LIMITED, EDAPALLY."**

Submitted by

<b>GAYATHRY ANIL</b>	<b>(210021055481)</b>
<b>JOYAL ANTONY</b>	<b>(210021055486)</b>
<b>MEERA AJI THADIKARAN</b>	<b>(210021055493)</b>
<b>ROSS ELSA ROY</b>	<b>(210021055520)</b>
<b>SRUTHY T S</b>	<b>(210021055502)</b>

Under the Guidance of

**Ms. DIANA JOSEPH**

*In partial fulfillment of the requirements for the award of the  
Degree of Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2023 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "**A Study On The Influence Of The Human Resource Department On Employee Morale In WeCode Life Private Limited, Edappally**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Gayathry Anil, Joyal Antony, Meera Aji Thadikaran, Ross Elsa Roy And Sruthy T S** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Diana Joseph

Project Guide



Ms. Mary Antony

Head of the Department

Viva Voce Examination held on ... 06/05/24 .....

Internal Examiner

External Examiner



**WeCodeLife**

## CERTIFICATE

This is to certify that **Ms Gayathry Anil** (Reg No 210021055481), **Ms Ross Elsa Roy** (Reg No 21002105520), **Ms Sruthy T S** (Reg No 210021055502), **Mr Joyal Antony** (Reg No 210021055486), **Ms Meera Aji Thadikaran** (Reg No 210021055493) B.Com Model 2 Finance And Taxation student of Rajagiri College Of Management And Applied Sciences, Kakkanad, Rajagiri Valley P.O, Ernakulam (Dist), have undergone project work entitled "A study on the influence of Human Resource department on employee morale in WeCodeLife" from 02-January-2024 to 31-January-2024.

They visited our organization for data collection and other allied activities and have successfully completed the project work based on their observation and intelligence.

**WeCodeLife Private Limited**

**ATHUL PETER  
HR MANAGER**



WeCodeLife Private Limited

CIN -U72500KL2021PTC068120

Reg.Off - Room No. ED1, Palilppat Dew,

Door No 37/4009A, Kadavil Lane, NH 17, Edappally 682024, Edappally Ernakulam,  
KL 682024 IN

Email: enquiry@wecodelife.com

Mobile- 9744497830



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A STUDY ON THE IMPACT OF SOCIAL PROOF NUDGING  
WITH REFERENCE TO ELECTRIC VEHICLES OF MAHINDRA  
VAYALAT AUTOMOBILES, MARADU."**

Submitted By

<b>JUBIN THOMAS THARAYIL</b>	<b>(210021055512)</b>
<b>MERIL MARIYAM ULLAS</b>	<b>(210021055516)</b>
<b>SARA PALAT</b>	<b>(210021055500)</b>
<b>SRUTHY SREERAM</b>	<b>(210021055524)</b>

Under the Guidance of  
**Ms. MEKHA SEBASTIAN**

*In partial fulfilment of the requirements for the award of the  
Degree of Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2023-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled “**A study on the impact of social proof nudging with reference to electric vehicles of Mahindra Vayalat Automobiles, Maradu**” submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Jubin Thomas Tharayil, Meril Mariyam Ullas, Sara Palat and Sruthy Sreeram** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University

Ms. Mekha Sebastian  
Project Guide

Ms. Mary Antony  
Head of the Department



Viva Voce Examination held on ... 6/5/2024 .....

Internal Examiner

Do. Lin a Peter  
External Examiner



mahindra

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Ms. Meril Mariyam Ullas**, Reg no: 210021055516 (Aadhar Number: 495952624362), **Ms. Jubin Thomas Tharayil**, Regn no: 210021055512 (Aadhar: 502736103089), **Ms. Sara Pulat**, Regn no: 210021055500 ( Aadhar: 739255049554) & **Ms. Sruthy Sreeram** Regn no: 210021055524 (Aadhar: 3612 63926082) as a Final year BCOM Model - 2 Finance and Taxation students, from **Rajagiri College of Management & Applied Sciences** has successfully completed their project on the topic " **A Study on the impact of social proof nudging with reference to electric vehicles of Mahindra Vayalat Automobiles Maradu** " as part of their curriculum.

During this tenure, we found them sincere and hardworking. We wish them all the best for the future endeavors.

For Vayalat Automobiles PVT LTD

Authorized Signatory



**VAYALAT AUTOMOBILES PVT LTD**

NH 47, Bypass Road, Kannadikkadu, Maradu P.O. . 682 304

Sales Ph : 0484 4027888, Service : Ph : 0484 4037888

info@vayalatmahindra.in | www.vayalatmahindra.in

GSTIN No.: 32AAHCV1820F1ZL

www.mahindra.com



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## PROJECT REPORT

**“A STUDY ON INVESTORS PERCEPTION TOWARDS CRYPTOCURRENCY  
WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT”**

### Submitted By

**ALEENA SAJU (210021055507)**

**JEWEL JOMON (210021055511)**

**THOMAS PAUL (210021055503)**

**KARTHIK KISHOR (210021055487)**

**KRISHNAKRIPA C. B. (210021055490)**

Under the Guidance of

**Ms. VEENA RENJINI .S**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 -2024

## Certificate

This is to certify that the project work titled "**A STUDY ON INVESTORS PERCEPTIONS TOWARDS CRYPTOCURRENCY WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ALEENA SAJU, JEWEL JOMON, THOMAS PAUL, KARTHIK KISHOR, KRISHNAKRIPA C.B** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**M. VEENA RENJINI S**

  
Guide of project

**Ms. MARY ANTONY**

  
HOD



Viva Voce Examination held on... 06/05/2024...

  
Internal Examiner

  
External Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**“ A Study On Customer Preference Of Top Clothing Brands In  
Ernakulam District.”**

Submitted by

VISHNU S KUMAR (Reg no. 210021055504)

CHRIS HARIS (Reg no. 210021055476)

**KARTHIK M LAL** (Reg no. 210021055488)

ROSHAN MATHEWS (Reg no. 210021055498)

REHAAN ALEEM (Reg no.210021055532)

Under the Guidance of

Ms. MEKHA SEBASTIAN

*In partial fulfillment of the requirements for the award of the Degree  
of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "*A Study On Customer Preference Of Top Clothing Brands In Ernakulam District*" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by VISHNU S KUMAR, ROSHAN MATHEW, CHRIS HARIS, **KARTHIK M LAL**, REHAAN ALEEM under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Mekha Sebastian

Project Guide

Ms. Mary Antony

Head of the Department



Viva Voce Examination held on ..... 6/5/2024 .....

Internal Examiner

Dr. Liza Peter  
External Examiner



**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE IMPACT OF GREEN MARKETING PRACTICES  
ON CONSUMER BUYING DECISIONS WITH REFERENCE TO 7 TO  
9 STORES, ERNAKULAM"**

**SUBMITTED BY**

**SNEHA MERIN SAJI (210021055522)**

**CHRISTENE ELEN JACOB (210021055529)**

**NANDANA RAJESH (210021055531)**

**KEVIN BIJU (210021055489)**

**MAHMOOD NIYARAH (210021055492)**

Under the guidance of

**MS. AMRUTHA ANTONY**

*In partial fulfilment of the requirements for the award of the degree  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-24**

## CERTIFICATE

This is to certify that the project work titled "**A STUDY ON THE IMPACT OF GREEN MARKETING PRACTICES ON CONSUMER BUYING DECISIONS WITH REFERNECE TO 7 TO 9 STORES, ERNAKULAM**" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **SNEHA MERIN SAJI, CHRISTENELEN JAOCB, NANDANA RAJESH, KEVIN BIJU, MAHMOOD NIYARAH**, under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.

  
Ms. Amrutha Antony

Project Guide

  
Ms. Mary Antony

Dean of Studies



Viva Voce Examination held on 06/05/2024

  
Internal Examiner

  
External Examiner



Varappathukuzhy Building, Opp. Baby Dresses, MM Jn. Kolenchery. Email –  
7to9greenstore@gmail.com

**To Whomsoever it may concern**

This is to certify that Mr. Kevin Biju (Reg. No. 210021055489), student of Rajagiri College of Management and Applied Sciences, Kakkanad, has successfully completed his project on the topic "A Study on the Impact of Green Marketing Practices on Consumer Buying Decisions" with reference to 7 to 9 stores, Thripunitura. In partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce under Mahatma Gandhi University.

We wish him all the best in his future endeavors.

Mr. Bittu John

7 FOUNDAL GREEN STORE



Proprietor



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**Title of the Report :**

**A Study On The Effect And Impact Of Performance  
Appraisal And Reward System In Moolans Pvt Ltd, Angamaly**

Submitted by

**JOEL GEORGE XAVIER(210021055484)**

**SRIKESH M PAI(210021055523)**

**NOEL S JOSEPH(210021055517)**

**KEVIN P YOHANNAN(210021055513)**

**JOHN SAJU(210021055485)**

Under the Guidance of

**Ms. DIANA JOSEPH**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University , Kottayam**



**2023 - 2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

*This is to certify that the project work titled "A Study on the Effect and Impact of Performance Appraisal and Reward System in Moolans Pvt Ltd, Angamaly" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Joel George Xavier, Srikesh M Pai, Noel S Joseph, Kevin P Yohannan, John Saju under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.*

  
**Ms. Diana Joseph**

*Project Guide*



  
**Ms. Mary Antony**

*Head Of Department*

*Viva Voce Examination held on ...6/5/2024....*

  
**Internal Examiner**

  
**Dr. Liya Peter**  
**External Examiner**



**Moolans Family Mart**  
24/975 A, East Junction,  
Angamaly - 683 572  
Tel. 7902955507

16<sup>th</sup> January 2024

## CERTIFICATE

*This is to certify that Mr. Kevin P Yohannan (Reg. No. 210021055513) from Rajagiri College of Management and Applied Science Kakkanad has successfully completed Live Project with Moolans Family Mart a part of their curriculum. During the period of Live Project, He closely worked with the organization's Human Resource department and excelled at all the assigned tasks and was found hardworking and inquisitive.*

MOOLANS FAMILY MART

  
Authorised Signatory





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## PROJECT REPORT

"A STUDY ON INVESTORS PERCEPTION TOWARDS CRYPTOCURRENCY  
WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT"

### Submitted By

ALEENA SAJU (210021055507)

JEWEL JOMON (210021055511)

THOMAS PAUL (210021055503)

KARTHIK KISHOR (210021055487)

**KRISHNAKRIPA C. B. (210021055490)**

Under the Guidance of

**Ms. VEENA RENJINI .S**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 -2024

## Certificate

This is to certify that the project work titled "**A STUDY ON INVESTORS PERCEPTIONS TOWARDS CRYPTOCURRENCY WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ALEENA SAJU, JEWEL JOMON, THOMAS PAUL, KARTHIK KISHOR, KRISHNAKRIPA C.B** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. VEENA RENJINIS

  
Guide of project

  
Ms. MARY ANTONY

HOD



Viva Voce Examination held on...6/5/2024.....

  
Internal Examiner

  
Do. Liya Peter  
External Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**“A Study on Consumer Perception of Fintech in Payment Services in  
Ernakulam City”**

Submitted by

**AMELIA TRESA S (210021055474)**

**DHEERAJ P (210021055477)**

**LYDIA VAROOR BINOY (210021055491)**

**MAYOORI HARI PRAKASH (210021055515)**

**SANDHRA SOJAN (210021055499)**

Under the guidance of

**MS. AMRUTHA ANTONY**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024

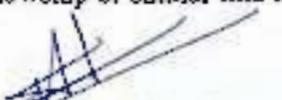


# RCMAS

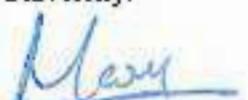
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON CONSUMER PERCEPTION OF FINTECH IN PAYMENT SERVICES IN ERNAKULAM CITY" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by AMELIA TRESA S, DHEERAJ P, **LYDIA VAROOR BINOY**, MAYOORI HARI PRAKASH, SANDHRA SOJAN under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
**Ms. Amrutha Antony**  
Project Guide



  
**Ms. Mary Antony**  
Head of the Department

Viva Voce Examination held on 06/05/2024 .....

  
Internal Examiner

  
External Examiner



**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE IMPACT OF GREEN MARKETING PRACTICES  
ON CONSUMER BUYING DECISIONS WITH REFERENCE TO 7 TO  
9 STORES, ERNAKULAM"**

**SUBMITTED BY**

**SNEHA MERIN SAJI (210021055522)**

**CHRISTENE ELEN JACOB (210021055529)**

**NANDANA RAJESH (210021055531)**

**KEVIN BIJU (210021055489)**

**MAHMOOD NIYARAH (210021055492)**

Under the guidance of

**MS. AMRUTHA ANTONY**

*In partial fulfilment of the requirements for the award of the degree  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-24

## CERTIFICATE

This is to certify that the project work titled "**A STUDY ON THE IMPACT OF GREEN MARKETING PRACTICES ON CONSUMER BUYING DECISIONS WITH REFERNECE TO 7 TO 9 STORES, ERNAKULAM**" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **SNEHA MERIN SAJI, CHRISTENELEN JAOCB, NANDANA RAJESH, KEVIN BIJU, MAHMOOD NIYARAH**, under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.

  
Ms. Amrutha Antony

Project Guide

  
Ms. Mary Antony

Dean of Studies



Viva Voce Examination held on 06/05/2024

  
Internal Examiner

  
External Examiner



Varappathukuzhy Building, Opp. Baby Dresses, MM Jn. Kolenchery. Email –  
7to9greenstore@gmail.com

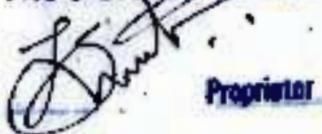
**To Whomsoever it may concern**

This is to certify that Mr. **Mahmood Niyarah** (Reg. No. 210021055492), student of Rajagiri College of Management and Applied Sciences, Kakkanad, has successfully completed his project on the topic "A Study on the Impact of Green Marketing Practices on Consumer Buying Decisions" with reference to 7 to 9 stores, Thripunitura. In partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce under Mahatma Gandhi University.

We wish him all the best in his future endeavors.

Mr. Bittu John

7 to 9 GREEN STORE



Proprietor



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON PROMOTING WELL BEING AND REDUCING BURNOUT  
WITH REGARD TO DOVLIN ONE PVT LTD, KAKKANAD"**

Submitted by

**HARSH GEORGE PAUL (210021055510)**

**JOEL BASIL (210021055483)**

**MARIAM LIANA (210021055514)**

**MITHUN SUBHASH (210021055494)**

**NAVNEETH S. MENON (210021055496)**

Under the guidance of

**MS. DIANA JOSEPH**

*In partial fulfilment of the requirements for the award of the degree*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

### Certificate

This is to certify that the project work titled "A STUDY ON PROMOTING WELL BEING AND REDUCING BURNOUT WITH REGARD TO DOVLIN ONE PVT LTD, KAKKANAD" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by HARSH GEORGE PAUL, JOEL BASIL, **MARIAM LIANA**, MITHUN SUBHASH, NAVNEETH S. MENON under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Diana Joseph  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on ...06/05/2024.....

Internal Examiner

External Examiner

## CERTIFICATE

This is to certify that Ms. **Mariam Liana**, Mr. Harsh George Paul, Mr. Joel Basil, Mr. Midhun Subhash, Mr. Navneet S. Menon, IIIrd year B. Com Finance and Taxation student of Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed a project on the topic " A STUDY ON PROMOTING WELL BEING AND REDUCING BURNOUT WITH REGARD TO DOVLIN ONE PVT. LTD., KAKKANAD. " in our establishment from 1<sup>st</sup> November 2023 to 30<sup>th</sup> November 2023.

During this period, their conduct was good and satisfactory.

We wish them all a successful career and a bright future.

Date: December 01, 2023



Elizabeth Benjamin

Place: Kochi

Director-Human Resources



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**“A Study on Consumer Perception of Fintech in Payment Services in  
Ernakulam City”**

Submitted by

**AMELIA TRESA S (210021055474)**

**DHEERAJ P (210021055477)**

**LYDIA VAROOR BINOY (210021055491)**

**MAYOORI HARI PRAKASH (210021055515)**

**SANDHRA SOJAN (210021055499)**

Under the guidance of

**MS. AMRUTHA ANTONY**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



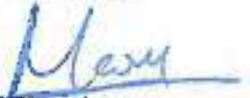
**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON CONSUMER PERCEPTION OF FINTECH IN PAYMENT SERVICES IN ERNAKULAM CITY" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by AMELIA TRESA S, DHEERAJ P, LYDIA VAROOR BINOY, MAYOORI HARI PRAKASH, SANDHRA SOJAN under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
**Ms. Anrutha Antony**  
Project Guide



  
**Ms. Mary Antony**  
Head of the Department

Viva Voce Examination held on ... 06/05/2024 .....

  
Internal Examiner

  
External Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A STUDY ON THE INFLUENCE OF THE HUMAN RESOURCE  
DEPARTMENT ON EMPLOYEE MORALE IN WECODE LIFE  
PRIVATE LIMITED, EDAPALLY."**

Submitted by

<b>GAYATHRY ANIL</b>	<b>(210021055481)</b>
<b>JOYAL ANTONY</b>	<b>(210021055486)</b>
<b>MEERA AJI THADIKARAN</b>	<b>(210021055493)</b>
<b>ROSS ELSA ROY</b>	<b>(210021055520)</b>
<b>SRUTHY T S</b>	<b>(210021055502)</b>

Under the Guidance of

**Ms. DIANA JOSEPH**

*In partial fulfillment of the requirements for the award of the  
Degree of Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2023 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled **"A Study On The Influence Of The Human Resource Department On Employee Morale In WeCode Life Private Limited, Edappally"** submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Gayathry Anil, Joyal Antony, Meera Aji Thadikaran, Ross Elsa Roy And Sruthy T S** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Diana Joseph  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on ... 06/05/24 .....

Internal Examiner

External Examiner



# WeCode Life

## CERTIFICATE

This is to certify that Ms Gayathry Anil (Reg No 210021055481), Ms Ross Elsa Roy (Reg No 21002105520), Ms Sruthy T S ( Reg No 210021055502), Mr Joyal Antony (Reg No 210021055486), Ms **Meera Aji Thadikkaran** (Reg No 210021055493) B.Com Model 2 Finance And Taxation student of Rajagiri College Of Management And Applied Sciences, Kakkanad, Rajagiri Valley P.O, Ernakulam (Dist), have undergone project work entitled "**A study on the influence of Human Resource department on employee morale in WeCodeLife**" from 02-January-2024 to 31-January-2024.

They visited our organization for data collection and other allied activities and have successfully completed the project work based on their observation and intelligence.

**WeCodeLife Private Limited**

**ATHUL PETER  
HR MANAGER**



**WeCodeLife Private Limited**

CIN -U72500KL2021PTC068120

Reg.Off - Room No.101, Palippat Dew,

Door No 37/4C09A ,Kadavil Lane, NH 17, Edappally 682024, Edappally Ernakulam

KL 682024 IN

Email- enquiry@wecodelife.com

Mobile- 9744497830



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A STUDY ON THE IMPACT OF SOCIAL PROOF NUDGING  
WITH REFERENCE TO ELECTRIC VEHICLES OF MAHINDRA  
VAYALAT AUTOMOBILES, MARADU."**

Submitted By

JUBIN THOMAS THARAYIL	(210021055512)
MERIL MARIYAM ULLAS	(210021055516)
SARA PALAT	(210021055500)
SRUTHY SREERAM	(210021055524)

Under the Guidance of  
**Ms. MEKHA SEBASTIAN**

*In partial fulfilment of the requirements for the award of the  
Degree of Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2023-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A study on the impact of social proof nudging with reference to electric vehicles of Mahindra Vayalat Automobiles, Maradu" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by *Jubin Thomas Tharayil*, *Meril Mariyam Ullas*, *Sara Palat* and *Sruthy Sreeram* under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University

Ms. Mekha Sebastian  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on 6/5/2024.....

Internal Examiner

Dr. Liza Peter  
External Examiner



SPORT  
UTILITY  
VEHICLES

mahindra

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Ms. Meril Mariyam Ullas**, Reg no: 210021055516 (Aadhar Number: 495952624362), **Ms. Jubin Thomas Tharayil**, Regn no: 210021055512 (Aadhar: 502736103089), **Ms. Sara Palat**, Regn no: 210021055500 (Aadhar: 739255049554) & **Ms. Sruthy Sreeram** Regn no: 210021055524 (Aadhar: 3612 63926082) as a Final year BCOM Model - 2 Finance and Taxation students, from **Rajagiri College of Management & Applied Sciences** has successfully completed their project on the topic " **A Study on the impact of social proof nudging with reference to electric vehicles of Mahindra Vayalat Automobiles Maradu** " as part of their curriculum.

During this tenure, we found them sincere and hardworking. We wish them all the best for the future endeavors.

For Vayalat Automobiles PVT LTD

Authorized Signatory



**VAYALAT AUTOMOBILES PVT LTD**

NH 47, Bypass Road, Kannadikkadu, Maradu P.O. - 682 304  
Sales : Ph : 0484 4027888, Service : Ph : 0484 4027888  
info@vayalatmahindra.in | www.vayalatmahindra.in  
GSTIN No. : 32AAHCV1528F1ZL

[www.mahindra.com](http://www.mahindra.com)



## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON PROMOTING WELL BEING AND REDUCING BURNOUT  
WITH REGARD TO DOVLIN ONE PVT LTD, KAKKANAD"**

Submitted by

**HARSH GEORGE PAUL (210021055510)**

**JOEL BASIL (210021055483)**

**MARIAM LIANA (210021055514)**

**MITHUN SUBHASH (210021055494)**

**NAVNEETH S. MENON (210021055496)**

Under the guidance of

**MS. DIANA JOSEPH**

*In partial fulfilment of the requirements for the award of the degree*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

### Certificate

This is to certify that the project work titled "A STUDY ON PROMOTING WELL BEING AND REDUCING BURNOUT WITH REGARD TO DOVLIN ONE PVT LTD, KAKKANAD" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by HARSH GEORGE PAUL, JOEL BASIL, MARIAM LIANA, **MITHUN SUBHASH**, NAVNEETH S. MENON under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Diana Joseph  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on 06/05/2024 .....

Internal Examiner

External Examiner

## CERTIFICATE

This is to certify that Ms. Mariam Liana, Mr. Harsh George Paul, Mr. Joel Basil, Mr. **Midhun Subhash**, Mr. Navneet S. Menon, IIIrd year B. Com Finance and Taxation student of Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed a project on the topic " A STUDY ON PROMOTING WELL BEING AND REDUCING BURNOUT WITH REGARD TO DOVLIN ONE PVT. LTD., KAKKANAD. " in our establishment from 1<sup>st</sup> November 2023 to 30<sup>th</sup> November 2023.

During this period, their conduct was good and satisfactory.

We wish them all a successful career and a bright future.

Date: December 01, 2023



Elizabeth Benjamin

Place: Kochi

Director-Human Resources



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE EFFECTIVENESS OF SPIRITUAL INTELLIGENCE IN  
QUALITY WORK-LIFE, IN INFOPARK, KOCHI"**

**Submitted by**

**ANISHA ANNIE BINU (Reg no.210021055528)**

**ALISHA MARY ALEX (Reg no.210021055527)**

**NANDANA S KUMAR (Reg no.210021055495)**

**ABEL ELIAS LALJI (Reg no.210021055525)**

**ABDUL HAZIB K FIROS (Reg no.210021055505)**

Under the guidance of

**MS. VEENA RENJINI S**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

### CERTIFICATE

This is to certify that the project work titled "**A STUDY ON THE EFFECTIVENESS OF SPIRITUAL INTELLIGENCE IN QUALITY WORK-LIFE, IN INFOPARK, KOCHI**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ABDUL HAZIB K FIROS, ABEL ELLAS LALJI, ALISHA MARY ALEX, ANISHA ANNIE BINU AND NANDANA S KUMAR** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

MS VEEVA RENJINI S

Project Guide

MS MARY ANTONY

Head Of The Department



Viva Voce Examination held on ...06.05.24.....

Internal Examiner

External Examiner



**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE IMPACT OF GREEN MARKETING PRACTICES  
ON CONSUMER BUYING DECISIONS WITH REFERENCE TO 7 TO  
9 STORES, ERNAKULAM"**

**SUBMITTED BY**

**SNEHA MERIN SAJI (210021055522)**

**CHRISTENE ELEN JACOB (210021055529)**

**NANDANA RAJESH (210021055531)**

**KEVIN BIJU (210021055489)**

**MAHMOOD NIYARAH (210021055492)**

Under the guidance of

**MS. AMRUTHA ANTONY**

*In partial fulfilment of the requirements for the award of the degree  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-24**

## CERTIFICATE

This is to certify that the project work titled "**A STUDY ON THE IMPACT OF GREEN MARKETING PRACTICES ON CONSUMER BUYING DECISIONS WITH REFERNECE TO 7 TO 9 STORES, ERNAKULAM**" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **SNEHA MERIN SAJI, CHRISTENELEN JAOB, NANDANA RAJESH, KEVIN BIJU, MAHMOOD NIYARAH**, under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.

  
Ms. Amrutha Antony

Project Guide

  
Ms. Mary Antony

Dean of Studies



Viva Voce Examination held on 06/05/2024

  
Internal Examiner

  
External Examiner



Varappathukuzhy Building, Opp. Baby Dresses, MM Jn. Kolenchery. Email –  
7to9greenstore@gmail.com

**To Whomsoever it may concern**

This is to certify that Ms. **Nandana Rajesh** (Reg. No. 21002105531), student of Rajagiri College of Management and Applied Sciences, Kakkanad, has successfully completed her project on the topic "A Study on the Impact of Green Marketing Practices on Consumer Buying Decisions" with reference to 7 to 9 stores, Thripunitura. In partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce under Mahatma Gandhi University.

**We wish her all the best in her future endeavors.**

**Mr. Bittu John**

**Founder**

**7 TO 9 GREEN STORE**

**Proprietor**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A STUDY ON PROMOTING WELL BEING AND REDUCING BURNOUT  
WITH REGARD TO DOVLIN ONE PVT LTD, KAKKANAD"**

Submitted by

**HARSH GEORGE PAUL (210021055510)**

**JOEL BASIL (210021055483)**

**MARIAM LIANA (210021055514)**

**MITHUN SUBHASH (210021055494)**

**NAVNEETH S. MENON (210021055496)**

Under the guidance of

**MS. DIANA JOSEPH**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



**2021-2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON PROMOTING WELL BEING AND REDUCING BURNOUT WITH REGARD TO DOVLIN ONE PVT LTD, KAKKANAD" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by HARSH GEORGE PAUL, JOEL BASIL, MARIAM LIANA, MITHUN SUBHASHI, NAVNEETH S. MENON under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Diana Joseph  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on ...04/05/2024 .....

Internal Examiner

External Examiner

## CERTIFICATE

This is to certify that Ms. Mariam Liana, Mr. Harsh George Paul, Mr. Joel Basil, Mr. Midhun Subhash, Mr. **Navneet S. Menon**, IIIrd year B. Com Finance and Taxation student of Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed a project on the topic " A STUDY ON PROMOTING WELL BEING AND REDUCING BURNOUT WITH REGARD TO DOVLIN ONE PVT. LTD., KAKKANAD. " in our establishment from 1<sup>st</sup> November 2023 to 30<sup>th</sup> November 2023.

During this period, their conduct was good and satisfactory.

We wish them all a successful career and a bright future.

Date: December 01, 2023



  
Elizabeth Benjamin

Place: Kochi

Director-Human Resources



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

# INDUSTRIAL PROJECT REPORT

**Title of the Report :**

**A Study On The Effect And Impact Of Performance  
Appraisal And Reward System In Moolans Pvt Ltd, Angamaly**

Submitted by

**JOEL GEORGE XAVIER(210021055484)**

**SRIKESH M PAI(210021055523)**

**NOEL S JOSEPH(210021055517)**

**KEVIN P YOHANNAN(210021055513)**

**JOHN SAJU(210021055485)**

Under the Guidance of

**Ms. DIANA JOSEPH**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University , Kottayam**



2023 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

*This is to certify that the project work titled "A Study on the Effect and Impact of Performance Appraisal and Reward System in Moolans Pvt Ltd, Angamaly" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Joel George Xavier, Srikesh M Pai, Noel S Joseph, Kevin P Yohannan, John Saju under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.*

  
**Ms. Diana Joseph**

*Project Guide*



  
**Ms. Mary Antony**

*Head Of Department*

*Viva Voce Examination held on ...6/5/2024...*



*Internal Examiner*



*Dr. Liya Peter*  
*External Examiner*



**Moolans Family Mart**  
24/975 A, East Junction,  
Angamaly - 683 572  
Tel: 7902955507

16<sup>th</sup> January 2024

## CERTIFICATE

*This is to certify that Mr. Noel S Joseph (Reg. No. 210021055517) from Rajagiri College of Management and Applied Science Kakkanad has successfully completed Live Project with Moolans Family Mart a part of their curriculum. During the period of Live Project, He closely worked with the organization's Human Resource department and excelled at all the assigned tasks and was found hardworking and inquisitive.*

**MOOLANS FAMILY MART**

  
Authorised Signatory





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**“ A Study On Customer Preference Of Top Clothing Brands In  
Ernakulam District.”**

**Submitted by**

**VISHNU S KUMAR (Reg no. 210021055504)**

**CHRIS HARIS (Reg no. 210021055476)**

**KARTHIK M LAL (Reg no. 210021055488)**

**ROSHAN MATHEWS (Reg no. 210021055498)**

**REHAAN ALEEM (Reg no.210021055532)**

**Under the Guidance of**

**Ms. MEKHA SEBASTIAN**

*In partial fulfillment of the requirements for the award of the Degree  
of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021 – 2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "*A Study On Customer Preference Of Top Clothing Brands In Ernakulam District*" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by VISHNU S KUMAR, ROSHAN MATHEW, CHRIS HARIS, KARTHIK M LAL, **REHAAN ALEEM** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Ms. Mekha Sebastian  
Project Guide



  
Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on ..... 6/5/2024 .....

  
Internal Examiner

  
Dr. Liya Peter  
External Examiner



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES ON  
CUSTOMERS BUYING BEHAVIOUR WITH REFERENCE TO MARUTI  
SUZUKI NEXA, KALAMASSERY"**

**Submitted by**

**ELIZEBATH JAMES (210021055480)**

**IRINE ROY (210021055482)**

**RIA ABULAIZE (210021055497)**

**RIZANA RAHIM (210021055518)**

**ROSE ANN MARTIN (210021055519)**

Under the guidance of

**MS. MEKHA SEBASTIAN**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "**A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES ON CUSTOMERS BUYING BEHAVIOUR WITH REFERENCE TO MARUTHI SUZUKI NEXA**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ELIZEBATH JAMES, IRINE ROY, RIA ABULAIZE, RIZANA RAHIM AND ROSE ANN MARTIN** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. MEKHA SEBASTIAN

Project Guide



Ms. MARY ANTONY

Head of Department

Viva Voce Examination held on ... 6/5/2024 ...

Internal Examiner

Dr. Liza Peter  
External Examiner

26<sup>th</sup> February 2024**To WHOME SO EVER IT MAY CONCERN**

This is to certify that Ms. **RIZANA RAHIM**, 6<sup>th</sup> Semester-B.Com student of Rajagiri College of Management & Applied Sciences- Kakkanad, has undertaken the Project of "STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES ON CUSTOMERS BUYING BEHAVIOUR WITH REFERENCE TO MARUTI SUZUKI NEXA" at our Organisation for 90 Days

The candidate has successfully completed the Project and Training Program and gained practical knowledge. His Training tenure was from 1<sup>st</sup> Nov 2023 to 31<sup>st</sup> Jan 2024

We wish her all success

For Nexa Kalamassery  
Indus Motor Co. Pvt Ltd



Authorised Signatory



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**“A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES ON  
CUSTOMERS BUYING BEHAVIOUR WITH REFERENCE TO MARUTI  
SUZUKI NEXA, KALAMASSERY”**

**Submitted by**

**ELIZEBATH JAMES (210021055480)**

**IRINE ROY (210021055482)**

**RIA ABULAIZE (210021055497)**

**RIZANA RAHIM (210021055518)**

**ROSE ANN MARTIN (210021055519)**

**Under the guidance of**

**MS. MEKHA SEBASTIAN**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "**A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES ON CUSTOMERS BUYING BEHAVIOUR WITH REFERENCE TO MARUTHI SUZUKI NEXA**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ELIZEBATH JAMES, IRINE ROY, RIA ABULAIZE, RIZANA RAHIM AND ROSE ANN MARTIN** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Ms. MEKHA SEBASTIAN

Project Guide



  
Ms. MARY ANTONY

Head of Department

Viva Voce Examination held on ... 6/5/2024 ...

  
Internal Examiner

  
Dr. Liza Peter  
External Examiner

26<sup>th</sup> February 2024

## To WHOME SO EVER IT MAY CONCERN

This is to certify that Ms. **ROSE ANN MARTIN**, 6<sup>th</sup> Semester-B.Com student of Rajagiri College of Management & Applied Sciences- Kakkanad, has undertaken the Project of "STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES ON CUSTOMERS BUYING BEHAVIOUR WITH REFERENCE TO MARUTI SUZUKI NEXA" at our Organisation for 90 Days

The candidate has successfully completed the Project and Training Program and gained practical knowledge. His Training tenure was from 1<sup>st</sup> Nov 2023 to 31<sup>st</sup> Jan 2024

We wish her all success

For Nexa Kalamassery  
Indus Motor Co. Pvt Ltd



Authorised Signatory



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**" A Study On Customer Preference Of Top Clothing Brands In  
Ernakulam District."**

**Submitted by**

**VISHNU S KUMAR (Reg no. 210021055504)**

**CHRIS HARIS (Reg no. 210021055476)**

**KARTHIK M LAL (Reg no. 210021055488)**

**ROSHAN MATHEWS (Reg no. 210021055498)**

**REHAAN ALEEM (Reg no.210021055532)**

**Under the Guidance of**

**Ms. MEKHA SEBASTIAN**

*In partial fulfillment of the requirements for the award of the Degree  
of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021 – 2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A Study On Customer Preference Of Top Clothing Brands In Ernakulam District" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by VISHNU S KUMAR, **ROSHAN MATHEW**, CHRIS HARIS, KARTHIK M LAL, REHAAN ALEEM under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Ms. Mekha Sebastian

Project Guide

  
Ms. Mary Antony

Head of the Department



Viva Voce Examination held on 6/5/2024 .....

  
Internal Examiner

  
Dr. Liza Peter  
External Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A STUDY ON THE INFLUENCE OF THE HUMAN RESOURCE  
DEPARTMENT ON EMPLOYEE MORALE IN WECODE LIFE  
PRIVATE LIMITED, EDAPALLY."**

Submitted by

<b>GAYATHRY ANIL</b>	<b>(210021055481)</b>
<b>JOYAL ANTONY</b>	<b>(210021055486)</b>
<b>MEERA AJI THADIKARAN</b>	<b>(210021055493)</b>
<b>ROSS ELSA ROY</b>	<b>(210021055520)</b>
<b>SRUTHY T S</b>	<b>(210021055502)</b>

Under the Guidance of

**Ms. DIANA JOSEPH**

*In partial fulfillment of the requirements for the award of the  
Degree of Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2023 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On The Influence Of The Human Resource Department On Employee Morale In WeCode Life Private Limited, Edappally" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Gayathry Anil, Joyal Antony, Meera Aji Thadikaran, Ross Elsa Roy And Sruthy T S under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Diana Joseph  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on ... 06/05/24 ...

Internal Examiner

External Examiner



# WeCode Life

## CERTIFICATE

This is to certify that **Ms Gayathry Anil** (Reg No 210021055481), **Ms Ross Elsa Roy** (Reg No 21002105520), **Ms Sruthy T S** (Reg No 210021055502), **Mr Joyal Antony** (Reg No 210021055486), **Ms Meera Aji Thadikkaran** (Reg No 210021055493) B.Com Model 2 Finance And Taxation student of Rajagiri College Of Management And Applied Sciences, Kakkanad, Rajagiri Valley P.O, Ernakulam (Dist), have undergone project work entitled "**A study on the influence of Human Resource department on employee morale in WeCodeLife**" from 02-January-2024 to 31-January-2024.

They visited our organization for data collection and other allied activities and have successfully completed the project work based on their observation and intelligence.

**WeCodeLife Private Limited**

**ATHUL PETER**  
**HR MANAGER**



**WeCodeLife Private Limited**

CIN -U72500KL2021PTC068120

Reg.Off - Room No 101, Pallipatt Dew,

Door No.37/40094 Kadavil Lane, NH 17, Edappally 682024, Edappally Ernakulam

KL 682024 IN

Email- enquiry@wecodelife.com

Mobile- 9744497830



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**“A Study on Consumer Perception of Fintech in Payment Services in  
Ernakulam City”**

Submitted by

**AMELIA TRESA S (210021055474)**

**DHEERAJ P (210021055477)**

**LYDIA VAROOR BINOY (210021055491)**

**MAYOORI HARI PRAKASH (210021055515)**

**SANDHRA SOJAN (210021055499)**

Under the guidance of

**MS. AMRUTHA ANTONY**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON CONSUMER PERCEPTION OF FINTECH IN PAYMENT SERVICES IN ERNAKULAM CITY" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by AMELIA TRESA S, DHEERAJ P, LYDIA VAROOR BINOY, MAYOORI HARI PRAKASH, SANDHRA SOJAN under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Ms. Amrutha Antony  
Project Guide



  
Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on ...06/05/2024.....

  
Internal Examiner

  
External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON CONSUMER PERCEPTION OF ONLINE FOOD DELIVERY  
IN KOCHI CITY"**

Submitted by

**ADITYA M D (210021055506)**

**ALEX ANTONY (210021055526)**

**AMITH VINOD (210021055508)**

**SANJU JOHN VARGHESE (210021055521)**

**SHIVA SURYAN S (210021055501)**

Under the guidance of

**MS. AMRUTHA ANTONY**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "**A STUDY ON CONSUMER PERCEPTION OF ONLINE FOOD DELIVERY IN KOCHI CITY**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ADITYA M D, AMITH VINOD, ALEX ANTONY, SHIVA SURYAN S and SANJU JOHN VARGHESE** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**MS. AMRUTHA ANTONY**

*Project Guide*

**MS. MARY ANTONY**

*Head of the Department*



*Viva Voce Examination held on* ... 6/5/2024 ...

*Internal Examiner*

*External Examiner*



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**“A STUDY ON THE IMPACT OF SOCIAL PROOF NUDGING  
WITH REFERENCE TO ELECTRIC VEHICLES OF MAHINDRA  
VAYALAT AUTOMOBILES, MARADU.”**

Submitted By

<b>JUBIN THOMAS THARAYIL</b>	<b>(210021055512)</b>
<b>MERIL MARIYAM ULLAS</b>	<b>(210021055516)</b>
<b>SARA PALAT</b>	<b>(210021055500)</b>
<b>SRUTHY SREERAM</b>	<b>(210021055524)</b>

Under the Guidance of  
**Ms. MEKHA SEBASTIAN**

*In partial fulfilment of the requirements for the award of the  
Degree of Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2023-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A study on the impact of social proof nudging with reference to electric vehicles of Mahindra Vayalat Automobiles, Maradu" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by *Jubin Thomas Tharayil, Meril Mariyam Ullas, Sara Palat and Sruthy Sreeram* under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University

Ms. Mekha Sebastian

Project Guide

Ms. Mary Antony

Head of the Department



Viva Voce Examination held on ... 6/5/2024 .....

Internal Examiner

Dr. Lina Peter  
External Examiner



mahindra

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Ms. Meril Mariyam Ullas**, Reg no: 210021055516 (Aadhar Number: 495952624362), **Ms. Jubin Thomas Tharayil**, Regn no: 210021055512 (Aadhar: 502736103089), **Ms. Sara Palat**, Regn no: 210021055500 (Aadhar: 739255049554) & **Ms. Sruthy Sreeram** Regn no: 210021055524 (Aadhar: 361263926082) as a Final year BCOM Model - 2 Finance and Taxation students, from **Rajagiri College of Management & Applied Sciences** has successfully completed their project on the topic " **A Study on the impact of social proof nudging with reference to electric vehicles of Mahindra Vayalat Automobiles Maradu** " as part of their curriculum.

During this tenure, we found them sincere and hardworking. We wish them all the best for the future endeavors.

For Vayalat Automobiles PVT LTD

Authorized Signatory



**VAYALAT AUTOMOBILES PVT LTD**

NH 47, Bypass Road, Kannadikkadu, Maradu P.O. - 682 304  
Sales : Ph : 0484 4027888, Service : Ph : 0484 4037888  
info@vayalatmahindra.in | www.vayalatmahindra.in  
GSTIN No.: 32AAHCV1628F1ZL

[www.mahindra.com](http://www.mahindra.com)



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON CONSUMER PERCEPTION OF ONLINE FOOD DELIVERY  
IN KOCHI CITY"**

Submitted by

**ADITYA M D (210021055506)**

**ALEX ANTONY (210021055526)**

**AMITH VINOD (210021055508)**

**SANJU JOHN VARGHESE (210021055521)**

**SHIVA SURYAN S (210021055501)**

Under the guidance of

**MS. AMRUTHA ANTONY**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of commerce*

Mahatma Gandhi University, Kottayam



2021-2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the project work titled "**A STUDY ON CONSUMER PERCEPTION OF ONLINE FOOD DELIVERY IN KOCHI CITY**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ADITYA M D, AMITH VINOD, ALEX ANTONY, SHIVA SURYAN S and SANJU JOHN VARGHESE** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**MS. AMRUTHA ANTONY**

**Project Guide**

**MS. MARY ANTONY**

**Head of the Department**



**Viva Voce Examination held on ... 6/5/2024 ...**

**Internal Examiner**

**External Examiner**



**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE IMPACT OF GREEN MARKETING PRACTICES  
ON CONSUMER BUYING DECISIONS WITH REFERENCE TO 7 TO  
9 STORES, ERNAKULAM"**

**SUBMITTED BY**

**SNEHA MERIN SAJI (210021055522)**

**CHRISTENE ELEN JACOB (210021055529)**

**NANDANA RAJESH (210021055531)**

**KEVIN BIJU (210021055489)**

**MAHMOOD NIYARAH (210021055492)**

Under the guidance of

**MS. AMRUTHA ANTONY**

*In partial fulfilment of the requirements for the award of the degree  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-24**

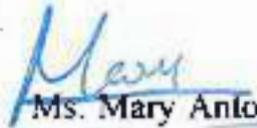
## CERTIFICATE

This is to certify that the project work titled "**A STUDY ON THE IMPACT OF GREEN MARKETING PRACTICES ON CONSUMER BUYING DECISIONS WITH REFERNECE TO 7 TO 9 STORES, ERNAKULAM**" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **SNEHA MERIN SAJI, CHRISTENELEN JAOCB, NANDANA RAJESH, KEVIN BIJU, MAHMOOD NIYARAH**, under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.



Ms. Amrutha Antony

Project Guide



Ms. Mary Antony

Dean of Studies



Viva Voce Examination held on 06/05/2024



Internal Examiner



External Examiner



Varappathukuzhy Building, Opp. Baby Dresses, MM Jn. Kolenchery. Email –  
7to9greenstore@gmail.com

**To Whomsoever it may concern**

This is to certify that Ms. **Sneha Merin Saji** (Reg. No. 210021055522), student of Rajagiri College of Management and Applied Sciences, Kakkanad, has successfully completed her project on the topic "A Study on the Impact of Green Marketing Practices on Consumer Buying Decisions" with reference to 7 to 9 stores, Thripunitura. In partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce under Mahatma Gandhi University.

We wish her all the best in her future endeavors.

Mr. Bittu John

Founder

7 TO 9 GREEN STORE

Proprietor



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**Title of the Report :**

**A Study On The Effect And Impact Of Performance  
Appraisal And Reward System In Moolans Pvt Ltd, Angamaly**

Submitted by

**JOEL GEORGE XAVIER(210021055484)**

**SRIKESH M PAI(210021055523)**

**NOEL S JOSEPH(210021055517)**

**KEVIN P YOHANNAN(210021055513)**

**JOHN SAJU(210021055485)**

Under the Guidance of

**Ms. DIANA JOSEPH**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University , Kottayam**



2023 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

*This is to certify that the project work titled "A Study on the Effect and Impact of Performance Appraisal and Reward System in Moolans Pvt Ltd, Angamaly" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Joel George Xavier, Srikesh M Pal, Noel S Joseph, Kevin P Yohannan, John Saju under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.*

  
**Ms. Diana Joseph**  
*Project Guide*



  
**Ms. Mary Antony**  
*Head Of Department*

*Viva Voce Examination held on ...6/5/2024...*

  
**Internal Examiner**

  
**Dr. Liya Peter**  
*External Examiner*



**Moolans Family Mart**

24/975 A, East Junction

Angamaly - 683 572

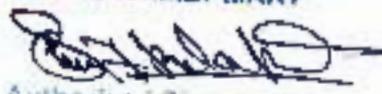
Tel. 7902955507

16<sup>th</sup> January 2024

## CERTIFICATE

*This is to certify that Mr. Srikesh M Pai (Reg. No. 210021055523) from Rajagiri College of Management and Applied Science Kakkanad has successfully completed Live Project with Moolans Family Mart a part of their curriculum. During the period of Live Project, He closely worked with the organization's Human Resource department and excelled at all the assigned tasks and was found hardworking and inquisitive.*

OF MOOLANS FAMILY MART

  
Authorized Signatory





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**“A STUDY ON THE IMPACT OF SOCIAL PROOF NUDGING  
WITH REFERENCE TO ELECTRIC VEHICLES OF MAHINDRA  
VAYALAT AUTOMOBILES, MARADU.”**

Submitted By

<b>JUBIN THOMAS THARAYIL</b>	<b>(210021055512)</b>
<b>MERIL MARIYAM ULLAS</b>	<b>(210021055516)</b>
<b>SARA PALAT</b>	<b>(210021055500)</b>
<b>SRUTHY SREERAM</b>	<b>(210021055524)</b>

Under the Guidance of  
**Ms. MEKHA SEBASTIAN**

*In partial fulfilment of the requirements for the award of the  
Degree of Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2023-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A study on the impact of social proof nudging with reference to electric vehicles of Mahindra Vayalal Automobiles, Maradu" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by *Jubin Thomas Tharayil, Meril Mariyam Ullas, Sara Palat and Sruthy Sreeram* under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University

Ms. Mekha Sebastian

Project Guide

Ms. Mary Antony

Head of the Department



Viva Voce Examination held on ... 6/5/2024 .....

Internal Examiner

Dr. Lina Peter  
External Examiner



mahindra

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Ms. Meril Mariyam Ullas**, Reg no: 210021055516 (Aadhar Number: 495952624362), **Ms. Jubin Thomas Tharayil**, Regn no: 210021055512 (Aadhar: 502736103089), **Ms. Sara Palat**, Regn no: 210021055500 (Aadhar: 739255049554) & **Ms. Sruthy Sreeram** Regn no: 210021055524 (Aadhar: 3612 63926082) as a Final year BCOM Model - 2 Finance and Taxation students, from **Rajagiri College of Management & Applied Sciences** has successfully completed their project on the topic " **A Study on the impact of social proof nudging with reference to electric vehicles of Mahindra Vayalat Automobiles Maradu** " as part of their curriculum.

During this tenure, we found them sincere and hardworking. We wish them all the best for the future endeavors.

For Vayalat Automobiles PVT LTD

Authorized Signatory



**VAYALAT AUTOMOBILES PVT LTD**

NH 47, Bypass Road, Kannadikkadu, Maradu P.O. - 682 304  
Sales : Ph : 0484 4027888, Service : Ph : 0484 4037888  
info@vayalatmahindra.in | www.vayalatmahindra.in  
GSTIN No.: 32AAHCV162BF1ZL

www.mahindra.com



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE INFLUENCE OF THE HUMAN RESOURCE  
DEPARTMENT ON EMPLOYEE MORALE IN WECODE LIFE  
PRIVATE LIMITED, EDAPALLY."**

Submitted by

<b>GAYATHRY ANIL</b>	<b>(210021055481)</b>
<b>JOYAL ANTONY</b>	<b>(210021055486)</b>
<b>MEERA AJI THADIKARAN</b>	<b>(210021055493)</b>
<b>ROSS ELSA ROY</b>	<b>(210021055520)</b>
<b>SRUTHY T S</b>	<b>(210021055502)</b>

Under the Guidance of

**Ms. DIANA JOSEPH**

*In partial fulfillment of the requirements for the award of the  
Degree of Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2023 – 2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On The Influence Of The Human Resource Department On Employee Morale In WeCode Life Private Limited, Edapally" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Gayathry Anil, Joyal Antony, Meera Aji Thadikaran, Ross Elsa Roy And **Srathy T S** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Diana Joseph  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on ...06/05/24... ..

Internal Examiner

External Examiner



# WeCode Life

## CERTIFICATE

This is to certify that **Ms Gayathry Anil** (Reg No 210021055481), **Ms Ross Elsa Roy** (Reg No 21002105520), **Ms Sruthy T S** ( Reg No 210021055502), **Mr Joyal Antony** (Reg No 210021055486), **Ms Meera Aji Thadikkaran** (Reg No 210021055493) B.Com Model 2 Finance And Taxation student of Rajagiri College Of Management And Applied Sciences, Kakkanad, Rajagiri Valley P.O, Ernakulam (Dist), have undergone project work entitled "**A study on the influence of Human Resource department on employee morale in WeCodeLife**" from 02-January-2024 to 31-January-2024.

They visited our organization for data collection and other allied activities and have successfully completed the project work based on their observation and intelligence.

**WeCodeLife Private Limited**

**ATHUL PETER**  
**HR MANAGER**



**WeCodeLife Private Limited**

**CIN -U72500KL2021PTC068120**

**Reg. Off - Room No.101, Pallippat Dew,**

**Door No 37/4009A, Kadavil Lane, NH 17, Edappally 682024, Edappally Ernakulam**

**KL 682024 IN**

**Email- enquiry@wecodelife.com**

**Mobile- 9744497830**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## PROJECT REPORT

"A STUDY ON INVESTORS PERCEPTION TOWARDS CRYPTOCURRENCY  
WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT"

### Submitted By

ALEENA SAJU (210021055507)

JEWEL JOMON (210021055511)

**THOMAS PAUL** (210021055503)

KARTHIK KISHOR (210021055487)

KRISHNAKRIPA C. B. (210021055490)

Under the Guidance of  
Ms. VEENA RENJINI .S

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 -2024

## Certificate

This is to certify that the project work titled "A STUDY ON INVESTORS PERCEPTIONS TOWARDS CRYPTOCURRENCY WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ALEENA SAJU, JEWEL JOMON, **THOMAS PAUL**, KARTHIK KISHOR, KRISHNAKRIPA C.B under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms.VEENA RENJINI S

  
Guide of project

  
Ms.MARY ANTONY

HOD



Viva Voce Examination held on... 6/5/2024 :.....

  
Internal Examiner

  
Dr. Liya Peter  
External Examiner



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**“ A Study On Customer Preference Of Top Clothing Brands In  
Ernakulam District.”**

Submitted by

**VISHNU S KUMAR** (Reg no. 210021055504)

**CHRIS HARI** (Reg no. 210021055476)

**KARTHIK M LAL** (Reg no. 210021055488)

**ROSHAN MATHEWS** (Reg no. 210021055498)

**REHAAN ALEEM** (Reg no.210021055532)

Under the Guidance of

**Ms. MEKHA SEBASTIAN**

*In partial fulfillment of the requirements for the award of the Degree  
of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021 – 2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "*A Study On Customer Preference Of Top Clothing Brands In Ernakulam District*" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **VISHNU S KUMAR**, ROSHAN MATHEW, CHRIS HARIS, KARTHIK M LAL, REHAAN ALEEM under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Ms. Mekha Sebastian

Project Guide

  
Ms. Mary Antony

Head of the Department



Viva Voce Examination held on 6/5/2024.....

  
Internal Examiner

  
Dr. Liya Peter  
External Examiner



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES ON  
CUSTOMERS BUYING BEHAVIOUR WITH REFERENCE TO MARUTI  
SUZUKI NEXA, KALAMASSERY"**

Submitted by

ELIZEBATH JAMES (210021055480)

IRINE ROY (210021055482)

**RIA ABULAIZE** (210021055497)

RIZANA RAHIM (210021055518)

ROSE ANN MARTIN (210021055519)

Under the guidance of

**MS. MEKHA SEBASTIAN**

*In partial fulfillment of the requirements for the award of the degree*

*Bachelor of commerce*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "**A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES ON CUSTOMERS BUYING BEHAVIOUR WITH REFERENCE TO MARUTHI SUZUKI NEXA**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ELIZEBATH JAMES, IRINE ROY, RIA ABULAIZE, RIZANA RAHIM AND ROSE ANN MARTIN** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. MEKHA SEBASTIAN

Project Guide



Ms. MARY ANTONY

Head of Department

Viva Voce Examination held on .....6/5/2024.....

Internal Examiner

Dr. Lija Peter  
External Examiner

26<sup>th</sup> February 2024To WHOME SO EVER IT MAY CONCERN

This is to certify that Ms. **RIA ABULAIZE**, 6<sup>th</sup> Semester- B.Com student of Rajagiri College of Management & Applied Sciences - Kakkanad, has undertaken the Project of "STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES ON CUSTOMERS BUYING BEHAVIOUR WITH REFERENCE TO MARUTI SUZUKI NEXA" at our Organisation for 90 Days

The candidate has successfully completed the Project and Training Program and gained practical knowledge. His Training tenure was from 1<sup>st</sup> Nov 2023 to 31<sup>st</sup> Jan 2024

We wish her all success

For Nexa Kalamassery  
Indus Motor Co. Pvt Ltd



Authorised Signatory



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study on Work life Balance among employees in Hindalco Industries  
Limited, Kalamassery.**

Submitted by

**SREEVIDYA PISHARODI**

**210021049296**

**AADISH PRADEEP**

**210021049242**

**JOHN SHIBU MYALIL**

**210021049287**

**MOHAMMED SHIBIL KALLINGAL**

**210021049301**

**HELGA NAVEEN**

**210021049254**

Under the Guidance of

**MS. MERLEENA ANTONY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021– 2024



# RCMAS

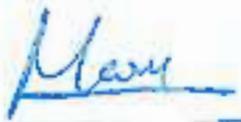
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled **“A Study on Work life Balance among employees in Hindalco Industries Limited, Kalamassery”** submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Sreevidya Pisharodi, Aadish Pradeep, John Shibu Myalil, Mohammed Shibil Kallingal, Helga Naveen** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

*Viva Voce Examination held on 2/5/2024.....3/5/2024*

  
Internal Examiner

 Dr. Vinu Peter  
External Examiner



Ref: HR/Internship/2024/3

19 February 2024

### CERTIFICATE

This is to certify that Mr. **Aadish Pradeep**, 6<sup>th</sup> Semester Bcom Model II Computer Application Student, Rajagiri College of Management and Applied Sciences, Ernakulam has successfully completed his project on "A study on Worklife balance among employees of Hindalco Industries Limited" at our company Hindalco Industries Ltd, Alupuram Works, Kalamassery, Kochi, Kerala.

During this period, we found him to be inquisitive and well-mannered student. We wish him all success.

**For Hindalco Industries Limited**

*[Signature]*  
Head HR



**Hindalco Industries Limited**

Alupuram Works, Post Box No. 71, Kalamassery - 683104, Kerala, India | T: +91 484 2932210 | E: [hindalco@adityabirla.com](mailto:hindalco@adityabirla.com)

Corporate Office: 6<sup>th</sup> & 7<sup>th</sup> Floor, Bala Federation, Pandurang Road, Worli, Mumbai - 400030, India | T: +91 22 66426666, 62610555 | F: +91 22 62610400, 62610592

Registered Office: 71<sup>st</sup> Floor, One Unity Center, Sewapada Road, Prabhadevi, Mumbai - 400043, India | T: +91 22 69477000; 69477150 | F: +91 22 69477001, 69477093

W: [www.hindalco.com](http://www.hindalco.com) | E: [hr@adityabirla.com](mailto:hr@adityabirla.com) | Corporate ID No.: L73206491958FLC011238



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## **INDUSTRIAL PROJECT REPORT**

**A Study on the Impact of Advertising Strategies on Consumer Buying  
Behaviour of Dhathri Ayurveda Pvt.Ltd, Kochi.**

Submitted by

**Aalya P N (Reg no: 210021049243)**

**Muhammed Adil P B (Reg no: 210021049259)**

**Smera Sivakumar (Reg no: 210021049269)**

**Swetha Jayan (Reg no: 210021049271)**

**Tuny Joseph Rufus (Reg no: 210021049273)**

Under the Guidance of

**Ms. Nidhi Varghese**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON THE IMPACT OF ADVERTISING STRATEGIES ON CONSUMER BUYING BEHAVIOUR OF DHATHRI AYURVEDA PRIVATE LIMITED, KOCHI" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Aaliya P N, Muhammed Adil P B, Smera Sivakumar, Swetha Jayan, Tony Joseph Rufus** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on 2/5/2024 .. 3/5/2024

  
Internal Examiner

  
Dr. Lija Peter  
External Examiner

Date: 27 Feb 2024

Place: Ernakulam

## To Whomsoever Concerned

This is to certify that Ms. **Aaliya P N**, 6 semester B. Com Computer Application student of Rajagiri College of Management & Applied Sciences, Kakkanad had undergone a project in "A Study on the Impact of Advertising Strategies on Consumer Buying Behaviour of Dhathri Ayurveda Pvt. Ltd, Kochi" at our office No. 33/1882, Adappilly Road, Vennala P.O, Kochi - 682028, Kerala, India.

During the tenure she had successfully completed all assignments and she was found to be sincere and hardworking.

We wish her all the best for his future endeavours.

Yours Sincerely,



Udaya Kumar S

AGM - (HR & Admin)

Dhathri Ayurveda Private Limited





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A Study On The Influence Of Customer Satisfaction On Customer Purchase Intention And Brand Loyalty With Reference To Maruti Suzuki, Kakkannad"**

Submitted by

SREYA SABU	Reg No: 210021049297
<b>AJOE TOM</b>	Reg No: 210021049244
HANNA BABU	Reg No: 210021049285
BENFIN ANTONY	Reg No: 210021049248
EMIL SKARIA	Reg No: 210021049283

Under the Guidance of

**Ms. MARIYA PAUL**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON THE INFLUENCE OF CUSTOMER SATISFACTION ON CUSTOMER PURCHASE INTENTION AND BRAND LOYALTY WITH REFERENCE TO MARUTI SUZUKI KAKKANAD", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Sreya Sabu, **Ajoe Tom**, Hanna Babu, Benfin Antony and Emil Skaria under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Mariya Paul  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on 2/5/2024 ..... 2/5/2024

Internal Examiner

Dr. Liya Peter  
External Examiner



27 February, 2024

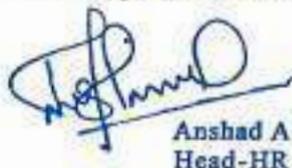
TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. **Ajoe Tom** (Reg No: 210021049244) ,Sixth Semester BCom Model 2 Computer Application Student of Rajagiri College of Management and Applied Sciences has undertaken Project on "A Study on the Influence of Customer Satisfaction on Customer Purchase Intention and Brand Loyalty" at our organization from 01/02/2024 to 01/03/2024.

The candidate has successfully completed 30 days training program and has gained practical knowledge.

We wish him all success.

Indus Motor Company Pvt. Ltd.



Anshad A  
Head-HR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study on Employee Relations and its Effect on Organisational  
Productivity in Vayalat Mahindra Automobiles**

Submitted by

<b>ALEETA ADDISON</b>	210021049277
ANISHA ELZA JACOB	210021049280
DEVANARAYANAN P JAYAN	210021049251
KEVIN K ROY	210021049288
VISHNU PA	210021049275

Under the Guidance of

**Ms. Josmy Mathew**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on Employee Relations and its Effect on Organisational Productivity in Vayalat Mahindra Automobiles" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Aleeta Addison**, Anisha Elza Jacob, Devanarayanan P Jayan, Kevin K Roy, Vishnu PA under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on 2/5/2024, ..... 3/5/2024 .

  
Internal Examiner

  
Dr. Lisa Peter  
External Examiner



SPORT  
UTILITY  
VEHICLES

mahindra

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Ms. Aneta Edison** Reg no 210021049277 (Aadhar Number 759440916784) as a Third-Year student of BCOM Model-2 Computer Application, from Rajagiri College of Management And applied Science Kakkanad, Ernakulam has successfully completed her one day of project training titled "**A study on employee relations and its effect on organizational productivity**" in our organization, as part of her curriculum.

During this tenure, we found her sincere and hardworking. We wish her all the best for the future endeavors.

For Vayalat Automobiles PVT LTD

  
Authorized Signatory



**VAYALAT AUTOMOBILES PVT LTD**

NH 47, Bypass Road, Kannadikkadu, Maradu P.O. - 682 304

Sales : Ph : 0484 4027888, Service : Ph : 0484 4037888

info@vayalatmahindra.in : www.vayalatmahindra.in

GSTIN No : 32BAHC1678E1ZL

www.mahindra.com

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# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**“A Study On The Role Of Kudumbashree In Women  
Empowerment With Reference To Ernakulam District”.**

Submitted by

**ANAGHA S NAIR**

Reg No: 210021049279

**ALTAIR S**

Reg No: 210021049278

**CAROLINA ELEZEBETH ARUJA**

Reg No: 210021049282

**ROSHNI AJITH**

Reg No: 210021049292

**JEEVAN G MATHEW**

Reg No: 210021049286

Under the Guidance of

**Ms. Merleena Antony**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON THE ROLE OF KUDUMBASHREE IN WOMEN EMPOWERMENT WITH REFERENCE TO ERNAKULAM DISTRICT" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ANAGHA S NAIR, ALTAIR S, CAROLINA ELEZEBETH ARUJA, ROSHNI AJITH, JEEVAN G MATHEW** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Merleena Antony  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on ... 3/5/2024 ...

Internal Examiner

Dr. Liya Peter  
External Examiner



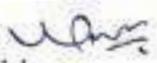
നിയതി...

20/01/2024

**CERTIFICATE**

Certified that **Anagha S Nair, Roshni Ajit, Altair S, Carolina Aruja, Jeevan G, B.Com** students of RCMAS Kakkanad, has successfully completed their project work titled "Role of Kudumbastree in women empowerment" in District Panchayat Office Ernakulam.



  
President  
District Panchayat Ernakulam

Place: ...  
Date: ...



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**“A Study On The Role Of Kudumbashree In Women  
Empowerment With Reference To Ernakulam District”.**

Submitted by

**ANAGHA S NAIR**

Reg No: 210021049279

**ALTAIR S**

Reg No: 210021049278

**CAROLINA ELEZEBETH ARUJA**

Reg No: 210021049282

**ROSHNI AJITH**

Reg No: 210021049292

**JEEVAN G MATHEW**

Reg No: 210021049286

Under the Guidance of

**Ms. Merleena Antony**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON THE ROLE OF KUDUMBASHREE IN WOMEN EMPOWERMENT WITH REFERENCE TO ERNAKULAM DISTRICT" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ANAGHA S NAIR**, ALTAIR S, CAROLINA ELEZEBETH ARUJA, ROSHNI AJITH, JEEVAN G MATHEW under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Merleena Antony  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on ... 3/5/2024 ...

Internal Examiner

  
Dr. Liya Peter  
External Examiner



തീയതി

20/01/2024

**CERTIFICATE**

Certified that **Anagha S Nair**, Roshni Ajit, Altair S, Carolina Aruja, Jeevan G, B.Com students of RCMAS Kakkanad, has successfully completed their project work titled "Role of Kudumbasree in women empowerment" in District Panchayat Office Ernakulam.



  
President  
District Panchayat Ernakulam  
President  
District Panchayat Ernakulam



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study on Employee Relations and its Effect on Organisational  
Productivity In Vayalath Mahindra Automobiles**

Submitted by

ALEETA ADDISON	210021049277
<b>ANISHA ELZA JACOB</b>	210021049280
DEVANARAYANAN P JAYAN	210021049251
KEVIN K ROY	210021049288
VISHNU PA	210021049275

Under the Guidance of

**Ms. Josmy Mathew**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

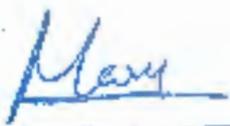
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on Employee Relations and its Effect on Organisational Productivity in Vayalar Mahindra Automobiles" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Aleeta Addison, **Anisha Elza Jacob**, Devanarayanan P Jayan, Kevin K Roy, Vishnu PA under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on 2/5/2024, ..... 3/5/2024 .

  
Internal Examiner

  
Dr. Liza Peter  
External Examiner



SPORT  
UTILITY  
VEHICLES

mahindra

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Ms. **Anisha Jacob** Reg no 210021049280 (Aadhar Number 542195714726) as a Third-Year student of BCOM Model-2 Computer Application, from Rajagiri College of Management And applied Science Kakkanad, Ernakulam has successfully completed her one day of project training titled "**A study on employee relations and its effect on organizational productivity**" in our organization, as part of her curriculum.

During this tenure, we found her sincere and hardworking. We wish her all the best for the future endeavors.

For Vayalat Automobiles PVT LTD

  
17/08/2024

Authorized Signatory



**VAYALAT AUTOMOBILES PVT LTD**

Unit 47, Bypass Road, Kannadukodu, Maradu PO. - 682 304

Sales : Ph : 0484 4027888, Service : Ph : 0484 4037888

Inf: 05vayalatmahindra.in | www.vayalatmahindra.in

GSTIN No.: 32AANCY1628F12L

www.mahindra.com



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

RAJAGIRI VALLEY P. O, COCHIN - 38

## INDUSTRIAL PROJECT REPORT

**A Study On The Effectiveness Of Branding**

**On Consumer Buying Behaviour**

**At Malayalam Vehicles Tata Motors, Vytilla.**

Submitted by

<b>Anna Jo</b>	(Reg No: 210021049245)
C S Sai Krishna	(Reg no: 210021049249)
Dhiya Eldho	(Reg no: 210021049253)
Issac Jasy	(Reg no: 210021049255)
Omar Zidan M Nassar	(Reg No: 210021049262)

Under the Guidance of

**Ms. Josmy Mathew**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kuttayam



2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A study on the effectiveness of branding on consumer buying behaviour at Malayalam Vehicles Tata Motors, Vytilla" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Anna Jo, C S Sai Krishna, Dhiya Eldho, Issac Josy and Omar Zidaan M Nasser** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

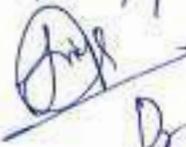
  
Project Guide



  
Head of the Department

Viva Voce Examination held on 2/5/2024, 3/5/2024

  
Internal Examiner

  
Dr. Liza Peter  
External Examiner

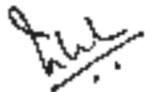
February 23, 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Ms. **Anna Jo**, 6<sup>th</sup> Semester B.Com Model II Computer Application student of Rajagiri College of Management and Applied Sciences, Ernakulam has successfully completed final project on "A Study on Effectiveness of Branding on Consumer Buying Behavior at Malayalam Vehicles (Malayalam TATA) Vyttila.

During these days we found her to be punctual and obedient.

For Malayalam Vehicles India P. Ltd



Uimesh C Haridas  
Head - HR & Admin.





## INDUSTRIAL PROJECT REPORT

**"A Study On The Role Of Emotional Intelligence And Work-Life Balance On Job Stress At Nkorr Technologies Pvt Ltd., Kakkannad"**

Submitted by

<b>ANZAL MOHAMMED</b>	(210021049281)
<b>BASIL SAJU</b>	(210021049246)
<b>CATHERINE PRASAD</b>	(210021049250)
<b>DEVIKA M</b>	(210021049252)
<b>GLORIA MARY GEORGE</b>	(210021049284)

Under the Guidance of

**Ms. Mariya Paul**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "ROLE OF EMOTIONAL INTELLIGENCE AND WORK-LIFE BALANCE ON JOB STRESS AT NKORR TECHNOLOGIES PVT LTD., KARKKANAD", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ANZAL MOHAMMED, BASIL SAJU, CATHERINE PRASAD, DEVIKA M. AND GLORIA MARY GEORGE** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Mariya Paul

Project Guide



Ms. Mary Antony

Head of the Department

Viva Voce Examination held on 2/5/2024 ..... 3/5/2024

Internal Examiner

Dr. Lijya Peter  
External Examiner

23-02-2024  
Kochi

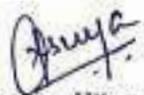
**Certificate Of Internship**

This certificate hereby acknowledges that Mr./Ms. **Anzal Mohammed**, who is pursuing 6th semester, B.Com model 2 computer application at Rajagiri College of Management and Applied Sciences, has successfully completed an internship with our organization, focusing on "A study on the role of emotional intelligence and work life balance on job stress" on 23-02-2024.

Their contributions and insights were beneficial to N-KORR Technologies within our organization.

NKORR extends best wishes for their future success and endeavor.

For N-KORR Technologies Pvt. Ltd,

  
Anasuya Vijayan  
Senior HR Executive





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A Study On The Role Of Emotional Intelligence And Work-Life Balance On Job Stress At Nkorr Technologies Pvt Ltd., Kakknad"**

Submitted by

<b>ANZAL MOHAMMED</b>	(210021049281)
<b>BASIL SAJU</b>	(210021049246)
<b>CATHERINE PRASAD</b>	(210021049250)
<b>DEVIKA M</b>	(210021049252)
<b>GLORIA MARY GEORGE</b>	(210021049284)

Under the Guidance of

**Ms. Mariya Paul**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Ms. Mariya Paul

Project Guide



Ms. Mary Antony

Head of the Department

Viva Voce Examination held on 2/5/2024 ..... 3/5/2024

Internal Examiner

Dr. Liva Peter  
External Examiner

23-02-2024  
Kochi

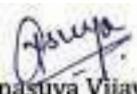
**Certificate Of Internship**

This certificate hereby acknowledges that Mr./ Ms. **Basil Saju**, who is pursuing 6th semester, B.Com model 2 computer application at Rajagiri College of Management and Applied Sciences, has successfully completed an internship with our organization, focusing on "A study on the role of emotional intelligence and work life balance on job stress" on 23-02-2024.

Their contributions and insights were beneficial to N-KORR Technologies within our organization.

NKORR extends best wishes for their future success and endeavor.

For N-KORR Technologies Pvt. Ltd,

  
Anasuya Vijayan  
Senior HR Executive





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**“A Study On The Influence Of Customer Satisfaction On Customer Purchase Intention And Brand Loyalty With Reference To Maruti Suzuki, Kalkkanad”**

Submitted by

SREYA SABU

Reg No: 210021049297

AJOE TOM

Reg No: 210021049244

HANNA BABU

Reg No: 210021049285

**BENFIN ANTONY**

Reg No: 210021049248

EMIL SKARIA

Reg No: 210021049283

Under the Guidance of

**Ms. MARIYA PAUL**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON THE INFLUENCE OF CUSTOMER SATISFACTION ON CUSTOMER PURCHASE INTENTION AND BRAND LOYALTY WITH REFERENCE TO MARUTI SUZUKI KAKKANAD", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Sreya Sabu, Ajoy Tom, Hanna Babu, Benfin Antony** and Emil Skaria under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**Ms. Mariya Paul**  
Project Guide



**Ms. Mary Antony**  
Head of the Department

Viva Voce Examination held on 2/5/2024 ..... 3/5/2024

Internal Examiner

**Dr. Liza Peter**  
External Examiner

27 February, 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. **Benfin Antony** (Reg No: 210021049248) ,Sixth Semester BCom Model 2 Computer Application Student of Rajagiri College of Management and Applied Sciences has undertaken Project on "A Study on the Influence of Customer Satisfaction on Customer Purchase Intention and Brand Loyalty" at our organization from 01/02/2024 to 01/03/2024.

The candidate has successfully completed 30 days training program and has gained practical knowledge.

We wish him all success.

For Indus Motor Company Pvt. Ltd.

  
Anshad A  
Head-HR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study On The Effectiveness Of Branding**

**On Consumer Buying Behaviour**

**At Malayalam Vehicles Tata Motors, Vytilla.**

Submitted by

Anna Jo (Reg No: 210021049245)

**C S Sai Krishna** (Reg no: 210021049249)

Dhiya Eklho (Reg no: 210021049253)

Issac Josy (Reg no: 210021049255)

Omar Zidaan M Nassar (Reg No: 210021049262)

Under the Guidance of

**Ms. Josmy Mathew**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A study on the effectiveness of branding on consumer buying behaviour at Malayalam Vehicles Tata Motors, Vytilla" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Anna Jo, **C S Sai Krishna**, Dhiya Eldho, Issac Josy and Omar Zidaan M Nasser under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on 2/5/2024, 3/5/2024

  
Internal Examiner

  
Dr. Luya Peter  
External Examiner

February 23, 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. **C S Sai Krishna**, 6<sup>th</sup> Semester B.Com Model II Computer Application student of Rajagiri College of Management and Applied Sciences, Ernakulam has successfully completed final project on "A Study on Effectiveness of Branding on Consumer Buying Behavior at Malayalam Vehicles (Malayalam TATA) Vyttila.

During these days we found him to be punctual and obedient.

For Malayalam Vehicles India P. Ltd



Umesh C Haridas  
Head - HR & Admin.





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**“A Study On The Role Of Kudumbashree In Women  
Empowerment With Reference To Ernakulam District”.**

Submitted by

**ANAGHA S NAIR**

**Reg No: 210021049279**

**ALTAIR S**

**Reg No: 210021049278**

**CAROLINA ELEZEBETH ARUJA**

**Reg No: 210021049282**

**ROSHNI AJITH**

**Reg No: 210021049292**

**JEEVAN G MATHEW**

**Reg No: 210021049286**

Under the Guidance of

**Ms. Merleena Antony**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON THE ROLE OF KUDUMBASHREE IN WOMEN EMPOWERMENT WITH REFERENCE TO ERNAKULAM DISTRICT" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ANAGHA S NAIR, ALTAIR S, CAROLINA ELEZEBETH ARUJA, ROSHNI AJITH, JEEVAN G MATHEW under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Merleena Antony  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on . 3/5/2024 .....

Internal Examiner

  
Dr. Liya Peter  
External Examiner



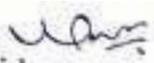
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20/01/2024

**CERTIFICATE**

Certified that Anagha S Nair, Roshni Ajit, Altair S, **Carolina Aruja**,  
Jeevan G, B.Com students of RCMAS Kakkannad, has successfully completed  
their project work titled "Role of Kudumbasree in women empowerment" in  
District Panchayat Office Ernakulam.



  
President  
District Panchayat Ernakulam  
Pr. . . . .  
Distric . . . . .



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A Study On The Role Of Emotional Intelligence And Work-Life Balance On Job Stress At Nkorr Technologies Pvt Ltd., Kakkanad"**

Submitted by

<b>ANZAL MOHAMMED</b>	<b>(210021049281)</b>
<b>BASIL SAJU</b>	<b>(210021049246)</b>
<b>CATHERINE PRASAD</b>	<b>(210021049250)</b>
<b>DEVIKA M</b>	<b>(210021049252)</b>
<b>GLORIA MARY GEORGE</b>	<b>(210021049284)</b>

Under the Guidance of

**Ms. Mariya Paul**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "ROLE OF EMOTIONAL INTELLIGENCE AND WORK-LIFE BALANCE ON JOB STRESS AT NKORR TECHNOLOGIES PVT LTD., KAKKANAD", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ANZAL MOHAMMED, BASIL SAJU, **CATHERINE PRASAD**, DEVIKA M. AND GLORIA MARY GEORGE under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Mariya Paul  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on 2/5/2024... 3/5/2024

Internal Examiner

Dr. Liya Peter  
External Examiner

23-02-2024

Kochi

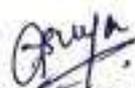
**Certificate Of Internship**

This certificate hereby acknowledges that Mr./-Ms. **Catherine Prasad**, who is pursuing 6th semester, B.Com model 2 computer application at Rajagiri College of Management and Applied Sciences, has successfully completed an Internship with our organization, focusing on "A study on the role of emotional intelligence and work life balance on job stress" on 23-02-2024.

Their contributions and insights were beneficial to N-KORR Technologies within our organization.

NKORR extends best wishes for their future success and endeavor.

For N-KORR Technologies Pvt. Ltd,

  
Anasuya Vijayan  
Senior HR Executive





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study on Employee Relations and its Effect on Organisational  
Productivity in Vayalat Mahindra Automobiles**

Submitted by

ALEETA ADDISON	210021049277
ANISHA ELZA JACOB	210021049280
<b>DEVANARAYANAN P JAYAN</b>	210021049251
KEVIN K ROY	210021049288
VISHNU PA	210021049275

Under the Guidance of

**Ms. Josmy Mathew**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on Employee Relations and its Effect on Organisational Productivity in Vayalat Mahindra Automobiles" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Aleeta Addison, Anisha Elza Jacob, **Devanarayanan P. Jayan**, Kevin K Roy, Vishnu PA under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on 2/5/2024, ..... 3/5/2024 .

  
Internal Examiner

  
Dr. Lijap Peter  
External Examiner



mahindra

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Mr. Devanarayanan P Jayan** Reg no 210021049251 (Aadhar Number 428091750101) as a Third-Year student of BCOM Model-2 Computer Application, from Rajagiri College of Management And applied Science Kakkanad, Ernakulam has successfully completed his one day of project training titled **"A study on employee relations and its effect on organizational productivity"** in our organization, as part of his curriculum.

During this tenure, we found him sincere and hardworking. We wish him all the best for the future endeavors.

For Vayalat Automobiles PVT LTD

  
Authorized Signatory





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A Study On The Role Of Emotional Intelligence And Work-Life Balance On Job Stress At Nkorr Technologies Pvt Ltd., Kakknad"**

Submitted by

<b>ANZAL MOHAMMED</b>	<b>(210021049281)</b>
<b>RASIL SAJU</b>	<b>(210021049246)</b>
<b>CATHERINE PRASAD</b>	<b>(210021049250)</b>
<b>DEVIKA M</b>	<b>(210021049252)</b>
<b>GLORIA MARY GEORGE</b>	<b>(210021049284)</b>

Under the Guidance of

**Ms. Mariya Paul**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "ROLE OF EMOTIONAL INTELLIGENCE AND WORK-LIFE BALANCE ON JOB STRESS AT NKORR TECHNOLOGIES PVT LTD., KAKKANAD", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ANZAL MOHAMMED, BASIL SAJU, CATHERINE PRASAD, **DEVIKA M.** AND GLORIA MARY GEORGE under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Mariya Paul

Project Guide



Ms. Mary Antony

Head of the Department

Viva Voce Examination held on 2/5/2024 ..... 3/5/2024

Internal Examiner

Dr. Lijo Peter  
External Examiner

23-02-2024

Kochi

**Certificate Of Internship**

This certificate hereby acknowledges that ~~Mr.~~ Ms. **Devika M.**, who is pursuing 6th semester, B.Com model 2 computer application at Rajagiri College of Management and Applied Sciences, has successfully completed an internship with our organization, focusing on "A study on the role of emotional intelligence and work life balance on job stress" on 23-02-2024.

Their contributions and insights were beneficial to N-KORR Technologies within our organization.

NKORR extends best wishes for their future success and endeavor.

For N-KORR Technologies Pvt. Ltd,



Anasuya Vijayan  
Senior HR Executive





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

RAJAGIRI VALLEY P. O. COCHIN – 39

**INDUSTRIAL PROJECT REPORT**

**A Study On The Effectiveness Of Branding**

**On Consumer Buying Behaviour**

**At Malayalam Vehicles Tata Motors, Vytilla.**

Submitted by

Anna Jo	(Reg No: 210021049245)
C S Sai Krishna	(Reg no: 210021049249)
<b>Dhiya Eldho</b>	(Reg no: 210021049253)
Issac Josy	(Reg no: 210021049255)
Omar Zidaan M Nassar	(Reg No: 210021049262)

Under the Guidance of

**Ms. Josmy Mathew**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



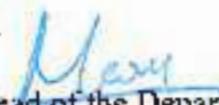
**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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This is to certify that the project work titled "A study on the effectiveness of branding on consumer buying behaviour at Malayalam Vehicles Tata Motors, Vytilla" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Anna Jo, C S Sai Krishna, **Dhiya Eldho**, Issac Josy and Omar Zidaan M Nasser under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on ...2/5/2024... 3/5/2024

  
Internal Examiner

  
Dr. Luya Peter  
External Examiner

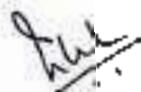
February 23, 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. **Dhruva Eldho**, 6<sup>th</sup> Semester B.Com Model II Computer Application student of Rajagiri College of Management and Applied Sciences, Ernakulam has successfully completed final project on "A Study on Effectiveness of Branding on Consumer Buying Behavior at Malayalam Vehicles (Malayalam TATA) Vyttila.

During these days we found her to be punctual and obedient.

For Malayalam Vehicles India P. Ltd



Umesh C Haridas  
Head – HR & Admin.





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A Study On The Influence Of Customer Satisfaction On Customer Purchase Intention And Brand Loyalty With Reference To Maruti Suzuki, Kakkanaad"**

Submitted by

<b>SREYA SABI</b>	<b>Reg No: 210021049297</b>
<b>AJOE TOM</b>	<b>Reg No: 210021049244</b>
<b>HANNA BABU</b>	<b>Reg No: 210021049285</b>
<b>BENFIN ANTONY</b>	<b>Reg No: 210021049248</b>
<b>EMIL SKARIA</b>	<b>Reg No: 210021049283</b>

Under the Guidance of

**Ms. MARIYA PAUL**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021 – 2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON THE INFLUENCE OF CUSTOMER SATISFACTION ON CUSTOMER PURCHASE INTENTION AND BRAND LOYALTY WITH REFERENCE TO MARUTI SUZUKI KAKKANAD", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Sreya Sabu, Ajoy Tom, Hanna Babu, Benfin Antony and Emil Skaria** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Mariya Paul  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on 2/5/2024 ..... 3/5/2024

Internal Examiner

Dr. Liza Peter  
External Examiner



27 February, 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. **Emil Scaria** (Reg No: 210021049283) ,Sixth Semester BCom Model 2 Computer Application Student of Rajagiri College of Management and Applied Sciences has undertaken Project on "A Study on the Influence of Customer Satisfaction on Customer Purchase Intention and Brand Loyalty" at our organization from 01/02/2024 to 01/03/2024.

The candidate has successfully completed 30 days training program and has gained practical knowledge.

We wish him all success.

For Indus Motor Company Pvt. Ltd.

  
Anshad A  
Head-HR





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A Study On The Role Of Emotional Intelligence And Work-Life Balance On Job Stress At Nkorr Technologies Pvt Ltd., Kakkannad"**

Submitted by

<b>ANZAL MOHAMMED</b>	<b>(210021049281)</b>
<b>BASIL SAJI</b>	<b>(210021049246)</b>
<b>CATHERINE PRASAD</b>	<b>(210021049250)</b>
<b>DEVIKA M</b>	<b>(210021049252)</b>
<b>GLORIA MARY GEORGE</b>	<b>(210021049284)</b>

Under the Guidance of

**Ms. Mariya Paul**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "ROLE OF EMOTIONAL INTELLIGENCE AND WORK-LIFE BALANCE ON JOB STRESS AT NKORR TECHNOLOGIES PVT LTD., KAKKANAD", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ANZAL MOHAMMED, BASIL SAJU, CATHERINE PRASAD, DEVIKA M. AND **GLORIA MARY GEORGE** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Mariya Paul

Project Guide



Ms. Mary Antony

Head of the Department

Viva Voce Examination held on 2/5/2024 ... 3/5/2024

Internal Examiner

Dr. Liya Peter  
External Examiner

23-02-2024

Kochi

### Certificate Of Internship

This certificate hereby acknowledges that ~~Mr./~~ Ms. **Gloria Mary George**, who is pursuing 6th semester, B.Com model 2 computer application at Rajagiri College of Management and Applied Sciences, has successfully completed an internship with our organization, focusing on "A study on the role of emotional intelligence and work life balance on job stress" on 23-02-2024.

Their contributions and insights were beneficial to N-KORR Technologies within our organization.

NKORR extends best wishes for their future success and endeavor.

For N-KORR Technologies Pvt. Ltd,

  
Atsuya Vijayan  
Senior HR Executive





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A Study On The Influence Of Customer Satisfaction On Customer Purchase Intention And Brand Loyalty With Reference To Maruti Suzuki, Kakkanad"**

Submitted by

<b>SREYA SABU</b>	Reg No: 210021049297
<b>AJOE TOM</b>	Reg No: 210021049244
<b>HANNA BABU</b>	Reg No: 210021049285
<b>BENFIN ANTONY</b>	Reg No: 210021049248
<b>EMIL SKARIA</b>	Reg No: 210021049283

Under the Guidance of

**Ms. MARIYA PAUL**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON THE INFLUENCE OF CUSTOMER SATISFACTION ON CUSTOMER PURCHASE INTENTION AND BRAND LOYALTY WITH REFERENCE TO MARUTI SUZUKI KAKKANAD", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Sreya Sabu, Ajoy Tom, Hanna Babu, Benfin Antony and Emil Skaria** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Mariya Paul

Project Guide



Ms. Mary Antony

Head of the Department

Viva Voce Examination held on 2/5/2024 ..... 3/5/2024

Internal Examiner

Dr. Liya Peter  
External Examiner

27 February, 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Ms. **Hanna Babu** (Reg No: 210021049285) ,Sixth Semester BCom Model 2 Computer Application Student of Rajagiri College of Management and Applied Sciences has undertaken Project on "A Study on the Influence of Customer Satisfaction on Customer Purchase Intention and Brand Loyalty" at our organization from 01/02/2024 to 01/03/2024.

The candidate has successfully completed 30 days training program and has gained practical knowledge.

We wish her all success.

For Indus Motor Company Pvt. Ltd.

  
 Anshad A  
 Head-HR





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A Study on Work life Balance among employees in Hindalco Industries Limited, Kalamassery.**

Submitted by

<b>SREEVIDYA PISHARODI</b>	<b>210021049296</b>
<b>AADISH PRADEEP</b>	<b>210021049242</b>
<b>JOHN SHIBU MYALIL</b>	<b>210021049287</b>
<b>MOHAMMED SHIBIL KALLINGAL</b>	<b>210021049301</b>
<b>HELGA NAVEEN</b>	<b>210021049254</b>

Under the Guidance of

**MS. MERLEENA ANTONY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



**2021-2024**



# RCMAS

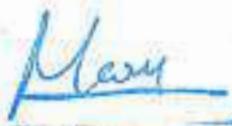
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on Work life Balance among employees in Hindalco Industries Limited, Kalamassery" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Sreevidya Pisharodi, Aadish Pradeep, John Shibu Myalil, Mohammed Shibil Kallingsal, Helga Naveen under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on 2/5/2024 ..... 3/5/2024

  
Internal Examiner

 Dr. Lina Peter  
External Examiner



Ref: HR/Internship/2024/6

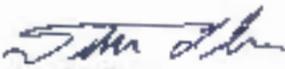
19 February 2024

## CERTIFICATE

This is to certify that **Ms. Helga Naveen**, 6<sup>th</sup> Semester Bcom Model II Computer Application Student, Rajagiri College of Management and Applied Sciences, Ernakulam has successfully completed her project on "A study on Worklife balance among employees of Hindalco Industries Limited" at our company Hindalco Industries Ltd, Alupuram Works, Kalamassery, Kochi, Kerala.

During this period, we found her to be inquisitive and well-mannered student. We wish her all success.

**For Hindalco Industries Limited**

  
Head HR



**Hindalco Industries Limited**

Alupuram Works, Post Box No. 31, Kalamassery - 682104, Kerala, India | T: +91 484 3922313 | E: [hrm@adityabirla.com](mailto:hrm@adityabirla.com)

Corporate Office: 4<sup>th</sup> & 5<sup>th</sup> Floor, Birla Corporate Park, Bandra West, Mumbai - 400050, India | T: +91 22 5526646/42610553 | F: +91 22 4761 8480/42610500

Registered Office: 9<sup>th</sup> Floor, One Sky Centre, Senapati Basmat Marg, Fort, Mumbai - 400013, India | T: +91 22 49477000 / 49477358 | F: +91 22 49477001/49477050

Website: [www.hindalco.com](http://www.hindalco.com) | E: [adityabirla@adityabirla.com](mailto:adityabirla@adityabirla.com) | Corporate ID No.: 17700AMH1928P(C)1173



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study On The Effectiveness Of Branding**

**On Consumer Buying Behaviour**

**At Malayalam Vehicles Tata Motors, Vytilla.**

Submitted by

Anna Jo	(Reg No: 210021049245)
C S Sai Krishna	(Reg no: 210021049249)
Dhiya Eldho	(Reg no: 210021049253)
Issac Josy	(Reg no: 210021049255)
Omar Zidaan M Nassar	(Reg No: 210021049262)

Under the Guidance of

**Ms. Josmy Mathew**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A study on the effectiveness of branding on consumer buying behaviour at Malayalam Vehicles Tata Motors, Vytilla" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Anna Jo, C S Sai Krishna, Dhiya Eldho, Issac Josy and Omar Zidaan M Nasser under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on 2/5/2024 to 3/5/2024

  
Internal Examiner

  
Dr. Linya Peter  
External Examiner

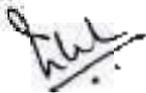
February 23, 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. Issac Josy, 5<sup>th</sup> Semester B.Com Model II Computer Application student of Rajagiri College of Management and Applied Sciences, Ernakulam has successfully completed final project on "A Study on Effectiveness of Branding on Consumer Buying Behavior at Malayalam Vehicles (Malayalam TATA) Vyttila.

During these days we found him to be punctual and obedient.

For Malayalam Vehicles India P. Ltd



Umesh C Haridas  
Head – HR & Admin.





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, GOCHIN - 39

## INDUSTRIAL PROJECT REPORT

**"A Study On The Role Of Kudumbashree In Women  
Empowerment With Reference To Ernakulam District".**

Submitted by

**ANAGHA S NAIR**

**ALTAIR S**

**CAROLINA ELEZEBETH ARUJA**

**ROSHNI AJITH**

**JEEVAN G MATHEW**

**Reg No: 210021049279**

**Reg No: 210021049278**

**Reg No: 210021049282**

**Reg No: 210021049292**

**Reg No: 210021049286**

Under the Guidance of

**Ms. Merleena Antony**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON THE ROLE OF KUDUMBASHREE IN WOMEN EMPOWERMENT WITH REFERENCE TO ERNAKULAM DISTRICT" submitted to Malabar Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ANAGHA S NAIR, ALTAIR S, CAROLINA ELEZEBEETH ARUJA, ROSINI AJITH, **JEEVAN G MATHEW** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Merleena Antony  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on ... 3/5/2024 ...

Internal Examiner

External Examiner



തീയതി

20/01/2024

**CERTIFICATE**

Certified that Anagha S Nair, Roshni Ajit, Altair S, Carolina Aruja, **Jeevan G**, B.Com students of RCMAS Kakkanad, has successfully completed their project work titled "Role of Kudumbasree in women empowerment" in District Panchayat Office Ernakulam.



  
President  
District Panchayat Ernakulam

Pr.  
Dist.



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A Study On The Effectiveness Of Customer Retention Strategies Adopted By Paul's Creamery, Kakkanad"**

Submitted by

TISSA MARIA JOSEPH	Reg No: 210021049272
WAFI SHA	Reg No: 210021049276
<b>JOE KURUVILLA</b>	Reg No: 210021049256
SOUMYA SARA PHILIP	Reg No: 210021049295
NIA KURLAN	Reg No: 210021049290

Under the Guidance of

**Ms. Nidhi Varghese**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON THE EFFECTIVENESS OF CUSTOMER RETENTION STRATEGIES ADOPTED BY PAUL'S CREAMERY KAKKANAD", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **TISSA MARIA JOSEPH, Wafa Sha, JOE KURUVILLA, SOUMYA SARA PHILIP, NIA KURIAN** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Ms. Nidhi Varghese

Project Guide



  
Ms. Mary Antony

Head of the Department

Viva Voce Examination held on 2/5/2020, 3/5/2020

  
Internal Examiner

  
Dr. Lina Peter  
External Examiner



28.02.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, **Joe Kuruvilla** REG NO. 210021049256,  
6<sup>th</sup> semester B. Com Model II Computer Application Student from Rajagiri College of  
Management and Applied Sciences, Kakkanad has undertaken project titled  
"A STUDY ON THE EFFECTIVENESS OF CUSTOMER RETENTION STRATEGIES" in Paul's  
creamery Kakkanad for the year 2023 to 2024.

For Pauls Creamery Pvt Ltd

JOHN MATHAI PAUL  
Managing Director



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study On The Impact Of Promotional Strategies On Consumer  
Brand Preference Of Evn Honda, Vyttila.**

Submitted by

<b>VARSHA MARIA VICTORIA</b>	<b>210021049299</b>
<b>SETHULAKSHMI P J</b>	<b>210021049293</b>
<b>RUTH ROSEMARY GEORGE</b>	<b>210021049302</b>
<b>SHINZ M S</b>	<b>210021049267</b>
<b>JOHN PAUL</b>	<b>210021049257</b>

Under the Guidance of  
**Ms. Mariya Paul**

*In partial fulfillment of the requirements for the award of the Degree  
of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "**A Study On The Impact Of Promotional Strategies On Consumer Brand Preference Of Evm Honda, Vyttila.**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Varsha Maria Victoria, Sethulakshmi P J, Ruth Rosemary George, Shinz M S and John Paul** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

*Viva Voce Examination held on 2/5/2024, .... 3/5/2024*

Internal Examiner

Dr. Lisa Peter  
External Examiner



Date: 22/02/2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. **John Paul**, Reg No: 210021049257, 6<sup>th</sup> semester B.com Model II Computer Applications student of Rajagiri College of Management & Applied Sciences, Kakkanadu had undergone a project work at our Vyttila branch on the topic "A study on the impact of promotional strategies on consumer brand preference of EVM Honda, Vyttila" during the month of February 2024.

During the period he has taken keen interest in the sphere of his works and in timely completion of the project. We wish him all the success for her future

**For EVM AUTOMOBILES**

General Manager

**SHAJAN K JAYAPRAKASH**

**GENERAL MANAGER**

**EVM AUTOMOBILES**



**EVM AUTOMOBILES**

53/1393, 53/1394, 53/1395, S.A. Road, Vyttila, Kochi-682 019. Phone: 0484 2389080  
Tele/Fax : 2389870, Website : <http://www.evmhonda.com>



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study on Work life Balance among employees in Hindalco Industries Limited, Kalamassery.**

Submitted by

**SREEVIDYA PISHARODI**

**210021049296**

**AADISH PRADEEP**

**210021049242**

**JOHN SHIBU MYALIL**

**210021049287**

**MOHAMMED SHIBIL KALLINGAL**

**210021049301**

**HELGA NAVEEN**

**210021049254**

Under the Guidance of

**MS. MERLEENA ANTONY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

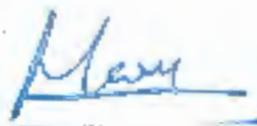
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on Work life Balance among employees in Hindalco Industries Limited, Kalamassery" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Sreevidya Pisharodi, Aadish Pradeep, John Shibu Myalil, Mohammed Shibil Kallingal, Helga Naveen** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on 2/5/2024 ..... 3/8/2024

  
Internal Examiner

 Dr. Lina Peter  
External Examiner



Ref: HR/Internship/2024/4

19 February 2024

## CERTIFICATE

This is to certify that **Mr. John Shibu**, 6<sup>th</sup> Semester Bcom Model II Computer Application Student, Rajagiri College of Management and Applied Sciences, Ernakulam has successfully completed his project on "A study on Worklife balance among employees of Hindalco Industries Limited" at our company Hindalco Industries Ltd, Alupuram Works, Kalamassery, Kochi, Kerala.

During this period, we found him to be inquisitive and well-mannered student. We wish him all success.

**For Hindalco Industries Limited**

*Sum Sh*  
Head HR



**Hindalco Industries Limited**

Alupuram Works, Post Box No. 21, Kalamassery - 682164, Kerala, India | T: +91 484 2932310 | E: [hr@adityabirla.com](mailto:hr@adityabirla.com)

21<sup>st</sup> Floor, Birla Centre, Pandurang Road at Mang. Work, Mumbai - 400038, India | T: +91 22 66656666/65613555 | F: +91 22 65610480/65610500

21<sup>st</sup> Floor, One Unity Center, Senapati Bapat Marg, Prabhadevi, Mumbai - 400013, India | T: +91 22 69477000 / 69477150 | F: +91 22 69477001 / 69477002

W: [www.hindalco.com](http://www.hindalco.com) | E: [adityabirla@adityabirla.com](mailto:adityabirla@adityabirla.com) | Corporate ID No.: L27870MH1956FLC01333



## INDUSTRIAL PROJECT REPORT

**A Study On Effectiveness Of Staff Training And Development On  
Employee Performance At iROID Technologies, Palarivattom.**

Submitted by

**JOSE J KAVALACKAN**

**210021049258**

**REMI REJI**

**210021049263**

**ROSU PAUL**

**210021049266**

**V GAUTHAM KRISHNA**

**210021049274**

Under the Guidance of  
**MS. JOSMY MATHEW**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2023 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

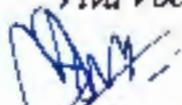
## Certificate

This is to certify that the project work titled "A Study On Effectiveness of Staff Training And Development On Employee Performance At Iroid Technologies, Palarivattom" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Jose J Kavalackan**, Remi Reji, Rosu Paul and V Gautham Krishna under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Ms. Joshy Mathew  
Project Guide



  
Ms. Mary Antony  
Head of the Department

  
Internal Examiner

Viva Voce Examination held on ... 2/5/2024 ... 2/5/2024

  
External Examiner  
Dr. Linya Peter

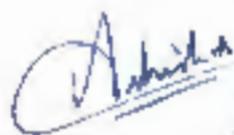
IRD/2024/104

Date -20/02/2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. **Jose J Kavalackan**, Register No: 210021049258, Semester 6 B.Com Model 2 Computer Application from Rajagiri College of Management and Applied Science, Kakkanad has undertaken project titled "STUDY ON EFFECTIVENESS OF STAFF TRAINING AND DEVELOPMENT ON HIGH EMPLOYEE PERFORMANCE" in **iROID TECHNOLOGIES**, Kochi, Ernakulam from 12.01.2024 to 12.02.2024

For iROID Technologies



Ashish R

Managing Partner





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study on Employee Relations and its Effect on Organisational  
Productivity in Vayalath Mahindra Automobiles**

Submitted by

ALEETA ADDISON	210021049277
ANISHA ELZA JACOB	210021049280
DEVANARAYANAN P JAYAN	210021049251
<b>KEVIN K ROY</b>	210021049288
VISHNU PA	210021049275

Under the Guidance of

**Ms. Josmy Mathew**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



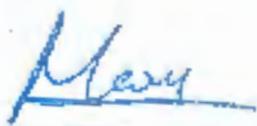
**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on Employee Relations and Its Effect on Organisational Productivity in Vayalat Mahindra Automobiles" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Aleeta Addison, Anisha Elza Jacob, Devanarayanan P Jayan, Kevin K Roy, Vishnu PA under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on 2/5/2024, ..... 3/5/2024 .

  
Internal Examiner

  
Dr Lina Peter  
External Examiner



mahindra

6 P O O -  
UTIL TY  
VEHICLES

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Mr. Kevin K Roy** Reg no **210021049288** (Aadhar Number 240818778167) as a **Third-Year** student of **BCOM Model-2 Computer Application**, from **Rajagiri College of Management And applied Science Kakkanad, Ernakulam** has successfully completed his one day of project training titled **"A study on employee relations and its effect on organizational productivity"** in our organization, as part of his curriculum.

During this tenure, we found him sincere and hardworking. We wish him all the best for the future endeavors.

For Vayalat Automobiles PVT LTD

  
17/02/2024  
Authorized Signatory



VAYALAT AUTOMOBILES PVT LTD

47, Bypass Road, Kanniadrykadu, Maradu P.O 682 304

RS - Ph: 0484 4077888 Service - Ph: 0484 4077292



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study on Employee Engagement and Retention Strategies At Bolgatty  
Palace And Island Resort Mulavukad, Kochi**

Submitted by

<b>Swathy Jayan</b>	<b>210021049270</b>
<b>Riya Raj</b>	<b>210021049264</b>
<b>Paarthiv Menon</b>	<b>210021049291</b>
<b>Mubammed Danish</b>	<b>210021049260</b>
<b>Vaishnav VS</b>	<b>210021049298</b>

Under the Guidance of

**Ms. Nidhi Varghese**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on employee engagement and retention strategies in Bolgatty palace and Island resort Mulavukad, Kochi" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Swathy Jayan, Riya Raj, Muhammed Danish, Parthiv Menon, Vaishnav VS** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on ..2/5/2024.....3/5/2024

Internal Examiner

External Examiner

KTDC/BPH/ESTT/1098/2024

21-02-2024

### CERTIFICATE

This is to certify that Mr. **Muhammed Danish**, student of Rajagiri College of Management and Applied Sciences, Kakkānad, has successfully completed a project work titled "Employee engagement and retention strategies at Bolgatty Palace and Island Resort, among the employees of Bolgatty Palace & Island Resorts, Cochin for the purpose of partial fulfillment of the requirements in sixth semester of B.Com computer application for the academic year 2023-2024



MANAGER





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study on Work life Balance among employees in Hindalco Industries Limited, Kalamassery.**

Submitted by

<b>SREEVIDYA PISIJARODI</b>	<b>210021049296</b>
<b>AADISH PRADEEP</b>	<b>210021049242</b>
<b>JOHN SHIBU MYALIL</b>	<b>210021049287</b>
<b>MOHAMMED SHIBIL KALLINGAL</b>	<b>210021049301</b>
<b>HELGA NAVEEN</b>	<b>210021049254</b>

Under the Guidance of

**MS. MERLEENA ANTONY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021- 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on Work life Balance among employees in Hindalco Industries Limited, Kalamassery" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Sreevidya Pisharodi, Aadish Pradeep, John Shibu Myatil, **Mohammed Shibli Kallingsal**, Helga Naveen under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on ..2/5/2024.....3/5/2024

  
Internal Examiner

 Dr. Lina Peter  
External Examiner

ADITYA BIRLA



Ref: HR/Internship/2024/S

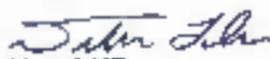
19 February 2024

## CERTIFICATE

This is to certify that **Mr. Mohammed Shibil Kaliingal**, 6<sup>th</sup> Semester Bcom Model II Computer Application Student, Rajagiri College of Management and Applied Sciences, Emakulam has successfully completed his project on "A study on Worklife balance among employees of Hindalco Industries Limited" at our company Hindalco Industries Ltd, Alupuram Works, Kalamassery, Kochi, Kerala.

During this period, we found him to be inquisitive and well-mannered student.  
We wish him all success.

For Hindalco Industries Limited

  
Head HR



Hindalco Industries Limited

Alupuram Works, Pappan Nagar, Kalamassery - 683104, Kerala, India | T: +91 484 2922270 | E: [hr@adityabirla.com](mailto:hr@adityabirla.com)

Corporate Office: 6A & 7A Street, Birla Complex, Poodinguzhikkal Marg, Marol, Mumbai - 400030, India | T: +91 22 66624444/62610555 | F: +91 22 62618100/42610600

Registered Office: 7A Street, Sea View Center, Sanyal Nagar Marg, Pookkottam, Mumbai - 400014, India | T: +91 22 69477000 / 69477158 | F: +91 22 69477801/69477802

W: [www.hindalco.com](http://www.hindalco.com) | E: [investors@adityabirla.com](mailto:investors@adityabirla.com) | Corporate ID No.: 1954PLC014238



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## **INDUSTRIAL PROJECT REPORT**

**A Study on the Impact of Advertising Strategies on Consumer Buying  
Behaviour of Dhathri Ayurveda Pvt.Ltd, Kochi.**

Submitted by

**Aaliya P N (Reg no: 210021049243)**

**Muhammed Adil P B (Reg no: 210021049259)**

**Smera Sivakumar (Reg no: 210021049269)**

**Swetha Jayan (Reg no: 210021049271)**

**Tony Joseph Rufus (Reg no: 210021049273)**

Under the Guidance of

**Ms. Nidhi Varghese**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



## Certificate

This is to certify that the project work titled "A STUDY ON THE IMPACT OF ADVERTISING STRATEGIES ON CONSUMER BUYING BEHAVIOUR OF DIATHRI AYURVEDA PRIVATE LIMITED, KOCHI" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Auliya P N, Muhammed Adil P B, Smera Sivakumar, Swetha Jayan, Tony Joseph Rufus** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on 2/5/2024, 3/5/2024

  
Internal Examiner

  
Dr. Liya Peter  
External Examiner

Date: 27 Feb 2024

Place: Ernakulam

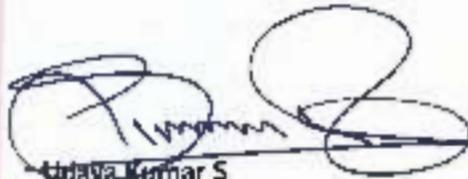
## To Whomsoever Concerned

This is to certify that Mr. **Muhammad Adil P B**, 6 semester B. Com Computer Application student of Rajagiri College of Management & Applied Sciences, Kakkanad had undergone a project in "A Study on the Impact of Advertising Strategies on Consumer Buying Behaviour of Dhathri Ayurveda Pvt. Ltd, Kochi" at our office No. 33/1882, Adappilly Road, Vennala P.O, Kochi - 682028, Kerala, India.

During the tenure he had successfully completed all assignments and he was found to be sincere and hardworking.

We wish him all the best for his future endeavours.

Yours Sincerely,



**Udaya Kumar S**  
**AGM - (HR & Admin)**  
**Dhathri Ayurveda Private Limited**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

### FINANCIAL STATEMENT ANALYSIS OF SOUTH INDIAN BANK

Submitted by

**NANDINI R MENON** – 210021049289  
**NATASHA ANNA MATHEW** – 210021049261  
**SIDHARTH KRISHNA M M** – 210021049268  
**RONAL RAJU** – 210021049265  
**YOHAAN MARTIN** – 210021049300

Under the Guidance of

**MS. MERLEENA ANTONY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



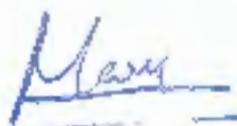
**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "**FINANCIAL STATEMENT ANALYSIS OF SOUTH INDIAN BANK**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **NANDINI R MENON, NATASHA ANNA MATHEW, SIDHARTH KRISHNA M M, RONAL RAJU AND YOHAAN MARTIN** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

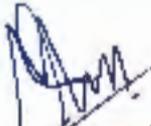


Project Guide



Head of the Department

Viva Voce Examination held on ... 2/5/2024 ... 3/5/2024



Internal Examiner



Dr. Lina Peter  
External Examiner

DEPT: HUMAN RESOURCES    HRD:TM:CERT:85:2023-2024    Date : 14-03-2024

**CERTIFICATE**

Certified that **Nandini R Menon** has completed a project work on the topic **A Study on Financial Analysis of The South Indian Bank Ltd** at **Br. RAJAGIRI VALLEY, KAKKANAD (0587)** of the Bank during the period from **11-12-2023** to **09-02-2024**.

We wish him/her all the best in his/her future endeavours.



RAMMOHAN V  
DEPUTY GENERAL MANAGER

\*\*\*This is an electronically generated document and does not bear physical signature\*\*\*



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

### **FINANCIAL STATEMENT ANALYSIS OF SOUTH INDIAN BANK**

Submitted by

**NANDINI R MENON – 210021049289**

**NATASHA ANNA MATHEW – 210021049261**

**SIDHARTH KRISHNA M M – 210021049268**

**RONAL RAJU – 210021049265**

**YOHAAN MARTIN – 210021049300**

Under the Guidance of

**MS. MERLEENA ANTONY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

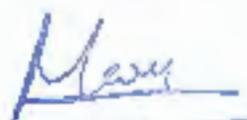
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

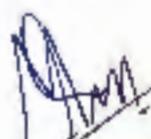
This is to certify that the project work titled "FINANCIAL STATEMENT ANALYSIS OF SOUTH INDIAN BANK" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by NANDINI R MENON, NATASHA ANNA MATHEW, SIDHARTH KRISHNA M M, RONAL RAJU AND YOHAAN MARTIN under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on ... 2/5/2024 ... 3/5/2024

  
Internal Examiner

  
Dr. Lina Peter  
External Examiner

DEPT: HUMAN RESOURCES    HRD:TM:CERT:89:2023-2024    Date : 14-03-2024

**CERTIFICATE**

Certified that **Natasha Anna Mathew** has completed a project work on the topic **A Study on Financial Analysis of The South Indian Bank Ltd at Br. RAJAGIRI VALLEY, KAKKANAD (0587)** of the Bank during the period from **11-12-2023 to 09-02-2024**.

We wish him/her all the best in his/her future endeavours.



**RAMMOHAN V**  
**DEPUTY GENERAL MANAGER**

\*\*\*This is an electronically generated document and does not bear physical signature\*\*\*



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A Study On The Effectiveness Of Customer Retention Strategies Adopted By Paul's Creamery, Kakkanaad"**

**Submitted by**

<b>TISSA MARIA JOSEPH</b>	<b>Reg No: 210021049272</b>
<b>WAFI SHA</b>	<b>Reg No: 210021049276</b>
<b>JOE KURUVILLA</b>	<b>Reg No: 210021049256</b>
<b>SOUMYA SARA PHILIP</b>	<b>Reg No: 210021049295</b>
<b>NIA KURLAN</b>	<b>Reg No: 210021049290</b>

**Under the Guidance of**

**Ms. Nidhi Varghese**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021 - 2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

### Certificate

This is to certify that the project work titled "A STUDY ON THE EFFECTIVENESS OF CUSTOMER RETENTION STRATEGIES ADOPTED BY PAUL'S CREAMERY KAKKANAD", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **TISSA MARIA JOSEPH, Wafa Sha, Joe Kuruvilla, Soumya Sara Philip, NIA KURLAN** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Nidhi Varghese

Project Guide



Ms. Mary Antony

Head of the Department

Viva Voce Examination held on ...2/5/2024, ...3/5/2024

Internal Examiner

Dr. Liya Peter  
External Examiner



28.02.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, **Nia Kurian** REG NO. 210021049290,  
6<sup>th</sup> semester B. Com Model II Computer Application Student from Rajagiri College of  
Management and Applied Sciences, Kakkanad has undertaken project titled  
"A STUDY ON THE EFFECTIVENESS OF CUSTOMER RETENTION STRATEGIES" in Paul's  
creamery Kakkanad for the year 2023 to 2024.

For Pauls Creamery Pvt Ltd



Director



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

RAJAGIRI VALLEY P. O., COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study On The Effectiveness Of Branding**

**On Consumer Buying Behaviour**

**At Malayalam Vehicles Tata Motors, Vytilla.**

Submitted by

<b>Anna Jo</b>	(Reg No: 210021049245)
<b>C S Sai Krishna</b>	(Reg no: 210021049249)
<b>Dhiya Eldho</b>	(Reg no: 210021049253)
<b>Issac Josy</b>	(Reg no: 210021049255)
<b>Omar Zidaan M Nassar</b>	(Reg No: 210021049262)

Under the Guidance of

**Ms. Josmy Mathew**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A study on the effectiveness of branding on consumer buying behaviour at Malayalam Vehicles Tata Motors, Vytilla" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Anna Jo, C S Sai Krishna, Dhíya Eldho, Issac Josy and **Omar Zidaan M Nasser** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on 2/5/2024, 3/5/2024

  
Internal Examiner

  
Dr. Liya Peter  
External Examiner

February 23, 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. Omar Zidaan M Nassar, 6<sup>th</sup> Semester B.Com Model II Computer Application student of Rajagiri College of Management and Applied Sciences, Ernakulam has successfully completed final project on "A Study on Effectiveness of Branding on Consumer Buying Behavior at Malayalam Vehicles (Malayalam TATA) Vyttila.

During these days we found him to be punctual and obedient.

For Malayalam Vehicles India P. Ltd



Umesh C Haridas  
Head - HR & Admin.





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study on Employee Engagement and Retention Strategies At Bolgatty  
Palace And Island Resort Mulayukad, Kochi**

Submitted by

Swathy Jayan	210021049270
Riya Raj	210021049264
<b>Paarthiv Menon</b>	210021049291
Muhammed Danish	210021049260
Vaishnav VS	210021049298

Under the Guidance of

**Ms. Nidhi Varghese**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on employee engagement and retention strategies in Bolgatty palace and Island resort Mulavukad, Kochi" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Swathy Jayan, Riya Raj, Muhammed Danish, **Parthiv Menon**, Vaishnav VS under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on 2/5/2024 ..... 3/5/2024

Internal Examiner

External Examiner

Dr. Lina P. K.

KTDC/BPH/ESTT/1097/2024

21-02-2024

## CERTIFICATE

This is to certify that Mr. **Parthiv Menon**, student of Rajagiri College of Management and Applied Sciences, Kakkanad, has successfully completed a project work titled "Employee engagement and retention strategies at Bolgatty Palace and Island Resort, among the employees of Bolgatty Palace & Island Resorts, Cochin for the purpose of partial fulfillment of the requirements in sixth semester of B.Com computer application for the academic year 2023-2024



MANAGER





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A Study On Effectiveness Of Staff Training And Development On  
Employee Performance At iROID Technologies, Palarivattom.**

Submitted by

<b>JOSE J KAVALACKAN</b>	<b>210021049258</b>
<b>REMI REJI</b>	<b>210021049263</b>
<b>ROSU PAUL</b>	<b>210021049266</b>
<b>V GAUTHAM KRISHNA</b>	<b>210021049274</b>

Under the Guidance of  
**MS. JOSMY MATHEW**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2023 - 2024



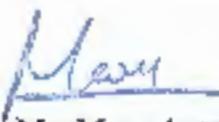
**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

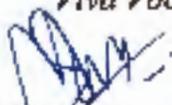
## Certificate

This is to certify that the project work titled "A Study On Effectiveness of Staff Training And Development On Employee Performance At Iroid Technologies, Palarivattom" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Jose J Kavalackan, Remi Reji, Rosu Paul and V Gautham Krishna under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Ms. Jasmy Mathew  
Project Guide



  
Ms. Mary Antony  
Head of the Department

*Viva Voce Examination held on* 2/5/2024  
  
Internal Examiner

2/5/2024  
  
External Examiner  
Dr. Linya Peter

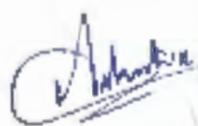
IRD/2024/102

Date -20/02/2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Ms. **Remi Reji**, Register No: 210021049263, Semester 6 B.Com Model 2 Computer Application from Rajagiri College of Management and Applied Science, Kakkanad has undertaken project titled "STUDY ON EFFECTIVENESS OF STAFF TRAINING AND DEVELOPMENT ON HIGH EMPLOYEE PERFORMANCE" in iROID TECHNOLOGIES, Kochi, Ernakulam from 12.01.2024 to 12.02.2024

For iROID Technologies


Ashish R

Managing Partner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 38

## INDUSTRIAL PROJECT REPORT

**A Study on Employee Engagement and Retention Strategies At Bolgatty  
Palace And Island Resort Mulavukad, Kochi**

Submitted by

<b>Swathy Jayan</b>	<b>210021049270</b>
<b>Riya Raj</b>	<b>210021049264</b>
<b>Paarthiv Menon</b>	<b>210021049291</b>
<b>Muhammed Danish</b>	<b>210021049260</b>
<b>Vaishnav VS</b>	<b>210021049298</b>

Under the Guidance of

**Ms. Nidhi Varghese**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on employee engagement and retention strategies in Bolgatty palace and Island resort Mulavukad, Kochi" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Swathy Jayan, **Riya Raj**, Muhammed Danish, Parthiv Menon, Vaishnav VS under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on ...2/5/2024.....3/5/2024

Internal Examiner

External Examiner

Dr. Laya P. K.

KTDC/BPH/ESTT/1096/2024

21-02-2024

## CERTIFICATE

This is to certify that Mrs. **Riya Raj**, student of Rajagiri College of Management and Applied Sciences, Kakkanad, has successfully completed a project work titled "Employee engagement and retention strategies at Bolgatty Palace and Island Resort, among the employees of Bolgatty Palace & Island Resorts, Cochin for the purpose of partial fulfillment of the requirements in sixth semester of B.Com computer application for the academic year 2023-2024



MANAGER





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT FINANCIAL STATEMENT ANALYSIS OF SOUTH INDIAN BANK

Submitted by

**NANDINI R MENON – 210021049289**  
**NATASHA ANNA MATHEW – 210021049261**  
**SIDHARTH KRISHNA M M – 210021049268**  
**RONAL RAJU – 210021049265**  
**YOHAAN MARTIN – 210021049300**

Under the Guidance of

**MS. MERLEENA ANTONY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 – 2024



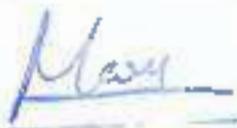
**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "FINANCIAL STATEMENT ANALYSIS OF SOUTH INDIAN BANK" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by NANDINI R MENON, NATASHA ANNA MATHEW, SIDHARTH KRISHNA M M, **RONAL RAJU** AND YOHAAN MARTIN under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on ... 2/5/2024, ..., 3/5/2024

  
Internal Examiner

  
Dr. Lisa Peter  
External Examiner

DEPT: HUMAN RESOURCES    HRD:TM:CERT:86:2023-2024    Date : 14-03-2024

**CERTIFICATE**

Certified that **Ronal Raju** has completed a project work on the topic **A Study on Financial Analysis of The South Indian Bank Ltd** at **Br. RAJAGIRI VALLEY, KAKKANAD (0587)** of the Bank during the period from **11-12-2023 to 09-02-2024**.

We wish him/her all the best in his/her future endeavours.



**RAMMOHAN V**  
**DEPUTY GENERAL MANAGER**

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# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O., COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**“A Study On The Role Of Kudumbashree In Women  
Empowerment With Reference To Ernakulam District”.**

Submitted by

**ANAGHA S NAIR**

**Reg No: 210021049279**

**ALTAIR S**

**Reg No: 210021049278**

**CAROLINA ELEZEBETH ARUJA**

**Reg No: 210021049282**

**ROSHNI AJITHI**

**Reg No: 210021049292**

**JEEVAN G MATHEW**

**Reg No: 210021049286**

Under the Guidance of

**Ms. Merleena Antony**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON THE ROLE OF KUDUMBASHREE IN WOMEN EMPOWERMENT WITH REFERENCE TO ERNAKULAM DISTRICT" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ANAGHA S NAIR, ALTAIR S, CAROLINA ELEZEBETH ARUJA, **ROSHNI AJITH**, JEEVAN G MATHEW under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Merleena Antony  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on ... 3/5/2024 ...

Internal Examiner

External Examiner



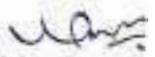
തീയതി

20/01/2024

**CERTIFICATE**

Certified that Anagha S Nair, **Roshni Aji**, Altair S, Carolina Aruja, Jeevan G, B.Com students of RCMAS Kakkanad, has successfully completed their project work titled "Role of Kudumbasree in women empowerment" in District Panchayat Office Ernakulam.



  
President  
District Panchayat Ernakulam  
Date: \_\_\_\_\_



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study On Effectiveness Of Staff Training And Development On  
Employee Performance At IROID Technologies, Palarivattom.**

Submitted by

**JOSE J KAVALACKAN**

**210021049258**

**REMI REJI**

**210021049263**

**ROSU PAUL**

**210021049266**

**V GAUTHAM KRISHNA**

**210021049274**

Under the Guidance of

**MS. JOSMY MATHEW**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2023 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On Effectiveness of Staff Training And Development On Employee Performance At Iroid Technologies, Palarivattom" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Jose J Kavalackan, Remi Reji, **Rosu Paul** and V Gautham Krishna under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

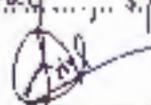
  
Ms. Josmy Mathew  
Project Guide



  
Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on 2/5/2024 ..... 3/5/2024

  
Internal Examiner

  
External Examiner

Dr. Luya Peter

IRD/2024/101

Date -20/02/2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Ms. **Rusu Paul**, Register No: 210021049266, Semester 6 B.Com Model 2 Computer Application from Rajagiri College of Management and Applied Science, Kakkanad has undertaken project titled "STUDY ON EFFECTIVENESS OF STAFF TRAINING AND DEVELOPMENT ON HIGH EMPLOYEE PERFORMANCE" in IROID TECHNOLOGIES, Kochi, Ernakulam from 12.01.2024 to 12.02.2024

For iROID Technologies



Ashish R

Managing Partner





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study On The Impact Of Promotional Strategies On Consumer  
Brand Preference Of Evm Honda, Vyttila.**

Submitted by

<b>VARSHA MARIA VICTORIA</b>	<b>210021049299</b>
<b>SETHULAKSHMI P J</b>	<b>210021049293</b>
<b>RUTH ROSEMARY GEORGE</b>	<b>210021049302</b>
<b>SHINZ M S</b>	<b>210021049267</b>
<b>JOHN PAUL</b>	<b>210021049257</b>

Under the Guidance of  
**Ms. Mariya Paul**

*In partial fulfillment of the requirements for the award of the Degree  
of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On The Impact Of Promotional Strategies On Consumer Brand Preference Of Evm Honda, Vyttila." submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Varsha Maria Victorla, Sethulakshmi P J, Ruth Rosemary George, Shinz M S and John Paul under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on 2/5/2024 ..... 3/5/2024

Internal Examiner

Dr. Lina Peter  
External Examiner



Date: 22/02/2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Ms **Ruth Rosemary George**, Reg No: 210021049302, 6<sup>th</sup> semester B.com Model II Computer Applications student of Rajagiri College of Management & Applied Sciences, Kakkaniyadu had undergone a project work at our Vyttila branch on the topic "A study on the impact of promotional strategies on consumer brand preference of EVM Honda, Vyttila" during the month of February 2024.

During the period she has taken keen interest in the sphere of her works and in timely completion of the project. We wish her all the success for her future

For EVM AUTOMOBILES

General Manager

**SHAJAN K JAYAPRAKASH**  
**GENERAL MANAGER**  
**EVM AUTOMOBILES**



**EVM AUTOMOBILES**

53/1393, 53/1394, 53/1395, S.A. Road, Vyttila, Kochi-682 019. Phone: 0484 2389080  
Tele/Fax : 2389670, Website : <http://www.evmhonda.com>



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study On The Impact Of Promotional Strategies On Consumer  
Brand Preference Of Evm Honda, Vyttila.**

Submitted by

<b>VARSHA MARIA VICTORIA</b>	<b>210021049299</b>
<b>SETHULAKSHMI P J</b>	<b>210021049293</b>
<b>RUTH ROSEMARY GEORGE</b>	<b>210021049302</b>
<b>SHINZ M S</b>	<b>210021049267</b>
<b>JOHN PAUL</b>	<b>210021049257</b>

Under the Guidance of  
**Ms. Mariya Paul**

*In partial fulfillment of the requirements for the award of the Degree  
of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "**A Study On The Impact Of Promotional Strategies On Consumer Brand Preference Of Evm Donda, Vyttila.**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Varsha Maria Victoria, Sethulakshmi P J, Ruth Rosemary George, Shinz M S and John Paul** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on 2/5/2024 ..... 3/5/2024

Internal Examiner

Dr. Lina Peter  
External Examiner



Date: 22/02/2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Ms. **Setu Lakshmi P J**, Reg No: 210021049293, 6<sup>th</sup> semester B.com Model II Computer Applications student of Rajagiri College of Management & Applied Sciences, Kakkanadu had undergone a project work at our Vyttila branch on the topic "A study on the impact of promotional strategies on consumer brand preference of EVM Honda, Vyttila" during the month of February 2024.

During the period she has taken keen interest in the sphere of her works and in timely completion of the project. We wish her all the success for her future.

For EVM AUTOMOBILES :

General Manager

**SHAJAN K JAYAPRAKASH**  
**GENERAL MANAGER**  
**EVM AUTOMOBILES**



**EVM AUTOMOBILES**

53/1393, 53/1394, 53/1395, S.A. Road, Vyttila, Kochi-682 019. Phone: 0484 2389080  
Tele/Fax : 2389870, Website : <http://www.evmhonda.com>



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study On The Impact Of Promotional Strategies On Consumer  
Brand Preference Of Evm Honda, Vyttila.**

Submitted by

<b>VARSHA MARIA VICTORIA</b>	<b>210021049299</b>
<b>SETHULAKSHMI P J</b>	<b>210021049293</b>
<b>RUTH ROSEMARY GEORGE</b>	<b>210021049302</b>
<b>SHINZ M S</b>	<b>210021049267</b>
<b>JOHN PAUL</b>	<b>210021049257</b>

Under the Guidance of  
**Ms. Mariya Paul**

*In partial fulfillment of the requirements for the award of the Degree  
of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On The Impact Of Promotional Strategies On Consumer Brand Preference Of Evm Honda, Vyttila." submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Varsha Maria Victoria, Sethulakshmi P J, Ruth Rosemary George, Shioz M S and John Paul** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on 2/5/2024, ..... 3/5/2024

Internal Examiner

Dr. Lina Peter  
External Examiner



Date: 22.02/2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. **Shanz M S**, Reg No: 210021049267, 6<sup>th</sup> semester B.com Model II Computer Applications student of Rajagiri College of Management & Applied Sciences, Kakkunadu had undergone a project work at our Vyttila branch on the topic "A study on the impact of promotional strategies on consumer brand preference of EVM Honda, Vyttila" during the month of February 2024.

During the period he has taken keen interest in the sphere of his works and in timely completion of the project. We wish him all the success for her future

For EVM AUTOMOBILES

General Manager

**SHAJAN K JAYAPRAKASH**  
**GENERAL MANAGER**  
**EVM AUTOMOBILES**



**EVM AUTOMOBILES**

53/1393, 53/1394, 53/1395, S.A. Road, Vyttila, Kochi-682 019. Phone: 0484 2389080.  
Tele/Fax : 2389870, Website : <http://www.evmhonda.com>



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

### **FINANCIAL STATEMENT ANALYSIS OF SOUTH INDIAN BANK**

Submitted by

**NANDINI R MENON – 210021049289**

**NATASHA ANNA MATHEW – 210021049261**

**SIDHARTH KRISHNA M M – 210021049268**

**RONAL RAJU – 210021049265**

**YOHAAN MARTIN – 210021049300**

Under the Guidance of

**MS. MERLEENA ANTONY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 – 2024



# RCMAS

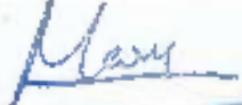
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

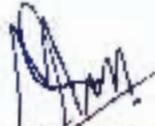
This is to certify that the project work titled "**FINANCIAL STATEMENT ANALYSIS OF SOUTH INDIAN BANK**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **NANDINI R MENON, NATASHA ANNA MATHEW, SIDHARTH KRISHNA M M, RONAL RAJU AND YOHAAN MARTIN** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on 2/5/2024, ..... 3/5/2024

  
Internal Examiner

  
Dr. Lina Peter  
External Examiner

DEPT: HUMAN RESOURCES    HRD:TM:CERT:88:2023-2024    Date : 14-03-2024

**CERTIFICATE**

Certified that **Sidharth Krishna M M** has completed a project work on the topic **A Study on Financial Analysis of The South Indian Bank Ltd at Br. RAJAGIRI VALLEY, KAKKANAD (0587)** of the Bank during the period from **11-12-2023 to 09-02-2024**.

We wish him/her all the best in his/her future endeavours.



RAMMOHAN V  
DEPUTY GENERAL MANAGER

\*\*\*\*This is an electronically generated document and does not bear physical signature. \*\*\*\*



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 38

## INDUSTRIAL PROJECT REPORT

**A Study on the Impact of Advertising Strategies on Consumer Buying  
Behaviour of Dhathri Ayurveda Pvt.Ltd, Kochi.**

Submitted by

**Aaliya P N (Reg no: 210021049243)**

**Muhammed Adil P B (Reg no: 210021049259)**

**Smera Sivakumar (Reg no: 210021049269)**

**Swetha Jayan (Reg no: 210021049271)**

**Tony Joseph Rufus (Reg no: 210021049273)**

Under the Guidance of

**Ms. Nidhi Varghese**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON THE IMPACT OF ADVERTISING STRATEGIES ON CONSUMER BUYING BEHAVIOUR OF DHATHRI AYURVEDA PRIVATE LIMITED, KOCHI" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Aallya P N. Muhammed Adil P B. Smera Sivakumar, Swetha Jayan, Tony Joseph Rufus** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on 2/5/2024, 3/5/2024

  
Internal Examiner

  
Dr. Liya Peter  
External Examiner

Date: 27 Feb 2024

Place: Ernakulam

## To Whomsoever Concerned

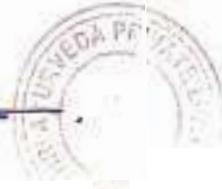
This is to certify that Ms. **Smera Sivakumar**, 6 semester B, Com Computer Application student of Rajagiri College of Management & Applied Sciences, Kakkanad had undergone a project in "A Study on the Impact of Advertising Strategies on Consumer Buying Behaviour of Dhathri Ayurveda Pvt. Ltd, Kochi" at our office No. 33/1882, Adapilly Road, Vennala P O, Kochi - 682028, Kerala, India.

During the tenure she had successfully completed all assignments and she was found to be sincere and hardworking.

We wish her all the best for his future endeavours.

Yours Sincerely,

  
Udaya Kumar S  
AGM - (HR & Admin)  
Dhathri Ayurveda Private Limited





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A Study On The Effectiveness Of Customer Retention Strategies Adopted By Paul's Creamery, Kakkanad"**

Submitted by

TISSA MARIA JOSEPH	Reg No: 210021049272
Wafa SHA	Reg No: 210021049276
JOE KURUVILLA	Reg No: 210021049256
<b>SOUMYA SARA PHILIP</b>	Reg No: 210021049295
NIA KURIAN	Reg No: 210021049290

Under the Guidance of

**Ms. Nidhi Varghese**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

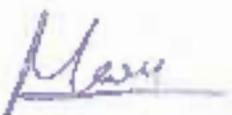
## Certificate

This is to certify that the project work titled "A STUDY ON THE EFFECTIVENESS OF CUSTOMER RETENTION STRATEGIES ADOPTED BY PAUL'S CREAMERY KAKKANAD", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **TISSA MARIA JOSEPH, Wafa Sha, Joe KURUVILLA, SOUMYA SARA PHILIP, NIA KURIAN** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Ms. Nidhi Varghese

Project Guide



  
Ms. Mary Antony

Head of the Department

Viva Voce Examination held on ...2/5/2024, ...3/5/2024

  
Internal Examiner

  
Dr. Liya Peter  
External Examiner



28.02.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, **Soumya Sara Philip** REG NO. 210021049295,  
6<sup>th</sup> semester B. Com Model II Computer Application Student from Rajagiri College of  
Management and Applied Sciences, Kakkanad has undertaken project titled  
"A STUDY ON THE EFFECTIVENESS OF CUSTOMER RETENTION STRATEGIES" in Paul's  
creamery Kakkanad for the year 2023 to 2024.

For Pauls Creamery Pvt Ltd

Director



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study on Work life Balance among employees in Hindalco Industries  
Limited, Kalamassery.**

Submitted by

**SREEVIDYA PISHARODI**

210021049296

**AADISH PRADEEP**

210021049242

**JOHN SHIBU MYALIL**

210021049287

**MOHAMMED SHIBIL KALLINGAL**

210021049301

**HELGA NAVEEN**

210021049254

Under the Guidance of

**MS. MERLEENA ANTONY**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021- 2024

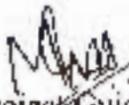


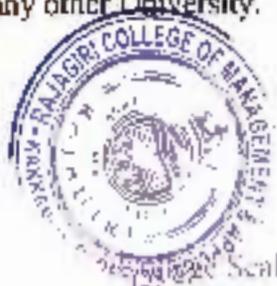
# RCMAS

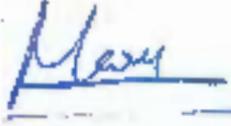
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on Work life Balance among employees in Hindalco Industries Limited, Kalamassery" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Sreevidya Pisharodi, Aadish Pradeep, John Shibu Myabl, Mohammed Shibli Kalingal, Helga Naveen** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide

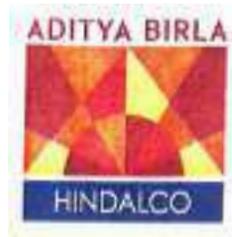


  
Head of the Department

Viva Voce Examination held on 2/5/2024 ..... 3/5/2024

  
Internal Examiner

 Dr. Ling Peter  
External Examiner



Ref: HR/Internship/2024/7

19 February 2024

### CERTIFICATE

This is to certify that Ms. **Sreevidya Pisharodi**, 6<sup>th</sup> Semester Bcom Model II Computer Application Student, Rajagiri College of Management and Applied Sciences, Enakulam has successfully completed her project on "A study on Worklife balance among employees of Hindalco Industries Limited" at our company Hindalco Industries Ltd, Alupuram Works, Kalamassery, Kochi, Kerala.

During this period, we found her to be inquisitive and well-mannered student. We wish her all success.

For Hindalco Industries Limited

*[Signature]*  
Head HR



Hindalco Industries Limited

Alupuram Works, Post Box No. 21, Kalamassery - 683104, Kerala, India | T: +91 484 2922210 | E: hindalco@adityabirla.com

Corporate Office 5<sup>th</sup> & 14<sup>th</sup> Floor, Birla Centurion, Pankaj Bungla Marg, Worli, Mumbai - 400020, India | T: +91 22 66626666/62610555 | F: +91 22 62648400/62670590

Registered Office 31<sup>st</sup> Floor, The Unity Center, Senapati Bapat Marg, Prabhadevi, Mumbai - 400013, India | T: +91 22 69477000 / 694771501 | F: +91 22 69477001/69477002

W: www.hindalco.com | E: bifinvestors@adityabirla.com | Corporate ID No.: L27020WKL1958PLC011238



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A Study On The Influence Of Customer Satisfaction On Customer Purchase Intention And Brand Loyalty With Reference To Maruti Suzuki, Kakkannad"**

Submitted by

**SREYA SABU**

Reg No: 210021049297

**AJOE TOM**

Reg No: 210021049244

**HANNA BABU**

Reg No: 210021049285

**BENFIN ANTONY**

Reg No: 210021049248

**EMIL SKARIA**

Reg No: 210021049283

Under the Guidance of

**Ms. MARIYA PAUL**

*In partial fulfilment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON THE INFLUENCE OF CUSTOMER SATISFACTION ON CUSTOMER PURCHASE INTENTION AND BRAND LOYALTY WITH REFERENCE TO MARUTI SUZUKI KAKKANAD", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Sreya Sabu, Ajoie Tom, Hanna Babu, Benfin Antony and Emil Skaria** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Mariya Paul  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on 2/5/2024 ..... 3/5/2024

Internal Examiner

Dr. Liya Peter  
External Examiner

27 February, 2024

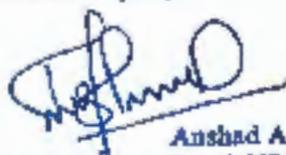
**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Ms. **Sreya Sabu** (Reg No: 210021049297) ,Sixth Semester BCom Model 2 Computer Application Student of Rajagiri College of Management and Applied Sciences has undertaken Project on "A Study on the Influence of Customer Satisfaction on Customer Purchase Intention and Brand Loyalty" at our organization from 01/02/2024 to 01/03/2024.

The candidate has successfully completed 30 days training program and has gained practical knowledge.

We wish her all success.

For Indus Motor Company Pvt. Ltd.

  
Anshad A  
Head-HR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study on Employee Engagement and Retention Strategies At Bolgatty  
Palace And Island Resort Mulavukad, Kochi**

Submitted by

<b>Swathy Jayan</b>	<b>210021049270</b>
<b>Riya Raj</b>	<b>210021049264</b>
<b>Paarthiv Menon</b>	<b>210021049291</b>
<b>Muhammed Danish</b>	<b>210021049260</b>
<b>Vaishnav VS</b>	<b>210021049298</b>

Under the Guidance of

**Ms. Nidhi Varghese**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on employee engagement and retention strategies in Bolgatty palace and Island resort Mulavukad, Kochi" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Swathy Jayan, Riya Raj, Muhammed Danish, Parthiv Menon, Vaishnav VS** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on 2/5/2024.....3/5/2024

Internal Examiner

Dr. Lina Peter  
External Examiner

KTDC/BPH/ESTT/1095/2024

21-02-2024

## CERTIFICATE

This is to certify that Mrs. **Swathy Jayan**, student of Rajagiri College of Management and Applied Sciences, Kakkanad, has successfully completed a project work titled "Employee engagement and retention strategies at Bolgatty Palace and Island Resort, among the employees of Bolgatty Palace & Island Resorts, Cochin for the purpose of partial fulfillment of the requirements in sixth semester of B.Com Computer Application for the academic year 2023-2024



**MANAGER**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study on the Impact of Advertising Strategies on Consumer Buying  
Behaviour of Dhathri Ayurveda Pvt.Ltd, Kochi.**

Submitted by

**Aaliya P N (Reg no: 210021049243)**

**Muhammed Adil P H (Reg no: 210021049259)**

**Smera Sivakumar (Reg no: 210021049269)**

**Swetha Jayan (Reg no: 210021049271)**

**Tony Joseph Rufus (Reg no: 210021049273)**

Under the Guidance of

**Ms. Vidhi Varghese**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON THE IMPACT OF ADVERTISING STRATEGIES ON CONSUMER BUYING BEHAVIOUR OF DHATHRI AYURVEDA PRIVATE LIMITED, KOCHI" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Aaliya P N, Muhammed Adil P B, Sineera Sivakumar, Swetha Jayan, Tony Joseph Rufus** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on ... 2/5/2024 , 3/5/2024

Internal Examiner

Dr. Lija Peter  
External Examiner

Date: 27 Feb 2024  
Place: Ernakulam

## To Whomsoever Concerned

This is to certify that Ms. **Swetha Jayan**, 6 semester B. Com Computer Application student of Rajagiri College of Management & Applied Sciences, Kakkanad had undergone a project in "A Study on the Impact of Advertising Strategies on Consumer Buying Behaviour of Dhathri Ayurveda Pvt. Ltd, Kochi" at our office No. 33/1882, Adapilly Road, Vennala P.O, Kochi - 682028, Kerala, India.

During the tenure she had successfully completed all assignments and she was found to be sincere and hardworking.

We wish her all the best for his future endeavours.

Yours Sincerely,

  
Udaya Kumar S  
AGM - (HR & Admin)  
Dhathri Ayurveda Private Limited





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A Study On The Effectiveness Of Customer Retention Strategies Adopted By Paul's Creamery, Kakkanad"**

Submitted by

**TISSA MARIA JOSEPH**

Reg No: 210021049272

**WAFI SHA**

Reg No: 210021049276

**JOE KURUVILLA**

Reg No: 210021049256

**SOUMYA SARA PHILIP**

Reg No: 210021049295

**NIA KURIAN**

Reg No: 210021049290

Under the Guidance of

**Ms. Nidhi Varghese**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

### Certificate

This is to certify that the project work titled "A STUDY ON THE EFFECTIVENESS OF CUSTOMER RETENTION STRATEGIES ADOPTED BY PAUL'S CREAMERY KAKKANAD", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **TISSA MARIA JOSEPH, WAFA SHA, JOE KURUVILLA, SOUMYA SARA PHILIP, NIA KURIAN** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Ms. Nidhi Varghese  
Project Guide



  
Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on ...2/5/2024, ...3/5/2024

  
Internal Examiner

  
Dr. Liya Peter  
External Examiner



28.02.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Tissa Maria Joseph**, REG NO.210021049272,  
6<sup>th</sup> semester B. Com Model II Computer Application Student from Rajagiri College of  
Management and Applied Sciences, Kakkanad has undertaken project titled  
"A STUDY ON THE EFFECTIVENESS OF CUSTOMER RETENTION STRATEGIES" in Paul's  
creamery Kakkanad for the year 2023 to 2024.

For Pauls Creamery Pvt



Director



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 38

## INDUSTRIAL PROJECT REPORT

**A Study on the Impact of Advertising Strategies on Consumer Buying  
Behaviour of Dhathri Ayurveda Pvt.Ltd, Kochi.**

Submitted by

**Aaliya P N (Reg no: 210021049243)**

**Muhammed Adil P B (Reg no: 210021049259)**

**Smera Sivakumar (Reg no: 210021049269)**

**Swetha Jayan (Reg no: 210021049271)**

**Tony Joseph Rufus (Reg no: 210021049273)**

Under the Guidance of

**Ms. Nidhi Varghese**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON THE IMPACT OF ADVERTISING STRATEGIES ON CONSUMER BUYING BEHAVIOUR OF DHATHRI AYURVEDA PRIVATE LIMITED, KOCHI" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Aaliya P N, Muhammed Adil P B, Smera Sivakumar, Swetha Jayan, Tony Joseph Rufus** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on ...2/5/2024... 3/5/2024

  
Internal Examiner

 Dr. Liya Peter  
External Examiner

Date: 27 Feb 2024

Place: Ernakulam

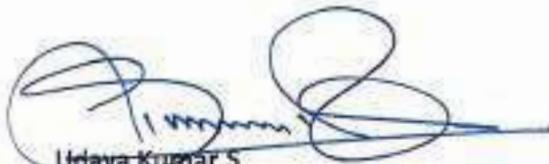
## To Whomsoever Concerned

This is to certify that Mr. **Tony Joseph Rufus**, 6 semester B. Com Computer Application student of Rajagiri College of Management & Applied Sciences, Kakkanad had undergone a project in "A Study on the Impact of Advertising Strategies on Consumer Buying Behaviour of Dhathri Ayurveda Pvt. Ltd, Kochi" at our office No. 33/1882, Adapilly Road, Vennala P.O, Kochi - 682028, Kerala, India.

During the tenure he had successfully completed all assignments and he was found to be sincere and hardworking.

We wish him all the best for his future endeavours.

Yours Sincerely,

  
Udaya Kumar S  
AGM - (HR & Admin)  
Dhathri Ayurveda Private Limited





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A Study On Effectiveness Of Staff Training And Development On  
Employee Performance At iROID Technologies, Palarivattom.**

Submitted by

<b>JOSE J KAVALACKAN</b>	<b>210021049258</b>
<b>REMI REJI</b>	<b>210021049263</b>
<b>ROSU PAUL</b>	<b>210021049266</b>
<b>V GAUTHAM KRISHNA</b>	<b>210021049274</b>

Under the Guidance of  
**MS. JOSMY MATHEW**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2023 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

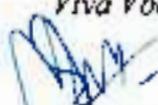
## Certificate

This is to certify that the project work titled "A Study On Effectiveness of Staff Training And Development On Employee Performance At Iroid Technologies, Palarivattom" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Jose J Kavalackan, Remi Reji, Rosu Paul and **V Gautham Krishna** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Ms. Josmy Mathew  
Project Guide



  
Ms. Mary Antony  
Head of the Department

  
Internal Examiner

Viva Voce Examination held on 2/5/2024 ..... 3/5/2024

  
External Examiner  
Dr. Laya Peter

IRD/2024/103

Date -20/02/2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. **V. Gantham Krishna**, Register No: 210021049274, Semester 6 B.Com Model 2 Computer Application from Rajagiri College of Management and Applied Science, Kakkanad has undertaken project titled **"STUDY ON EFFECTIVENESS OF STAFF TRAINING AND DEVELOPMENT ON HIGH EMPLOYEE PERFORMANCE"** in IROID TECHNOLOGIES, Kochi, Ernakulam from 12.01.2024 to 12.02.2024

For IROID Technologies



Ashish R

Managing Partner





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study on Employee Engagement and Retention Strategies At Bolgatty  
Palace And Island Resort Mulavukad, Kochi**

Submitted by

<b>Swathy Jayan</b>	<b>210021049270</b>
<b>Riya Raj</b>	<b>210021049264</b>
<b>Paarthiv Menon</b>	<b>210021049291</b>
<b>Muhammed Danish</b>	<b>210021049260</b>
<b>Vaishnav VS</b>	<b>210021049298</b>

Under the Guidance of

**Ms. Nidhi Varghese**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on employee engagement and retention strategies in Bolgatty palace and Island resort Mulavukad, Kochi" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Swathy Jayan, Riya Raj, Muhammed Danish, Parthiv Menon, Vaishnav VS** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on 2/5/2024.....3/5/2024

  
Internal Examiner

  
External Examiner

KTDC/BPH/ESTT/1099/2024

21-02-2024

### CERTIFICATE

This is to certify that Mr. **Vaishnav V S**, student of Rajagiri College of Management and Applied Sciences, Kakkanad, has successfully completed a project work titled "Employee engagement and retention strategies at Bolgatty Palace and Island Resort, among the employees of Bolgatty Palace & Island Resorts, Cochin for the purpose of partial fulfillment of the requirements in sixth semester of B.Com computer application for the academic year 2023-2024



MANAGER





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study On The Impact Of Promotional Strategies On Consumer  
Brand Preference Of Evm Honda, Vyttila.**

Submitted by

**VARSHA MARIA VICTORIA**

210021049299

**SETHULAKSHMI P J**

210021049293

**RUTH ROSEMARY GEORGE**

210021049302

**SHINZ M S**

210021049267

**JOHN PAUL**

210021049257

Under the Guidance of  
**Ms. Mariya Paul**

*In partial fulfillment of the requirements for the award of the Degree  
of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On The Impact Of Promotional Strategies On Consumer Brand Preference Of Evn Honda, Vyttila." submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Varsha Maria Victoria, Sethulakshmi P J, Ruth Rosemary George, Shinz M S and John Paul** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on 2/5/2024, 3/5/2024

Internal Examiner

Dr. Lina Peter  
External Examiner



Date: 22/02/2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Ms. **Varsha Maria Victoria**, Reg No: 210021049299, 6<sup>th</sup> semester B com Model II Computer Applications student of Rajagiri College of Management & Applied Sciences, Kakkanadu had undergone a project work at our Vyttila branch on the topic "A study on the impact of promotional strategies on consumer brand preference of EVM Honda, Vyttila" during the month of February 2024.

During the period she has taken keen interest in the sphere of her works and in timely completion of the project. We wish her all the success for her future

For **EVM AUTOMOBILES**

General Manager

**SHAJAN K JAYAPRAKASH**

**GENERAL MANAGER**

**EVM AUTOMOBILES**



**EVM AUTOMOBILES**

53/1393, 53/1394, 53/1395, S.A. Road, Vyttila, Kochi-682 019. Phone: 0484 2389080  
Tele/Fax : 2389870, Website : <http://www.evnhonda.com>



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study on Employee Relations and its Effect on Organisational  
Productivity in Vayalath Mahindra Automobiles**

Submitted by

ALEETA ADDISON	210021049277
ANISHA ELZA JACOB	210021049280
DEVANARAYANAN P JAYAN	210021049251
KEVIN K ROY	210021049288
VISHNU PA	210021049275

Under the Guidance of

**Ms. Josmy Mathew**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



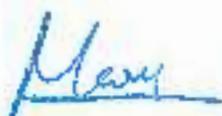
**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on Employee Relations and its Effect on Organisational Productivity in Vayalath Mahindra Automobiles" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Aleeta Addison, Anisha Elza Jacob, Devanarayanan P Jayan, Kevin K Roy, **Vishnu PA** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Project Guide



  
Head of the Department

Viva Voce Examination held on 2/5/2024, ..... 3/5/2024 .

  
Internal Examiner

  
Dr. Lina Peter  
External Examiner



mahindra

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Mr. **Vishnu PA** Reg no 210021049275 (Aadhar Number 991202717679) as a Third-Year student of BCOM Model-2 Computer Application, from Rajagiri College of Management And applied Science Kakkanad, Ernakulam has successfully completed his one day of project training titled **"A study on employee relations and its effect on organizational productivity"** in our organization, as part of his curriculum.

During this tenure, we found him sincere and hardworking. We wish him all the best for the future endeavors.

For Vayalat Automobiles PVT LTD

  
Authorized Signatory



**VAYALAT AUTOMOBILES PVT LTD**

47, Bypass Road, Kannadikkadu, Maradu PO - 682 304

Rs : Ph : 0484 4027688, Service Ph : 0484 4037888

@vayalatmahindra.in | www.vayalatmahindra.in

TIN No : 32AAHCV1626F1ZL

www.mahindra.com 909



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A Study On The Effectiveness Of Customer Retention Strategies Adopted By Paul's Creamery, Kakkanad"**

Submitted by

TISSA MARIA JOSEPH	Reg No: 210021049272
Wafa Sha	Reg No: 210021049276
JOE KURUVILLA	Reg No: 210021049256
SOUMYA SARA PHILIP	Reg No: 210021049295
NIA KURIAN	Reg No: 210021049290

Under the Guidance of

**Ms. Nidhi Varghese**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

### Certificate

This is to certify that the project work titled "A STUDY ON THE EFFECTIVENESS OF CUSTOMER RETENTION STRATEGIES ADOPTED BY PAUL'S CREAMERY KAKKANAD", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **TISSA MARIA JOSEPH, Wafa Sha, JOE KURUVILLA, SOUMYA SARA PHILIP, NIA KURIAN** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Nidhi Varghese  
Project Guide



Ms. Mary Antony  
Head of the Department

Viva Voce Examination held on 2/5/2024, 3/5/2024

Internal Examiner

Dr. Liya Peter  
External Examiner



28.02.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Wafa Sha**, REG NO. 210021049276,  
6<sup>th</sup> semester B. Com Model II Computer Application Student from Rajagiri College of  
Management and Applied Sciences, Kakkanad has undertaken project titled  
"A STUDY ON THE EFFECTIVENESS OF CUSTOMER RETENTION STRATEGIES" in Paul's  
creamery Kakkanad for the year 2023 to 2024.

For Pauls Creamery Pvt Ltd

JOHN MATHAI PAUL  
Managing Director



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT FINANCIAL STATEMENT ANALYSIS OF SOUTH INDIAN BANK

Submitted by

**NANDINI R MENON – 210021049289**  
**NATASHA ANNA MATHEW – 210021049261**  
**SIDHARTH KRISHNA M M – 210021049268**  
**RONAL RAJU – 210021049265**  
**YOHAAN MARTIN – 210021049300**

Under the Guidance of

**MS. MERLEENA ANTONY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "FINANCIAL STATEMENT ANALYSIS OF SOUTH INDIAN BANK" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by NANDINI R MENON, NATASHA ANNA MATHEW, SIDHARTH KRISHNA M M, RONAL RAJU AND **YOHAAN MARTIN** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on ... 2/5/2024, ..., 3/5/2024

Internal Examiner

Dr. Liza Peter  
External Examiner

DEPT: HUMAN RESOURCES    HRD:TM:CERT:87:2023-2024    Date : 14-03-2024

**CERTIFICATE**

Certified that **Yohaán Martín** has completed a project work on the topic **A Study on Financial Analysis of The South Indian Bank Ltd at Br. RAJAGIRI VALLEY, KAKKANAD (0587)** of the Bank during the period from 11-12-2023 to 09-02-2024.

We wish him/her all the best in his/her future endeavours.



RAMMOHAN V  
DEPUTY GENERAL MANAGER

\*\*\*This is an electronically generated document and does not bear physical signature.\*\*\*



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

A Study On The Effectiveness of Sales  
Promotional Strategies With Reference To  
Royal Enfield St Mary's, Kaloor

Submitted by

**Alan Mijo George(210021059262)**

**Adheena Rosemary Joy(210021059261)**

**Afnan Faris(210021059231)**

**Abhinand Sujith(210021059229)**

**Adithya Balachandran(210021059230)**

Under the Guidance of

**Ms. Maria Athira**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A study on the effectiveness of Sales promotional strategies used by St Mary's Royal Enfield, Kallor " submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Alan Mijo George, Adheena Rosemary Joy, **Abhinand Sujith**, Alnan Faris. Adithya Balachandran under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Maria Athira Shalet  
Project Guide



Ms. Mary Antony  
Department Head

Viva Voice Examination held on ... 2/5/2024 ... ..

Internal Examiner

External Examiner

THIS IS TO CERTIFY THAT MR. ALAN MIJO GEORGE, MS. ADHEENA ROSEMARY JOY, MR. AFNAN FARIS, MR. ADITHYA BALACHANDRAN, MR. ABHINAV SUJITH, STUDENTS OF BCOM MARKETING FROM RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCE, HAS SUCCESSFULLY COMPLETED THEIR PROJECT AT ST. MARYS MOTORS ROYAL ENFIELD KALOOR, ON THE TOPIC ' A STUDY ON SALES PROMOTIONAL STRATEGIES AND METHODS USED BY ST MARYS KALOOR

DUKING THE PROJECT THEY TOOK KEEN INTEREST IN THE ASSIGNED WORK WE WISH THEM ALL SUCCESS IN THEIR ACADEMIC ENDEAVOURS AND LIFE.

REGARDS,

ST. MARYS MOTORS

SALES MANAGER



**ST. MARY'S MOTORS**

Emakulam, Phone : 0484 - 2365963, 2360165, 4030407  
H.O. : M.C. Road, Ramanchira, Thiruvalla, Kerala - 689 907. Ph : 0473 2633243  
GST IN : 32AEVPB1838A1ZY

TIN : 32030513662  
Telephone : Service : 9526260400  
Sales : 0469 2733243  
Email : stmarysmotors.kaloor@dealer.royalenfield.com



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 19

**INDUSTRIAL PROJECT REPORT**

**A Study On The Effectiveness of Sales  
Promotional Strategies With Reference To  
Royal Enfield St Mary's, Kaloor**

Submitted by

**Alan Mijo George(210021059262)**

**Adheena Rosemary Joy(210021059261)**

**Afnan Faris(210021059231)**

**Abhinand Sujith(210021059229)**

**Adithya Balachandran(210021059230)**

Under the Guidance of

**Ms. Maria Athira**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 – 2024



## Certificate

This is to certify that the project work titled "A study on the effectiveness of Sales promotional strategies used by St Mary's Royal Enfield, Kaloor " submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Alan Mijo George, Adheena Rosemary Joy, Abhinand Sujith, Afhan Faris, Adithya Balachandran under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Maria Athira Shalet  
Project Guide



Ms. Mary Antony  
Department Head

Viva Voice Examination held on 21/5/2024.....

Internal Examiner

External Examiner

THIS IS TO CERTIFY THAT MR. ALAN MIJO GEORGE, MS **ADHERNA ROSEMARY JOY**, MR. AFNAN FARIS, MR. ADITHYA BALACHANDRAN, MR. ABHINAVD SUJITH, STUDENTS OF BCOM MARKETING FROM RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCE, HAS SUCCESSFULLY COMPLETED THEIR PROJECT AT ST. MARYS MOTORS ROYAL ENFIELD KALOOR ON THE TOPIC ' A STUDY ON SALES PROMOTIONAL STRATEGIES AND METHODS USED BY ST. MARYS KALOOR

DURING THE PROJECT THEY TOOK KEEN INTEREST IN THE ASSIGNED WORK. WE WISH THEM ALL SUCCESS IN THEIR ACADEMIC ENDEAVOURS AND LIFE.

REGARDS,

ST. MARYS MOTORS

SALES MANAGER



## ST. MARY'S MOTORS

Email/om Phone : 0469 - 2369963, 2360155, 4037407

H.O : N.C. Road, Ramankrishna Thiruvalla Kerala - 650 107 Ph. 2473 2635243

GST IN : 32AEVPG1836A1ZV

TIN : 32000513062

Teleshop : Service : 9526280400

Sales : 0469 2733243

Email : stmarysmotors.kaloor@dealer.royalenfield.com



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 58

## INDUSTRIAL PROJECT REPORT

# A Study On The Effectiveness of Sales Promotional Strategies With Reference To Royal Enfield St Mary's, Kaloor

Submitted by

**Alan Mijo George(210021059262)**

**Adheena Rosemary Joy(210021059261)**

**Afnan Faris(210021059231)**

**Abhinand Sujith(210021059229)**

**Adithya Balachandran(210021059230)**

Under the Guidance of

**Ms. Maria Athira**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A study on the effectiveness of Sales promotional strategies used by St Mary's Royal Enfield, Kaloor " submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Alan Mijo George, Adheena Rosemary Joy, Abhinand Sujith, Afnan Faris, **Adithya Balachandran** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Maria Athira Shalet  
Project Guide



Ms. Mary Antony  
Department Head

Viva Voice Examination held on ...21/5/2024... ..

Internal Examiner

External Examiner

THIS IS TO CERTIFY THAT MR. ALAN MUJ GEORGE, MS. ADHEENA ROSEMARY JOY, MR. AFNAN FARIS, MR. ADITHYA BALACHANDRAN, MR. ABHINAV SUJITH, STUDENTS OF BCOM MARKETING FROM RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCE, HAS SUCCESSFULLY COMPLETED THEIR PROJECT AT ST. MARYS MOTORS ROYAL ENFIELD KALOOR, ON THE TOPIC ' A STUDY ON SALES PROMOTIONAL STRATEGIES AND METHODS USED BY ST MARYS KALOOR

DURING THE PROJECT THEY TOOK KEEN INTEREST IN THE ASSIGNED WORK. WE WISH THEM ALL SUCCESS IN THEIR ACADEMIC ENDEAVOURS AND LIFE

REGARDS,

ST MARYS MOTORS

SALES MANAGER



**ST. MARY'S MOTORS**

Ernakulam, Phone : 0484 - 2365963, 2360165, 4030407  
P O N C Road, Kalamassery, Thiruvalla Kerala - 689 007 Ph: 2473 2531747  
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Telephone : Service : 9526260400  
Sales : 0469 2733243  
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# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 28

## INDUSTRIAL PROJECT REPORT

# A Study On The Effectiveness of Sales Promotional Strategies With Reference To Royal Enfield St Mary's, Kaloor

Submitted by

**Alan Mijo George(210021059262)**

**Adheena Rosemary Joy(210021059261)**

**Afnan Faris(210021059231)**

**Abhinand Sujith(210021059229)**

**Adithya Balachandran(210021059230)**

Under the Guidance of

**Ms. Maria Athira**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A study on the effectiveness of Sales promotional strategies used by St Mary's Royal Enfield, Kaloor " submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Alan Mijo George, Adheena Rosemary Joy, Abhinand Sujith, **Afran Faris**, Adithya Balachandran under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Maria Athira Shalct  
Project Guide



Ms. Mary Antony  
Department Head

Viva Voice Examination held on ... 02/5/2024 .....

Internal Examiner

External Examiner

THIS IS TO CERTIFY THAT MR. ALAN MIJO GEORGE, MS ADHEENA ROSEMARY JOY, MR. AFNAN FARIS, MR. ADITHYA BALACHANDRAN, MR. ABHINAV SUDHITH, STUDENTS OF BCOM MARKETING FROM RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCE, HAS SUCCESSFULLY COMPLETED THEIR PROJECT AT ST. MARYS MOTORS ROYAL ENFIELD KALOOR, ON THE TOPIC "A STUDY ON SALES PROMOTIONAL STRATEGIES AND METHODS USED BY ST MARYS KALOOR"

DURING THE PROJECT THEY TOOK KEEN INTEREST IN THE ASSIGNED WORK WE WISH THEM ALL SUCCESS IN THEIR ACADEMIC ENDEAVOURS AND LIFE

REGARDS,

ST MARYS MOTORS

SALES MANAGER



**ST. MARY'S MOTORS**

Emakulam, Phone : 0484 - 2355963, 2360165, 4030407  
H.O : M.C. Road, Ramanchira, Thiruvalla, Kerala - 689 107, Ph : 0473 2633243  
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Telephone : Service : 9526260400  
Sales : 0489 2733243  
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# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

# A Study On The Effectiveness of Sales Promotional Strategies With Reference To Royal Enfield St Mary's, Kaloor

Submitted by

**Alan Mijo George**(210021059262)

**Adheena Rosemary Joy**(210021059261)

**Afnan Faris**(210021059231)

**Abhinand Sujith**(210021059229)

**Adithya Balachandran**(210021059230)

Under the Guidance of

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2021 - 2024



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RAJAGIRI COLLEGE OF MANAGEMENT &  
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Ms. Maria Athira Shalet  
Project Guide



Ms. Mary Antony  
Department Head

Viva Voice Examination held on ..21/5/2024.. ..

Internal Examiner

External Examiner

THIS IS TO CERTIFY THAT MR. **ALAN MIJO GEORGE**, MS ADHEENA ROSEMARY JOY, MR. AFNAN FARIS, MR. ADITHYA BALACHANDRAN, MR. ABHINAND SUIITH, STUDENTS OF BCOM MARKETING FROM RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCE, HAS SUCCESSFULLY COMPLETED THEIR PROJECT AT ST.MARYS MOTORS ROYAL ENFIELD KALOOR, ON THE TOPIC ' A STUDY ON SALES PROMOTIONAL STRATEGIES AND METHODS USED BY ST MARYS KALOOR

DURING THE PROJECT THEY TOOK KEEN INTEREST IN THE ASSIGNED WORK. WE WISH THEM ALL SUCCESS IN THEIR ACADEMIC ENDEAVOURS AND LIFE.

REGARDS,

ST.MARYS MOTORS

SALES MANAGER



## ST. MARY'S MOTORS

Ernakulam. Phone : 0484 - 2365861, 2360165, 4000407  
H O . M C Road, Ramanchira, Trivavals, Kerala - 689 107. Ph 0473 2653243  
GST IN : 32AEVPS1833A12Y

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# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A STUDY ON THE EFFECTIVENESS OF EMPLOYEE RETENTION  
STRATEGIES OF MARUTHI SUZUKI ARENA WITH REFERENCE TO INDUS  
MOTORS, M.G. ROAD**

Submitted by

**Alia Shafeek (REG NO:210021059263)**

**Alphonse Mariya Thomas (REG NO:210021059233)**

**Alwin Sabu (REG NO:210021059264)**

**AmeEya Venoy (REG NO:210021059234)**

**Anitta Mary (REG NO:210021059235)**

Under the Guidance of

**Ms. Maria Athira Shalet**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021 – 2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled " A Study On The Effectiveness Of Employee Retention Strategies At Maruthi Suzuki Arena with reference to Indus Motors, M.G.Road " submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ALIA SHAFEEK**, ALPONSE MARIYA THOMAS, ALWIN SABU, AMELIYA VENNOY, ANITTA MARY under my supervision and guidance and that this project work has out formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Maria Athira Shalet  
Project Guide



Mary Antony  
Head of the Department

Viva Voce Examination held on .....2/5/2024.....

Internal Examiner

Dr. Kochutheresa Jose  
External Examiner The Rajagiri  
College



CORPORATE OFFICE : M.G.Road, Thovara, Ernakulam  
 Ph. : 0484-2358587, 2358791, 2358854, Fax : 2358657  
 E mail : [pcwin@indusmotor.com](mailto:pcwin@indusmotor.com)



23 January, 2024

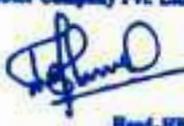
**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. **Alex Shafeek** (210021059263), **Alphonse Mariya Thomas** (210021059233), **Alwin Sabu** (210021059264), **Ameliya Venoy** (210021059234), **Anitta Mary** (210021059235), Third year B.Com Marketing Students of Rajagiri College of Management and Applied Sciences has undertaken Project on “Employee Retention Strategy” at our organization from 23/10/2023 to 23/01/2024.

The candidates have successfully completed 90 days training program and has gained practical knowledge.

We wish them all success.

For Indus Motor Company Pvt. Ltd.



Head-HR



**INDUS NO.1 GREEN**

Indus Motor Co. Pvt. Ltd. CIN: U51109KL30040001  
 Regd. Office: Indus House, P.O.No.821, Chakkanchalukam, West Hill, Calicut Road, Tr. 685 275/280, KERALA  
 @Indusmotor.com #Indusmotor





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 38

## INDUSTRIAL PROJECT REPORT

**A STUDY ON THE EFFECTIVENESS OF EMPLOYEE RETENTION  
STRATEGIES OF MARUTHI SUZUKI ARENA WITH REFERENCE TO INDUS  
MOTORS, M.G. ROAD**

Submitted by

**Alla Shafeek (REG NO:210021059263)**

**Alphonse Mariya Thomas (REG NO:210021059233)**

**Alwin Sabu (REG NO:210021059264)**

**Ameliya Venoy (REG NO:210021059234)**

**Ariitta Mary (REG NO:210021059235)**

Under the Guidance of

**Ms. Maria Athira Shalet**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

### Certificate

This is to certify that the project work titled " A Study On The Effectiveness Of Employee Retention Strategies At Maruthi Suzuki Arena with reference to Indus Motors, M.G.Road " submitted to Matulma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ALIA SHAFEEK, **ALPONSE MARIYA THOMAS**, ALWIN SARU, AMELIYA VENNOY, ANITTA MARY under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Maria Athira Shalet  
Project Guide



Mary Antony  
Head of the Department

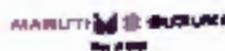
Viva Voce Examination held on ....2/5/2024.....

Internal Examiner

Dr. Kochutheresa Jose  
External Examiner The Achin college



**CORPORATE OFFICE** | M.G.Road, Thiruvr, Ernakulam  
 Ph : 0484-2358587, 2358791, 2358854, Fax : 2358657  
 E-mail : admin@indusmotor.com



23 January, 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. **Alia Shafeek (210021059263)**, **Alphonse Mariya Thomas (210021059233)**, **Alwin Sabu (210021059264)**, **Ameliya Venoy (210021059234)**, **Anitta Mary (210021059235)**, Third year B.Com Marketing Students of Rajagiri College of Management and Applied Sciences has undertaken Project on "Employee Retention Strategy" at our organization from 23/10/2023 to 23/01/2024.

The candidates have successfully completed 90 days training program and has gained practical knowledge.

We wish them all success.

For Indus Motor Company Pvt. Ltd.

Hand - HR



Indus Motor Co. Pvt. Ltd. CIN: 56043781984P1000028  
 Regd. Office: Indus House, 7B/8/23, Chacko/Chalakkal, West end, Calicut 673006. Int. Dials: 916216 718888  
 @indusmotors.com @indusmotors





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A STUDY ON THE EFFECTIVENESS OF EMPLOYEE RETENTION  
STRATEGIES OF MARUTHI SUZUKI ARENA WITH REFERENCE TO INDUS  
MOTORS, M.G. ROAD**

Submitted by

**Alla Shafeek (REG NO:210021059263)**

**Alphonse Mariya Thomas (REG NO:210021059233)**

**Alwin Sabu (REG NO:210021059264)**

**Ameliya Venoy (REG NO:210021059234)**

**Anitta Mary (REG NO:210021059235)**

Under the Guidance of

**Ms. Maria Athira Shalet**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

### Certificate

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Maria Athira Shalet  
Project Guide



Mary Antony  
Head of the Department

Viva Voce Examination held on .....2/5/2024.....

Internal Examiner

Dr. Kochutheresa Jose  
External Examiner The Achin college



CORPORATE OFFICE | M.G.Road, Thiruvananthapuram  
Pin : 0484-2359587, 2358793, 2358854, Fax : 2358657  
E-mail : admin@indusmotor.com



23 January, 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. Abu Shafeek (210021059263), Alphonse Mariya Thomas (210021059233), **Alwin Sabu** (210021059264), Ameliya Venay (210021059234), Anitta Mary (210021059235), Third year B.Com Marketing Students of Rajagiri College of Management and Applied Sciences has undertaken Project on "Employee Retention Strategy" at our organization from 23/10/2023 to 23/01/2024.

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We wish them all success.

For Indus Motor Company Pvt. Ltd.

Head-HR



Indus Motor Co. Pvt. Ltd. CIN: U50107KL1984PTC04009  
Regd. Office: Indus Road, PE No.521, Chakkaraikulam, West Hill, Cochin-682005. T: 0485 235285, 2358855  
@indusmotor.com #indusmotor





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 29

## INDUSTRIAL PROJECT REPORT

**A STUDY ON THE EFFECTIVENESS OF EMPLOYEE RETENTION  
STRATEGIES OF MARUTHI SUZUKI ARENA WITH REFERENCE TO INDUS  
MOTORS, M.G. ROAD**

Submitted by

**Alia Shafeek (REG NO:210021059263)**

**Alphonse Mariya Thomas (REG NO:210021059233)**

**Ahwin Sabu (REG NO:210021059264)**

**Amaliya Venoy (REG NO:210021059234)**

**Anitta Mary (REG NO:210021059235)**

Under the Guidance of

**Ms. Maria Athira Shalet**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Maria Athira Shalet  
Project Guide



Mary Antony  
Head of the Department

Viva Voce Examination held on ... 2/5/2024 .....

Internal Examiner

Dr. Kochutheresa Jose  
External Examiner The Albin  
College



**CORPORATE OFFICE :** M.C. Road, Thiruvananthapuram  
 Ph : 0484-2358587, 2358791, 2358854, Fax : 2358657  
 E-mail : admin@indusmotor.com



23 January, 2024

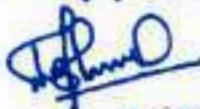
**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. Alia Shafeek (210021059263), Alphonse Mariya Thomas (210021059233), Alwin Sabu (210021059264), **Ameliya Vedoy** (210021059234), Amitta Mary (210021059235), Third year B.Com Marketing Students of Rajagiri College of Management and Applied Sciences has undertaken Project on "Employee Retention Strategy" at our organization from 23/10/2023 to 23/01/2024.

The candidates have successfully completed 90 days training program and has gained practical knowledge.

We wish them all success.

For Indus Motor Company Pvt. Ltd.

  
 Head-HR



Indus Motor Co. Pvt. Ltd. CIN: U50102RJ1984PT0204009  
 Regd. Office: Indus House, P.O.No.223, Chakkambhuzha, West Hill, Calicut 671005. Tel: 0485 2765285, 2766688  
 Email: indusmotor.com @indusmotor





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A STUDY ON THE EFFECTIVENESS OF EMPLOYEE RETENTION  
STRATEGIES OF MARUTHI SUZUKI ARENA WITH REFERENCE TO INDUS  
MOTORS, M.G. ROAD**

Submitted by

**Alia Shafeek (REG NO:210021059263)**

**Alphonse Mariya Thomas (REG NO:210021059233)**

**Alwin Sabu (REG NO:210021059264)**

**Ameliya Venoy (REG NO:210021059234)**

**Anitta Mary (REG NO:210021059235)**

Under the Guidance of

**Ms. Maria Athira Shalet**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Maria Athira Shalet  
Project Guide



Mary Antony  
Head of the Department

Viva Voce Examination held on 2/5/2024 .....

Internal Examiner

Dr. Kochutherezia Jose  
External Examiner The Albin  
College



**CORPORATE OFFICE :** M.G.Road, Thiruvira, Ernakulam  
 Ph : 0484-2358587, 2358791, 2358854. Fax : 2358857  
 E-mail : [adm@indusmotor.com](mailto:adm@indusmotor.com)



23 January, 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. Alla Shafeek (210021059263), Alphonse Mariya Thomas (210021059233), Abhin Sabu (210021059264), Ameliya Venoy (210021059234), **Anita Mary** (210021059235), Third year B.Com Marketing Students of Rajagiri College of Management and Applied Sciences has undertaken Project on "Employee Retention Strategy" at our organization from 23/10/2023 to 23/01/2024.

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We wish them all success.

For Indus Motor Company Pvt. Ltd.

Head-HR



Indus Motor Co. Pvt. Ltd. CIN: U51102KL1984PT004029  
 Regd. Office: Indus House, PE No 222, Changantholam, West Hill, Calicut 673102. | + 0484 2358587, 2358854  
 @indusmotors.com #indusmotors





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**"A Study on Effectiveness of Social Media Marketing with Reference  
to LEXUS KOCHI "**

Submitted by

**Ashal Babu**

(Reg No: 210021059237)

**Cherian Mathew Kulangara**

(Reg No: 210021059238)

**Ashwika Hillary Albert**

(Reg No: 210021059236)

**Chris Titus**

(Reg No: 210021059239)

**Chris Paul**

(Reg No: 210021059289)

Under the Guidance of

**Ms. Maria Ashira Sbalet**

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "Effectiveness of Social Media Marketing with Reference to LEXUS KOCHI" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Athul Babu, Cherian M Kulangara, Aswin Hillary Albert, Chris Tirus, Chris Paul under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Maria Athira Suleet

Project Guide



Ms. Mary Antony

Head of the Department

Viva Voce Examination held on .....2/5/2024.....

Internal Examiner

  
Dr. Kochuthara George  
External Examiner

The College  
Colony



## LEXUS KOCHI

Nippon Towers, NH544, HMT Junction,  
South Kalamassery, Kalamassery, Kochi, Kerala 683104  
Phone: 0484 717 0000 Fax: +91 4842 702633  
e-mail: contact@lexuskochi.co.in  
CIN: U51909KL1992PLC048996

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Athul Babu, Mr. Cherian Mathew Kulangara, Mr. Chris Titus, Mr. Ashwin Hilary Albert, Mr. Chris Paul** 6th Semester B Com students of **Rajagiri College of Management and Applied Sciences, Kakkanad** has carried out the project on "A Study on Effectiveness of Social Media Marketing with Reference to LEXUS KOCHI" in our organization. The project work was carried out in partial fulfillment of the requirements for the award of the degree in B Com Marketing.

During the tenure of the project study, they took keen interest. We wish them all success in their academic endeavours and life.

For LEXUS KOCHI,

Sajan A

Manager HR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

RAJAGIRI VALLEY P. O, COCHIN - 19

## INDUSTRIAL PROJECT REPORT

**"A Study on Effectiveness of Social Media Marketing with Reference  
to LEXUS KOCHI "**

Submitted by

**Athul Bahu**

(Reg No: 210021059237)

**Cherian Mathew Kulangara**

(Reg No: 210021059238)

**Ashwin Hilary Albert**

(Reg No: 210021059236)

**Chris Titus**

(Reg No: 210021059239)

**Chris Paul**

(Reg No: 210021059289)

Under the Guidance of

**Ms. Maria Ashira Shalet**

*In partial fulfilment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Ms. Maria Athira Shalet

Project Guide



Ms. Mary Antony

Head of the Department

Viva Voce Examination held on .....2/5/2024.....

Internal Examiner

  
Dr. Kochuthara Jay  
External Examiner

The Cochin  
College



## LEXUS KOCHI

Nippon Towers, NH544, HMT Junction,  
South Kalamassery, Kalamassery, Kochi, Kerala 683104  
Phone: 0484 717 0000 Fax: +91 4842 702633  
e-mail: [contact@lexuskochi.co.in](mailto:contact@lexuskochi.co.in)  
CIN: U51909KL1992PLC048996

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Athul Babu**, **Mr. Cherian Mathew Kulangara**, **Mr. Chris Thus**, **Mr. Ashwin Hilary Albert**, **Mr. Chris Paul** 6th Semester B Com students of **Rajagiri College of Management and Applied Sciences, Kakkanad** has carried out the project on "A Study on Effectiveness of Social Media Marketing with Reference to LEXUS KOCHI" in our organization. The project work was carried out in partial fulfillment of the requirements for the award of the degree in B Com Marketing.

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For LEXUS KOCHI,

Sajan A

Manager HR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

RAJAGIRI VALLEY P. O. COCHIN - 29

## INDUSTRIAL PROJECT REPORT

**"A Study on Effectiveness of Social Media Marketing with Reference  
to LEXUS KOCHI "**

Submitted by

Athul Babu

(Reg No: 210021059237)

**Cherian Mathew Kulangara**

(Reg No: 210021059238)

Ashwin Hilary Albert

(Reg No: 210021059236)

Chris Titus

(Reg No: 210021059239)

Chris Paul

(Reg No: 210021059289)

Under the Guidance of

Ms. Maria Athara Shaleel

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "Effectiveness of Social Media Marketing with Reference to LEXUS KOCHI" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Athul Babu, **Cherian M Kulangara**, Aswin Hillary Albert, Chris Titus, Chris Paul under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Maria Athira Shalet

Project Guide



Ms. Mary Antony

Head of the Department

Viva Voce Examination held on .....21.5.2024.....

Internal Examiner

  
Dr. Kochuthara for  
External Examiner  
The Center  
Colleg.

**LEXUS KOCHI**

Nippon Towers, NH544, HMT Junction,  
South Kalamassery, Kalamassery, Kochi, Kerala 683104  
Phone: 0484 717 0000 Fax: +91 4842 702833  
e-mail: [contact@lexuskochi.co.in](mailto:contact@lexuskochi.co.in)  
CIN: U51908KL1992PLC046996

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. Achul Babu, Mr. **Cherian Mathew Kulangara**, Mr. Chris Titus, Mr. Ashwin Hilary Albert, Mr. Chris Paul 6th Semester B Com students of Rajagiri College of Management and Applied Sciences, Kakkajand has carried out the project on "A Study on Effectiveness of Social Media Marketing with Reference to LEXUS KOCHI" in our organization. The project work was carried out in partial fulfillment of the requirements for the award of the degree in B Com Marketing.

During the tenure of the project study, they took keen interest. We wish them all success in their academic endeavours and life.

For LEXUS KOCHI,

  
Sojan A

Manager HR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

RAJAGIRI VALLEY P. O. COCHIN - 59

## INDUSTRIAL PROJECT REPORT

**"A Study on Effectiveness of Social Media Marketing with Reference  
to LEXUS KOCHI "**

Submitted by

**Athul Babu**

(Reg No: 210021059237)

**Cherian Mathew Kolagara**

(Reg No: 210021059238)

**Ashwin Hilary Albert**

(Reg No: 210021059236)

**Chris Titus**

(Reg No: 210021059239)

**Chris Paul**

(Reg No: 210021059289)

Under the Guidance of

**Ms. Maria Athira Suleet**

*In partial fulfilment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

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Ms. Maria Athira Shalet

Project Guide



Ms. Mary Antony

Head of the Department

Viva Voce Examination held on .....2/5/2024.....

Internal Examiner

  
Dr. Kochuthara George  
External Examiner  
The Captain  
Colby.

**LEXUS KOCHI**

Nippon Towers, NH544, HMT Junction,  
South Kalamassary, Kalamassary, Kochi, Kerala 683104  
Phone: 0484 717 0000 Fax: +91 4842 702633  
e-mail: contact@lexuskochi.co.in  
CIN: U51908KL1992PLC046996

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Athul Babu, Mr. Cherian Mathew Kulangara, Mr. Chris Titus, Mr. Ashwin Hilary Albert, Mr. Chris Paul** 6th Semester B Com students of **Rajagiri College of Management and Applied Sciences, Kakkanad** has carried out the project on "A Study on Effectiveness of Social Media Marketing with Reference to LEXUS KOCHI" in our organization. The project work was carried out in partial fulfillment of the requirements for the award of the degree in B Com Marketing.

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For LEXUS KOCHI,

Sajan A

Manager HR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**"A Study on Effectiveness of Social Media Marketing with Reference  
to LEXUS KOCHI "**

Submitted by

**Athul Babu**

(Reg No: 210021059237)

**Cherian Mathew Kulangara**

(Reg No: 210021059238)

**Ashwin Hilary Albert**

(Reg No: 210021059236)

**Chris Titus**

(Reg No: 210021059239)

**Chris Paul**

(Reg No: 210021059209)

Under the Guidance of

**Ms. Maria Athira Shalet**

*In partial fulfilment of the requirements for the award of the Degree of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Ms. Maria Athira Shalet

Project Guide

Ms. Mary Antony

Head of the Department



Viva Voce Examination held on ..... 21/5/2024 .....

Internal Examiner

  
Dr. Kochuthara George  
External Examiner

The Controller  
6/6/24

**LEXUS KOCHI**

Nippon Towers, NH544, HMT Junction,  
South Kalamassery, Kalamassery, Kochi, Kerala 683104  
Phone: 0484 717 0000 Fax: +91 4642 702633  
e-mail: [contact@lexuskochi.co.in](mailto:contact@lexuskochi.co.in)  
CIN: U51909KL1092PLC048996

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. Athol Babu, Mr. Cheria Mathew Kulangara, Mr. Chris Titus, Mr. Ashwin Hilary Albert, Mr. Chris Paul 6th Semester B Com students of Rajagiri College of Management and Applied Sciences, Kakkanad has carried out the project on "A Study on Effectiveness of Social Media Marketing with Reference to LEXUS KOCHI" in our organization. The project work was carried out in partial fulfillment of the requirements for the award of the degree in B Com Marketing.

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Sajan A

Manager HR





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A Study On The Impact Of Promotional Techniques Used By  
Nexa On Customers With Special Reference To Kalamassery  
Branch"**

Submitted by

**Feona Matthew (Reg. No. 210021059241)**

**Elana Babu Phillip (Reg. No. 210021059266)**

**Ferez Paul Kurian (Reg. No. 210021059267)**

**Devanandhan J.R. (Reg. No. 210021059265)**

**Fathima Farsana (Reg. No. 210021059240)**

Under the Guidance of

**Ms. ANNA GEORGE**

*In partial fulfillment of the requirements for the award of the Degree  
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Mahatma Gandhi University, Kottayam



2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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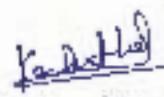
  
Project Guide



  
Head of the Department

Viva Voce Examination held on ... 2/5/2024

  
Internal Examiner

  
Dr. Kochuthara Jose  
External Examiner  
The Indian College

20<sup>th</sup> February 2024To WHOME SO EVER IT MAY CONCERN

This is to certify that Mr. **Devanandhan J R**, B.Com student of Rajagiri College of Management & Applied Sciences, Cochin has undertaken the Project of "Study on Impact of Promotional Techniques used by Maruti Nexa" at our Organisation for 30 Days

The candidate has successfully completed the Project and Training Program and gained practical knowledge. His Training tenure was from 1<sup>st</sup> Jan 2024 to 31<sup>st</sup> Jan 2024

We wish him all success

For Nexa Kalamassery  
Indus Motor Co. Pvt Ltd



Authorised Signatory



# RCMAS

RAIAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A Study On The Impact Of Promotional Techniques Used By  
Nexa On Customers With Special Reference To Kalamassery  
Branch"**

Submitted by

**Feona Matthew (Reg. No. 210021059241)**

**Elana Babu Philip (Reg. No. 210021059266)**

**Ferez Paul Kurian (Reg. No. 210021059267)**

**Devanandhan J.R. (Reg. No. 210021059265)**

**Fathima Farsana (Reg. No. 210021059240)**

Under the Guidance of

**Ms. ANNA GEORGE**

*In partial fulfillment of the requirements for the award of the Degree  
of Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



**RCMAS**  
RAJYOGI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

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Project Guide



  
Head of the Department

Viva Voce Examination held on ... 2/5/2029

  
Internal Examiner

  
Dr. Kochuthresia Jose  
External Examiner  
The Cochin College.

20<sup>th</sup> February 2024

## To WHOME SO EVER IT MAY CONCERN

This is to certify that Ms. **Elana Babu Philip**, B.Com student of Rajagiri College of Management & Applied Sciences, Cochin has undertaken the Project of "Study on Impact of Promotional Techniques used by Maruti Nexa" at our Organisation for 30 Days

The candidate has successfully completed the Project and Training Program and gained practical knowledge. His Training tenure was from 1<sup>st</sup> Jan 2024 to 31<sup>st</sup> Jan 2024

We wish her all success



For Nexa Kalamassery  
Indus Motor Co. Pvt Ltd

### Authorised Signatory

Indus Motor Co. (P) Ltd.  
Kalamassery, NH 47, Thakkayy, Muttam - 683 106 Mob : 9656997345  
Email : ktmeryam@indusmotor.com  
Web : www.indusmotor.com



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**“A Study On The Impact Of Promotional Techniques Used By  
Nexa On Customers With Special Reference To Kalamassery  
Branch”**

Submitted by

**Feona Matthew (Reg. No. 210021059241)**

**Elana Babu Philip (Reg. No. 210021059266)**

**Ferez Paul Kurian (Reg. No. 210021059267)**

**Devanandhan J.R. (Reg. No. 210021059265)**

**Fathima Farsana (Reg. No. 210021059240)**

Under the Guidance of

**Ms. ANNA GEORGE**

*In partial fulfillment of the requirements for the award of the Degree  
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**Mahatma Gandhi University, Kottayam**



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

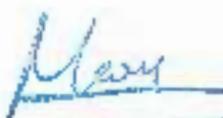
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Project Guide



College Seal

  
Head of the Department

Viva Voce Examination held on ... 2/5/2024

  
Internal Examiner

  
Dr. Kochutharaia Jose  
External Examiner  
The Cochin College.

20<sup>th</sup> February 2024

## To WHOME SO EVER IT MAY CONCERN

This is to certify that Ms. **Fathima Farzana C A**, B.Com student of Rajagiri College of Management & Applied Sciences, Cochin has undertaken the Project of "Study on Impact of Promotional Techniques used by Maruti Nexa" at our Organisation for 30 Days

The candidate has successfully completed the Project and Training Program and gained practical knowledge. His Training tenure was from 1<sup>st</sup> Jan 2024 to 31<sup>st</sup> Jan 2024

We wish her all success

For Nexa Kalamassery  
Indus Motor Co. Pvt Ltd



Authorised Signatory

Indus Motor Co. (P) Ltd.  
Kalamassery, NH 47, Thalakkattukara RD  
Thalakkattukara, Muttam - 683 106 Mob : 9656982345  
Email : kimsrygm@indusmotor.com  
Web : www.indusmotor.com



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A Study On The Impact Of Promotional Techniques Used By  
Naxa On Customers With Special Reference To Kalamassery  
Branch"**

Submitted by

**Feona Matthew** (Reg. No. 210021059241)

**Elana Babu Philip** (Reg. No. 210021059266)

**Ferez Paul Kurian** (Reg. No. 210021059267)

**Devanandhan J.R.** (Reg. No. 210021059265)

**Fathima Farsana** (Reg. No. 210021059240)

Under the Guidance of

**Ms. ANNA GEORGE**

*In partial fulfillment of the requirements for the award of the Degree  
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**Mahatma Gandhi University, Kottayam**



2021 – 2024



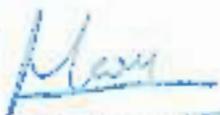
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APPLIED SCIENCES

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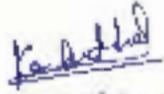
  
Project Guide



  
Head of the Department

Viva Voce Examination held on ... 2/5/2029

  
Internal Examiner

  
Dr. Kochuthara Jose  
External Examiner  
The Indian College.

20<sup>th</sup> February 2024

## To WHOME SO EVER IT MAY CONCERN

This is to certify that Ms. **Feona Mathew**, B.Com student of Rajagiri College of Management & Applied Sciences, Cochin has undertaken the Project of "Study on Impact of Promotional Techniques used by Maruti Nexa" at our Organisation for 30 Days

The candidate has successfully completed the Project and Training Program and gained practical knowledge. His Training tenure was from 1<sup>st</sup> Jan 2024 to 31<sup>st</sup> Jan 2024

We wish her all success

For Nexa Kalamassery  
Indus Motor Co. Pvt Ltd



Authorised Signatory

Indus Motor Co. (P) Ltd.  
Kalamassery, NH 47, Thakkalukara PD  
Thakkalukara, Mutlam - 883 106. Mob - 9656992345  
Email - kimsrygn@indusmotor.com  
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**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

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Nexa On Customers With Special Reference To Kalamassery  
Branch"**

Submitted by

**Feona Matthew (Reg. No. 210021059241)**

**Elana Babu Phillip (Reg. No. 210021059266)**

**Ferez Paul Kurian (Reg. No. 210021059267)**

**Devanandhan J.R. (Reg. No. 210021059265)**

**Fathima Farsana (Reg. No. 210021059240)**

Under the Guidance of

**Ms. ANNA GEORGE**

*In partial fulfilment of the requirements for the award of the Degree  
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**Mahatma Gandhi University, Kottayam**



**2021 - 2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Project Guide



College Seal

  
Head of the Department

Viva Voce Examination held on ... 2/5/2024

  
Internal Examiner

  
Dr. Kochuthresia Jose  
External Examiner  
The Cochin College.

20<sup>th</sup> February 2024

## To WHOME SO EVER IT MAY CONCERN

This is to certify that Mr. **Ferez Paul Kurian**, B.Com student of Rajagiri College of Management & Applied Sciences, Cochin has undertaken the Project of "Study on Impact of Promotional Techniques used by Maruti Nexa" at our Organisation for 30 Days

The candidate has successfully completed the Project and Training Program and gained practical knowledge. His Training tenure was from 1<sup>st</sup> Jan 2024 to 31<sup>st</sup> Jan 2024

We wish him all success

For Nexa Kalamassery  
Indus Motor Co. Pvt Ltd



Authorised Signatory



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

UNDERSTANDING THE FACTORS INFLUENCING THE PURCHASING  
BEHAVIORS OF ROYAL ENFIELD CONSUMERS: A STUDY

Submitted by

**HARSH NARESH SHAH**

Reg No.: 210021059269

**ISHA JISAM**

Reg No.: 210021059270

**IRFAN A.K.**

Reg No.: 210021059243

**HADI BIN THARIKH**

Reg No.: 210021059268

**GOPIKA S.**

Reg No.: 210021059242

Under the Guidance of

**Ms. ANNA GEORGE**

*In partial fulfillment of the requirements for the award of the Degree of  
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Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

RAJAGIRI VALLEY P. O. COCHIN - 39

## CERTIFICATE

This is to certify that this Project entitled, **"UNDERSTANDING THE FACTORS INFLUENCING THE PURCHASING BEHAVIORS OF ROYAL ENFIELD CONSUMERS: A STUDY"** submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of genuine work done by **Mr. Harsh Naresh Shah, Ms. Isha Jisam, Mr. Irfan A.K., Mr. Hadi Bin Tharikh and Ms. Gopika S.** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other university.

Project Guide



Head of the Department

Viva Voice Examination held on

02/05/2024

Internal Examiner

Dr. Kochuthresia Jose  
External Examiner

The Cochin  
College

This is to certify that Mr. Hadi Bin Tharikh (210021059268), Harsh Nareesh Shah (210021059269), Irfan A K (210021059243), Ms. Isha Jisam (210021059270), Gopika S (210021059242), students of B. Com Model II Marketing at Rajagiri College of Management and Applied Sciences, Kakkanad under MG University has successfully completed the project in " **Understanding the Factors Influencing the Behaviors of Royal Enfield Consumers: A Study** "

We wish them all the best for their future endeavours.



## ST. MARY'S MOTORS

Ernakulam, Phone : 0484 - 2365953, 2360165, 4030407

H.O. : M.C. Road, Ramanchira, Thiruvalla, Kerala - 689 107. Ph : 0473 2633243

GST IN : J2AEVPB1838A1ZY

TIN : 32030513662

Telephone : Service : 9526260400

Sales : 0469 2733243

Email : [stmarysmotors.kalam@dealer.royalenfield.com](mailto:stmarysmotors.kalam@dealer.royalenfield.com)



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RAJAGIRI VALLEY P. O, COCHIN - 39

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**ISHA JISAM**

Reg No.: 210021059270

**IRFAN A.K.**

Reg No.: 210021059243

**HADI BIN THARIKH**

Reg No.: 210021059268

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Reg No.: 210021059242

Under the Guidance of

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Mahatma Gandhi University, Kottayam



2021 - 2024



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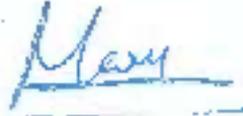
RAJAGIRI COLLEGE OF MANAGEMENT &  
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RAJAGIRI VALLEY P. O, COCHIN - 38

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Project Guide



  
Head of the Department

Viva Voice Examination held on

02/05/2024

  
Internal Examiner

  
Dr. Kochuthresia Jose  
External Examiner

The Cochlin  
College

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H.O. : M.C. Road, Ramanchira, Thiruvalla, Kerala - 689 107. Ph : 0473 2633243  
GST IN : 32A EVPB1836A1ZY

TIN : 32030513662  
Telephone : Service : 9526260400  
Sales : 0469 2733243  
Email : stmarysmotors.kaloor@dealer.royalenfield.com



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RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

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**ISHA JISAM**

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Reg No.: 210021059268

**GOPIKA S.**

Reg No.: 210021059242

Under the Guidance of

**Ms. ANNA GEORGE**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

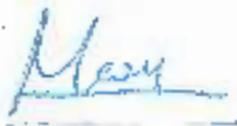
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 38

## CERTIFICATE

This is to certify that this Project entitled, **"UNDERSTANDING THE FACTORS INFLUENCING THE PURCHASING BEHAVIORS OF ROYAL ENFIELD CONSUMERS: A STUDY"** submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of genuine work done by **Mr. Harsh Naresh Shah, Ms. Isha Jisam, Mr. Irfan A.K., Mr. Hadi Bin Tharikh and Ms. Gopika S.** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other university.

  
Project Guide



  
Head of the Department

Viva Voice Examination held on 02/05/2024

  
Internal Examiner

  
Dr. Kochuthresia Jose  
External Examiner

The Cochin  
College

This is to certify that Mr. Hadi Bin Tharikh (210021059268), **Harsh Naresh Shah** (210021059269), Irfan A K (210021059243), Ms. Isha Jisam (210021059270), Gopika S (210021059242), students of B. Com Model II Marketing at Rajagiri College of Management and Applied Sciences, Kakkanad under MG University has successfully completed the project in " **Understanding the Factors Influencing the Behaviors of Royal Enfield Consumers: A Study** "

We wish them all the best for their future endeavours.

**ST. MARY'S MOTORS**

Emakulam, Phone : 0484 - 2365963, 2360165, 4030407

H.O : M.C. Road, Ramanchira, Thiruvalla, Kerala - 689 107. Ph : 0475 2633243

GST IN : 32AEVPB1838A1ZV

TIN : 32030513662

Telephone : Service : 9526260400

Sales : 0469 2733243

Email : stmarysmotors.kaloor@dealer.royalenfield.com



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

UNDERSTANDING THE FACTORS INFLUENCING THE PURCHASING  
BEHAVIORS OF ROYAL ENFIELD CONSUMERS: A STUDY

Submitted by

**HARSH NARESH SHAH**

Reg No.: 210021059269

**ISHA JISAM**

Reg No.: 210021059270

**IRFAN A.K.**

Reg No.: 210021059243

**HADI BIN THARIKH**

Reg No.: 210021059268

**GOPIKA S.**

Reg No.: 210021059242

Under the Guidance of

**Ms. ANNA GEORGE**

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2021 - 2024



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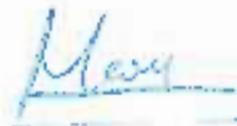
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Email:jam, Phone : 0484 - 2365953 2362166, 4030407  
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Telephone : Service : 9528260403  
Sales : 0469 2733243  
Email : simarysmotors.kalbar@dealer.royalensfield.com



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RAJAGIRI VALLEY P. O, COCHIN - 39

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Reg No.: 210021059270

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Reg No.: 210021059243

**HADI BIN THARIKH**

Reg No.: 210021059268

**GOPIKA S.**

Reg No.: 210021059242

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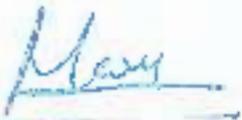
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# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study On Consumer Perception And Purchase Intention Of  
Electric Cars With Special Reference To BYD Auto (Vyttila)**

Submitted by

**Khadeeja Zaira M K (210021059245)**

**Malavika Chumane (210021069272)**

**Madhav A (210021059247)**

**K S Diya Das (210021059244)**

**Lovin Libu (210021059246)**

Under the Guidance of

**Ms. Anna George**

*In partial fulfillment of the requirements for the award of the Degree of  
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*Mahatma Gandhi University, Kottayam*



2021 – 2024



# RCMAS

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Head of the Department

  
Internal Examiner

Viva Voce Examination held on ...22/05/2024...

  
Dr. Kochuthressi for  
The Cochin College  
External Examiner



# EVM SOUTHCOAST BYD

EVM Autokraft India Pvt. Ltd.

GSTIN 37AAECF2465J1ZK

EVM/BMW/HR/PC/24/02

Date: 24/02/2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that the below mentioned Students of Rajagiri College of Management and Applied Sciences has successfully completed their academic Project with EVM Southcoast BYD titled 'A Study on Consumer Perception and Purchase Intention of Electric Cars with special reference to BYD AUTO'.

1. Khadeeja Zaira M K
2. Madhav Anilkumar
3. **K.S. Diya Das**
4. Malavika Chumane
5. Lovin Libu

We wish them all the success in their academic endeavors.

For EVM Southcoast BYD,

Nitha Francis  
Manager - HR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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2021 – 2024



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Project Guide



College Seal

Head of the Department

Viva Voce Examination held on ...*22/05/2024*...

Internal Examiner

*Kochuthara*  
Dr. Kochuthara  
The Cochin College.

External Examiner



# EVM SOUTHCOAST BYD

EVM Autokraft India Pvt. Ltd.

GSTIN 32AAECE2465J1ZR

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For EVM Southcoast BYD,

Nitha Francis

Manager - HR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
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2021 – 2024



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College Seal

Head of the Department

Viva Voce Examination held on ...22/05/2024...

Internal Examiner

Dr. Kochuthresia for  
The Cochin College  
External Examiner



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Nitha Francis

Manager - HR





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RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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2021 – 2024



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Project Guide



College Seal

Head of the Department

Viva Voce Examination held on ... 22/05/2024 ...

Internal Examiner

External Examiner



# EVM SOUTHCOAST BYD

EVM Autokraft India Pvt. Ltd.

GSTIN 32AAECE246SJ1ZR

EVM/BMW/IIR/PC/24/02

Date: 24/02/2024

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For EVM Southcoast BYD,

Nitha Francis  
Manager - IR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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2021 ~ 2024



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Dr. Kochuthresia for  
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Nilha Francis  
Manager - HR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

A Study on Impact of Advertisement on Brand Loyalty of the  
Customers with Reference to Lazza Ice Creams, Kalamassery outlet,  
Ernakulam

Submitted by

**MANI P JOY (210021059248)**

**MARWA BINT MUHAMMED ASHIRAF (210021059249)**

**MIRIAM GRACE RENJI (210021059290)**

**MOHAMMAD FAHEEM FAISEL (210021059274)**

**MOHAMMED NABEEL NEZAR AHAMMAD(210021059250)**

Under the Guidance of

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2021 - 2024



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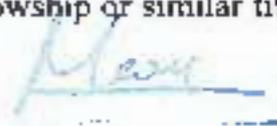
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This is to certify that the project work titled "A Study on Impact of Advertisement on Brand Loyalty of Customers of the with reference to Lazza Ice Creams, Kalamassery outlet, Ernakulam" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **MANI P JOY, MARWA BINT MUHAMMED ASHRAF, MIRIAM GRACE RENJI, MOHAMMAD FAHEEM FAISEL, and MOHAMMED NABEEL NIZAR AHAMMAD** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
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Head of the Department

Viva Voce Examination held on ...03/05/2024.....

  
Internal Examiner

  
Dr. Kochuthreea Jose  
The Cochin College,  
External Examiner



## CERTIFICATE

This is to certify that Mr. **Maal P Joy**, Ms. Marwa Bint Muhammed Ashraf, Ms. Miliam Green Rethi, Mr. Mohammed Fahem Faisal and Mr. Mohammed Nabeel Nizar Ahammed, class marketing student of Rajagiri college of management and applied sciences, Kakkanad has undertaken the project on "A study on Impact of advertisement on brand loyalty of the customers with reference to Lazza ice creams" at our organization from 21/10/2023 to 20/02/2024.

During the above mentioned period, they found industrious and cooperative in all the assignments given to them and the conduct and character were good.

We wish them all the success in future endeavors.

For LAZZA ICE CREAMS

MANAGING DIRECTOR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
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## INDUSTRIAL PROJECT REPORT

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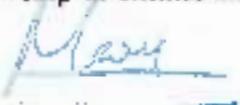
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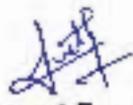
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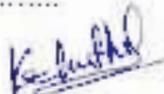
  
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Head of the Department

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Internal Examiner

  
Dr. Kochuthresia Jose  
The Cochin College  
External Examiner



07/02/2024

## CERTIFICATE

This is to certify that Mr. Mani P. Joy, Ms. **Marwa Bint Muhammed Ashraf**, Ms. Moliyah Uthayy, Roni, Mr. Mohammed Faheem Faisal and Mr. Mohammed Nazeel Hizar Adamiad, BCom marketing student of Rajagiri college of management and applied sciences, Kakkavayal has undertaken the project on 'A study on **Impact of advertisement on brand loyalty of the customers with reference to Lazza ice creams**' at our organization from 21/10/2023 to 20/02/2024.

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We wish them all the success in future endeavours.

For LAZZA ICE CREAMS

MANAGING DIRECTOR





**RCMAS**  
RAMGIRI COLLEGE OF MANAGEMENT &  
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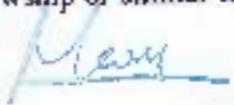
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APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on Impact of Advertisement on Brand Loyalty of Customers of the with reference to Lazza Ice Creams, Kalamassery outlet, Ernakulam" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **MANI P JOY, MARWA BINT MUHAMMED ASHRAF, MIRIAM GRACE RENJI, MOHAMMAD FAHEEM FAISEL, and MOHAMMED NABEEL NIZAR AHAMMAD** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

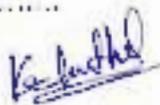
  
Project Guide



  
Head of the Department

Viva Voce Examination held on ...03/05/2024.....

  
Internal Examiner

  
Dr. Kochuthresia Jose  
The Cochin College  
External Examiner



27/02/2024

## CERTIFICATE

This is to certify that Mr. Mani P Joy, Ms. Marwa Bint Muhammed Ashraf, Ms. **Muzina Jaleel Renji**, Mr. Mohammed Fahem Faisal and Mr. Mohammed Nabeel Nizar Ahamed, BCom marketing student of Rajagiri college of management and applied sciences, Kakkanad has undertaken the project on "A study on impact of advertisement on brand loyalty of the customers with reference to Lazza Ice creams" at our organization from 21/10/2023 to 20/02/2024.

During the above mentioned period, they found industrious and cooperative in all the assignments given to them and the conduct and character were good.

We wish them all the success in future endeavours.

For LAZZA ICE CREAMS

MANAGING DIRECTOR





# RCMAS

RANGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

A Study on Impact of Advertisement on Brand Loyalty of the  
Customers with Reference to Lazza Ice Creams, Kalamassery outlet,  
Ernakulam

Submitted by

**MANI P JOY (210021059248)**

**MARWA BINT MUHAMMED ASHRAF (210021059249)**

**MIRIAM GRACE RENJI (210021059290)**

**MOHAMMAD FAHEEM FAISEL (210021059274)**

**MOHAMMED NABEEL NIZAR AHAMMAD(210021059250)**

Under the Guidance of

**Ms. SHWETHA ROY**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

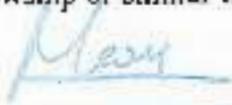
RAMCIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Project Guide



  
Head of the Department

Viva Voce Examination held on ...03./05./2024.....

  
Internal Examiner

  
Dr. Kochuthaseena Jese  
The Cochin College,  
External Examiner



27/02/2024

## CERTIFICATE

This is to certify that Mr. Mani P Joy, Ms. Marwa Bait Mukammed Ashraf, Ms. Miriam Grace Renji, Ms. **Mohammed Fabecan Faisal** and Mr. Muhammed Nabeel Nizar Ahammaud, BCom marketing student of Rajagiri college of management and applied sciences, Kakkanaad has undertaken the project on "A study on Impact of advertisement on brand loyalty of the customers with reference to Lazza ice creams" at our organization from 21/10/2023 to 20/02/2024.

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For LAZZA ICE CREAMS

MANAGING DIRECTOR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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A Study on Impact of Advertisement on Brand Loyalty of the  
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Submitted by

**MANI P JOY (210021059248)**

**MARWA BINT MUHAMMED ASHRAF (210021059249)**

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Under the Guidance of

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*In partial fulfillment of the requirements for the award of the Degree of  
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Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

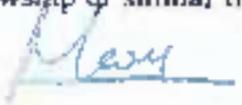
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Project Guide



  
Head of the Department

Viva Voce Examination held on ...03/05/2024.....

  
Internal Examiner

  
Dr. Kochuthreea Jose  
The Cochin College.  
External Examiner



27/02/2024

## CERTIFICATE

This is to certify that Mr. Mani P Joy, Ms. Marwa Bint Muhammad Ashraf, Ms. Marwan Ghada Renji, Mr. Mohammed Fahem Faisal and Mr. Mohammed Nabeel Nizar Ahmad, BCom marketing student of Rajagiri college of management and applied sciences, Kakkanaid has undertaken the project on "A study on impact of advertisement on brand loyalty of the customers with reference to Lazza Ice creams" at our organization from 21/10/2023 to 20/02/2024

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For LAZZA ICE CREAMS

MANAGING DIRECTOR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 68

## INDUSTRIAL PROJECT REPORT

**A Study On The Impact Of Product Positioning Of Volkswagen on  
Consumer Behavior**

Submitted by

**Monet George (210021059251)**

**Muhammed Reyan S (210021059253)**

**Nahala Shajahan (210021059275)**

**Nayana Shajan P (210021059276)**

**Nayonita Suresh (210021059277)**

Under the Guidance of

**Ms. Shwetha Roy**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*



Mahatma Gandhi University, Kottayam

2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "STUDY ON THE  
IMPACT OF PRODUCT POSITIONING OF VOLKSWAGEN ON  
CONSUMER BEHAVIOR" submitted to Mahatma Gandhi

University in partial fulfillment of the requirements for the award of

the Degree of the Bachelor of Commerce is a record of the

original work done by .....(name of student) ..... under my

supervision and guidance and that this project work has not

formed the basis for the award of any Degree/ Diploma/

Fellowship or similar title to any candidate of this or any other

University.

Project Guide



Head of Department

Viya Voce Examination held on ..02/05/2024.....

Internal Examiner

Dr. Kodanthessia Jose  
The Co-ordinator  
External Examiner College

**EVM Motors**



TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Moner George, Mr. Mohammed Rayan S, Mrs. Nahida Shaikhani, Mrs. Nayana Shajin P, Mrs. Nayana Suresh**, six Semester B Com students of Rajagiri College of Management and Applied Sciences, Kakkanad has carried out the project on "A Study On The Impact Of Product Positioning Of Volkswagen Products On Consumer Behaviour" this is the title of our project in our organization from 03/03/2022 to 02/05/2022. The project work was carried out as partial fulfillment of the requirements for the award of the degree in B Com Computer Application.

During the tenure of the project study, they took keen interest. We wish them all success in their academic endeavours and life.

For EVM Motors & Vehicles India Pvt Ltd.

  
Sreejith P  
Manager - HR



**EVM Motors & Vehicles India Private Limited**

Reg. Office: V71273B, F-04 B-4C & D, NH, Byappur, Kottarakkuda, Malappuram, Kerala, (India) PIN - 682304  
Ph: 0484-4040404 Fax: 0484-4040406 E-Mail: [evm@evmgroup.co.in](mailto:evm@evmgroup.co.in) CRM: 05210241, 05879022736 PAN: AACCT0045  
Branches: Bldg No. 3114, Opp. St. Mary's Church, Thiruvananthapuram, Kerala, India  
Phone: 0482-3011555 E-Mail: [info@evmgroup.co.in](mailto:info@evmgroup.co.in)



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study On The Impact Of Product Positioning Of Volkswagen on  
Consumer Behavior**

Submitted by

**Monet George (210021059251)**

**Muhammed Rayan S (210021059253)**

**Nahala Shajahan (210021059275)**

**Nayana Shajan P (210021059276)**

**Nayonita Suresh (210021059277)**

Under the Guidance of

**Ms. Shwetha Roy**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*



Mahatma Gandhi University, Kottayam

2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

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University in partial fulfillment of the requirements for the award of

the Degree of the Bachelor of Commerce is a record of the

Narula Shashan, Nayenik, Swain, Nayana, Sagar, Anand, George, **Muhammad Rezaq**  
original work done by .....(name of student) ..... under my

supervision and guidance and that this project work has not

formed the basis for the award of any Degree/ Diploma/

Fellowship or similar title to any candidate of this or any other

University.

Project Guide



Head of Department

Viva Voce Examination held on ..02/05/2024.....

Internal Examiner

Dr. Kabanthesia Jose

The Cochin College  
External Examiner

EVM Motors



TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Anant George, Mr. Mohammod Reza S, Mrs. Nehal Ghajhan, Mrs. Niyasa Sujat P, Mrs. Nayanita Suresh** 4th Semester B Com students of Rajagiri College of Management and Applied Sciences, Kakkanad has carried out the project on "A Study On The Impact Of Product Positioning Of Volkswagen Products On Consumer Behaviour" this is the title of our project" in our organisation from 02/03/2022 to 02/05/2022. The project work was carried out in partial fulfillment of the requirements for the award of the degree in B Com Computer Applications.

During the tenure of the project study, they took keen interest. We wish them all success in their academic endeavours and life.

For EVM Motors & Vehicles India Pvt Ltd.

  
Sreejith P  
Manager - HR



**EVM Motors & Vehicles India Private Limited**

Reg. Office: W127, 1st & 2nd Fl, 6 D/1st Street, Kambathur, Mangaluru, Ernakulam - 682004

Pl. 0484-4040404 Fax: 0484-4040406 | Mail: [accounts@evmgroup.com](mailto:accounts@evmgroup.com) | IN 0701029JZBEP1C822736 PAN: AACCT0005L

Registered: 04th Nov 2014. Char. Sec. No: 1/Chennai, Thiruvananthapuram PD, Kuttayam 686630

Phone: 0484-8211515 | e-mail: [info@evmgroup.com](mailto:info@evmgroup.com)



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study On The Impact Of Product Positioning Of Volkswagen on  
Consumer Behavior**

Submitted by

**Monet George (210021059251)**

**Muhammed Reyan S (210021059253)**

**Nahala Shajahan (210021059275)**

**Nayana Shajan P (210021059276)**

**Nayonita Suresh (210021059277)**

Under the Guidance of

**Ms. Shwetha Roy**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*



Mahatma Gandhi University, Kottayam

2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

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This is to certify that the project work titled "STUDY ON THE IMPACT OF PRODUCT POSITIONING OF VOLKSWAGEN ON CONSUMER BEHAVIOR" submitted to Mahatma Gandhi

University in partial fulfillment of the requirements for the award of

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*Nahala Sheela* original work done by ..... (name of student) ..... under my

supervision and guidance and that this project work has not

formed the basis for the award of any Degree/ Diploma/

Fellowship or similar title to any candidate of this or any other

University.

Project Guide



Head of Department

Viva Voce Examination held on *02/05/2024*.....

Internal Examiner

Dr. Kockuntheecia Jose  
The Cochin College  
External Examiner

**EVM Motors**



TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Muneer George, Mr. Madhusudan Royan K, Mrs. Kalyani Rajeshwar, Mrs. Poojita Shajin P, Mrs. Poojita Suresh**, an Semester B Com students of Rajagiri College of Management and Applied Sciences, Kalamassery has carried out the project on "A Study On The Impact Of Product Positioning Of Volkswagen Products On Consumer Behaviour" this is the title of our project" in our organization from 03/11/2022 to 02/02/2023. The project work was carried out in partial fulfillment of the requirements for the award of the degree in B-Com Computer Application.

During the tenure of the project study, they took keen interest, We wish them all success in their academic endeavours and life.

For EVM Motors & Vehicles India Pvt Ltd.



**EVM Motors & Vehicles India Private Limited**

Reg. Office: 11/12, 1st Floor, B-4, D, 1st Floor, Kalamassery, Muzhappilangal, Ernakulam - 682004  
Ph: 9447408804, Fax: 9447408805, E-Mail: [evm@evm-motors.com](mailto:evm@evm-motors.com) | [www.evmmotors.com](http://www.evmmotors.com) | [www.evmmotors.com](http://www.evmmotors.com)  
Branches: 06/10, 1st Floor, Muzhappilangal, Thiruvananthapuram - 695001  
Phone: 9447401133 | Email: [info@evm-motors.com](mailto:info@evm-motors.com)



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study On The Impact Of Product Positioning Of Volkswagen on  
Consumer Behavior**

Submitted by

**Monet George (210021059251)**

**Muhammed Reyan S (210021059253)**

**Nahala Shajahan (210021059275)**

**Nayana Shajan P (210021059276)**

**Nayonita Suresh (210021059277)**

Under the Guidance of

**Ms. Shwetha Roy**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*



Mahatma Gandhi University, Kottayam

2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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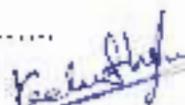
  
Project Guide



  
Head of Department

  
Internal Examiner

Viva Voce Examination held on ..02/..05/..2024.....

  
Dr. Koduvattur Sreeja Jose  
The Cochin College  
External Examiner

**EVM Motors**



TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Mansuet George, Mr. Muhammed Reyhan K, Mrs. Kalside Shajitha, Mrs. Nityasa Shajin P, Mrs. Nityasita Surendra** in Semester B Com students of **Rajagiri College of Management and Applied Sciences, Kakkanad** has carried out the project on **"A Study On The Impact Of Product Positioning Of Volkswagen Products On Consumer Behaviour"** this is the title of our project in our organization from **03/03/2022 to 02/05/2022**. The project work was carried out in partial fulfillment of the requirements for the award of the degree in B Com Computer Application.

During the tenure of the project study, they took keen interest. We wish them all success in their academic endeavours and life.

For EVM Motors & Vehicles India Pvt Ltd.

  
Sreejith P  
Manager - HR



**EVM Motors & Vehicles India Private Limited**

Reg. Office: W/27/2B, Old P-4C & D, 1<sup>st</sup> Floor, Karambakkal, Muvattupuzha, Ernakulam - 682304  
In. Office: 404043, For. Office: 4040406 E-Mail: [accounts@evmgroup.com](mailto:accounts@evmgroup.com) CIN: U50102KL2008PT021716 PAN: AACCE045L  
@mumbai 846y No. 21/14, Opp. to Mary's Chapel, Thekkumala P.O., Kuttayam - 686602  
Phone: 0461 871555 e-mail: [info@evmgroup.com](mailto:info@evmgroup.com)



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**A Study On The Impact Of Product Positioning Of Volkswagen on  
Consumer Behavior**

Submitted by

**Monet George (210021059251)**

**Muhammed Reyan S (210021059253)**

**Nahala Shajahan (210021059275)**

**Nayana Shajan P (210021059276)**

**Nayonita Suresh (210021059277)**

Under the Guidance of

**Ms. Shwetha Roy**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*



Mahatma Gandhi University, Kottayam

2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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*This is to certify that the project work titled "STUDY ON THE  
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CONSUMER BEHAVIOR" submitted to Mahatma Gandhi*

*University in partial fulfillment of the requirements for the award of*

*the Degree of the Bachelor of Commerce is a record of the*

*Narula Graphon, Nayana Suresh Nayana Shyam, Nimmi George, Nishikant Reddy*  
*original work done by ..... (name of student) ..... under my*

*supervision and guidance and that this project work has not*

*formed the basis for the award of any Degree/ Diploma/*

*Fellowship or similar title to any candidate of this or any other*

*University.*

Project Guide



Head of Department

*Viva Voce Examination held on ..02/05/2024.....*

Internal Examiner

*Dr. Kothanthessia Jose*

External Examiner

*Theoclain College*

**EVM Motors**



TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Muzet George, Mr. Muhammed Reyan S, Mrs. Najala Shajahan, Mrs. Keyasa Shajin P, Mrs. **Harprekha Suresh** An Semester B Com students of Rajaguru College of Management and Applied Sciences, Kakkannad has carried out the project on "A Study On The Impact Of Product Positioning Of Volkswagen Products On Consumer Behaviour" this is the title of our project in our organization from 03/03/2022 to 02/05/2022. The project work was carried out in partial fulfillment of the requirements for the award of the degree in B.Com Computer Application.

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For EVM Motors & Vehicles India Pvt Ltd.

  
Suresh P  
Manager - HR



**EVM Motors & Vehicles India Private Limited**

Reg. Office: 1137/3B | Old D-4C & D | Nr. Bygones, Surraakkal, Maradu, Chakkulam 682304  
Ph: 94494-40404 | Fax: 0484-40404 | E-Mail: [accounts@evmgroup.co.in](mailto:accounts@evmgroup.co.in) | IN 15101291300870013736 | MCA 2011030451  
@Registered Only No. 11114, Opp. Military, Chappur, Thottalam P.O. Surullam-686601  
Phone 0881 101555 | [info@evmgroup.co.in](mailto:info@evmgroup.co.in)



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

PROJECT REPORT ON  
" A Study On Quality Work Life With Special Reference To  
SPINTA DIGITAL CHENNAI"

Submitted by

**Neah Catherine**

(Reg No: 210021059254)

**Neha Suresh**

(Reg No: 210021059255)

**Nicole Xavier**

(Reg No: 21002105927B )

**Nisamudheen.T.F**

(Reg No: 210021059279 )

**Noel Thomas**

(Reg No: 210021059256 )

Under the Guidance of

**Ms. Shwetha Roy**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



# RCMAS

RAAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On Quality Work Life With Special Reference To SPINTA DIGITAL CHENNAI" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Neha Catherine**, Neha Suresh, Nicole Xavier, Nisamudheen T.F, Noel Thomas under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Shwetha Roy

Project Guide

Ms. Mary Antony

Head of Department



Viva Voce Examination held on ...03/05/2024.....

Internal Examiner

Dr. Kochuthiruvargal  
External Examiner  
The Cochin College.



## SPINTA DIGITAL INC, CHENNAI TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Neha Catherine Iype** [Reg no. 210021059254], **Neha Suresh** [Reg no. 210021059255], **Noel Thomas** [Reg no. 210021059256], **Nicole Xavier** [Reg no. 210021059278] and **Nisamudheen.T.F.** [Reg no. 210021059279]; B.Com Marketing students of **Rajagiri College of Management and Applied Sciences, Rajagiri Valley p.o, Emakulam**, have undergone project work entitled "A Study on Quality Work Life with Special Reference to Spinta Digital, Chennai" under the guidance of **Mr. Anoj Bahuleyan, Managing Director, Spinta Digital** from 16 January 2024 to 16 February 2024.

They visited our organisation for data collection and other allied activities and has successfully completed the project work based on their own observation and intelligence.

For Spinta Digital, Chennai

Authorized Signatory



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 29

PROJECT REPORT ON  
" A Study On Quality Work Life With Special Reference To  
SPINTA DIGITAL CHENNAI"

Submitted by

Neah Catherine

(Reg No: 210021059254)

**Neha Suresh**

(Reg No: 210021059255)

Nicole Xavier

(Reg No: 210021059278 )

Nisamudheen.T.F

(Reg No: 210021059279 )

Noel Thomas

(Reg No: 210021059256 )

Under the Guidance of

**Ms. Shwetha Roy**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



# RCMAS

RATAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On Quality Work Life With Special Reference To SPINTA DIGITAL CHENNAI" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Neah Catherine, Ncha Suresh, Nicole Xavier, Nisamudheen.T.F, Noel Thomas under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. Shwetha Roy

Project Guide

Ms. Mary Antony

Head of Department



Viva Voce Examination held on ... 03/05/2024 .....

Internal Examiner

Dr. Kochuthiruvarghese  
External Examiner  
The Cochin College.



## SPINTA DIGITAL, INC, CHENNAI TO WHOMSOEVER IT MAY CONCERN

This is to certify that Neah Catherine Iype [Reg no. 210021059254], **Neha Suresh** [Reg no. 210021059255], Noel Thomas [Reg no. 210021059256], Nicole Xavier [Reg no. 210021059278] and Nisamudheen.T.F. [Reg no. 210021059279]; B.Com Marketing students of Rajagiri College of Management and Applied Sciences, Rajagiri Valley p.o, Emakulam, have undergone project work entitled "A Study on Quality Work Life with Special Reference to Spinta Digital, Chennai" under the guidance of Mr. Anoj Bahuleyan, Managing Director, Spinta Digital from 16 January 2024 to 16 February 2024.

They visited our organisation for data collection and other allied activities and has successfully completed the project work based on their own observation and intelligence.

For Spinta Digital, Chennai

Authorized Signatory

CERTIFICATE OF PROJECT COMPLETION  
SPINTA DIGITAL, CHENNAI



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

PROJECT REPORT ON  
“ A Study On Quality Work Life With Special Reference To  
SPINTA DIGITAL CHENNAI”

Submitted by

**Neah Catherine** (Reg No: 210021059254)

**Neha Suresh** (Reg No: 210021059255)

**Nicole Xavier** (Reg No: 210021059278 )

**Nisamudheen.T.F** (Reg No: 210021059279 )

**Noel Thomas** (Reg No: 210021059256 )

Under the Guidance of

**Ms. Shwetha Roy**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

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Ms. Shwetha Roy

Project Guide

Ms. Mary Antony

Head of Department



Viva Voce Examination held on ... 03/05/2024.....

  
Internal Examiner  
Dr. Koeluthree Jose  
External Examiner  
The Cochin College.



## SPINTA DIGITAL INC, CHENNAI TO WHOMSOEVER IT MAY CONCERN

This is to certify that Neah Catherine Iype [Reg no. 210021059254], Neha Suresh [Reg no. 210021059255], Noel Thomas [Reg no. 210021059256], Nicole Xavier [Reg no. 210021059278] and Nisamudheen.T.F. [Reg no. 210021059279]; B.Com Marketing students of Rajagiri College of Management and Applied Sciences, Rajagiri Valley p.o, Ernakulam, have undergone project work entitled "A Study on Quality Work Life with Special Reference to Spinta Digital, Chennai" under the guidance of Mr. Anoj Bahuleyan, Managing Director, Spinta Digital from 16 January 2024 to 16 February 2024.

They visited our organisation for data collection and other allied activities and has successfully completed the project work based on their own observation and intelligence.

For Spinta Digital, Chennai

Authorized Signatory



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

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**" A Study On Quality Work Life With Special Reference To  
SPINTA DIGITAL CHENNAI"**

Submitted by

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**(Reg No: 210021059254)**

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**(Reg No: 210021059255)**

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**2021 - 2024**



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Ms. Shwetha Roy

Project Guide

Ms. Mary Antony

Head of Department



Viva Voce Examination held on ...03/05/2024.....

  
Internal Examiner  
Dr. Kochuthreevargese  
External Examiner  
The Cochin College.



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RAJAGIRI VALLEY P. O, COCHIN - 39

PROJECT REPORT ON

## " A Study On Quality Work Life With Special Reference To SPINTA DIGITAL CHENNAI"

Submitted by

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(Reg No: 210021059254)

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(Reg No: 210021059279 )

**Noel Thomas**

(Reg No: 210021059256 )

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Ms. Shwetha Roy

Project Guide

Ms. Mary Antony

Head of Department



Viva Voice Examination held on ... 03/05/2024 .....

Internal Examiner

Dr. Kochuthara Vas Jose  
External Examiner  
The Cochin College.



## SPINTA DIGITAL, INC, CHENNAI TO WHOMSOEVER IT MAY CONCERN

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For Spinta Digital, Chennai

Authorized Signatory



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A Study on Impact of Work Environment on Employee Productivity  
with Reference to Fibre Queen Mattress Private Limited  
(Perumbavoor)**

Submitted by

**PARTHIV V DILIPKUMAR (210021059257)**

**PARVEEN ZACHARIAH (210021059280)**

**S M IHAAD IMRAN (210021059281)**

**RICKIN TOM (210021059291)**

**SAFAR A S (210021059258)**

Under the Guidance of

**Ms. SHWETA ALEX**

*In partial fulfilment of the requirements for the award of the Degree*

*of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021 - 2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Project Guide



Head of the Department

Viva Voce Examination held on ... 03/05/2024 .....

Internal Examiner

Dr. Kochutheresa Jose  
External Examiner

The Cochin College.



Date.21-02-2024

## Certificate

*This is to certify that the project work titled "A STUDY ON IMPACT OF WORK ENVIRONMENT ON EMPLOYEE PRODUCTIVITY WITH REFERENCE TO FIBRE QUEEN MATTRESSES PVT.LTD, PERUMBAVOOR"*

*Submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by S M IHAAD IMRAN, PARTHIV V DILIPKUMAR, SAFAR A S, RICKIN TOM, PARVEEN ZACHARIAH, Third Year B.com marketing students of Rajaraj college of management and applied sciences Under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

*The candidates have successfully completed 30 days training programme and has gained practical knowledge.*

*For Fibre Queen Mattresses Pvt.Ltd*

*Director (Paula-se Biju Paul)*





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A Study on Impact of Work Environment on Employee Productivity  
with Reference to Fibre Queen Mattress Private Limited  
(Perumbavoor)**

Submitted by

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**S M IHAAD IMRAN (210021059281)**

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**2021 - 2024**



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Project Guide



College Seal

Head of the Department

Viva Voce Examination held on ...03/05/2024.....

Internal Examiner

Dr. Kochutheresia Jose  
External Examiner  
The Cochin College.



# FIBRE QUEEN MATTRESSES PVT. LTD.

REGD. OFFICE - PMC XV/42 - E1, FIBRE QUEEN HOUSE, A.M. ROAD,  
PERUMBAVOOR - 683 542, ERNAKULAM DIST. KERALA  
PHONE - 0484 - 2523626, 2524626, 2525626, 2528626, FAX: 2524626  
E-Mail: fibrequeen@gmail.com Website: www.fibrequeen.com

Date: 21-02-2024

## Certificate

This is to certify that the project work titled "**A STUDY ON IMPACT OF WORK ENVIRONMENT ON EMPLOYEE PRODUCTIVITY WITH REFERENCE TO FIBRE QUEEN MATTRESSES PVT.LTD, PERUMBAVOOR**"

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For Fibre Queen Mattresses Pvt.Ltd

Director (Paulose Biju Paul)





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A Study on Impact of Work Environment on Employee Productivity  
with Reference to Fibre Queen Mattress Private Limited  
(Perumbavoor)**

Submitted by

**PARTHIV V DILIPKUMAR (210021059257)**

**PARVEEN ZACHARIAH (210021059280)**

**S M IHAAD IMRAN (210021059281)**

**RICKIN TOM (210021059291)**

**SAFAR A S (210021069258)**

Under the Guidance of

**Ms. SHWETA ALEX**

*In partial fulfilment of the requirements for the award of the Degree*

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**Mahatma Gandhi University, Kottayam**



**2021 – 2024**



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RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Project Guide



Head of the Department

Viva Voce Examination held on ...03/05/2024.....

Internal Examiner

Dr. Kochutheresa Jose  
External Examiner  
The Cochin College.



Date: 21-02-2024

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*For Fibre Queen Mattresses Pvt.Ltd*

*Director (Paulose Biju Paul)*





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A Study on Impact of Work Environment on Employee Productivity  
with Reference to Fibre Queen Mattress Private Limited  
(Perumbavoor)**

Submitted by

**PARTHIV V DILIPKUMAR (210021059257)**

**PARVEEN ZACHARIAH (210021059280)**

**S M IHAAD IMRAN (210021059281)**

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**SAFAR A S (210021059258)**

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Project Guide



Head of the Department

Vivo Voce Examination held on ...03/05/2024.....

Internal Examiner

Dr. Kochertheresia Jose  
External Examiner

The Cochin College.



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For Fibre Queen Mattresses Pvt.Ltd

Director (Paulose Biya Paul)





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RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

A Study on Impact of Work Environment on Employee Productivity  
with Reference to Fibre Queen Mattress Private Limited  
(Perumbavoor)

Submitted by

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**PARVEEN ZACHARIAH (210021059280)**

**S M IHAAD IMRAN (210021059281)**

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For Fibre Queen Mattresses Pvt.Ltd

Director ( Paulose Biju Paul)





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

### **Study On Customer Relationship Management with Special Reference to K C Pappu Sons, Cochin**

Submitted by

**SAMUEL CELESTINE JOE**

Reg no (210021059259)

**SANA KHALID**

Reg no (210021059282)

**SHREYA CHERUPPOLIL AJI**

Reg no (210021059283)

**SHREYA SRINIVAS**

Reg no (210021059284)

**SOURAV K AJITH**

Reg no (210021059260)

Under the Guidance of:

**Ms. Shweta Alex**

*In partial fulfillment of the requirements for the award of the Degree of  
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**Mahatma Gandhi University, Kottayam**



2021 – 2024



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Project Guide



Head of the Department

*Viva Voce Examination held on .03/05/2024.....*

Internal Examiner

*Kochuthara Jose*  
Dr. Kochuthara Jose  
The Cochim College,  
External Examiner



# K.C PAPPU SONS

Pullepady Junction, Near Old Myimoon Theatre, Chittoor Road  
Kochi, Kerala, India 682018 Ph: 0484 2355089  
Email: info@kcpappu.com Toll Free: 1800 2744447  
Website: www.kcpappu.com GST NO: 32ABKPJ6117E1Z1

Date: 19 February, 2024  
Ref: VM089/24/888

TO,

WHOMSOEVER IT MAY CONCERN

This is to certify that **Samuel Celestine Joe**, Sana Khalid, Shreya Srinivas, Sourav K Ajith, Shreya Cheruppolil Aji, Third year B.Com Marketing Students of Rajagiri College of Management and Applied Sciences has undertaken "A study on customer relationship management" Project at our organization from 23/10/2023 to 23/01/2024.

The candidates have successfully completed 90 days training program and has gained practical knowledge.

We wish them all success.

For, K.C. PAPPU SONS

Rajesh PK (Manager)



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

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**Submitted by**

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**Reg no (210021059259)**

**SANA KHALID**

**Reg no (210021059282)**

**SHREYA CHERUPPOLIL AJI**

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**Reg no (210021059284)**

**SOURAV K AJITH**

**Reg no (210021059260)**

**Under the Guidance of:**

**Ms. Shweta Alex**

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**2021 – 2024**



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Internal Examiner

Dr. Kochutharissa Jose  
The Cochin College,  
External Examiner



# K.C PAPPU SONS

Pullepady Junction, Near Old Mymoon Theatre, Chittoor Road  
Kochi, Kerala, India - 682018. Ph: 0484 2355089  
Email: info@kcpappu.com Toll Free: 1800 2744447  
Website: www.kcpappu.com GST NO: 32ABKPJ6117E121

Date: 19 February, 2024  
Ref: VM029/24/888

TO,

WHOMSOEVER IT MAY CONCERN

This is to certify that Samuel Celestine Joe, Sana Khalid, Shreya Srinivas, Sourav K Ajith, Shreya Cheruppolil Aji, Third year B.Com Marketing Students of Rajagiri College of Management and Applied Sciences has undertaken "A study on customer relationship management" Project at our organization from 23/10/2023 to 23/01/2024.

The candidates have successfully completed 90 days training program and has gained practical knowledge.

We wish them all success.

For, KC PAPPU SONS



Rajesh PK (Manager)

**JACK brother bruce ALBA ROSA FUTON CARTER**

Importers & Distributors for Industrial Sewing Machines, Computerised Embroidery & Sewing Accessories



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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# K.C PAPPU SONS

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Date: 19 February, 2024  
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TO,

WHOMSOEVER IT MAY CONCERN

This is to certify that Samuel Celestine Joe, Sana Khalid, Shreya Srinivas, Sourav K Ajith, **Shreya Cheruppolil Aji**, Third year B.Com Marketing Students of Rajagiri College of Management and Applied Sciences has undertaken "A study on customer relationship management" Project at our organization from 23/10/2023 to 23/01/2024.

The candidates have successfully completed 90 days training program and has gained practical knowledge.

We wish them all success.

For, KC PAPPU SONS

  
Rajesh PK (Manager)



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

### **Study On Customer Relationship Management with Special Reference to K C Pappu Sons, Cochin**

**Submitted by**

**SAMUEL CELESTINE JOE**

**Reg no (210021059259)**

**SANA KHALID**

**Reg no (210021059282)**

**SHREYA CHERUPPOLIL AJI**

**Reg no (210021059283)**

**SHREYA SRINIVAS**

**Reg no (210021059284)**

**SOURAV K AJITH**

**Reg no (210021059260)**

**Under the Guidance of:**

**Ms. Shweta Alex**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021 – 2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "Study on Customer Relationship Management with Reference K C Pappu Sons" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Samuel Celestine Joe, Sana Khalid, Shreya Cheruppollil Aji, **Shreya Srinivas**, Sourav K Ajith under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on 03/05/2024 .....

Internal Examiner

Dr. Kochutharissa Jose  
The Cochin College,  
External Examiner



# K.C PAPPU SONS

Pullepady Junction, Near Old Mynoon Theatre, Chittoor Road  
Kochi, Kerala, India - 682018. Ph: 0484 2355089  
Email: info@kcpappu.com Toll Free: 1800 2744447  
Website: www.kcpappu.com GST NO : 32ABKPJ6117E1Z1

Date: 19 February, 2024  
Ref: VM089/24/888

TO,

WHOMSOEVER IT MAY CONCERN

This is to certify that Samuel Celestine Joe, Sana Khalid, **Shreya Srinivas**, Sourav K Ajith, Shreya Cheruppolil Aji, Third year B.Com Marketing Students of Rajagiri College of Management and Applied Sciences has undertaken "A study on customer relationship management" Project at our organization from 23/10/2023 to 23/01/2024.

The candidates have successfully completed 90 days training program and has gained practical knowledge.

We wish them all success.

For, KC PAPPU SONS

Rajesh PK (Manager)

**JACK brother bruce ALBA ROSA FUTON CARTER**

Importers & Distributors for Industrial Sewing Machines, Computerised Embroidery & Sewing Accessories



**RCMAS**  
RAMGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

### **Study On Customer Relationship Management with Special Reference to K C Pappu Sons, Cochin**

**Submitted by**

**SAMUEL CELESTINE JOE**

**Reg no (210021059259)**

**SANA KHALID**

**Reg no (210021059282)**

**SHREYA CHERUPPOLIL AJI**

**Reg no (210021059283)**

**SHREYA SRINIVAS**

**Reg no (210021059284)**

**SOURAV K AJITH**

**Reg no (210021059260)**

**Under the Guidance of:**

**Ms. Shweta Alex**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021 – 2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Project Guide



Head of the Department

Viva Voce Examination held on 03/05/2024.....

Internal Examiner

Dr. Kochutharissa Jose  
The Cochim College,  
External Examiner



# K.C PAPPU SONS

Pullepady Junction, Near Old Mynsoon Theatre, Chittoor Road  
Kochi, Kerala, India - 682018. Ph: 0484 2355089  
Email: info@kcpappu.com Toll Free: 1800 2744447  
Website: www.kcpappu.com GST NO: 32ABKPJ6117E1Z1

Date: 19 February, 2024  
Ref. VMC89/24/888

TO,

WHOMSOEVER IT MAY CONCERN

This is to certify that Samuel Celestine Joe, Sana Khalid, Shreya Srinivas, **Sourav K Ajitb**, Shreya Cheruppolil Aji, Third year B.Com Marketing Students of Rajagiri College of Management and Applied Sciences has undertaken "A study on customer relationship management" Project at our organization from 23/10/2023 to 23/01/2024.

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We wish them all success.

For, KC PAPPU SONS



Rajesh PK (Manager)

**JACK brother bruce ALBA ROSA FUTON CARTER**

Importers & Distributors for Industrial Sewing Machines, Computerised Embroidery & Sewing Accessories



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A Study on The Impact of Advertising on Consumer Purchase Behaviour with Special Reference to Bismi Home Appliances**

Submitted by

**TANYA PILLAI (210021059287)**  
**T GOKUL (210021059286)**  
**MUHAMMED NIHAL KC (210021059252)**  
**ALFIYA FATHIMA (210021059232)**  
**SURYA NARAYAN P (210021059285)**

Under the Guidance of

**MS. SHWETA ALEX**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "*A Study on The Impact Of Advertising On Consumer Purchase Behaviour With Special Reference To Bismi Home Appliances*" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **TANYA PILLAI, ALFIYA FATHIMA, I. GOKUL, SUREYA NARAYAN P, MUHAMMED NIHAL K.C** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on

03/05/2024

Internal Examiner

  
Dr. Kochuthomas Joseph  
External Examiner

The Cochin College.



GSTIN: 32AASFB6202H120

# BISMI HOME APPLIANCES LLP

MSME Reg. No: UDYAM.KL.02.0020305

Bismi Chambers, Deshabhimani Road, Kattor, Kochi-682 017

Phone: 9544455508, 9544455509 Fax: 0484-2539739, E-mail: bismigroup@bismigroup.net

## CERTIFICATE OF COMPLETION

21<sup>st</sup> February, 2024

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. **Surya Narayan P** from Rajagiri College of Management & Applied Sciences, Rajagiri Valley P.O. Kakanad, Cochin 682 039, Kerala, studying B.Com(Marketing), has done a project titled "Study on impact of advertising on consumer purchase behaviour with reference to Bismi Home Appliances LLP" in our organisation at Bismi Home Appliances LLP, Kochi from 21/10/2023 to 20/02/2024.

During his assignment in our organisation, we found him extremely inquisitive and hardworking. 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 of the subject to understand it better.

We wish him all the very best for future endeavours.

For: BISMI HOME APPLIANCES LLP

JOSEPH T M

General Manager,

(Finance/Accounts/HR)



### Branches :

Kattor ▶ Angamaly ▶ Thoppumpady ▶ Thodupuzha ▶ Calicut  
Nettoor ▶ Kodungallur ▶ Kanjirapally ▶ Kothamangalam ▶ Malappuram





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

A Study on The Impact of Advertising on Consumer Purchase Behaviour with Special Reference to Biscuit Home Appliances

Submitted by

**TANYA PILLAI (210021059287)**

**T GOKUL (210021059286)**

**MUHAMMED NIHAL KC (210021059252)**

**ALFIYA FATHIMA (210021059232)**

**SURYA NARAYAN P (210021059285)**

Under the Guidance of

**MS. SHWETA ALEX**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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This is to certify that the project work titled "*A Study on The Impact Of Advertising On Consumer Purchase Behaviour With Special Reference To Bismi Home Appliances*" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **TANYA PILLAI, ALFIYA FATHIMA, T. GOKUL, SURYA NARAYAN P, MUHAMMED NIHAL K.C** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on 03/05/2024

Internal Examiner

Dr. Kochuthressia Jose  
External Examiner  
The Cochin College.



UStIN 32AASF8202H1Z0

# BISMI HOME APPLIANCES LLP

MSME Reg. No. 110YAM-K1-02-0120305  
Bismi Chambers, Oshabhiman Road, Kaloor, Kochi-682 017  
Phone: 9544455509, 9544455509 Fax: 0484 2539739, E-mail: bismigroup@bismigroup.net

## CERTIFICATE OF COMPLETION

21<sup>st</sup> February, 2024

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. T Gokul** from Rajagiri College of Management & Applied Sciences, Rajagiri Valley P O, Kakanad, Cochin 682 039, Kerala, studying B.Com(Marketing), has done a project titled "Study on Impact of advertising on consumer purchase behaviour with reference to Bismi Home Appliances LLP" in our organisation at Bismi Home Appliances LLP, Kochi from 21/10/2023 to 20/02/2024.

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We wish him all the very best for future endeavours.

For BISMI HOME APPLIANCES LLP

JOSEPH T M

General Manager,

(Finance/Accounts/HR)



### Branches.

Kaloor ▶ Angamaly ▶ Thoppumpady ▶ Thodupuzha ▶ Calicut  
Nettoor ▶ Kodungallur ▶ Kanjirapally ▶ Kothamangalam ▶ Malappuram





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

A Study on The Impact of Advertising on Consumer Purchase Behaviour with Special Reference to Bismi Home Appliances

Submitted by

**TANYA PILLAI (210021059287)**

**I GOKUL (210021059286)**

**MUHAMMED NIHAL KC (210021059252)**

**ALFIYA FATHIMA (210021059232)**

**SURYA NARAYAN P (210021059285)**

Under the Guidance of

**MS. SHWETA ALEX**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

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Project Guide



Head of the Department

Viva Voce Examination held on 03/05/2024

Internal Examiner

Dr. Kochutharasi Joshi  
External Examiner  
The Cochim College.



GSTIN: 32AA-SHE202411701

# BISMI HOME APPLIANCES LLP

MSME Reg. No. 11DYAM-KI-02-0020305

Bismi Chambers, Deshabhimini Road, Kaloor, Kochi-682 017

Phone: 9544455508, 9544455509 Fax: 0484-2539739, E-mail: bismigroup@bismigroup.net

## CERTIFICATE OF COMPLETION

23<sup>rd</sup> February, 2024

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss. **Tanya Pillal** from Rajagiri College of Management & Applied Sciences, Rajagiri Valley P O, Kakanad, Cochin 682 039, Kerala, studying B.Com(Marketing), has done a project titled "Study on impact of advertising on consumer purchase behaviour with reference to Bismi Home Appliances LLP" in our organisation at Bismi Home Appliances LLP, Kochi from 21/10/2023 to 20/02/2024.

During her assignment in our organisation, we found her extremely inquisitive and hardworking. She was very much interested to learn the functions of our core division and also willing to put her best efforts and get into the depth of the subject to understand it better.

We wish her all the very best for future endeavours.

For BISMI HOME APPLIANCES LLP

JOSEPH T M

General Manager,

(Finance/Accounts/HR)



Branches:

- Kaloor ▶ Angamaly ▶ Thoppumpady ▶ Thodupuzha ▶ Calicut
- Nattoor ▶ Kodungallur ▶ Kanjirapally ▶ Kothamangalam ▶ Malappuram





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

A Study on The Impact of Advertising on Consumer Purchase  
Behaviour with Special Reference to Bisui Home Appliances

Submitted by

**TANYA PILLAI (210021059287)**

**T GOKUL (210021059286)**

**MUHAMMED NIHAL KC (210021059252)**

**ALFIYA FATHIMA (210021059232)**

**SURYA NARAYAN P (210021059285)**

Under the Guidance of

**MS. SHWETA ALEX**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Malabar Gandhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "*A Study on The Impact Of Advertising On Consumer Purchase Behaviour With Special Reference To Bismi Home Appliances*" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **TANYA PILLAI, ALFIYA FATHIMA, T. GOKUL, SURYA NARAYAN P, MUHAMMED NIHAL K.C** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on 03/05/2024

Internal Examiner

Dr. Kochuthomas Jose  
External Examiner  
The Cochin College.



GSTIN 37AA3FB6202H120

# BISMI HOME APPLIANCES LLP

MSME Reg. No. UDYAM-KL-02-0020305

Bismi Chambers, Deshabhimany Road, Kaloor, Kochi-682 017

Phone : 9544455500, 9544455509 Fax : 0484-2539739. E-mail: bismigroup@bismigroup.net

## CERTIFICATE OF COMPLETION

21<sup>st</sup> February, 2024

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Muhammed Nihal K C** from Rajagiri College of Management & Applied Sciences, Rajagiri Valley P O, Kakanad, Cochin 682 039, Kerala, studying B.Com(Marketing), has done a project titled "Study on impact of advertising on consumer purchase behaviour with reference to Bismi Home Appliances LLP" in our organisation at Bismi Home Appliances LLP, Kochi from 21/10/2023 to 20/02/2024.

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For BISMI HOME APPLIANCES LLP

JOSEPH T M

General Manager,

(Finance/Accounts/HR)



Branches :

Kaloor ▶ Angamaly ▶ Thoppumpady ▶ Thodupuzha ▶ Calicut  
Nelloor ▶ Kodungallur ▶ Kanjirapally ▶ Kothamangalam ▶ Melappuram



# RCMAS

RAYAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study on The Impact of Advertising on Consumer Purchase Behaviour with Special Reference to Bismi Home Appliances**

Submitted by

**TANYA PILLAI (210021059287)**

**T GOKUL (210021059286)**

**MUHAMMED NIHAL KC (210021059252)**

**ALFIYA FATHIMA (210021059232)**

**SURYA NARAYAN P (210021059285)**

Under the Guidance of

**MS. SHWETA ALEX**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gaudhi University, Kottayam



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

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Project Guide



Head of the Department

Viva Voce Examination held on 03/05/2024

Internal Examiner

Dr. Kochuthomas Joseph  
External Examiner  
The Cochin College



GSTIN 32AAS-86262H1Z0

# BISMI HOME APPLIANCES LLP

MSME Reg. No. UDYAM-KL-02-0020305

Bismi Chambers, Deshabhimani Road, Kaloor, Kochi 682 017

Phone : 9544455508, 9544455509 Fax : 0484-2539739, E-mail: bismigroup@bismigroup.net

## CERTIFICATE OF COMPLETION

21<sup>st</sup> February, 2024

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss. **Afiya Fathima** from Rajagiri College of Management & Applied Sciences, Rajagiri Valley P O, Kakamad, Cochin 682 039, Kerala, studying B.Com(Marketing), has done a project titled "Study on impact of advertising on consumer purchase behaviour with reference to Bismi Home Appliances LLP" in our organisation at Bismi Home Appliances LLP, Kochi from 21/10/2023 to 20/02/2024.

During her assignment in our organisation, we found her extremely inquisitive and hardworking. She was very much interested to learn the functions of our core division and also willing to put her best efforts and get into the depth of the subject to understand it better.

We wish her all the very best for future endeavours.

For BISMI HOME APPLIANCES LLP

JOSEPH T M

General Manager,

{Finance/Accounts/HR}



### Branches

Kaloor ▶ Angamaly ▶ Thoppumpady ▶ Thodupuzha ▶ Calicut  
Nettoor ▶ Kodungallur ▶ Kanjirapally ▶ Kothamangalam ▶ Melappuram





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**"A Study On Effectiveness Of Fringe Benefits On Employee  
Satisfaction Of Hisham Water Supply Edappally"**

Submitted by

<b>AKESH BABY</b>	<b>(210021064172)</b>
<b>MUHAMMED AMAL P A</b>	<b>(210021064183)</b>
<b>MUHAMMED SABITH S</b>	<b>(210021064184)</b>
<b>ANSIL K P</b>	<b>(210021064174)</b>
<b>ABHISHEK V</b>	<b>(210021064171)</b>

Under the Guidance of

**Ms. ASWATHY K M**

*In partial fulfillment of the requirements for the award of the Degree  
of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021- 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A study on effectiveness of fringe benefits on employee satisfaction of Hisham Water Supply Edappally" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Akesh Baby, Muhammed Amal P A, Muhammed Sabith S, Ansil K P, **Abhishek V** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Head of Department



Viva Voce Examination held on... 2/05/2024

Internal Examiner

External Examiner

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. ABHISHEK V**, Final year B.com student of Rajagiri college of Management and Applied Science has successfully completed internship in our organization, from **12<sup>th</sup> February 2024** to **29<sup>th</sup> February 2024**. His conduct has been good during this tenure.

We wish him the very best for his future assignments.

Place : kakkanad

Date : 15/01/2024

For HISHAM TRANSPORT



P.K IBRAHIM  
(Managing partner)





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**"A Study On Effectiveness Of Fringe Benefits On Employee  
Satisfaction Of Hisham Water Supply Edappally"**

Submitted by

<b>AKESH BABY</b>	<b>(210021064172)</b>
<b>MUHAMMED AMAL P A</b>	<b>(210021064183)</b>
<b>MUHAMMED SABITH S</b>	<b>(210021064184)</b>
<b>ANSIL K P</b>	<b>(210021064174)</b>
<b>ABHISHEK V</b>	<b>(210021064171)</b>

Under the Guidance of

**. . ASWATHY K M**

*In partial fulfillment of the requirements for the award of the Degree  
of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021- 2024**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the project work titled "A study on effectiveness of fringe benefits on employee satisfaction of Hisham Water Supply Edappally" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Akesh Baby, **Muhammed Anil P A**, Muhammed Sabith S, Ansil K P, Abhishek V under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

Head of Department



Viva Voce Examination held on..02/05/2024

Internal Examiner

External Examiner

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. MUHAMMED AMAL P A**, Final year B.com student of Rajagiri college of Management and Applied Science has successfully completed internship in our organization, from **12<sup>th</sup> February 2024** to **29<sup>th</sup> February 2024**. His conduct has been good during this tenure.

We wish him the very best for his future assignments.

Place : kakkanad

Date : 15/01/2024

For HISHAM TRANSPORT



P.K IBRAHIM  
(Managing partner)





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**"A Study On Effectiveness Of Fringe Benefits On Employee  
Satisfaction Of Hisham Water Supply Edappally"**

Submitted by

<b>AKESH BABY</b>	(210021064172)
<b>MUHAMMED AMAL P A</b>	(210021064183)
<b>MUHAMMED SABITH S</b>	(210021064184)
<b>ANSIL K P</b>	(210021064174)
<b>ABHISHEK V</b>	(210021064171)

Under the Guidance of

**Ms. ASWATHY K M**

*In partial fulfillment of the requirements for the award of the Degree*

*of*

*Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021- 2024



# RCMAS

RAMGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

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Project Guide

Head of Department



Viva Voce Examination held on 2/05/2024

Internal Examiner

External Examiner

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. AKESH BABY**, Final year B.com student of Rajagiri college of Management and Applied Science has successfully completed internship in our organization, from **12<sup>th</sup> February 2024** to **29<sup>th</sup> February 2024**. His conduct has been good during this tenure.

We wish him the very best for his future assignments.

Place : kakkanad

Date : 15/01/2024

For HISHAM TRANSPORT



P.K IBRAHIM  
(Managing partner)





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## **INDUSTRIAL PROJECT REPORT**

**"A Study On Effectiveness Of Fringe Benefits On Employee  
Satisfaction Of Hisham Water Supply Edappally"**

Submitted by

<b>AKESH BABY</b>	<b>(210021064172)</b>
<b>MUHAMMED AMAL P A</b>	<b>(210021064183)</b>
<b>MUHAMMED SABITH S</b>	<b>(210021064184)</b>
<b>ANSIL K P</b>	<b>(210021064174)</b>
<b>ABHISHEK V</b>	<b>(210021064171)</b>

Under the Guidance of

**Ms. ASWATHY K M**

*In partial fulfillment of the requirements for the award of the Degree  
of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021-2024



**RCMAS**

RAMADAN COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

CERTIFICATE

This is to certify that the project work titled "A study on effectiveness of fringe benefits on employee satisfaction of Hisham Water Supply Edappally" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Akeshe Babu, Muhammed Ansal P A, Muhammed Sabith S, **Ansal K P**, Abhishek V under my supervision and guidance and that this project work has not formed the basis for the award of any Degree, Diploma, Fellowship or similar title to any candidate of this or any other University.

Project Guide

Head of Department



Viva Voce Examination held on 02/05/2024

Internal Examiner

External Examiner

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. ANSIL K P**, Final year B com student of Rajagiri college of Management and Applied Science has successfully completed internship in our organization, from **12<sup>th</sup> February 2024** to **29<sup>th</sup> February 2024**. His conduct has been good during this tenure

We wish him the very best for his future assignments.

Place : kakkanad

Date : 15/01/2024

For HISHAM TRANSPORT



P.K. GRAMANA,  
(Managing partner)





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

### **EMPLOYEES PERSPECTIVE ON PLACING AI AT THE CORE OF FINANCIAL SERVICES IN RCG GLOBAL SERVICES, KAKKANAD, INFOPARK**

Submitted by

<b>ALLEN G BASEL</b>	(210021064173)
<b>SANA SALIM</b>	(210021064203)
<b>ANTONY J UKKEN</b>	(210021064222)
<b>ANJANA K.A</b>	(210021064221)
<b>SARA OUSEPH</b>	(210021064233)

Under the Guidance of

**Ms. ASWATHY K M**

*In partial fulfillment of the requirements for the award of the  
Degree of Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on Employees perspective on placing AI at the core of financial services" in RCG Global Services, Kakkanad, Infopark submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Antony J Ukken, Allen G Basel, Sana Salim, Sara Ouseph and Anjana K.A under my supervision and guidance and that this Project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. ASWATHY K M

Project Guide



Ms. MARY ANTONY

Head of the Department

Viva Voce Examination held on 02/05/2024

Internal Examiner

External Examiner

Thursday, February 29, 2024

**To Whom It May Concern**

This is to certify that **Ms. Sara Duseph** (Reg. No.210021064233), **Ms. Anjana K.A** (Reg. No. 210021064221), **Ms. Sana Salim** (Reg. No.210021064203), **Mr. Allen G Basel** (Reg. No. 210021064173), **Mr. Antony J Ulken** (Reg. No.210021064222), students of Rajagiri College of Management and Applied Sciences, has successfully completed their Project on the topic "A Study on Employees perspective on placing AI at the core of financial services with reference to RCG Global services Carnival Infopark Phase 4, Kakkanad, Kochi" for the duration of 15<sup>th</sup> November 2023 to 5<sup>th</sup> January 2024. During the period, they were found punctual, hardworking, and inquisitive.

We wish them all the best in their future endeavors.

Sincerely,



**Nikitha Jofy**  
Associate-HR Operations





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 33

## INDUSTRIAL PROJECT REPORT

**"A Study On Effectiveness Of Fringe Benefits On Employee  
Satisfaction Of Hisham Water Supply Edappally"**

Submitted by

<b>AKESH BABY</b>	<b>(210021064172)</b>
<b>MUHAMMED AMAL P A</b>	<b>(210021064183)</b>
<b>MUHAMMED SABITH S</b>	<b>(210021064184)</b>
<b>ANSIL K P</b>	<b>(210021064174)</b>
<b>ABHISHEK V</b>	<b>(210021064171)</b>

Under the Guidance of

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**2021-- 2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

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Project Guide

Head of Department



Viva Voce Examination held on 02/05/2024

Internal Examiner

External Examiner

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. MUHAMMED SABITH S**, Final year B.com student of Rajagiri college of Management and Applied Science has successfully completed internship in our organization, from **12<sup>th</sup> February 2024 to 29<sup>th</sup> February 2024**. His conduct has been good during this tenure.

We wish him the very best for his future assignments.

Place : kakkanad

Date : 15/01/2024

For HISHAM TRANSPORT



P.K. IBRAHIM  
(Managing partner)





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**  
**EMPLOYEES PERSPECTIVE ON PLACING AI AT THE CORE**  
**OF FINANCIAL SERVICES IN RCG GLOBAL SERVICES,**  
**KAKKANAD, INFOPARK**

Submitted by

<b>ALLEN G BASEL</b>	(210021064173)
<b>SANA SALIM</b>	(210021064203)
<b>ANTONY J UKKEN</b>	(210021064222)
<b>ANJANA K.A</b>	(210021064221)
<b>SARA OUSEPH</b>	(210021064233)

Under the Guidance of

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2021-2024



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APPLIED SCIENCES

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Ms. ASWATHY K M

Project Guide



Ms. MARY ANTONY

Head of the Department

Viva Voce Examination held on 02/05/2024

Internal Examiner

External Examiner

Thursday, February 29, 2024

**To Whom It May Concern**

This is to certify that **Ms. Sara Duseph** (Reg. No.210021064233), **Ms. Anjana K.A** (Reg. No. 210021064221), **Ms. Sana Salim** (Reg. No.210021064203), **Mr. Allen G Basel** (Reg. No. 210021064173), **Mr. Antony J Ulken** (Reg. No.210021064222), students of Rajagiri College of Management and Applied Sciences, has successfully completed their Project on the topic "A Study on Employees perspective on placing AI at the core of financial services with reference to RCG Global services Carnival Infopark Phase 4, Kakkanad, Kochi" for the duration of 15<sup>th</sup> November 2023 to 5<sup>th</sup> January 2024. During the period, they were found punctual, hardworking, and inquisitive.

We wish them all the best in their future endeavors.

Sincerely,



**Nikitha Jofy**  
Associate-HR Operations





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

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Submitted by

<b>ALLEN G BASEL</b>	(210021064173)
<b>SANA SALIM</b>	(210021064203)
<b>ANTONY J UKKEN</b>	(210021064222)
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<b>SARA OUSEPH</b>	(210021064233)

Under the Guidance of

**Ms. ASWATHY K M**

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Associate-HR Operations





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Associate-HR Operations





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Head of the Department

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External Examiner

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This is to certify that **Ms. Sara Duseph** (Reg. No.210021064233), **Ms. Anjana K.A** (Reg. No. 210021064221), **Ms. Sana Salim** (Reg. No.210021064203), **Mr. Allen G Basel** (Reg. No. 210021064173), **Mr. Antony J Ulken** (Reg. No.210021064222), students of Rajagiri College of Management and Applied Sciences, has successfully completed their Project on the topic "A Study on Employees perspective on placing AI at the core of financial services with reference to RCG Global services Carnival Infopark Phase 4, Kakkanad, Kochi" for the duration of 15<sup>th</sup> November 2023 to 5<sup>th</sup> January 2024. During the period, they were found punctual, hardworking, and inquisitive.

We wish them all the best in their future endeavors.

Sincerely,



**Nikitha Jofy**  
Associate-HR Operations





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**  
**A Study On Stress Management In**  
**Palathra Construction Pvt Ltd, Changanassery**

Submitted by

**K S AKHILA** (Reg no:210021064181)

**MIAH MARIYA MATHEW** (Reg no:210021064182)

**NEHA ANN IYPE** (Reg no:210021064192)

**NIMA R MECHERY** (Reg no. 210021064194)

**SANDRA T JOHN** (Reg no. 210021064204)

Under the Guidance of

**Ms. ASWATHY KM**

*In partial fulfillment of the requirements for the award of the Degree of  
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**Mahatma Gandhi University, Kottayam**



2021– 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On Stress Management In Palathra Construction Pvt Ltd, Changanassery" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **K S Akhila**, Miah Mariya Mathew, Neha Ann Jype, Nima R Mechery and Sandra T John under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. ASWATHY K M  
Project Guide



Ms. MARY ANTONY  
Head of the Department

Viva Voce Examination held on ..... *02/05/24* .....

Internal Examiner

External Examiner



# Palathra Constructions Private Limited

CIN-U45201KL2012PTC032867

REGD. OFF: PALATHRA BUILDING, THURUTHY P.O.,  
CHANGANACHERRY, KOTTAYAM, KERALA - 686535

Email: palathraconstructionsprivltd@gmail.com, Telephone No: 0481-2322150

Mob: 9048490000, 9447532900, 9447000164

REF:No.IC/PC/2024/78

17.02.2024

Date:

## TO WHOM IT MAY CONCERN

This is to certify that **Ms. K S Akhila (Reg.No.210021064181)**, Students of College: Rajagiri College of Management and Applied Sciences, has successfully completed her Project on the topic " A study on stress management with reference to Palathra Constructions Pvt. Ltd, Thuruthy P.O, Changanacherry, Kottayam" for the duration from 15<sup>th</sup> December, 2023 to 15<sup>th</sup> January, 2024. During the period, she was found punctual, hardworking and inquisitive.

We wish her all the best in her future endeavors.

Mr. Sony Mathew  
Managing Director  
DIN:03512058





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A Study On Stress Management In  
Palathra Construction Pvt Ltd, Changanassery**

Submitted by

**K S AKHILA (Reg no:210021064181)**

**MIAH MARIYA MATHEW (Reg no:210021064182)**

**NEHA ANN IYPE (Reg no:210021064192)**

**NIMA R MECHERY (Reg no. 210021064194)**

**SANDRA T JOHN (Reg no. 210021064204)**

Under the Guidance of

**Ms. ASWATHY KM**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021- 2024**



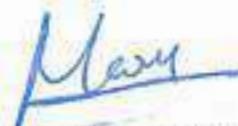
**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

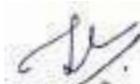
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Ms. ASWATHY KM  
Project Guide



  
Ms. MARY ANTONY  
Head of the Department

Viva Voce Examination held on 02/05/2024

  
Internal Examiner

  
External Examiner



# Palathra Constructions Private Limited

CIN-U45201KL2012PTC032867

REGD. OFF: PALATHRA BUILDING, THURUTHY P.O.,  
CHANGANACHERRY, KOTTAYAM, KERALA - 686535

Email: palathraconstructionsprivtltd@gmail.com, Telephone No: 0481-2322150  
Mob: 9048490000, 9447532900, 9447000164

REF:No.IC/PC/2024/77

Date: 17.02.2024

## TO WHOM IT MAY CONCERN

This is to certify that **Ms. Miah Mariya Mathew (Reg.No.210021064182)**, Students of College: Rajagiri College of Management and Applied Sciences, has successfully completed her Project on the topic "A study on stress management with reference to Palathra Constructions Pvt. Ltd, Thuruthy P.O, Changanacherry, Kottayam" for the duration from 15<sup>th</sup> December, 2023 to 15<sup>th</sup> January, 2024. During the period, she was found punctual, hardworking and inquisitive.

We wish her all the best in her future endeavors.

  
**Mr. Sreejith Mathew**  
**Managing Director**  
**DIN:03512058**





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A Study On Stress Management In  
Palathra Construction Pvt Ltd, Changanassery**

Submitted by

**K S AKHILA (Reg no:210021064181)**

**MAH MARIYA MATHEW (Reg no:210021064182)**

**NEHA ANN TYPE (Reg no:210021064192)**

**NIMA R MECHERY (Reg no. 210021064194)**

**SANDRA T JOHN (Reg no. 210021064204)**

Under the Guidance of

**Ms. ASWATHY KM**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021- 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Project Guide



Ms. MARY ANTONY  
Head of the Department

Viva Voce Examination held on ..... 02/05/2024 .....

Internal Examiner

External Examiner



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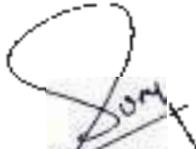
REF:No.IC/PC/2024/76

Date: 17.02.2024

## TO WHOM IT MAY CONCERN

This is to certify that **Ms. Neha Ann Iype** (Reg. No. 210021064192), Students of College: Rajagiri College of Management and Applied Sciences, has successfully completed her Project on the topic " A study on stress management with reference to Palathra Constructions Pvt. Ltd, Thuruthy P.O, Changanacherry, Kottayam" for the duration from 15<sup>th</sup> December, 2023 to 15<sup>th</sup> January, 2024. During the period, she was found punctual, hardworking and inquisitive.

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Mr. Sony Mitthew  
Managing Director  
DIN:03512058





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**  
**A Study On Stress Management In**  
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Submitted by

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REGD. OFF: PALATHRA BUILDING, THURUTHY P.O.,

CHANGANACHERRY, KOTTAYAM, KERALA - 686535

Email: palathraconstructionsprivatltd@gmail.com, Telephone No: 0481-2322150

Mob: 9048490000, 9447532900, 9447000164

REF:No.IC/PC/2024/75

Date:

17.02.2024

## TO WHOM IT MAY CONCERN

This is to certify that **Ms. Nima R Mechery (Reg. No. 210021064194)**, Students of College: Rajagiri College of Management and Applied Sciences, has successfully completed her Project on the topic "A study on stress management with reference to Palathra Constructions Pvt. Ltd, Thuruthy P.O, Changanacherry, Kottayam" for the duration from 15<sup>th</sup> December, 2023 to 15<sup>th</sup> January, 2024. During the period, she was found punctual, hardworking and inquisitive.

We wish her all the best in her future endeavors.

  
Mr. Sony Mathew  
Managing Director  
DIN:03512058





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**A Study On Stress Management In  
Palathra Construction Pvt Ltd, Changanassery**

Submitted by

**K S AKHILA (Reg no:210021064181)**

**MIAH MARIYA MATHEW (Reg no:210021064182)**

**NEHA ANN IYPE (Reg no:210021064192)**

**NIMA R MECHERY (Reg no. 210021064194)**

**SANDRA T JOHN (Reg no. 210021064204)**

Under the Guidance of  
**Ms. ASWATHY KM**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021–2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study On Stress Management In Palathra Construction Pvt Ltd, Changanassery" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by K S Akhila, Miah Mariya Mathew, Neha Ann Iype, Nima R Mechery and Sandra T John under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms. ASWATHY KM  
Project Guide



Ms. MARY ANTONY  
Head of the Department

Viva Voce Examination held on 02/05/2024.....

Internal Examiner

External Examiner



# Palathra Constructions Private Limited

CIN-U45201KL2012PTC032867

REGD. OFF: PALATHRA BUILDING, THURUTHY P.O.,  
CHANGANACHERRY, KOTTAYAM, KERALA - 686535

Email: palathraconstructionsprivtltd@gmail.com, Telephone No: 0481-2322150

Mob: 9048490000, 9447532900, 9447000164

REF:No.IC/PC/2024/74

Date: 17.02.2024

## TO WHOM IT MAY CONCERN

This is to certify that **Ms. Sandra T John** (Reg. No. 210021064204), Students of College: Rajagiri College of Management and Applied Sciences, has successfully completed her Project on the topic " A study on stress management with reference to Palathra Constructions Pvt. Ltd, Thuruthy P.O, Changanacherry, Kottayam" for the duration from 15<sup>th</sup> December, 2023 to 15<sup>th</sup> January, 2024. During the period, she was found punctual, hardworking and inquisitive.

We wish her all the best in her future endeavors.

  
**Mr. Sony Mathew**  
**Managing Director**  
**DIN:03512058**





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**"A study on the role of social media in Employee recruitment" with  
reference to KUN CAPITAL (ASHOK LEYLAND), Edappally,  
Ernakulam, Kerala.**

Submitted by

Sarath KS

(Reg no: 210021064205)

Rayyan Rahouf

(Reg no.210021064199)

Nivreen Joshy

(Reg no.21002106190)

Thomas Thomas

(Reg no.210021064212)

Nivin KS

(Reg no.210021064195)

Under the Guidance of

**Ms. Manju M Kaimal**

*In partial fulfillment of the requirements for the award of the Degree  
of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the project work titled "A study on the role of social media in Employee recruitment" with reference to KUN CAPITAL (ASHOK LEYLAND) Edappally, Ernakulam, Kerala, submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Sarath KS, Rayyur Rahuul, Naveen Joshy, Thomas Thomas and Nivin KS under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**Ms. Manju M Kaimal**

Project Guide



**Ms. Mary Antony**

Head of Department

Viva Voce Examination held on 04/05/2019

Internal Examiner

External Examiner

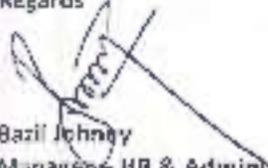
06<sup>th</sup> March 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Rayyan Rahcof** Final year B.com student of Rajagiri college of Management and Applied Sciences has successfully completed Internship in our organization, from **22<sup>th</sup> February 2024 to 29<sup>th</sup> February 2024**. His Conduct has been good during this tenure.

We wish him the very best for his future assignments.

Regards

  
Basil Johny  
Manager - HR & Administration



**KUN CAPITAL Automotive Private Limited**

EDAPALLY : No. 9,17/530, Highway NH-47, Koonmethal, Dpp. Mima, Coappally North - 682 024, T : 2464-4211011  
KUNHAMKULAM : No. 16/377A, Near Senior Ground, Kunnamkulam P.O., Thiruvananthapuram - 680 503, T : 01375 90710  
PALAKKAD : No. 4/215, NH-47, Yackara Post, Near Karumthuruthy, Palakkad - 678 701, T : 95075 65536  
PERUMBAVOOR : Bldg. No. 3/209-A, Perumbavoor Municipality, Aariyakkal, MC Road, Perumbavoor, Ernakulam - 680 143, T : 85674 89455  
THIRUVANANTHAPURAM : Bldg. No. 15/263, Puthur Grama Panchayath, NH-47, Dypexa Road, Marathakara P.O., Thiruvananthapuram - 680 306, T : 95678 65535



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**"A study on the role of social media in Employee recruitment" with  
reference to KUN CAPITAL (ASHOK LEYLAND), Edappally,**

**Ernakulam, Kerala.**

Submitted by

**Sarath KS**

(Reg no: 210021064205)

**Rayyan Rafoof**

(Reg no:210021064199)

**Naveen Joshy**

(Reg no:21002106190)

**Thomas Thomas**

(Reg no:210021064212)

**Nivin KS**

(Reg no:210021064195)

Under the Guidance of

**Ms. Manju M Kaimal**

*In partial fulfillment of the requirements for the award of the Degree  
of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021-2024



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the project work titled "A study on the role of social media in Employee recruitment" with reference to KUN CAPITAL (ASHOK LEYLAND) Edappally, Ernakulam, Kerala, submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Sarath K.S, Rayyan Rahoof, Naveen Joshy, Thomas Thomas and **Nivin KS** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**Ms. Manju M Kaimal**  
Project Guide

**Ms. Mary Antony**  
Head of Department



Viva Voce Examination held on 22/05/2024

Internal Examiner

External Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**"A study on the role of social media in Employee recruitment" with  
reference to KUN CAPITAL (ASHOK LEYLAND), Edappally.**

**Ernakulam, Kerala.**

**Submitted by**

**Sarath KS**

(Reg no: 210021064205)

**Rayyan Raheef**

(Reg no:210021064199)

**Naveen Joshy**

(Reg no.21002106190)

**Thomas Thomas**

(Reg no:210021064212)

**Nivin KS**

(Reg no:210021064195)

**Under the Guidance of**

**Ms. Manju M Kaimal**

*In partial fulfillment of the requirements for the award of the Degree*

*of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the project work titled "A study on the role of social media in Employee recruitment" with reference to KUN CAPITAL (ASHOK LEYLAND) Edappally, Ernakulam, Kerala, submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Sarath K.S, Rayyan Rafoof, Naveen Joshy, Thomas Thumas and Nirvin KS under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**Ms. Manju M Kaimal**

Project Guide



**Ms. Mary Antony**

Head of Department

Viva Voce Examination held on... 18/05/2024

Internal Examiner

External Examiner

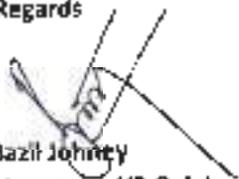
06<sup>th</sup> March 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Naveen Joshy** Final year B.com student of Rajagiri college of Management and Applied Sciences has successfully completed Internship in our organization, from 12<sup>th</sup> February 2024 to 29<sup>th</sup> February 2024. His Conduct has been good during this tenure.

We wish him the very best for his future assignments.

Regards

  
Basil Johny  
Manager - HR & Administration



**KUN CAPITAL Automotive Private Limited**

EDAPPALLY : No. 9, 7:539, Highway NH-47, Koonimthel, Opp. Milma, Edappally North - 682 024. T : 0464-4211011  
KUNNAMKILAM : No. 16/377A, New School Ground, Kunnamkulam P.O., Thrissur - 680 503 T : 81378 90710  
PACANKAD : No. 4/315, NH-47, Yelkara Post, Near Kadumthundhy, Palakkad - 678 701 T : 95678 65536  
PERUMBAYOOR : Bldg. No. 32/19 A, Perumbayoor Municipality, Kozhikkad, MC Road, Perumbayoor, Ernakulam - 681 543 T : 95674 89455  
THRISUR : Bldg. No. 18/290 Puthal Grama Panchayath, NH-47, Bypass Road, Marathukara P.O., Thrissur - 680 306 T : 95678 65636



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**“A study on the role of social media in Employee recruitment” with  
reference to KUN CAPITAL (ASHOK LEYLAND), Edappally,  
Ernakulam, Kerala.**

Submitted by

**Sarath KS**

(Reg no: 210021064205)

**Rayyan Rahoof**

(Reg no 210021064199)

**Naveen Joshy**

(Reg no:21002106190)

**Thomas Thomas**

(Reg no 210021064212)

**Nivin KS**

(Reg no:210021064195)

Under the Guidance of

**Ms. Manju M Kaimal**

*In partial fulfillment of the requirements for the award of the Degree  
of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021–2024



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the project work titled "A study on the role of social media in Employee recruitment" with reference to KUN CAPITAL (ASHOK LEYLAND) Edappally, Ernakulam, Kerala, submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Sarath K.S., Rayyan Rahuof, Naveen Joshy, Thomas Thomas and Nivin KS under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**Ms. Manju M Kaimal**

Project Guide



**Ms. Mary Antony**

Head of Department

Viva Voce Examination held on 02/05/2024

Internal Examiner

External Examiner

06<sup>th</sup> March 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Sarath K S** Final year B.com student of Rajagiri college of Management and Applied Sciences has successfully completed Internship in our organization, from **12<sup>th</sup> February 2024** to **29<sup>th</sup> February 2024**. His Conduct has been good during this tenure.

We wish him the very best for his future assignments.

Regards

  
Basil Johny  
Manager - HR & Administration



**KUN CAPITAL Automotive Private Limited**

- EDAPPALLY : No. 2,17/539, Highway NH-47, Koonamthol, Dep. Milma, Edappally North - 682 024, T: 0484-4211011
- EDUNNAMPULAM : No. 10/377A, Near Senior Ground, Kunnankulam P.O., Thiruvananthapuram - 680 503, T: 01378 90710
- PALANKAD : No. 4/318, NH-47, Yakkara Post, Near Kadumthunthy, Palankad - 678 701, T: 05078 66536
- PERUMBEVLOOR : Bldg. No. 3/208-A, Perumbevoor Municipality, Kariyankad, MC Road, Perumbevoor, Ernakulam - 683 843, T: 95674 89455
- THIRUVARUR : Bldg. No. 18/250, Pulur Grama Panchayath, NH-47, Bypass Road Marathekkara P.O., Thiruvananthapuram - 680 306, T: 95678 66536



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**“A study on the role of social media in Employee recruitment” with  
reference to KUN CAPITAL (ASHOK LEYLAND), Edappally,  
Ernakulam, Kerala.**

Submitted by

**Sarath KS**

(Reg no: 210021064205)

**Rayyan Rahoof**

(Reg no:210021064199)

**Naveen Joshy**

(Reg no:21002106190)

**Thomas Thomas**

(Reg no:210021064212)

**Nivin KS**

(Reg no:210021064195)

Under the Guidance of

**Ms. Manju M Kaimal**

*In partial fulfillment of the requirements for the award of the Degree  
of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021–2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A study on the role of social media in Employee recruitment" with reference to KUN CAPITAL (ASHOK LEYLAND) Edappally, Emakulam, Kerala, submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Sarath K.S. Rayyan Rahoof, Naveen Joshy, Thomas Thomas and Nivin KS under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**Ms. Manju M Kaimal**  
Project Guide



**Ms. Mary Antony**  
Head of Department

Viva Voce Examination held on... 02/05/2024

Internal Examiner

External Examiner

06<sup>th</sup> March 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Thomas Thomas** Final year B.com student of Rajagiri college of Management and Applied Sciences has successfully completed Internship in our organization, from 12<sup>th</sup> February 2024 to 25<sup>th</sup> February 2024. His Conduct has been good during this tenure.

We wish him the very best for his future assignments.

Regards

  
Bazil Johny  
Manager - HR & Administration



**KUN CAPITAL Automotive Private Limited**

**EDAPPALLY** : No. 9, 17/53B, Highway NH-47, Kananthol, Opp. Milva, Edappally North - 682 02A. T : 0484-4211011  
**KORAMBILAKAM** : No. 16/377A, Near Senior Bazaar, Kunnurthalam P.O., Puthoor - 680 603. T : 51279 00718  
**PALAZHAD** : No. 421A, NH-47, Yakkara Post, Near Kadumtharudy, Palakkad - 679 701. T : 96678 65634  
**PERUMBANDUR** : Bldg. No. 1/206-A, Perumbavoor Municipality, Karjikkad, MC Road, Perumbavoor, Ernakulam - 685 843. T : 85574 04166  
**THRISSUR** : Bldg. No. 18/280, Puthar Grama Panchayath, NH-47, Bypass Road, Maruthickara P.O., Thrissur - 680 366. T : 95578 65535



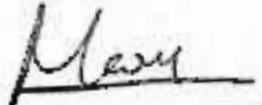
**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

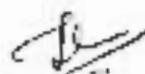
This is to certify that the project work titled "A Study on Customer Relationship Management Through Social Media Marketing in Blue Jelly Cruises & Resort" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Muhammed Sahil P M, Nandana Shibu, **Navreen John Boby**, Nehal A L And Rakesh V under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
MS. MANJU M KAIM  
Project Guide



  
Ms. MARY ANTONY  
Head of the Department

Viva Voce Examination held on 02/05/2023 .....

  
Internal Examiner

  
External Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study on Customer Relationship Management Through  
Social Media Marketing in Blue Jelly Cruises & Resort**

Submitted by

**MUHAMMED SAHIL P M(Reg no:210021064185)**

**NANDANA SHIBU(Reg no:210021064189)**

**NAVEEN JOHN BOBY(Reg no:210021064236)**

**NEHAL A L(Reg no. 210021064193)**

**RAKESH V(Reg no. 210021064231)**

Under the Guidance of

**Ms. Manju M Kaimal**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



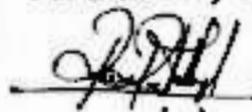
2021-2024

05<sup>th</sup> March 2024

**TO WHOMSOEVER IT MAY CONCERN**

This certificate confirms that MUHAMMED SAHIL P M.NANDANA SHIBU, **NAVEEN JOHN BOBY**, NEHAL A L and RAKESH V students of Rajagiri College of Management and Applied Sciences, has satisfactorily concluded their project titled "A study on customer Relationship Management Through Social Media Marketing" With reference to 'Blue Jelly Cruises & Resorts Alleppey'.

For Blue Jelly cruises and Resorts Pvt Ltd



Praveen Palathingal  
General Manager



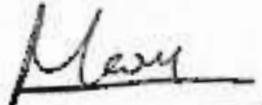
**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

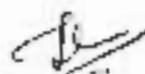
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MS. MANJU M KAIM  
Project Guide



  
Ms. MARY ANTONY  
Head of the Department

Viva Voce Examination held on 02/05/2023 .....

  
Internal Examiner

  
External Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study on Customer Relationship Management Through  
Social Media Marketing in Blue Jelly Cruises & Resort**

Submitted by

**MUHAMMED SAHIL P M(Reg no:210021064185)**

**NANDANA SHIBU(Reg no:210021064189)**

**NAVEEN JOHN BOBY(Reg no:210021064236)**

**NEHAL A L(Reg no. 210021064193)**

**RAKESH V(Reg no. 210021064231)**

Under the Guidance of

**Ms. Manju M Kaimal**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021-2024

05<sup>th</sup> March 2024

**TO WHOMSOEVER IT MAY CONCERN**

This certificate confirms that MUHAMMED SAHIL P M,NANDANA SHIBU,NAVEEN JOHN BOBY,NEHAL A L and RAKESH V students of Rajagiri College of Management and Applied Sciences, has satisfactorily concluded their project titled "A study on customer Relationship Management Through Social Media Marketing" With reference to 'Blue Jelly Cruises & Resorts Alleppey'.

For Blue Jelly cruises and Resorts Pvt Ltd



Praveen Palathingal  
General Manager



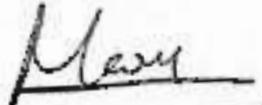
**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

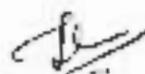
This is to certify that the project work titled "A Study on Customer Relationship Management Through Social Media Marketing in Blue Jelly Cruises & Resort" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Muhammed Sahil P M, Nandana Shibu, Navcen John Boby, Nehal A L And Rakesh V under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
MS. MANJU M KAIM  
Project Guide



  
Ms. MARY ANTONY  
Head of the Department

Viva Voce Examination held on 02/05/2023 .....

  
Internal Examiner

  
External Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study on Customer Relationship Management Through  
Social Media Marketing in Blue Jelly Cruises & Resort**

Submitted by

**MUHAMMED SAHIL P M(Reg no:210021064185)**

**NANDANA SHIBU(Reg no:210021064189)**

**NAVEEN JOHN BOBY(Reg no:210021064236)**

**NEHAL A L(Reg no. 210021064193)**

**RAKESH V(Reg no. 210021064231)**

Under the Guidance of

**Ms. Manju M Kaimal**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021-2024

05<sup>th</sup> March 2024

**TO WHOMSOEVER IT MAY CONCERN**

This certificate confirms that MUHAMMED SAHIL P **M.NANDANA SHIBU**,NAVEEN JOHN BOBY,NEHAL A L and RAKESH V students of Rajagiri College of Management and Applied Sciences, has satisfactorily concluded their project titled "A study on customer Relationship Management Through Social Media Marketing" With reference to 'Blue Jelly Cruises & Resorts Alleppey'.

For Blue Jelly cruises and Resorts Pvt Ltd



Praveen Palathingal  
General Manager



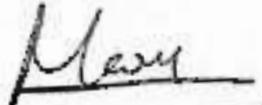
**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

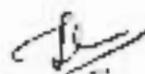
This is to certify that the project work titled "A Study on Customer Relationship Management Through Social Media Marketing in Blue Jelly Cruises & Resort" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Muhammed Sahil P M, Nandana Shibu, Navcen John Boby, Nehal A L And Rakesh V under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
MS. MANJU M KAIM  
Project Guide



  
Ms. MARY ANTONY  
Head of the Department

Viva Voce Examination held on 02/05/2023 .....

  
Internal Examiner

  
External Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study on Customer Relationship Management Through  
Social Media Marketing in Blue Jelly Cruises & Resort**

Submitted by

**MUHAMMED SAHIL P M(Reg no:210021064185)**

**NANDANA SHIBU(Reg no:210021064189)**

**NAVEEN JOHN BOBY(Reg no:210021064236)**

**NEHAL A L(Reg no. 210021064193)**

**RAKESH V(Reg no. 210021064231)**

Under the Guidance of

**Ms. Manju M Kaimal**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



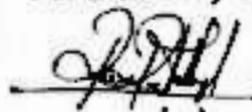
2021-2024

05<sup>th</sup> March 2024

**TO WHOMSOEVER IT MAY CONCERN**

This certificate confirms that MUHAMMED SAHIL P M.NANDANA SHIBU,NAVEEN JOHN BOBY,NEHAL A L and RAKESH V students of Rajagiri College of Management and Applied Sciences, has satisfactorily concluded their project titled "A study on customer Relationship Management Through Social Media Marketing" With reference to 'Blue Jelly Cruises & Resorts Alleppey'.

For Blue Jelly cruises and Resorts Pvt Ltd



Praveen Palathingal  
General Manager



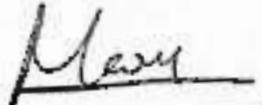
**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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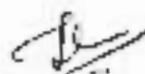
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Head of the Department

Viva Voce Examination held on 02/05/2023 .....

  
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External Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study on Customer Relationship Management Through  
Social Media Marketing in Blue Jelly Cruises & Resort**

Submitted by

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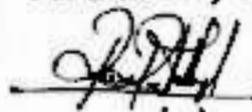
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05<sup>th</sup> March 2024

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**For Blue Jelly cruises and Resorts Pvt Ltd**



**Praveen Palathingal**  
General Manager



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**"VOLUNTEER RETENTION IN AN NGO; CRITICAL  
ANALYSIS OF STRATEGIES USED BY MAKE-A-  
DIFFERENCE"**

**Submitted by**

**Aravind C**

(210021064176)

**Sooraj Sibi**

(210021064211)

**Abutahir Puthedath Navab**

(210021064216)

**Nadeem Muhammad Ali**

(210021064186)

**Aavy Antony**

(210021064175)

**Under the Guidance of**

**Mrs. Manju Kaimal**

*In partial fulfilment of the requirements for the award of the Degree of Bachelor of  
Commerce*

**Mahatma Gandhi University, Kottayam**



2021-2024



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

CERTIFICATE

This is to certify that the project work titled "Volunteer retention in an NGO, critical analysis of strategies used by make-a-difference" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Aravind C, Abutahir Puthedath Navah, Nadeem Muhammad Ali, Anvy Antony, Sooraj Sibi under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Ms Manju M Kairal

Project Guide



College seal

Ms Mary Antony

Head of the Department

Viva Voce Examination held on 02/05/24

Internal Examiner

External Examiner

CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Aravind C**, a 6th semester B.com Model 1 Computer Applications student of Rajagiri College of Management and Applied Sciences has successfully completed his project titled "Volunteer retention in an NGO; critical analysis of strategies used by Make-A- Difference".



Signed by:  
Robin Saji  
Community Team Lead  
Make a Difference -Cochin

contact@makeadiff.in

Registered Office:  
Nedumala House, Harmony  
Enclave, Chilavannoor Road,  
Cochin-682020, Ernakulam, Kerala  
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RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES  
KOTTAYAM

**INDUSTRIAL PROJECT REPORT**

**"VOLUNTEER RETENTION IN AN NGO; CRITICAL  
ANALYSIS OF STRATEGIES USED BY MAKE-A-  
DIFFERENCE"**

**Submitted by**

Aravind C	(210021064176)
Seoraj Sibi	(210021064211)
<b>Abutahir Puthedath Navab</b>	(210021064216)
Nadeem Muhammad Ali	(210021064186)
Aavy Antony	(210021064175)

**Under the Guidance of**

**Mrs. Manju Kaimal**

*In partial fulfilment of the requirements for the award of the Degree of Bachelor of  
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**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Ms Manju M Kaimal

Project Guide



College seal

Ms Mary Antony

Head of the Department

Viva Voce Examination held on 02/05/24

Internal Examiner

External Examiner

## CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Abutahir Puthedath Navab**, a 6th semester B.com Model 1 Computer Applications student of Rajagiri College of Management and Applied Sciences has successfully completed his project titled "Volunteer retention in an NGO; critical analysis of strategies used by Make-A- Difference".



Signed by:  
Febin Saji  
City Team Lead  
Make a Difference -Cochin

contact@makeadiff.in

Registered Office:  
Nedumala House, Harmony  
Enclave, Chilavannoor Road,  
Cochin-682020, Ernakulam, Kerala  
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RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**“VOLUNTEER RETENTION IN AN NGO; CRITICAL  
ANALYSIS OF STRATEGIES USED BY MAKE-A-  
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**Submitted by**

Aravind C	(210021064176)
Sooraj Sibi	(210021064211)
Abutahir Puthedath Navab	(210021064216)
Nadeem Muhammad Ali	(210021064186)
Anvy Antony	(210021064175)

Under the Guidance of  
**Mrs. Manju Kaimal**

*In partial fulfilment of the requirements for the award of the Degree of Bachelor of  
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Mahatma Gandhi University, Kottayam



2021-2024



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RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Ms Manju M Kaimal

Project Guide



Ms Mary Antony

Head of the Department

Viva Voce Examination held on... 02/05/24 .....

Internal Examiner

External Examiner



Transforming outcomes for children in shelters.

## CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Sooraj Sibi**, a 6th semester B.com Model 1 Computer Applications student of Rajagiri College of Management and Applied Sciences has successfully completed his project titled "Volunteer retention in an NGO; critical analysis of strategies used by Make-A- Difference".

Signed by:  
Febin Saji  
City Team Lead  
Make a Difference -Cochin

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Registered Office:  
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Enclave, Chilavannoor Road,  
Cochin-682020, Ernakulam, Kerala  
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**INDUSTRIAL PROJECT REPORT**

**“VOLUNTEER RETENTION IN AN NGO; CRITICAL  
ANALYSIS OF STRATEGIES USED BY MAKE-A-  
DIFFERENCE”**

**Submitted by**

Aravind C	(210021064176)
Sooraj Sibi	(210021064211)
Abutahir Puthedath Navab	(210021064216)
<b>Nadeem Muhammad Ali</b>	(210021064186)
Anvy Antouy	(210021064175)

**Under the Guidance of  
Mrs. Manju Kainal**

*In partial fulfilment of the requirements for the award of the Degree of Bachelor of  
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**Mahatma Gandhi University, Kottayam**



**2021-2024**



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RAJAGIRI COLLEGE OF MANAGEMENT &  
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Ms Manju M Kaimal

Project Guide



Ms Mary Antony—

Head of the Department

Viva Voce Examination held on...02/05/24.....

Internal Examiner

External Examiner

CERTIFICATE

TO WHOMSOEVER IT MAY  
CONCERN

This is to certify that **Mr.Nadeem Muhammad Ali**, a 6th semester B.com Model 1 Computer Applications student of Rajagiri College of Management and Applied Sciences has successfully completed his project titled "Volunteer retention in an NGO; critical analysis of strategies used by Make-A- Difference".



Signed by:  
Robin Saji  
City Team Lead  
Make a Difference - Cochin

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**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**"VOLUNTEER RETENTION IN AN NGO; CRITICAL ANALYSIS OF STRATEGIES USED BY MAKE-A-DIFFERENCE"**

Submitted by

Aravind C	(210021064176)
Sooraj Sibi	(210021064211)
Abutabir Puthedath Navab	(210021064216)
Nadeem Muhammad Ali	(210021064186)
<b>Anvy Antony</b>	(210021064175)

Under the Guidance of

**Mrs. Manju Kaimal**

*In partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021-2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Ms Manju M Kaimal  
Project Guide



College seal

Ms Mary Antony  
Head of the Department

Viva Voce Examination held on 02/05/2024

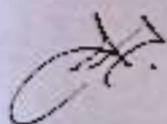
Internal Examiner

External Examiner

CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Anvy Antony**, a 6th semester B.com Model 1 Computer Applications student of Rajagiri College of Management and Applied Sciences has successfully completed his project titled "Volunteer retention in an NGO; critical analysis of strategies used by Make-A- Difference".



igned by:  
ebin Saji  
ity Team Lead  
ake a Difference -Cochin

fact@makeadiff.in

Registered Office:  
Nedumala House, Harmony  
Enclave, Chilavannoor Road,  
Cochin-682020, Ernakulam, Kerala  
makeadiff.in

makeadiff.in



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"Impact of Emotional Intelligence on Quality of Work Life  
Among Employees of Herbal Isolates (P)Ltd, Aikaranad North,  
Synthite Taste Park, Kerala"**

Submitted by

<b>Sneha Shaji</b>	<b>(210021064208)</b>
<b>Immanuel Raju</b>	<b>(210021064229)</b>
<b>Dilna Parvin M S</b>	<b>(210021064227)</b>
<b>Athul G R</b>	<b>(210021064178)</b>
<b>Sana Fathima T A</b>	<b>(210021064202)</b>

Under the Guidance of

**Ms. Manju M Kaimal**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021- 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "**Impact of Emotional Intelligence on Quality of Work Life Among Employees of Herbal Isolates (P) Ltd, Aikarnad North, Synthite Taste Park, Kerala**", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Sneha Shaji, Immanuel Raju, Dilna Parvin M S, Athul G R, and Sana Fathima T A** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

*Manju*  
**MANJU M. KAIMAL**  
Project Guide



*Mary*  
**MARY ANTONY**  
Head of the Department

Viva Voce Examination held on *02/05/2024* .....

*[Signature]*  
Internal Examiner

*[Signature]*  
External Examiner

REF: HIPL/PROI/11/2024

Date: 19/02/2024

**CERTIFICATE**

This is certified that **Mr. Immanuel Raju** pursuing B Com Computer application 2021-24 from Rajagiri collage of management and applied sciences, Kakkanadu has successfully completed his three Months internship at Herbal Isolates (P) Ltd on the topic "Impact of Emotional Intelligence on Quality of Work life Among Employees" of Herbal Isolates (P) Ltd from 15/11/2023 to 15/02/2024 (Three Months).

His Character and conduct during the tenure were found good.

We wish Mr. Immanuel Raju all success in future endeavors.

For Herbal Isolates (P) Ltd,

For Herbal Isolates Pvt Ltd



Johnson K P  
Sr. Manager  
Production, Admin & IR



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

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Submitted by

<b>Sneha Shaji</b>	(210021064208)
<b>Immanuel Raju</b>	(210021064229)
<b>Dilna Parvin M S</b>	(210021064227)
<b>Athul G R</b>	(210021064178)
<b>Sana Fathima T A</b>	(210021064202)

Under the Guidance of

**Ms. Manju M Kaimal**

*In partial fulfillment of the requirements for the award of the Degree of  
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2021-2024



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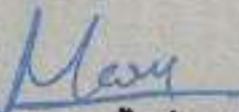
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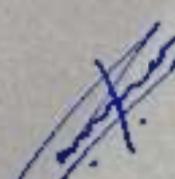
  
MANJU M. KAIMAL  
Project Guide



  
MARY ANTONY  
Head of the Department

Viva Voce Examination held on 02-05-2024 .....

  
Internal Examiner

  
External Examiner

REF: HIPL/PROJ/12/2024

Date: 19/02/2024

**CERTIFICATE**

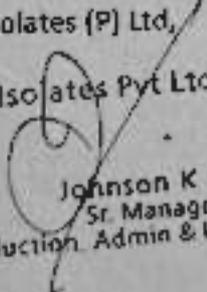
This is certified that **Ms. Sneha Shaji** pursuing B Com Computer application 2021-24 from Rajagiri collage of management and applied sciences, Kakkanadu has successfully completed Her three Months internship at Herbal Isolates (P) Ltd on the topic "Impact of Emotional Intelligence on Quality of Work life Among Employees" of Herbal Isolates (P) Ltd from 15/11/2023 to 15/02/2024 (Three Months).

Her Character and conduct during the tenure were found good.

We wish Ms. Sneha Shaji all success in future endeavors.

For Herbal Isolates (P) Ltd,

For Herbal Isolates Pvt Ltd

  
Johnson K P  
Sr. Manager  
Production, Admin & IR



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"Impact of Emotional Intelligence on Quality of Work Life  
Among Employees of Herbal Isolates (P)Ltd, Aikaranad North,  
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Submitted by

<b>Sneha Shaji</b>	<b>(210021064208)</b>
<b>Immanuel Raju</b>	<b>(210021064229)</b>
<b>Dilna Parvin M S</b>	<b>(210021064227)</b>
<b>Athul G R</b>	<b>(210021064178)</b>
<b>Sana Fathima T A</b>	<b>(210021064202)</b>

Under the Guidance of

**Ms. Manju M Kaimal**

*In partial fulfillment of the requirements for the award of the Degree of  
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Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

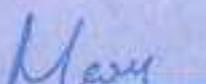
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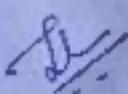
This is to certify that the project work titled "Impact of Emotional Intelligence on Quality of Work Life Among Employees of Herbal Isolates (P) Ltd, Aikarnad North, Synthite Taste Park, Kerala", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Sneha Shaji, Immanuel Raju, Dilna Parvin M S, Athul G R, and Sana Fathima T A** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

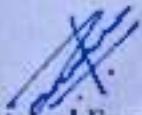
  
MANJU. M. KAIMAL  
Project Guide



  
MARY ANTONY  
Head of the Department

Viva Voce Examination held on 02/05/2024 .....

  
Internal Examiner

  
External Examiner

REF: HIPL/PROJ/13/2024

Date: 19/02/2024

CERTIFICATE

This is certified that **Ms. Dilna Parvin M.S** pursuing B Com Computer application 2021-24 from Rajagiri collage of management and applied sciences, Kakkanadu has successfully completed Her three Months internship at Herbal Isolates (P) Ltd on the topic "Impact of Emotional Intelligence on Quality of Work life Among Employees" of Herbal Isolates (P) Ltd from 15/11/2023 to 15/02/2024 (Three Months).

Her Character and conduct during the tenure were found good.

We wish Ms. Dilna Parvin M.S all success in future endeavors.

For Herbal Isolates (P) Ltd.

For Herbal Isolates Pvt Ltd



Johnson K P  
Sr. Manager  
Production, Admin & IR



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
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## INDUSTRIAL PROJECT REPORT

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Submitted by

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<b>Immanuel Raju</b>	<b>(210021064229)</b>
<b>Dilna Parvin M S</b>	<b>(210021064227)</b>
<b>Athul G R</b>	<b>(210021064178)</b>
<b>Sana Fathima T A</b>	<b>(210021064202)</b>

Under the Guidance of

**Ms. Manju M Kaimal**

*In partial fulfillment of the requirements for the award of the Degree of  
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**Mahatma Gandhi University, Kottayam**



2021-2024



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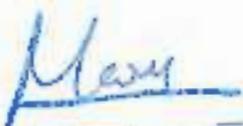
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APPLIED SCIENCES

## Certificate

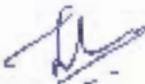
This is to certify that the project work titled "Impact of Emotional Intelligence on Quality of Work Life Among Employees of Herbal Isolates (P) Ltd, Aikarnad North, Synthite Taste Park, Kerala", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Sneha Shaji, Immanuel Raju, Dilna Parvin M S, Athul G R. and Sana Fathima T A** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
MANJU · M. KAIMAL  
Project Guide



  
MARY ANTONY  
Head of the Department

Viva Voce Examination held on 02/05/2024 .....

  
Internal Examiner

  
External Examiner

REF: HIMP/PROJ/14/2024

Date: 19/02/2024

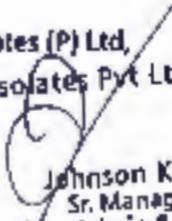
**CERTIFICATE**

This is certified that **Mr. Athul G.R** pursuing B Com Computer application 2021-24 from Rajagiri collage of management and applied sciences, Kakkannadu has successfully completed his three Months internship at Herbal Isolates (P) Ltd on the topic "Impact of Emotional Intelligence on Quality of Work life Among Employees" of Herbal Isolates (P) Ltd from 15/11/2023 to 15/02/2024 (Three Months).

His Character and conduct during the tenure were found good.

We wish **Mr. Athul G.R** all success in future endeavors.

For Herbal Isolates (P) Ltd,  
For Herbal Isolates Pvt Ltd

  
Johnson K P  
Sr. Manager  
Production, Admin & IR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**“Impact of Emotional Intelligence on Quality of Work Life  
Among Employees of Herbal Isolates (P)Ltd, Aikaranad North,  
Synthite Taste Park, Kerala”**

Submitted by

<b>Sneha Shaji</b>	<b>(210021064208)</b>
<b>Immanuel Raju</b>	<b>(210021064229)</b>
<b>Dilna Parvin M S</b>	<b>(210021064227)</b>
<b>Athul G R</b>	<b>(210021064178)</b>
<b>Sana Fathima T A</b>	<b>(210021064202)</b>

Under the Guidance of

**Ms. Manju M Kaimal**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021–2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "Impact of Emotional Intelligence on Quality of Work Life Among Employees of Herbal Isolates (P) Ltd, Aikarnad North, Synthite Taste Park, Kerala", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Sneha Shaji, Immanuel Raju, Dilna Parvin M S, Athul G R, and Sana Fathima T A** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
**MANJU. M. KAIMAL**  
Project Guide



  
**MARY ANTONY**  
Head of the Department

Viva Voce Examination held on 02-5-2024 .....

  
Internal Examiner

  
External Examiner

REF: HIPL/PROJ/15/2024

Date: 19/02/2024

**CERTIFICATE**

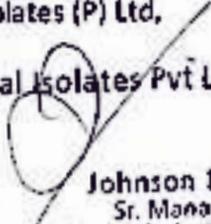
This is certified that **Ms. Sana Fathima T.A** pursuing B Com Computer application 2021-24 from Rajagiri collage of management and applied sciences, Kakkanadu has successfully completed Her three Months internship at Herbal Isolates (P) Ltd on the topic "Impact of Emotional Intelligence on Quality of Work life Among Employees" of Herbal Isolates (P) Ltd from 15/11/2023 to 15/02/2024 (Three Months).

Her Character and conduct during the tenure were found good.

We wish Ms. Sana Fathima T.A all success in future endeavors.

For Herbal Isolates (P) Ltd,

For Herbal Isolates Pvt Ltd



Johnson K P  
Sr. Manager  
Production, Admin & IR



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL  
MARKETING STRATEGIES OF FFC, PERUMBAVOOR"**

Submitted by

**NANDANA MANI**  
(Reg no: 210021064188)

**SNEHA MARIA JOHN**  
(Reg no: 210021064207)

**RUBY MARY SHAINI**  
(Reg no: 210021064201)

**JEENA MARY VARGHESE**  
(Reg no: 210021064180)

**ROSE SAIOLIN**  
(Reg no: 210021064200)

Under the Guidance of

**Ms. ASHLIN MARIA JOSEPH**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021 – 2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A Study on the effectiveness of promotional marketing strategies of FFC, Perumbavoor" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Nandana Mani, Sneha Mariya John, Ruby Mary Shaini, Jeena Mary Varghese, Rose Saiolin under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on 03/05/2024.....

Internal Examiner

External Examiner



## TO WHOM SO EVER IT MAY CONCERN

This is to certify that, Ms. RUBY MARY SHAINI, final year B.Com model 1 computer application, student of Rajagiri College of Management and Applied Sciences, kakkanad has successfully completed her 30 days of project work in our organization on the topic "A Study on the Effectiveness of promotional Marketing Strategies to tackle competitors of FFC Perumbavoor Ernakulam."

PERUMBAVOOR,

For FFC ,

Fasaludeen T M,  
Managing Partner

16.02.2024



FFC PERUMBAVOOR  
2ND FLOOR TMS CENTRE MALL, AM RD, PERUMBAVOOR, KERALA 683542  
GSTIN - 32ABYPF4562B1ZS, Ph no. 9840644777  
Email-ffcperumbavoor@gmail.com



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**“A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL  
MARKETING STRATEGIES OF FFC, PERUMBAVOOR”**

Submitted by

**NANDANA MANI**

(Reg no:210021064188)

**SNEHA MARIA JOHN**

(Reg no: 210021064207)

**RUBY MARY SHAINI**

(Reg no:210021064201)

**JEENA MARY VARGHESE**

(Reg no:210021064180)

**ROSE SAIOLIN**

(Reg no:210021064200)

Under the Guidance of

**Ms. ASHLIN MARIA JOSEPH**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the project work titled "A Study on the effectiveness of promotional marketing strategies of FFC, Perumbavoor" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Nandana Mani, Sneha Mariya John, Ruby Mary Shaini, Jeena Mary Varghese, **Rose Saiolin** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on ... 03/05/2024 ...

Internal Examiner

External Examiner



## TO WHOM SO EVER IT MAY CONCERN

This is to certify that, **Ms. ROSE SAIOLIN**, final year B.Com model 1 computer application, student of Rajagiri College of Management and Applied Sciences, kakkanad has successfully completed her 30 days of project work in our organization on the topic "A Study on the Effectiveness of promotional Marketing Strategies to tackle competitors of FFC Perumbavoor Ernakulam."

ERUMBAVOOR,

For FFC ,

16.02.2024



**Fasaludeen T M,**  
**Managing Partner**

**FFC PERUMBAVOOR**

2ND FLOOR TMS CENTRE MALL, AM RD, PERUMBAVOOR, KERALA 683542

GSTIN - 32ABYPF4562B12S, Ph no.9846644777

Email-ffcperumbavoor@gmail.com



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL  
MARKETING STRATEGIES OF FFC, PERUMBAYOOR"**

**Submitted by**

**NANDANA MANI**  
(Reg no: 210021064188)

**SNEHA MARIA JOHN**  
(Reg no: 210021064207)

**RUBY MARY SHAINI**  
(Reg no: 210021064201)

**JEENA MARY VARGHESE**  
(Reg no: 210021064180)

**ROSE SAIOLIN**  
(Reg no: 210021064200)

**Under the Guidance of**

**Ms. ASHLIN MARIA JOSEPH**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021 – 2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A Study on the effectiveness of promotional marketing strategies of FFC, Perumbavoor" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Nandana Mani, Sncha Mariya John, Ruby Mary Shaini, Jeena Mary Varghese, Rose Sainlin under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on ..... 08/05/2024 .....

Internal Examiner

External Examiner



## TO WHOM SO EVER IT MAY CONCERN

This is to certify that, **Ms. JEENA MARY VARGHESE**, final year B.Com model 1 computer application, student of Rajagiri College of Management and Applied Sciences, kakkanad has successfully completed her 30 days of project work in our organization on the topic "A Study on the Effectiveness of promotional Marketing Strategies to tackle competitors of FFC Perumbavoor Ernakulam."

PERUMBAVOOR,

For FFC ,

16.02.2024



**Fasaludeen T M,**  
**Managing Partner**

**FFC PERUMBAVOOR**

2ND FLOOR TMS CENTRE MALL, AM RD, PERUMBAVOOR, KERALA 683542

GSTIN - 32ABYPPF4562B1ZS, Ph no.9846644777

Email-ffcperumbavoor@gmail.com



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**“A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL  
MARKETING STRATEGIES OF FFC,PERUMBAVOOR”**

Submitted by

**NANDANA MANI**

(Reg no:210021064188)

**SNEHA MARIA JOHN**

(Reg no: 210021064207)

**RUBY MARY SHAINI**

(Reg no:210021064201)

**JEENA MARY VARGHESE**

(Reg no:210021064180)

**ROSE SAIOLIN**

(Reg no:210021064200)

Under the Guidance of

**Ms. ASHLIN MARIA JOSEPH**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A Study on the effectiveness of promotional marketing strategies of FFC, Perumbavoor" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Nandana Mani, Sneha Mariya John, Ruby Mary Shaini, Jeena Mary Varghese, Rose Saiolin under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on ... 03/05/2024 ...

Internal Examiner

External Examiner



## TO WHOM SO EVER IT MAY CONCERN

This is to certify that, **Ms. NANDANA MANI**, final year B.Com model 1 computer application, student of Rajagiri College of Management and Applied Sciences, kakkanad has successfully completed her 30 days of project work in our organization on the topic "A Study on the Effectiveness of promotional Marketing Strategies to tackle competitors of FFC Perumbavoor Ernakulam."

ERUMBAVOOR,

For FFC ,

16.02.2024



**Fasaludeen T M,  
Managing Partner**

**FFC PERUMBAVOOR**

2ND FLOOR TMS CENTRE MALL, AM RD, PERUMBAVOOR, KERALA 683542

GSTIN - 32ABYPF4562B1ZS, Ph no.9846644777

Email-ffcperumbavoor@gmail.com



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL  
MARKETING STRATEGIES OF FFC,PERUMBAVOOR"**

Submitted by

**NANDANA MANI**  
(Reg no:210021064188)

**SNEHA MARIA JOHN**  
(Reg no: 210021064207)

**RUBY MARY SHAINI**  
(Reg no:210021064201)

**JEENA MARY VARGHESE**  
(Reg no:210021064180)

**ROSE SAIOLIN**  
(Reg no:210021064200)

Under the Guidance of

**Ms. ASHLIN MARIA JOSEPH**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Project Guide



  
Head of the Department

Viva Voce Examination held on ..... 03-05-2024 .....

  
Internal Examiner

  
External Examiner



## TO WHOM SO EVER IT MAY CONCERN

This is to certify that, Ms. SNEHA MARIYA JOHN, final year B.Com model 1 computer application, student of Rajagiri College of Management and Applied Sciences, kakkanad has successfully completed her 30 days of project work in our organization on the topic "A Study on the Effectiveness of promotional Marketing Strategies to tackle competitors of FFC Perumbavoor Ernakulam."

RUMBAVOOR,

For FFC,

16.02.2024



Fasaludeen T M,  
Managing Partner

FFC PERUMBAVOOR

2ND FLOOR TMS CENTRE MALL, AM RD, PERUMBAVOOR, KERALA 683542

GSTIN - 32ADYPPF4562B1ZS, Ph no.9846644777

Email-ffcperumbavoor@gmail.com



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A STUDY ON THE IMPACT OF ADVERTISING STRATEGIES ON  
CONSUMER PURCHASE INTENTION WITH SPECIAL  
REFERENCE TO LAKEROL PRODUCTS, PIRAVOM**

Submitted by

**ASWANI KRISHNAN (210021064177)**

**NOBLE JACOB (210021064196)**

**ABHISHEK KRISHNA P (210021064215)**

**NEHA SUSAN BABY (210021064230)**

**AKHIL CHEERAN SANTHOSH (21002106219)**

Under the Guidance of

**Ms. ASHLIN MARIA JOSEPH**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A study on the impact of Advertising Strategies on consumer purchase intention with special reference to Lakerol products, Piravom" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Aswani Krishnan, Noble Jacob, Neha Susan Baby, **Abhishek Krishna P**, Akhil Cheeran Santhosh under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
**MS. ASHLIN MARIA JOSEPH**  
Project Guide



  
**MS. MARY ANTONY**  
Head of the Department

Viva Voce Examination held on ... 3-5-2024 .....

  
Internal Examiner

  
External Examiner



## LAKNO CHEMICALS

2/46A, Lakno Road, Kakkad P. O.,  
Piravom - 686 664, Ernakulam Dist, Kerala.  
Ph : 0485 - 2244219  
E-mail : info@lakno.com Website : www.lakno.com

Date: 01/01/2024

### CERTIFICATE

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr Abhishek Krishna P** (Registration No. 210021064215), a 6th-semester B.com Model 1 Computer Application student at Rajagiri College of Management and Applied Sciences, Kakkanad, Kochi, has successfully completed his 30-day project on the topic "A Study on the Impact of Advertising Strategies on Consumer Purchase Intention with Special Reference to Lakerol Products". The period of the project was from 1st December 2023 to 1st January 2024.

Throughout the duration of this project, he demonstrated exceptional sincerity and diligence in his work.

Sincerely,

For Lakno Chemicals,

  
Sanjay Kumar  
Marketing Manager





# LAKNO CHEMICALS

2/46A, Lakno Road, Kakkad P. O.,  
Piravom - 686 664, Ernakulam Dist, Kerala.  
Ph : 0485 - 2244219  
E-mail : info@lakno.com Website : www.lakno.com

Date: 01/01/2024

## CERTIFICATE

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr Akhil Cheeran Santhosh** (Registration No. 210021064219), a 6th-semester B.com Model I Computer Application student at Rajagiri College of Management and Applied Sciences, Kakkanad, Kochi, has successfully completed his 30-day project on the topic "A Study on the Impact of Advertising Strategies on Consumer Purchase Intention with Special Reference to Lakerol Products". The period of the project was from 1st December 2023 to 1st January 2024.

Throughout the duration of this project, he demonstrated exceptional sincerity and diligence in his work.

Sincerely,

For Lakno Chemicals,

Sanjay Kumar

Marketing Manager



MFG. OF DETERGENT, STARCH, WHITENER & CLEANING PRODUCTS



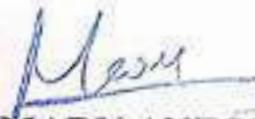
**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A study on the impact of Advertising Strategies on consumer purchase intention with special reference to Lakerol products, Piravom" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Aswani Krishnan, Noble Jacob, Neha Susan Baby, Abhishek Krishna P, Akhil Cheeran Santhosh under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
**MS. ASHLIN MARIA JOSEPH**  
Project Guide



  
**MS. MARY ANTONY**  
Head of the Department

Viva Voce Examination held on 3-5-2024

  
Internal Examiner

  
External Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A STUDY ON THE IMPACT OF ADVERTISING STRATEGIES ON  
CONSUMER PURCHASE INTENTION WITH SPECIAL  
REFERENCE TO LAKEROL PRODUCTS, PIRAVOM**

Submitted by

**ASWANI KRISHNAN (210021064177)**

**NOBLE JACOB (210021064196)**

**ABHISHEK KRISHNA P (210021064215)**

**NEHA SUSAN BABY (210021064230)**

**AKHIL CHEERAN SANTHOSH (21002106219)**

Under the Guidance of

**Ms. ASHLIN MARIA JOSEPH**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A STUDY ON THE IMPACT OF ADVERTISING STRATEGIES ON  
CONSUMER PURCHASE INTENTION WITH SPECIAL  
REFERENCE TO LAKEROL PRODUCTS, PIRAVOM**

Submitted by

**ASWANI KRISHNAN (210021064177)**

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*In partial fulfillment of the requirements for the award of the Degree of  
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2021 - 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A study on the impact of Advertising Strategies on consumer purchase intention with special reference to Lakerol products, Piravom" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Aswanl Krishnan, Noble Jacob, Neha Susan Baby, Abhishek Krishna P, Akhil Cheeran Santhosh** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
**MS. ASHLIN MARIA JOSEPH**  
Project Guide



  
**MS. MARY ANTONY**  
Head of the Department

*Viva Voce Examination held on ... 03.05.2024 .....*

  
Internal Examiner

  
External Examiner



**LAKNO CHEMICALS**

2/46A, Lakno Road, Kakkanad P. O.,  
Piravom - 686 664, Ernakulam Dist, Kerala.  
Ph : 0485 - 2244219  
E-mail : info@lakno.com Website : www.lakno.com

Date: 01/01/2024

**CERTIFICATE**

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Miss Arwani Krishnan** (Registration No. 210021064177), a 6th-semester B.com Model I Computer Application student at Rajagiri College of Management and Applied Sciences, Kakkanad, Kochi, has successfully completed her 30-day project on the topic "A Study on the Impact of Advertising Strategies on Consumer Purchase Intention with Special Reference to Lakrol Products". The period of the project was from 1st December 2023 to 1st January 2024.

Throughout the duration of this project, she demonstrated exceptional sincerity and diligence in her work.

Sincerely,

For Lakno Chemicals,

Sanjay Kumar

Marketing Manager





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A STUDY ON THE IMPACT OF ADVERTISING STRATEGIES ON  
CONSUMER PURCHASE INTENTION WITH SPECIAL  
REFERENCE TO LAKEROL PRODUCTS, PIRAVOM**

Submitted by

**ASWANI KRISHNAN (210021064177)**

**NOBLE JACOB (210021064196)**

**ABHISHEK KRISHNA P (210021064215)**

**NEHA SUSAN BABY (210021064230)**

**AKHIL CHEERAN SANTHOSH (21002106219)**

Under the Guidance of

**Ms. ASHWIN MARIA JOSEPH**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**





# RCMAS

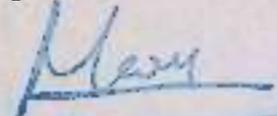
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A study on the impact of Advertising Strategies on consumer purchase intention with special reference to Lakereol products, Piravom" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Aswani Krishnan, Noble Jacob, Neha Susan Baby, Abhishek Krishna P, Akhil Cheeran Santhosh under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

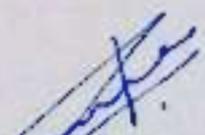
  
**MS. ASHWIN MARIA JOSEPH**  
 Project Guide



  
**MS. MARY ANTONY**  
 Head of the Department

Viva Voce Examination held on 3-5-2024.....

  
**Internal Examiner**

  
**External Examiner**

Lakno

Lakno CHEMICALS

2/46A, Lakno Road, Kakkad P. O.  
Piravom - 686 664, Ernakulam Dist, Kerala.  
Ph: 0485-2244219  
E-mail: info@lakno.com Website : www.lakno.com

Date: 01/01/2024

**CERTIFICATE**

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Miss Neha Susar Baby** (Registration No. 21002106430), a 6th semester B.Com Model: Computer Application student at Rajagiri College of Management and Applied Sciences, Kakkanad, Kochi, has successfully completed her 30-day project on the topic "A Study on the Impact of Advertising Strategies on Consumer Purchase Intention with Special Reference to Lakero Products". The period of the project was from 1st December 2023 to 1st January 2024.

Throughout the duration of this project, she demonstrated exceptional sincerity and diligence in her work.

Sincerely,  
For Lakno Chemicals,  
For Lakno Chemicals,



*[Signature]*  
Marketing Manager



MFG. OF TERTIARY TENSIDERS & CLEANING PRODUCTS



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**“ROLE OF KUDUMBASHREE IN WOMEN EMPOWERMENT  
THROUGH KUBUMBASHREE UNITS WITH SPECIAL  
REFERENCE TO THRIPPUNITHURA MUNICIPALITY”**

Submitted by

**SONA JOSHY**

(Reg no: 210021064210)

**NANDANA JAYAN**

(Reg no: 210021064187)

**NAVYA SAJI**

(Reg no: 210021064191)

**ARDHRA SANTHOSH**

(Reg no: 210021064226)

**AISWARYA K**

(Reg no: 210021064218)

Under the Guidance of  
**Ms. ASHLIN MARIA JOSEPH**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the project work titled **"Role of kudumbashree in women empowerment through kudumbashree units with special reference to Thrippunithura municipality"**, submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Sona Joshy**, Nandana Jayan, Navya Saji, Ardhra Santhosh and Aiswarya K under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide  
ASHLIN MARIA JOSEPH



Head of Department  
MARY ANTONY

Viva Voce Examination held on... 03.05.2024

Internal Examiner

External Examiner



# കമ്മ്യൂണിറ്റി ഡവലപ്മെന്റ് സൊസൈറ്റി

(സി.ഡി.എസ്.)

തൃപ്പൂണിത്തുറ ടൗൺ  
(രജി. നമ്പർ ഇ.ആർ. 176/95)

Date : 15.02.2024

## CERTIFICATE

Certified that Miss **Sona Joshy**, Bcom student of RCMAS Kakkanad has successfully completed his project work titled "Role of Kudumbashree in women empowerment in Tripunithura Municipality office".

Ajeesh A R  
Member Secretary CDS  
Tripunithura Municipality





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

A STUDY ON THE IMPACT OF ADVERTISING STRATEGIES ON  
CONSUMER PURCHASE INTENTION WITH SPECIAL  
REFERENCE TO LAKEROL PRODUCTS, PIRAVOM

Submitted by

ASWANI KRISHNAN (210021064177)

**NOBLE JACOB** (210021064196)

ABHISHEK KRISHNA P (210021064215)

NEHA SUSAN BABY (210021064230)

AKHIL CHEERAN SANTHOSH (21002106219)

Under the Guidance of

**Ms. ASHLIN MARIA JOSEPH**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 - 2024

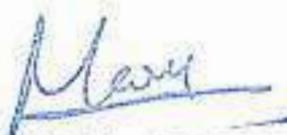


**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A study on the impact of Advertising Strategies on consumer purchase intention with special reference to Lakerol products, Piravom" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Aswani Krishnan, Noble Jacob, Neha Susan Baby, Abhishek Krishna P, Akhil Cheeran Santhosh under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
**MS. ASHLIN MARIA JOSEPH**  
Project Guide

  
**MS. MARY ANTONY**  
Head of the Department



*Viva Voce Examination held on* 3-5-2024

  
Internal Examiner

  
External Examiner



# LAKNO CHEMICALS

2/Atta, Lakno Road, Kakkad P. O.,  
Piravom - 686 664, Ernakulam Dist, Kerala.  
Ph : 0485 - 2244219  
E-mail : info@lakno.com Website : www.lakno.com

Date: 01/01/2024

## CERTIFICATE

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr Noble Jacob** (Registration No. 210021064196), a 6th-semester B.com Model 1 Computer Application student at Rajagiri College of Management and Applied Sciences, Kakkad, Kochi, has successfully completed his 30-day project on the topic "A Study on the Impact of Advertising Strategies on Consumer Purchase Intention with Special Reference to Lakrol Products". The period of the project was from 1st December 2023 to 1st January 2024.

Throughout the duration of this project, he demonstrated exceptional sincerity and diligence in his work.

Sincerely,

For Lakno Chemicals,

  
Sanjay Kumar  
Marketing Manager





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**“ROLE OF KUDUMBASHREE IN WOMEN EMPOWERMENT  
THROUGH KUBUMBASHREE UNITS WITH SPECIAL  
REFERENCE TO THRIIPPUNITHURA MUNICIPALITY”**

Submitted by

**SONA JOSHY**  
(Reg no: 210021064210)

**NANDANA JAYAN**  
(Reg no: 210021064187)

**NAVYA SAJI**  
(Reg no: 210021064191)

**ARDHRA SANTHOSH**  
(Reg no: 210021064226)

**AISWARYA K**  
(Reg no: 210021064218)

Under the Guidance of  
**Ms. ASHLIN MARIA JOSEPH**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi Unlveralty, Kottayam**



2021 – 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "Role of kudumbashree in women empowerment through kudumbashree units with special reference to Thrippunithura municipality", submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Sona Joshy, Nandana Jayan, Navya Saji, Ardhra Santhosh and Aiswarya K under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

ASHWIN MARIA JOSEPH



Head of Department

MARY ANTONY

Viva Voce Examination held on 03.05.2024

Internal Examiner

External Examiner



# കുടുംബശ്രീ ഡവലപ്മെന്റ് സൊസൈറ്റി

(സി.ഡി.എസ്.)  
തൃപ്പൂണിത്തുറ ടൗൺ  
(രജി. നമ്പർ ഇ.ആർ. 176/85)

Date : 15.02.2024

## CERTIFICATE

Certified that Miss **Nandana Jayan**, Bcom student of RCMAS Kakkanad has successfully completed his project work titled "Role of Kudumbashree in women empowerment in Tripunithura Municipality office".

Ajeesh A R  
Member Secretary CDS  
Tripunithura Municipality





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

### **"ROLE OF KUDUMBASHREE IN WOMEN EMPOWERMENT THROUGH KUBUMBASHREE UNITS WITH SPECIAL REFERENCE TO THRIPPUNITHURA MUNICIPALITY"**

Submitted by

**SONA JOSHY**  
(Reg no: 210021064210)

**NANDANA JAYAN**  
(Reg no: 210021064187)

**NAVYA SAI**  
(Reg no: 210021064191)

**ARDHRA SANTHOSH**  
(Reg no: 210021064226)

**ATSWARYA K**  
(Reg no: 210021064218)

Under the Guidance of  
**Ms. ASHLIN MARIA JOSEPH**

*In partial fulfillment of the requirements for the award of the Degree of  
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Mahatma Gandhi University, Kottayam



2021 - 2024



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the project work titled "**Role of kudumbashree in women empowerment through kudumbashree units with special reference to Thrippunithura municipality**", submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Sona Joshy , Nandana Jayan , **Navya Saji** , Ardhra Santhosh and Aiswarya K under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide

ASHLIN MARIA JOSEPH



College Seal

  
Head of Department  
MARY ANTONY

Viva Voce Examination held on **3/05/2024**.

Internal Examiner

External Examiner



# കമ്മ്യൂണിറ്റി ഡവലപ്മെന്റ് സൊസൈറ്റി

(സി.ഡി.എസ്.)  
തൃപ്പൂണിത്തുറ ഹൗസ്  
(വനി. നമ്പർ ഇ.ആർ. 126/95)

Date : 15.02.2024

## CERTIFICATE

Certified that Miss Navya Saji, Bcom student of RCMAS Kakkanad has successfully completed his project work titled "Role of Kudumhashree in women empowerment in Tripunithura Municipality office".

Ajeesh A R  
Member Secretary CDS  
Tripunithura Municipality





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## INDUSTRIAL PROJECT REPORT

### "ROLE OF KUDUMBASHREE IN WOMEN EMPOWERMENT THROUGH KUBUMBASHREE UNITS WITH SPECIAL REFERENCE TO THRIPPUNITHURA MUNICIPALITY"

Submitted by

**SONA JOSHIY**

(Reg no: 210021064210)

**NANDANA JAYAN**

(Reg no: 210021064187)

**NAVYA SAJI**

(Reg no: 210021064191)

**ARDHRA SANTHOSH**

(Reg no: 210021064226)

**AISWARYA K**

(Reg no: 210021064218)

Under the Guidance of  
**Ms. ASHLIN MARIA JOSEPH**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 - 2024

1239



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

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This is to certify that the project work titled "**Role of kudumbashree in women empowerment through kudumbashree units with special reference to Thrissooribura municipality**", submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Sona Joshy , Nandana Jayan , Navya Saji , Ardhra Santhosh and **Aiswarya K** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree, Diploma, Fellowship or similar title to any candidate of this or any other University.

Project Guide

ASHLIN MARIA JOSEPH



Head of Department

MARY ANTONY

Viva Voce Examination held on...3/5/2024...

Internal Examiner

External Examiner



# കമ്മ്യൂണിറ്റി ഡവലപ്മെന്റ് സൊസൈറ്റി

(സം.ഡി.എസ്.)

തൃപ്പൂണിത്തുറ ടൗൺ

(ജെ. നമ്പർ ഇ.ആർ. 176/95)

Date : 15.02.2024

## CERTIFICATE

Certified that Miss Aiswarya K, Bcom student of RCMAS Kakkanad has successfully completed his project work titled "Role of Kudumbashree in women empowerment in Tripunithura Municipality office".

Ajeesh A K  
Member Secretary CDS  
Tripunithura Municipality





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## INDUSTRIAL PROJECT REPORT

**"ROLE OF KUDUMBASHREE IN WOMEN EMPOWERMENT  
THROUGH KUBUMBASHREE UNITS WITH SPECIAL  
REFERENCE TO THIRIPPUNITHURA MUNICIPALITY"**

Submitted by

**SONA JOSHY**

(Reg no: 210021064210)

**NANDANA JAYAN**

(Reg no: 210021064187)

**NAVYA SAJI**

(Reg no: 210021064191)

**ARDHRA SANTHOSH**

(Reg no: 210021064226)

**AISWARYA K**

(Reg no: 210021064218)

Under the Guidance of  
**Ms. ASHLIN MARIA JOSEPH**

*In partial fulfillment of the requirements for the award of the Degree of  
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**Mahatma Gandhi University, Kottayam**



**2021 – 2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Project Guide

ASILINI MARIA JOSEPH



College Seal

Head of Department

MARY ANTONY

Viva Voce Examination held on..03-05-2024

Internal Examiner

External Examiner



# കമ്മ്യൂണിറ്റി ഡവലപ്മെന്റ് സൊസൈറ്റി

(ഡി.സി.എം.)  
കുടുംബശ്രീ സമാജം  
(ഓഫീ. നമ്പർ ഇ.എച്ച്. 3. 176/95)

Date : 15.02.2024

## CERTIFICATE

Certified that **Miss Ardhra Santhosh**, Bcom student of RCMAS Kakkanad has successfully completed his project work titled "Role of Kudumbashree in women empowerment in Tripunithura Municipality office".

Ajeesh A R  
Member Secretary CDS  
Tripunithura Municipality





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**“A Study On The Effectiveness Of Training And Development  
At Hedge Equities, Palariyattom”**

Submitted by

**ARCHITHA NAIR**  
(Reg no: 210021064225)

**VARSHA AJAY**  
(Reg no: 210021064235)

**ARAVIND V H**  
(Reg no: 210021064224)

**SHARON ANN GEORGE**  
(Reg no: 210021064234)

**RAHUL RAMESH**  
(Reg no: 210021064198)

Under the Guidance of  
**Ms. ELSA JACOB**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024

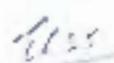


# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

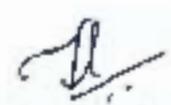
This is to certify that the project work titled "*A Study On The Effectiveness Of Training And Development At Hedge Equities, Palarivattom*" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ARCHITHA NAIR, VARSHA AJAY, ARAVIND V H, SHARON ANN GEORGE, RAHUL RAMESH under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
**Ms. ELSA JACOB**  
*Project Guide*



  
**Ms. MARY ANTONY**  
*Head of the department*

*Viva Voce Examination held on* ..... 03.05.2024

  
Internal Examiner

  
External Examiner

21/01/2024

## ONLINE PROJECT STUDY COMPLETION CERTIFICATE

This is to certify that **Aravind V H** (Reg. No - 210021064224) (Hedge ID – 23B32) from Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed his Project study at Hedge Equities Ltd, Cochin from 12th December 2023 to 13th January 2024.

He has worked on a project titled "Effectiveness of Training and Development"

His performance exceeded expectations and she was able to complete the project successfully on time.

We at Hedge Equities Ltd., wish his all the very best in his future endeavours

For Hedge Equities.



*Benjathala*

Authorised Signatory

CIN : U75357267525KJG86557

**Hedge Equities Limited**

REGISTERED OFFICE :

B 302 Trade Square, Mehra Compound, Near DSK Madhuban, Sakinaka Kurla Road, Andheri East, Mumbai - 400 072, Tel : 9072530273

CORPORATE OFFICE : Hedge House, Mamangalam, Kochi - 682025, Kerala, India | Tel: 0484 6130400, Mob : 9349312345

Email : [info@hedgegroup.in](mailto:info@hedgegroup.in) | Website : [www.hedgeequities.com](http://www.hedgeequities.com)



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**“A Study On The Effectiveness Of Training And Development  
At Hedge Equities, Palarivattom”**

Submitted by

**ARCHITHA NAIR**

(Reg no: 210021064225)

**VARSHA AJAY**

(Reg no: 210021064235)

**ARAVIND V H**

(Reg no: 210021064224)

**SHARON ANN GEORGE**

(Reg no: 210021064234)

**RAHUL RAMESH**

(Reg no: 210021064198)

Under the Guidance of  
**Ms. ELSA JACOB**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



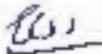
**2021 – 2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "*A Study On The Effectiveness Of Training And Development At Hedge Equities, Palarivattom*" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **ARCHITHA NAIR, VARSHA AJAY, ARAVIND V H, SHARON ANN GEORGE, RAHUL RAMESH** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
**Ms. ELSA JACOB**  
Project Guide



  
**Ms. MARY ANTONY**  
Head of the department

Viva Voce Examination held on ...03-05-2024...

  
Internal Examiner

  
External Examiner

21/01/2024

### ONLINE PROJECT STUDY COMPLETION CERTIFICATE

This is to certify that **Architha Nair** (Reg. No - 210021064225) (Hedge ID - 23B32) from Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed his Project study at Hedge Equities Ltd, Cochin from 12th December 2023 to 13th January 2024.

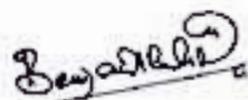
She has worked on a project titled "Effectiveness of Training and Development"

Her performance exceeded expectations and she was able to complete the project successfully on time.

We at Hedge Equities Ltd., wish his all the very best in his future endeavours

For Hedge Equities.





Authorized Signatory

CIN : U75357257525KJG455667

**Hedge Equities Limited**

REGISTERED OFFICE :

B 302 Trade Square, Mehra Compound, Near DSK Madhuvan, Sakinaka Kuria Road, Andheri East, Mumbai - 400 072, Tel : 9072530273

CORPORATE OFFICE : Hedge House, Mamangalam, Kochi - 682025, Kerala, India | Tel: 0484 6130400, Mob - 9349312345

Email : [info@hedgegroup.in](mailto:info@hedgegroup.in) | Website : [www.hedgeequities.com](http://www.hedgeequities.com)



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**“A Study On The Effectiveness Of Training And Development  
At Hedge Equities, Palarivattom”**

Submitted by

**ARCHITHA NAIR**  
(Reg no: 210021064225)

**VARSHA AJAY**  
(Reg no: 210021064235)

**ARAVIND V H**  
(Reg no: 210021064224)

**SHARON ANN GEORGE**  
(Reg no: 210021064234)

**RAHUL RAMESH**  
(Reg no: 210021064198)

Under the Guidance of  
**Ms. ELSA JACOB**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024

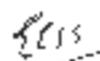


# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "*A Study On The Effectiveness Of Training And Development At Hedge Equities, Palarivattom*" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ARCHITHA NAIR, VARSHA AJAY, ARAVIND V H, SHARON ANN GEORGE, RAHUL RAMESH under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
**Ms. ELSA JACOB**  
Project Guide



  
**Ms. MARY ANTONY**  
Head of the department

Viva Voce Examination held on 03-05-2024 .....

  
Internal Examiner

  
External Examiner

21/01/2024

## ONLINE PROJECT STUDY COMPLETION CERTIFICATE

This is to certify that **Varsha Ajay** (Reg. No - 210021064235) (Hedge ID - 23B32) from Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed his Project study at Hedge Equities Ltd, Cochin from 12th December 2023 to 13th January 2024.

She has worked on a project titled "Effectiveness of Training and Development"

Her performance exceeded expectations and she was able to complete the project successfully on time.

We at Hedge Equities Ltd., wish his all the very best in his future endeavours

For Hedge Equities.



*Benjardha*

Authorised Signatory

CIN : U78337287626KJG86667

**Hedge Equities Limited**

REGISTERED OFFICE :

B 302 Trade Square, Mehra Compound, Near DSK Madhuban, Sakinaka Kuris Road, Andheri East, Mumbai - 400 072. Tel : 9072630272

CORPORATE OFFICE : Hedge House, Mamangalam, Kochi - 682026, Kerala, India | Tel : 0484 6150400. Mob : 9349312345

Email : [info@hedgegroup.in](mailto:info@hedgegroup.in) | Website : [www.hedgeequities.com](http://www.hedgeequities.com)



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A Study On The Effectiveness Of Training And Development  
At Hedge Equities, Palarivattom"**

Submitted by

**ARCHITHA NAIR**  
(Reg no: 210021064225)

**VARSHA AJAY**  
(Reg no: 210021064235)

**ARAVIND V H**  
(Reg no: 210021064224)

**SHARON ANN GEORGE**  
(Reg no: 210021064234)

**RAHUL RAMESH**  
(Reg no: 210021064198)

Under the Guidance of  
**Ms. ELSA JACOB**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "*A Study On The Effectiveness Of Training And Development At Hedge Equities, Palarivattom*" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ARCHITHA NAIR, VARSHA AJAY, ARAVIND V H, SHARON ANN GEORGE, RAHUL RAMESH under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
**Ms. ELSA JACOB**  
*Project Guide*



  
**Ms. MARY ANTONY**  
*Head of the department*

*Viva Voce Examination held on ... 03/09/2024 ...*

  
Internal Examiner

  
External Examiner

21/01/2024

## ONLINE PROJECT STUDY COMPLETION CERTIFICATE

This is to certify that **Rahul Ramesh** (Reg. No - 210021064198) (Hedge ID - 23B32) from Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed his Project study at Hedge Equities Ltd, Cochin from 12th December 2023 to 13th January 2024.

He has worked on a project titled "Effectiveness of Training and Development"

His performance exceeded expectations and she was able to complete the project successfully on time.

We at Hedge Equities Ltd., wish his all the very best in his future endeavours

For Hedge Equities.



*Benjath*

Authorised Signatory

CIN : U75357257525MJGR55557

**Hedge Equities Limited**

REGISTERED OFFICE :

B 302 Trade Square, Mehra Compound, Near DSK Madhuban, Sakinaka Kuria Road, Andheri East, Mumbai - 400 072, Tel : 9672530273

CORPORATE OFFICE : Hedge House, Mansangalam, Kochi - 682025, Kerala, India | Tel: 0484 6730400, Mob : 9349312345

Email : [info@hedgegroup.in](mailto:info@hedgegroup.in) | Website : [www.hedgeequities.co.in](http://www.hedgeequities.co.in)



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**“A Study On The Effectiveness Of Training And Development  
At Hedge Equities, Palarivattom”**

Submitted by

**ARCHITHA NAIR**  
(Reg no: 210021064225)

**VARSHA AJAY**  
(Reg no: 210021064235)

**ARAVIND V H**  
(Reg no: 210021064224)

**SHARON ANN GEORGE**  
(Reg no: 210021064234)

**RAHUL RAMESH**  
(Reg no: 210021064198)

Under the Guidance of  
**Ms. ELSA JACOB**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021 - 2024



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RAJAGIRI COLLEGE OF MANAGEMENT &  
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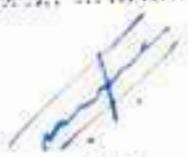
  
**Ms. ELSA JACOB**  
Project Guide



  
**Ms. MARY ANTONY**  
Head of the department

Viva Voce Examination held on ...23.05.2024...

  
Internal Examiner

  
External Examiner

21/01/2024

## ONLINE PROJECT STUDY COMPLETION CERTIFICATE

This is to certify that **Sharon Ann George** (Reg. No - 210021064234) (Hedge ID - 23B32) from Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed his Project study at Hedge Equities Ltd, Cochin from 12th December 2023 to 13th January 2024.

She has worked on a project titled "Effectiveness of Training and Development"

Her performance exceeded expectations and she was able to complete the project successfully on time.

We at Hedge Equities Ltd., wish his all the very best in his future endeavours

For Hedge Equities.



Authorised Signatory

CIN : U763572818254JG81557

**Hedge Equities Limited**

REGISTERED OFFICE :

B 302 Trade Square, Mehra Compound, Near OSK Madhuban, Sakinaka Kuria Road, Andher East, Mumbai - 400 072, Tel : 9022532273  
CORPORATE OFFICE : Hedge House, Mamangalam, Kochi - 682025, Kerala, India | Tel: 0484 8130400, Mob : 9049372345

Ema# : [info@hedgegroup.in](mailto:info@hedgegroup.in) | Website : [www.hedgeequities.com](http://www.hedgeequities.com)



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

*"A Study On Brand Loyalty Towards Samsung Mobile Phones With Reference To Samsung Smart Cafe, Marine Drive Kochi"*

Submitted by

<b>Anjaly S</b>	<b>(210021064220)</b>
<b>Parvathy N Biju</b>	<b>(210021064197)</b>
<b>Shami M S</b>	<b>(210021064206)</b>
<b>Sona Joseph</b>	<b>(210021064209)</b>
<b>Tiara Babu</b>	<b>(210021064213)</b>

Under the Guidance of

**Ms. Elsa Jacob**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

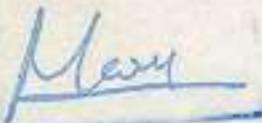
## Certificate

This is to certify that the project work titled "Study on Brand Loyalty towards Samsung Mobile Phones with reference to Samsung Smart Cafe, Marine Drive Kochi". Submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Anjaly S, Parvathy N Biju, Shami MS, Sona Joseph, **Tiara Babu** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Ms. Elsa Jacob

*Project Guide*

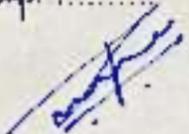


  
Ms. Mary Antony

*Head of the Department*

*Viva Voce Examination held on* ..... 03.05.2024 .....

  
*Internal Examiner*

  
*External Examiner*

## Samsung Smart Cafe

Mobile Lab, Shop No.1, Bay Pride Tower, Marinedriva, Cochin - 682031

Mob : 9700552244, Email: samsungcafecochin@gmail.com

GSTIN:32CHMPK0629Q1ZY

Date : 27-02-2024

### TO WHOM SO EVER IT MAY CONCERN

This is to certify that Anjaly S , Parvathy N Biju , Shami M S , Sona Joseph , Tiara Babu B.Com Model 1 Computer Application of Rajagiri College of Management & Applied Sciences, Kakkanad have successfully completed their project work (December 2023) at our company as a part of their curriculum. During this period of study they were found to be very sincere and punctual in collecting various information and data required for the project work .





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

"A Study On Brand Loyalty Towards Samsung Mobile Phones With Reference To  
Samsung Smart Cafe, Marine Drive Kochi"

Submitted by

Anjaly S	(210021064220)
Parvathy N Biju	(210021064197)
<b>Shami M S</b>	(210021064206)
Sona Joseph	(210021064209)
Tiara Babu	(210021064213)

Under the Guidance of

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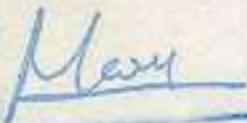
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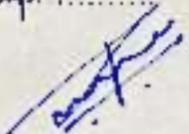


  
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*Head of the Department*

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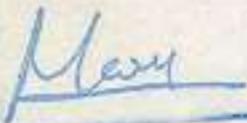
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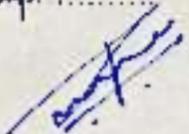


  
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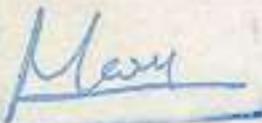
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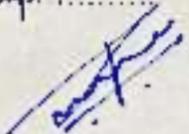


  
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*Head of the Department*

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2021 – 2024



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APPLIED SCIENCES

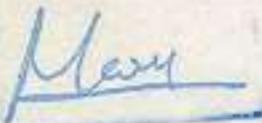
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*Project Guide*

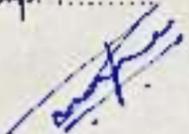


  
Ms. Mary Antony

*Head of the Department*

*Viva Voce Examination held on* ... 03.05.2024 ...

  
*Internal Examiner*

  
*External Examiner*

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Date : 27-02-2024

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# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**“A Study On Quality Of Work Life Of Nursing Industry With  
Reference To VKM Hospital, Tripunithura”**

Submitted by

**ANUJ SUJI**  
(Reg no: 210021064223)

**VIGNESH VENUGOPAL**  
(Reg no: 210021064214)

**SAM JACOB KURLAKOSE**  
(Reg no: 210021064232)

**ADITHYAN MANOJ**  
(Reg no: 210021064217)

Under the Guidance of  
**Ms. ELSA JACOB**

*In partial fulfillment of the requirements for the award of the Degree of  
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Mahatma Gandhi University, Kottayam



2021– 2024



# RCMAS

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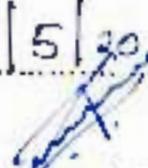
  
**Ms. ELSA JACOB**  
Project Guide



  
**Ms. MARY ANTONY**  
Head of the Department

Viva Voce Examination held on ..... 3/5/2024 .....

  
Internal Examiner

  
External Examiner



# VIJAYA KUMARA MENON HOSPITAL

NORTH FORT GATE, TRIPUNITHURA - 882 301, KERALA STATE

Phone : 2777019, 2777019, 2784419, 2784420

FAX: 2775019, E-mail: vkmhospital@yahoo.co.in

Date : 19.02.2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Sam Jacob Kuriakose** had conducted a survey in this hospital about "Quality of work life of the Nursing Department" as a part of their project on the B.Com CA Course.

Dr. R. Venugopal MS (Ortho)

*Dr. R. Venugopal, M.S. (Ortho)  
Consultant Orthopaedic Surgeon  
Regi No: 24948*





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**“A Study On Quality Of Work Life Of Nursing Industry With  
Reference To VKM Hospital, Tripunithura”**

Submitted by

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(Reg no: 210021064223)

**VIGNESH VENUGOPAL**

(Reg no: 210021064214)

**SAM JACOB KURIAKOSE**

(Reg no: 210021064232)

**ADITHYAN MANOJ**

(Reg no: 210021064217)

Under the Guidance of

**Ms. ELSA JACOB**

*In partial fulfillment of the requirements for the award of the Degree of  
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**Mahatma Gandhi University, Kottayam**



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
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Ms. ELSA JACOB  
Project Guide



  
Ms. MARY ANTONY  
Head of the Department

Viva Voce Examination held on ..... 3 May 2024

  
Internal Examiner

  
External Examiner



# VIJAYA KUMARA MENON HOSPITAL

NORTH FORT GATE, TRIPUNITHURA - 682 301, KERALA STATE

Phone : 2777619, 2777019, 2784419, 2784420

FAX: 2775019, E-mail: vkmhospital@yahoo.co.in

Date : 19.02.2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Vignesh Venugopal** had conducted a survey in this hospital about "Quality of work life of the Nursing Department" as a part of their project on the B.Com CA Course.

Dr. R. Venugopal MS (Ortho)

**Dr. R. Venugopal, M.S. (Ortho)**  
**Consultant Orthopaedic Surgeon**  
**Reg. No: 24048**





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**“A Study On Quality Of Work Life Of Nursing Industry With  
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Submitted by

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(Reg no: 210021064214)

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2021- 2024



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Project Guide



  
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Head of the Department

Viva Voce Examination held on 03/05/2024

  
Internal Examiner

  
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NORTH FORT GATE, TRIPUNITHURA - 682 301, KERALA STATE

Phone : 2777619, 2777019, 2784419, 2784420

FAX: 2775019, E-mail: vkmhospital@yahoo.co.in

Date : 19.02.2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Anuj Suji** had conducted a survey in this hospital about "Quality of work life of the Nursing Department" as a part of their project on the B.Com CA Course.

Dr. R. Venugopal MS (Ortho)

**Dr. R. Venugopal, M.S. (Ortho)**  
**Consultant Orthopaedic Surgeon**  
**Regi No: 2494B**





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RAJAGIRI COLLEGE OF MANAGEMENT &  
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2021–2024



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APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "*A study on Quality of Work Life of Nursing Industry with reference to VKM Hospital, Tripunithura*" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by ANUJ SUJI, VIGNESH VENUGOPAL, SAM JACOB KURIAKOSE, **ADITHYAN MANOJ** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**Ms. ELSA JACOB**  
Project Guide



**Ms. MARY ANTONY**  
Head of the Department

Viva Voce Examination held on 03/05/2024.....

Internal Examiner

External Examiner



# VIJAYA KUMARA MENON HOSPITAL

NORTH FORT GATE, TRIPUNITHURA - 682 301, KERALA STATE

Phone : 2777619, 2777019, 2784419, 2784420

FAX: 2775019, E-mail: vkmhospital@yahoo.co.in

Date : 19.02.2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Adithyan Manoj** had conducted a survey in this hospital about "Quality of work life of the Nursing Department" as a part of their project on the B.Com CA Course.

Dr. R. Venugopal MS (Ortho)

*Dr. R. Venugopal, M.S. (Ortho)  
Consultant Orthopaedic Surgeon  
Reg. No. 24948*





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A STUDY ON EMPLOYEES WORK LIFE BALANCE WITH  
REFERENCE TO SIVAGIRI HIGHER SECONDARY SCHOOL,  
VARKALA"**

Submitted by

**AALIYA MARY GEORGE (REG NO: 210021072226)**

**SNRHA V MANI (REG NO: 210021072265)**

**ADARSH S (REG NO: 210021072284)**

**AFNAS VN (REG NO: 210021072231)**

**ABHAY ANTONY (REG NO: 210021072269)**

Under the guidance of

**MS. TESSY RIJU**

*In partial fulfilment of the requirement for the award of the Degree of Bachelor of  
Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled " **A STUDY ON EMPLOYEES WORK LIFE BALANCE WITH REFERENCE TO SIVAGIRI HIGHER SECONDARY SCHOOL.**" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce is a record of the original work done: **Aaliya Mary George, Sneha V Mani, Adarsh S, Afnas VN, Abhay Antony** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree / Diploma / Fellowship or similar title to any candidate of this or any other University.

Ms. Jessy Biju

Project Guide



Ms. Mary Antony

Head of Department

Viva Voce Examination held on 06/05/2024

Internal Examiner

External Examiner



# SIVAGIRI HIGHER SECONDARY SCHOOL

SREENIVASAPURAM, VARKALA - 695 145, KERALA, INDIA

(Owned by Sree Narayana Dharma Sangham Trust)

Phone: 0470 2612244, E-mail: sivagirihss01050@gmail.com

School Code: 01050



13<sup>th</sup> January 2024

Date.....

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. **Aalya Mary George**, Reg No : 210021072226, 6th Semester B.Com student of Rajagiri College of Management & Applied Sciences, Rajagiri Valley, P.O Kakkanad, Cochin - 682039 has undergone a Project work on "A Study on the Employees Work Life Balance" in our institution from 8<sup>th</sup> January 2024 to 12<sup>th</sup> January, 2024.

Yours truly,

KAVITHA, O.V (P) 1551431  
PRINCIPAL  
Sivagiri Higher Secondary School (SHTSS)  
Sreenivasapuram, Varkala





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A STUDY ON EMPLOYEES WORK LIFE BALANCE WITH  
REFERENCE TO SIVAGIRI HIGHER SECONDARY SCHOOL,  
VARKALA"**

Submitted by

**AALIYA MARY GEORGE (REG NO: 210021072276)**

**SNEHA V MANI (REG NO: 210021072265)**

**ADARSH S (REG NO: 210021072284)**

**AFNAS VN (REG NO: 210021072231)**

**ABHAY ANTONY (REG NO: 210021072269)**

Under the guidance of

**MS. TESSY BIJU**

*In partial fulfilment of the requirement for the award of the Degree of Bachelor of  
Commerce*

**Mahatma Gandhi University, Kottayam**



2021-2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled " A STUDY ON EMPLOYEES WORK LIFE BALANCE WITH REFERENCE TO SIVAGIRI HIGHER SECONDARY SCHOOL." submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce is a record of the original work done Aaliya Mary George, **Sneha V Mani**, Adarsh S, Afnas VN, Abhay Antony under my supervision and guidance and that this project work has not formed the basis for the award of any Degree / Diploma / Fellowship or similar title to any candidate of this or any other University.

Ms. Jessy Biju

Project Guide



Ms. Mary Antony

Head of Department

Viva Voce Examination held on... 06/05/2024 .....

Internal Examiner

External Examiner

# SIVAGIRI HIGHER SECONDARY SCHOOL

SREENIVASAPURAM, VARKALA - 695 145, KERALA, INDIA

(Owned by Sree Narayana Dharma Sanghom Trust)

Phone: 0470 2612244, E-mail: sivagirihs01050@gmail.com

School Code: 01050



13<sup>th</sup> January 2024

Date \_\_\_\_\_

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Sneha V Mani**, Reg No : 210921072265, 6th Semester B.Com student of Rajagiri College of Management & Applied Sciences, Rajagiri Valley, P.O Kakkattad, Cochin - 682039 has undergone a Project work on "A Study on the Employees Work Life Balance" in our institution from 8<sup>th</sup> January 2024 to 12<sup>th</sup> January, 2024.

Yours truly,

YANTHA, O V (Phn 195148)  
PRINCIPAL  
Sivagiri Higher Secondary School (01050)  
Sreenivasapuram, Varkala





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A STUDY ON EMPLOYEES WORK LIFE BALANCE WITH  
REFERENCE TO SIVAGIRI HIGHER SECONDARY SCHOOL,  
VARKALA"**

Submitted by

**AALIYA MARY GEORGE (REG NO: 210021072226)**

**SNEHA V MANI (REG NO: 210021072265)**

**ADARSH S (REG NO: 210021072284)**

**AFNAS VN (REG NO: 210021072231)**

**ABHAY ANTONY (REG NO: 210021072269)**

Under the guidance of

**MS. TESSY BIJU**

*In partial fulfilment of the requirement for the award of the Degree of Bachelor of  
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**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the project work titled " A STUDY ON EMPLOYEES WORK LIFE BALANCE WITH REFERENCE TO SIVAGIRI HIGHER SECONDARY SCHOOL." submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce is a reward of the original work done Aaliya Mary George, Sneha V Mani, Adarsh S, Afnus VN, Abhay Antony under my supervision and guidance and that this project work has not formed the basis for the award of any Degree / Diploma / Fellowship or similar title to any candidate of this or any other University.*

Ms. Tessy Biju

Project Guide



Ms. Mary Antony

Head of Department

Viva Voce Examination held on 06/05/2024

Internal Examiner

External Examiner



# SIVAGIRI HIGHER SECONDARY SCHOOL

SREENIVASAPURAM, VARKALA - 695 145, KERALA, INDIA

(Owned by Sree Narayana Dharma Sanghom Trust)

Phone: 0470 2612244, E-mail: sivagirihss01050@gmail.com

School Code: 01050



f. No.

13<sup>th</sup> January 2024

Date

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Adarsh S.** Reg No : 210021072284, 6th Semester B.Com student of Rajagiri College of Management & Applied Sciences, Rajagiri Valley, P.O Kakkanaad, Cochin - 682039 has undergone a Project work on "A Study on the Employees Work Life Balance" in our institution from 8<sup>th</sup> January 2024 to 12<sup>th</sup> January, 2024.

Yours truly,

KAMITHA, O.V (Phn 155143)  
PRINCIPAL  
Sree Narayana Dharma Sanghom Trust  
Sivagiri Higher Secondary School (HSS)  
Sreenivasapuram, Varkala





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON EMPLOYEES WORK LIFE BALANCE WITH  
REFERENCE TO SIVAGIRI HIGHER SECONDARY SCHOOL,  
VARKALA"**

Submitted by

**AALIYA MARY GEORGE (REG NO: 210021072226)**

**SNEHA V MANI (REG NO: 210021072265)**

**ADARSH S (REG NO: 210021072284)**

**AFNAS VN (REG NO: 210021072231)**

**ABHAY ANTONY (REG NO: 210021072269)**

Under the guidance of

**MS. TESSY BIJU**

*In partial fulfilment of the requirement for the award of the Degree of Bachelor of  
Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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This is to certify that the project work titled " A STUDY ON EMPLOYEES WORK LIFE BALANCE WITH REFERENCE TO SIVAGIRI HIGHER SECONDARY SCHOOL." submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Commerce is a record of the original work done Aatiya Mary George, Sneha V Mani, Adarsh S, Afnas VN, Abhay Antony under my supervision and guidance and that this project work has not formed the basis for the award of any Degree / Diploma / Fellowship or similar title to any candidate of this or any other University.

Ms. Tessy Biju

Project Guide



Ms. Mary Antony

Head of Department

Viva Voce Examination held on 06/05/2024

Internal Examiner

External Examiner

# SIVAGIRI HIGHER SECONDARY SCHOOL

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School Code: 01050

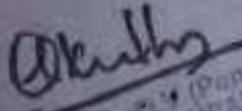


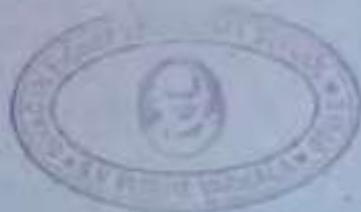
Date: 13<sup>th</sup> January 2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Afraz V N**, Reg No: 210021072231, 6th Semester B, Com student of Rajagiri College of Management & Applied Sciences, Rajagiri Valley, P.O Kakkanad, Cochin - 682039 has undergone a Project work on "A Study on the Employees Work Life Balance" in our institution from 8<sup>th</sup> January 2024 to 12<sup>th</sup> January, 2024.

Yours truly,

  
KAVITHA, S V (Pan 155148)  
PRINCIPAL  
Sivagiri Higher Secondary School (01050)  
Sreenivasapuram, Varkala





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON EMPLOYEES WORK LIFE BALANCE WITH  
REFERENCE TO SIVAGIRI HIGHER SECONDARY SCHOOL,  
VARKALA"**

Submitted by

**AALIYA MARY GEORGE (REG NO: 210021072226)**

**SNEHA V MANI (REG NO: 210021072265)**

**ADARSH S (REG NO: 210021072284)**

**AFNAS VN (REG NO: 210021072231)**

**ABHAY ANTONY (REG NO: 210021072269)**

Under the guidance of

**MS. TESSY BIJU**

*In partial fulfilment of the requirement for the award of the Degree of Bachelor of  
Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled " A STUDY ON EMPLOYEES WORK LIFE BALANCE WITH REFERENCE TO SIVAGIRI HIGHER SECONDARY SCHOOL." submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce is a record of the original work done Aaliya Mary George, Sneha V Mani, Adarsh S, Afnas VN, **Abhay Antony** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree / Diploma / Fellowship or similar title to any candidate of this or any other University.

Ms. Jessy Biju

Project Guide



Ms. Mary Antony

Head of Department

Viva Voce Examination held on 06/05/2024

Internal Examiner

External Examiner



# SIVAGIRI HIGHER SECONDARY SCHOOL

SREENIVASAPURAM, VARKALA - 695 145, KERALA, INDIA

(Owned by Sree Narayana Dharma Sanghom Trust)

Phone: 0470 2612244, E-mail: sivagirihs01050@gmail.com

School Code: 01050



Sl. No

13<sup>th</sup> January 2024  
Date.....

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Abhay Antony**, Reg No: 210021072269, 6th Semester B. Com student of Rajagiri College of Management & Applied Sciences, Rajagiri Valley, P.O Kakkanad, Cochin - 682039 has undergone a Project work on "A Study on the Employees Work Life Balance" in our institution from 8<sup>th</sup> January 2024 to 12<sup>th</sup> January, 2024.

Yours truly,

KAVITHA, O.V (Pen 155143)  
PRINCIPAL  
Sivagiri Higher Secondary School (01050)  
Sreenivasapuram, Varkala





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**A Study On The Effectiveness Of Coastal Shipping Strategies Adopted By  
Kakkadasseril Cardamom Traders Adimali, Idukki**

Submitted by

**ADIL A (210021072229)**  
**ALIAS K SHYSAN (210021072272)**  
**ARUN DEV (210021072286)**  
**AMAYA ASHOK (210021072273)**  
**RITHU MEENU MATHEWS (210021072263)**

Under the Guidance of

**MS. TESSY BLJU**

*In partial fulfillment of the requirements for the award of the Degree of Bachelor of  
Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

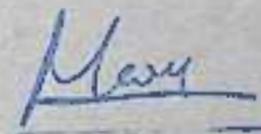
This is to certify that the project work titled "A study on the effectiveness of coastal shipping strategies adopted by Kakkadessenl Cardanom Traders Adimali, Idukki" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Amaya Ashok, Alias K Shysan, Arun Dev, Rithu Meenu Mathews, Adil A under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Ms. Tessa Hiju

Project Guide

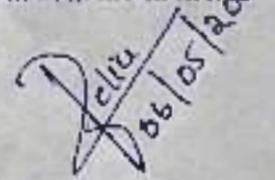


College Seal

  
Head of the Department

Viva Voce Examination held on ..... 06/05/2024

  
Internal Examiner

  
External Examiner

# KAKKADASSERIL CARDAMOM TRADERS

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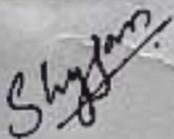
TO WHOMSOEVER IT MAY CONCERN

October 10, 2023

This is to certify that **Mr. Adil A**, B.com Model 2 Logistics student of **Rajagiri college of management and applied science kakkanad**, has done a project titled "**Effectiveness of costal shipping**" for a period of one month in our organization. During his tenure with us we found him sincere and hardworking.

For kakkadasseril cardamom traders

Sincerely,



SHYJAN K ALIAS

Manager

KAKKADASSERIL CARDAMOM TRADERS  
ADIMALY  
GSTIN: 32ADNPA1069R1ZB

---

Adimali, Idukki, Kerala 685561



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**A Study On The Effectiveness Of Coastal Shipping Strategies Adopted By  
Kakkadasseril Cardamom Traders Adimali, Idukki**

Submitted by

**ADIL A (210021072229)**

**ALIAS K SHYSAN (210021072272)**

**ARUN DEV (210021072286)**

**AMAYA ASHOK (210021072273)**

**RITHU MEENU MATHEWS (210021072263)**

Under the Guidance of

**MS. TESSY BIJU**

*In partial fulfillment of the requirements for the award of the Degree of Bachelor of  
Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

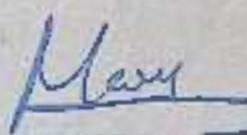
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Ms. Tessa Biju

Project Guide

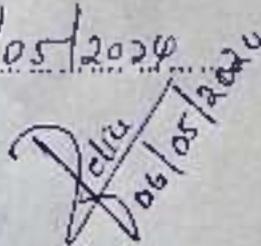


College Seal

  
Head of the Department

Viva Voce Examination held on ..... 06/05/2024

  
Internal Examiner

  
External Examiner

# KAKKADASSERIL CARDAMOM TRADERS

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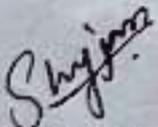
TO WHOMSOEVER IT MAY CONCERN

October 10, 2023

This is to certify that **Mr. Alias K Shysan**, B.com Model 2 Logistics student of **Rajagiri college of management and applied science kakkanad**, has done a project titled "**Effectiveness of costal shipping**" for a period of one month in our organization. During his tenure with us we found him sincere and hardworking.

For kakkadasseril cardamom traders

Sincerely,



SHYJAN K ALIAS

Manager

KAKKADASSERIL CARDAMOM TRADERS  
ADIMALY  
GSTIN: 32ADNPA1089R1ZB



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study On The Effectiveness Of Coastal Shipping Strategies Adopted By  
Kakkadasseril Cardamom Traders Adimali, Idukki**

Submitted by

**ADIL A (210021072229)**

**ALIAS K SHYSAN (210021072272)**

**ARUN DEV (210021072286)**

**AMAYA ASHOK (210021072273)**

**RITHU MEENU MATHEWS (210021072263)**

Under the Guidance of

**MS. TESSY BIJU**

*In partial fulfillment of the requirements for the award of the Degree of Bachelor of  
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Mahatma Gandhi University, Kottayam



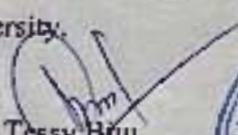
2021-2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

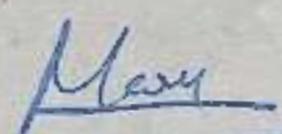
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Ms. Tessa Biju

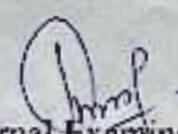
Project Guide



College Seal

  
Head of the Department

Viva Voce Examination held on ..... 06/05/2024 .....

  
Internal Examiner

  
External Examiner

# KAKKADASSERIL CARDAMOM TRADERS

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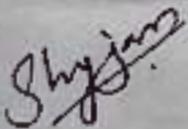
TO WHOMSOEVER IT MAY CONCERN

October 10, 2023

This is to certify that **Mr. Arun Dev**, B.com Model 2 Logistics student of **Rajagiri college of management and applied science kakkanad**, has done a project titled "**Effectiveness of costal shipping**" for a period of one month in our organization. During his tenure with us we found him sincere and hardworking.

For kakkadasseril cardamom traders

Sincerely,



**SHYJAN K ALIAS**

Manager

**KAKKADASSERIL CARDAMOM TRADERS**  
ADIMALY  
GSTIN: 32ADNPA1069R1ZB



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**A Study On The Effectiveness Of Coastal Shipping Strategies Adopted By  
Kakkadasseri Cardamom Traders Adimali, Idakki**

Submitted by

**ADIL A (210021072229)**

**ALIAS K SHYSAN (210021072272)**

**ARUN DEV (210021072286)**

**AMAYA ASHOK (210021072273)**

**RITHU MEENU MATHEWS (210021072263)**

Under the Guidance of

**MS. TESSY BIJU**

*In partial fulfillment of the requirements for the award of the Degree of Bachelor of  
Commerce*

**Mahatma Gandhi University, Kottayam**



2021-2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
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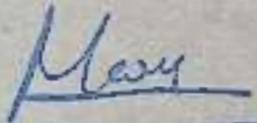
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Ms. Tessy Biju

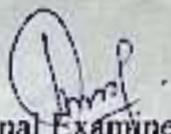
Project Guide

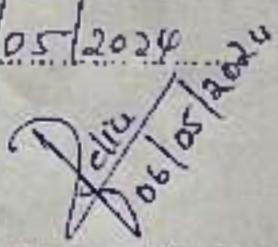


College Seal

  
Head of the Department

Viva Voce Examination held on ... 06/05/2024

  
Internal Examiner

  
External Examiner

# KAKKADASSERIL CARDAMOM TRADERS

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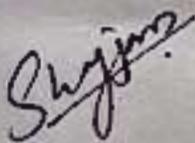
TO WHOMSOEVER IT MAY CONCERN

October 10, 2023

This is to certify that **Ms. Amaya Ashok**, B.com Model 2 Logistics student of **Rajagiri college of management and applied science kakkanad**, has done a project titled "**Effectiveness of costal shipping**" for a period of one month in our organization. During his tenure with us we found him sincere and hardworking.

For kakkadasseril cardamom traders

Sincerely,



**SHYJAN K ALIAS**

Manager

**KAKKADASSERIL CARDAMOM TRADERS**  
ADIMALY  
GSTIN: 32ADNPA1069R1ZB



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**A Study On The Effectiveness Of Coastal Shipping Strategies Adopted By  
Kakkadasseril Cardamom Traders Adimali, Idukki**

Submitted by

**ADIL A (210021072229)**

**ALIAS K SHYSAN (210021072272)**

**ARUN DEV (210021072286)**

**AMAYA ASHOK (210021072273)**

**RITHU MEENU MATHEWS (210021072263)**

Under the Guidance of

**MS. TESSY BIJU**

*In partial fulfillment of the requirements for the award of the Degree of Bachelor of  
Commerce*

Mahatma Gandhi University, Kottayam



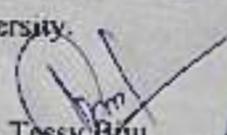
2021-2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

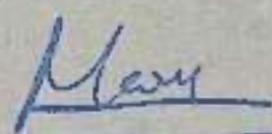
This is to certify that the project work titled "A study on the effectiveness of coastal shipping strategies adopted by Kakkadesseril Cardamom Traders Adimali, Idukki" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Amaya Ashok, Alias K Shysan, Arun Dev, Rithu Meenu Mathews, Adil A under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Ms. Tessy Biju

Project Guide

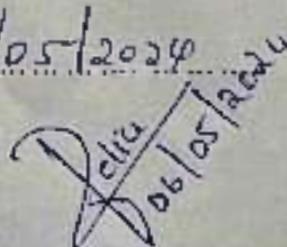


College Seal

  
Head of the Department

Viva Voce Examination held on ..... 06/05/2024

  
Internal Examiner

  
External Examiner

# KAKKADASSERIL CARDAMOM TRADERS

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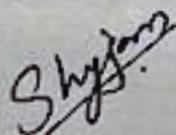
TO WHOMSOEVER IT MAY CONCERN

October 10, 2023

This is to certify that **Ms. Rithu Meenu Mathews**, B.com Model 2 Logistics student of **Rajagiri college of management and applied science kakkanad**, has done a project titled "**Effectiveness of costal shipping**" for a period of one month in our organization. During his tenure with us we found him sincere and hardworking.

For kakkadasseril cardamom traders

Sincerely,



**SHYJAN K ALIAS**

Manager

KAKKADASSERIL CARDAMOM TRADERS  
ADIMALY  
GSTIN: 32ADNPA1069R1ZB

---

Adimali, Idukki, Kerala 685561



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A Study On The Production And Export Management Of Seafoods  
With Reference To Aqua Geno Exim Pvt. Ltd."**

Submitted by

**ALEN P B (REG NO: 210021072232)**

**ADVAITH P S (REG NO: 210021072230)**

**SIYAL V SURESH (REG NO: 210021072283)**

**ADHIL NAZAR (REG NO: 210021072228)**

**SHAZ V K (REG NO: 210021072264)**

Under the guidance of

**Ms. TESSY BIJU**

*In partial fulfillment of the requirement for the award of the Degree of*

*Bachelor of Commerce*

**Mabhatma Gandhi University, Kottayam**



2021-2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the project work titled "A STUDY ON THE PRODUCTION AND EXPORT MANAGEMENT OF SEAFOODS WITH REFERENCE TO AQUA GENO EXIM PVT. LTD." submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce is a record of the original work done by **Alen P B, Advait P S, Siyal V Suresh, Adhil Nazar, Shaz V K** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree / Diploma / Fellowship or similar title to any candidate of this or any other University*

Ms. Tessy Hiju  
Project Guide



Ms. Mary Antony  
Head of Department

Viva Voce Examination held on... 06/05/2024.....

Internal Examiner

External Examiner

**AQUA GENO EXIM**  
EXPORTERS OF MARINE PRODUCTS

13<sup>th</sup> January 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Alen P.B.**, Reg No: 210021072232, 6<sup>th</sup> Semester B.Com student of Rajagiri College of Management & Applied Sciences, Rajagiri Valley P.O., Kakkanad, Cochin-682039 has undergone a Project work on "A Study on the Production & Export Management of Seafoods" in our organization from 08<sup>th</sup> January 2024 to 12<sup>th</sup> January 2024.

Yours truly,

BY AQUA GENO EXIM

  
Anand George  
C.A. Manager



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

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Under the guidance of

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*In partial fulfilment of the requirement for the award of the Degree of  
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**Mahatma Gandhi University, Kottayam**



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Ms. Jessy Biju

Project Guide



Ms. Mary Antony

Head of Department

Viva Voce Examination held on 06/05/2024

Internal Examiner

External Examiner

**AQUA GENO EXIM**  
EXPORTERS OF MARINE PRODUCTS

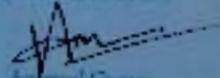
13<sup>th</sup> January 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Advait P.S.**, Reg No: 210021072230, 6<sup>th</sup> Semester B.Com student of Rajagiri College of Management & Applied Sciences, Rajagiri Valley P.O., Kakkanad, Cochin-682039 has undergone a Project work on "A Study on the Production & Export Management of Seafoods" in our organization from 08<sup>th</sup> January 2024 to 12<sup>th</sup> January 2024.

Yours truly,

For AQUA GENO EXIM

  
Advait P.S.  
G.A. Manager



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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**SIYAL V SURESH (REG NO: 210021072283)**

**ADHIL NAZAR (REG NO: 210021072228)**

**SHAZ V K (REG NO: 210021072264)**

Under the guidance of

**Ms. TESSY BIJU**

*In partial fulfilment of the requirement for the award of the Degree of  
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**Mahatma Gandhi University, Kottayam**



**2021-2024**



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APPLIED SCIENCES

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Handwritten signature of Ms. Tessy Biju in blue ink.

Ms. Tessy Biju  
Project Guide



Handwritten signature of Ms. Mary Antony in blue ink.

Ms. Mary Antony  
Head of Department

*Viva Voce Examination held on... 06/05/2024.....*

Handwritten signature of the Internal Examiner in blue ink.

Internal Examiner

Handwritten signature of the External Examiner in blue ink, dated 06/05/2024.

External Examiner

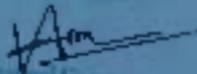
13<sup>th</sup> January 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Siyal V Suresh**, Reg No: 210021072283, 6<sup>th</sup> Semester B.Com student of Rajagiri College of Management & Applied Sciences, Rajagiri Valley P.O., Kakkanad, Cochin-682039 has undergone a Project work on "A Study on the Production & Export Management of Seafoods" in our organization from 08<sup>th</sup> January 2024 to 12<sup>th</sup> January 2024.

Yours truly,

AQUA GENO EXIM

  
General Manager  
O.A. Manager





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

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**SIYAL V SURESH (REG NO: 210021072283)**

**ADHIL NAZAR (REG NO: 210021072228)**

**SHAZ V K (REG NO: 210021072264)**

Under the guidance of

**Ms. TESSY BIJU**

*In partial fulfilment of the requirement for the award of the Degree of  
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**Mahatma Gandhi University, Kottayam**



**2021-2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
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Ms. Jessy Biju  
Project Guide



Ms. Mary Antony  
Head of Department

Viva Voce Examination held on... 06/05/2024.....

Internal Examiner

External Examiner

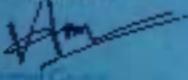
13<sup>th</sup> January 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Adhil Nazar**, Reg No: 210021072228, 6<sup>th</sup> Semester B.Com student of Rajagiri College of Management & Applied Sciences, Rajagiri Valley P.O., Kakkanad, Cochin-682039 has undergone a Project work on "A Study on the Production & Export Management of Seafoods" in our organization from 08<sup>th</sup> January 2024 to 12<sup>th</sup> January 2024.

Yours truly,

The AQUA GENO EXIM



Anand George  
D.A. Manager



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**“A Study On The Production And Export Management Of Seafoods  
With Reference To Aqua Geno Exim Pvt. Ltd.”**

Submitted by

**ALEN P B (REG NO: 210021072232)**

**ADVAITH P S (REG NO: 210021072230)**

**SIYAL V SURESH (REG NO: 210021072283)**

**ADHIL NAZAR (REG NO: 210021072226)**

**SHAZ V K (REG NO: 210021072264)**

Under the guidance of

**Ms. TESSY BLIU**

*In partial fulfilment of the requirement for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Ms. Jessy Biju

Project Guide



Ms. Mary Antony

Head of Department

Viva Voce Examination held on... 06/05/2024.....

Internal Examiner

External Examiner

# AQUA GENO EXIM

EXPORTERS OF MARINE PRODUCTS

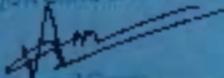
13<sup>th</sup> January 2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Shaz V.K.**, Reg No: 210021072230, 6<sup>th</sup> Semester B.Com student of Rajagiri College of Management & Applied Sciences, Rajagiri Valley P.O., Kakkanad, Cochin-682039 has undergone a Project work on "A Study on the Production & Export Management of Seafoods" in our organization from 08<sup>th</sup> January 2024 to 12<sup>th</sup> January 2024.

Yours truly,

For AQUA GENO EXIM

  
Authorized Signer  
O.K. Manoj





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A study on Cost Reduction strategies of P A BOARDS  
Perumbavoor**

Submitted by

<b>Manu George</b>	(210021072255)
Aalim Mohammed K A	(210021072225)
Athul Illikkal	(210021072239)
Thameem Hadhi P A	(210021072267)
Anakh M A	(210021072235)

Under the Guidance of

**Ms. Tessy Biju**

*In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "*A study on Cost Reduction strategies of P A BOARDS Perumbavoor*" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Manu George**, Aalim mohammed K A, Athul Illikkal, Thameem Hadhi P A, Anakh M A, under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on ... 06/05/2024 .....

Internal Examiner

06/05/2024

External Examiner



Phone : 0484 - 2591604  
0484 - 3101479

# PA BOARDS

VP1/318, MUDICKAL P.O., PERUMBAVOOR, KERALA - 683 547

Manufacturers of : Commercial Plywoods, Kiln Seasoned Block Boards & Flush Doors

Ref:

Date: 10.01.2024.....

## TO WHOMSOEVER IT MAY CONCERN

*This is to certify that Mr Thameem Hadhi P A., Mr Manu George, Mr Aalim Mohammed, Mr Athul Illikkal, Mr Anakh M A, B.Com Logistics students of Rajagiri College of Management and Applied Sciences (RCMAS) Kakkannad, has done a project titled "A study on cost reduction strategies with special reference to P A Boards " for a period of one month in our organization. During their tenure with us found them sincere and hardworking.*

*We wish all success in their future endeavour*

For PA BOARDS

Proprietor





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A study on Cost Reduction strategies of P A BOARDS  
Perumbavoor**

Submitted by

Manu George

(210021072255)

**Aalim Mohammed K A**

(210021072225)

Athul Illickal

(210021072239)

Thameem Hadhi P A

(210021072267)

Anakh M A

(210021072235)

Under the Guidance of

**Ms. Tessy Biju**

*In partial fulfillment of the requirements for the award of the Degree of  
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**Mahatma Gandhi University, Kottayam**



2021 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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This is to certify that the project work titled "*A study on Cost Reduction strategies of P A BOARDS Perumbavoor*" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by Manu George, **Aalim mohammed K A**, AThul Illickal, Thameem Hadhi P A, Anakh M A, under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Project Guide



Head of the Department

Viva Voce Examination held on ... 06/05/2024 ...

Internal Examiner

External Examiner



Phone : 0484 - 2591604  
0484 - 3101479

**P A BOARDS**  
VP1/318, MUDICKAL P.O., PERUMBAVOOR, KERALA - 683 547

Manufacturers of : Commercial Plywoods, Kiln Seasoned Block Boards & Flush Doors

Ref:

Date: 10.01.2024

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*We wish all success in their future endeavour*

For P A BOARDS

Proprietor





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A study on Cost Reduction strategies of P A BOARDS  
Perumbavoor**

Submitted by

Manu George	(210021072255)
Aalim Mohammed K A	(210021072225)
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2021 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

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Project Guide



Head of the Department

Viva Voce Examination held on ... 06/05/2024 .....

Internal Examiner

External Examiner



**P A BOARDS**  
VP1/318, MUDICKAL P.O., PERUMBAVOOR, KERALA - 683 547

Phone : 0484 - 2591604  
0484 - 3101479

Manufacturers of : Commercial Plywoods, Kiln Seasoned Block Boards & Flush Doors

Ref:

Date: 10.01.2024

**TO WHOMSOEVER IT MAY CONCERN**

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*We wish all success in their future endeavour*

For P A BOARDS

Proprietor





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A study on Cost Reduction strategies of P A BOARDS  
Perumbavoor**

Submitted by

Manu George (210021072255)

Aalim Mohammed K A (210021072225)

Athul Illikkal (210021072239)

**Thameem Hadhi F A** (210021072267)

Anakh M A (210021072235)

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Mahatma Gandhi University, Kottayam



2021 – 2024



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Project Guide



Head of the Department

Viva Voce Examination held on ... 06/05/2024 ...

Internal Examiner

External Examiner



**P A BOARDS**  
VP1/318, MUDICKAL P.O., PERUMBAVOOR, KERALA - 683 547

Phone : 0484 - 2591804  
0484 - 3101479

Manufacturers of : Commercial Plywoods, Kiln Seasoned Block Boards & Flush Doors

Date:..40.01.2024.....

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For **P A BOARDS**

**Proprietor**





**RCMAS**  
RAIGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A study on Cost Reduction strategies of P A BOARDS  
Perumbavoor**

Submitted by

Manu George (210021072255)

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Athul Illikkal (210021072239)

Thameem Hadhi P A (210021072267)

Anakh M A (210021072235)

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2021 – 2024



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Date: 10.01.2024

**TO WHOMSOEVER IT MAY CONCERN**

*This is to certify that Mr Thameem Hadhi P A., Mr Manu George, Mr Aalim Mohammed, Mr Athul Illikkal, Mr Anakh M A, B.Com Logistics students of Rajagiri College of Management and Applied Sciences (RCMAS) Kakkanad, has done a project titled "A study on cost reduction strategies with special reference to P A Boards " for a period of one month in our organization. During their tenure with us found them sincere and hardworking.*

*We wish all success in their future endeavour*

For P A BOARDS

Proprietor





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**A Study On Job Satisfaction And Its Impact On Employee Motivation In Reference  
To Greenline Enterprises, Kakkanaad**

Submitted by

**Anishka Shaji**

Reg No : 210021072274

Irene C Prince

Reg No : 210021072248

Basil Jose Arun

Reg No : 210021072275

Prithvi Eerath Anand

Reg No : 210021072262

Ansal MS

Reg No : 210021072237

Under the Guidance of  
**Ms. Mary Antony**

*In partial fulfillment of the requirements for the award of the Degree  
of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021 – 2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
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Project Guide  
Ms. Mary Antony

Head of the Department  
Ms. Mary Antony



Viva Voce Examination held on

21/05/2024

Internal Examiner

External Examiner

# Greenline Enterprises

(Packaged Drinking Water)



16<sup>th</sup> November 2023

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This is to certify that Anishka Shaji, Irene C Prince Prithvi Ajund, Basil Joe Arun and Ansal MS, students of Rajagiri College of Management and Applied Sciences, Kakkaniad, currently pursuing Bcom Model 2 Logistics Management has successfully completed their project with reference to our company from 16<sup>th</sup> October to 16<sup>th</sup> November 2023.

During this tenure they have sincerely done a study of Job Satisfaction and Its Impact On Employee Motivation and prepared their project.

GREENLINE ENTERPRISES

MUHAMMED ASIF P.S

Managing Director





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
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Ms. Mary Antony



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Handwritten signature and date: 06/05/2024

# Greenline Enterprises

(Packaged Drinking Water)



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MUHAMMAD ASIF P S

Managing Director



Vadecode P.O, Mundampalam, Kanganappady, Kochi - 682 021

84 2410444, Mob 9388603040, 9447768153, 9526340638 e-mail - greenlineenter456@gmail.com 1358



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**Ms. Mary Antony**



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MUHAMMED ASIF P.S

Managing Director





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O, COCHIN - 39

## **INDUSTRIAL PROJECT REPORT**

**A Study On The Customer Relationship Management  
in BRD Car World, Aluva.**

Submitted by

**FEBIN JOSE AJEESH**

(Reg no. 210021072288)

**MATHEW JOHN**

(Reg no. 210021072257 )

**NISIN ANIL**

(Reg no. 210021072278 )

**EAMIL G VINEETH**

(Reg no. 210021072249)

**MARIA ROSE VARGHESE**

(Reg no. 210021072256)

Under the Guidance of

**Ms. Bilin Baby Elizabethu**

*In partial fulfillment of the requirements for the award of the Degree of  
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**Mahatma Gandhi University, Kottayam**



2021 - 2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 39

## CERTIFICATE

This is to certify that the project work titled "A STUDY ON THE CUSTOMER RELATIONSHIP MANAGEMENT IN BRD CAR WORLD" Submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of Bachelor of Commerce is a record of the original work done **Febin Jose, Nisin Anil, Mathew John, Maria Rose Varghese, Eamil G Vinceth** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.

Bilin Baby Elizabetha

Project Guide



Ms. Mary Antony

Head of Department

Viva Voce Examination held on... 06/05/2024

Internal Examiner

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PROJECT COMPLETION CERTIFICATE

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- 1) **Mr. FEBIN JOSE AJEESH** (Reg No 210021072288)
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- 4) **Mr. LAMIL G VINEETH** (Reg No: 210021072249)
- 5) **Ms. MARIA ROSE VARGHESE** (Reg No 210021072288)

During the above mentioned period, they were found to be industrious and co-operative in all assignments given to them and their conduct and character are good.

We wish them all the success in their future endeavors

For BRD Car World Limited.



General Manager  
HR & Administration



BRD Car World Limited  
Regional Office, BRD Complex  
NH By-pass, Marathakkara P O  
Korikkara, Thrissur - 680 106





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
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RAJAGIRI VALLEY P. O. COCHIN - 39

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For BRD Car World Limited,

*[Handwritten Signature]*

General Manager  
HR & Administration



BRD Car World Limited  
Regional Office, BRD Complex  
NH By-pass, Marathakkara P.O  
Konkkara, Thrissur - 680 306





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
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RAJAGIRI VALLEY P. O. COCHIN - 19

## **INDUSTRIAL PROJECT REPORT**

**A Study On The Customer Relationship Management  
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Submitted by

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2021 – 2024



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For BRD Car World Limited.

General Manager  
HR & Administration

BRD Car World Limited  
Regional Office, BRD Complex  
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3504





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Under the Guidance of

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2021 - 2024



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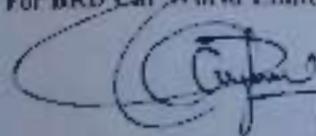
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For BRD Car World Limited,



General Manager  
HR & Administration



BRD Car World Limited  
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Konikkara, Thrissur - 680 306

3504





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A Study on Stress Management Strategies of  
Expeed Software Pvt Ltd"**

Submitted by

<b>ALIF SALAM</b>	(REG. NO. 210021072233)
<b>AMITH JYOTI</b>	(REG. NO. 210021072234)
<b>ANEESHA ROSE SHAJU</b>	(REG. NO. 210021072236)
<b>FIZA P FAROOQUE</b>	(REG. NO. 210021072245)
<b>AKSHAY SAL</b>	(REG. NO. 210021072270)

Under the Guidance of

**Ms Mary Antony**

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*

Mahatma Gandhi University, Kottayam



2021-2024



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A Study on Stress Management Strategies of Expeed Software Pvt Ltd" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce is a record of the original work done by AKSHAY SAL, ALIF SALAM, AMITH JYOTI, ANEESHA ROSE SHAJU, FIZA P FAROOQUE under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any other candidate of this or any other university.



MARY ANTONY

Head of the Department &  
Project Guide

Viva Voce Examination held on... 06/05/2024

Internal Examiner

External Examiner

ES/C4/23-24/207

12<sup>th</sup> March 2024

Subject: Certificate of completion

TO WHOMSOEVER IT MAY CONCERN

This is to certify that the below mentioned members,

1. Amith Jyothi
2. Akif Salam
3. Fiza P Farooque
4. Aneesha Rose Raju
5. Akshay Sai

of 6<sup>th</sup> Semester B. Com students of Rajagiri College of Management & Applied Sciences, Rajagiri Valley P O, Kakkanad, Cochin-682039 has undergone a Project Work on "Case Study on Stress Management Strategies of Expeed Software Pvt Ltd" in our organization from 08<sup>th</sup> January 2024 to 12<sup>th</sup> January 2024.

Thanks & Regards,

For Expeed Software Pvt Ltd

*Ayshwarya Chandran*



Ayshwarya Chandran  
Manager - HR

EXPEED SOFTWARE PVT LTD

HYDERABAD: Modern Picloud Tech Park, #201, Survey #3, Kondapur, Telangana 500032

COCHIN: CTR, SCR01 SmartCity Kochi, Kerala 682030

Call: 1929007020 | IPTC152333 | info@expeed.com | www.expeed.com



# RCMAS

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## INDUSTRIAL PROJECT REPORT

"A Study on Stress Management Strategies of  
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Submitted by

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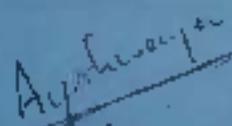
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*Aishwarya*



Aishwarya Chandran  
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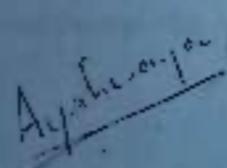
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Ayshwarya Chandran  
Manager- HR



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**A Study on the Effectiveness of Warehouse Management  
System with Reference to P.A BOARDS, Perumbavoor**

Submitted by

**ANN ALEXIE**

Reg. No: 210021072285

**TESSA TOMY**

Reg. No: 210021072266

**EBIN SUNNY**

Reg. No: 210021072244

**ATHUL CHERIAN MATHEW**

Reg. No: 210021072238

**DEV DATH VEPPEL SIRAJ**

Reg. No: 210021072242

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2021-2024



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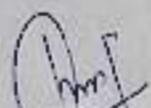
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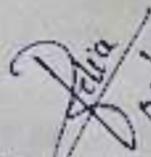
  
**Ms. Mary Antony**

Project Guide



Viva Voce Examination held on ..... 06/05/2024 .....

  
**Internal Examiner**

  
**External Examiner**  
06/05/2024



Phone : 0484 - 2591804  
0484 - 3101479

# PA BOARDS

VP1/318, MUDICKAL P.O., PERUMBAVOOR, KERALA - 683 547

Manufacturers of : Commercial Plywoods, Kiln Seasoned Block Boards & Flush Doors

Ref:

Date: 10-01-2024

## TO WHOMSOEVER IT MAY CONCERN

*This is to certify that Ms Tessa Tomy, Ms Ann Alexie, Mr Ebin Sunny, Mr Athul Cherian Mathew, Mr Devdath Veppil Siraj, B.Com Logistics students of Rajagiri College of Management and Applied Sciences (RCMAS) Kakkanad, has done a project titled "A study on effectiveness of warehouse management system with special reference to P A Boards" for a period of one month in our organization. During their tenure with us found them sincere and hardworking.*

*We wish all success in their future endeavour*

For PA BOARDS

Proprietor





**RCMAS**

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Reg. No: 210021072242

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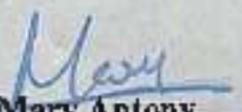


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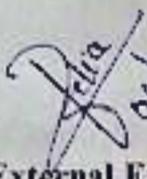
  
Ms. Mary Antony

Project Guide



Viva Voce Examination held on ..... 06/05/2024

  
Internal Examiner

  
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Phone 0484 - 2591604  
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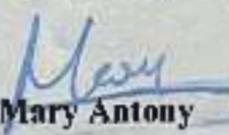


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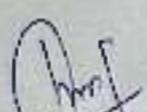
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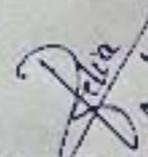
  
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Viva Voce Examination held on ..... 06/05/2024

  
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Proprietor





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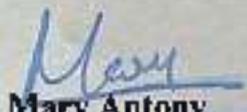


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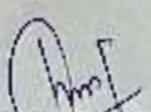
  
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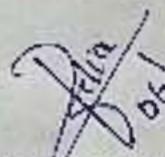
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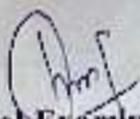
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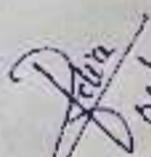
  
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Date: 10.01.2024

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*This is to certify that Ms Tessa Tomy, Ms Ann Alexie, Mr Ebin Sunny, Mr Athul Cherian Mathew, Mr Devdath Veppil Siraj, B.Com Logistics students of Rajagiri College of Management and Applied Sciences (RCMAS) Kakkanad, has done a project titled "A study on effectiveness of warehouse management system with special reference to P A Boards " for a period of one month in our organization. During their tenure with us found them sincere and hardworking.*

*We wish all success in their future endeavour*

For PA BOARDS

Proprietor





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A Study on the Effectiveness of Promotional Strategies with  
Special Reference to Harvest Caterers, Emakulam"**

Submitted by

<b>Kevin John</b>	RegNo:(210021072254)
<b>George Paul</b>	RegNo:(210021072247)
<b>George Eldo</b>	RegNo:(210021072246)
<b>KN Salman</b>	RegNo:(210021072252)
<b>Muhammed Faiz B K</b>	RegNo:(210021072277)

Under the Guidance of

**Ms. Bilin Baby Elizabeth**

*In partial fulfillment of the requirements for the award of the Degree  
of*

*Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



2021-2024



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

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Project Guide



College Seal

Head of the Department

Viva Voce Examination held on 06/05/2024

Internal Examiner

External Examiner



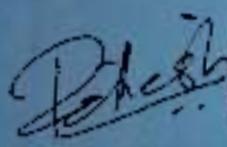
Date : 15.01.2024

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Yours Truly,

For HARVEST CATERERS PVT LTD


HR MANAGER



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**“A Study on the Effectiveness of Promotional Strategies with  
Special Reference to Harvest Caterers, Ernakulum”**

Submitted by

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College Seal

Head of the Department

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**Harvest**  
CATERERS PVT LTD.  
a great way to celebrate

Date: 15.01.2024

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External Examiner



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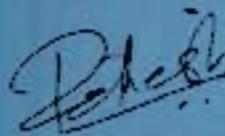
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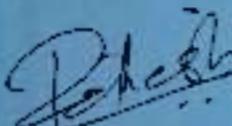
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For HARVEST CATERERS PVT LTD

  
HR MANAGER



TRIVANOKULAM

Boys, Padivattom,  
Cochin - 682 025.  
Tel : 2805849

THRISSUR

Harvest Avenue, Church Stop  
Dhuli, Thrissur - 680 306  
Tel : 0487 2352663

THIRUVALLA

Ezhiyillam, Perunthuruthy PQ  
Thiruvalla - 689 107.  
Tel - 0409 2645123  
Email: zul@harvestcaterers.com

TRIVANOKUM

Katzkulam, Periorokada  
Trivandrum - 695 564  
Tel : 0471 2370070



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College Seal

Head of the Department

Viva Voce Examination held on 06/05/2024

Internal Examiner

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HR MANAGER



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**A Study on the Effectiveness of Advertising Strategies at  
Arun Ice Creams**

Submitted by

**Aswathy M Manikandan**

Reg No. 210021072287

Pearl Mary Thomas

Reg No: 210021072279

Christo George Sebastian

Reg No. 210021072241

Athul Prakash

Reg No: 210021072240

Peter Eldhos

Reg No. 210021072261

Under the Guidance of

**Mrs. Mary Antony**

*In partial fulfillment of the requirements for the award of the Degree of  
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*Mahatma Gandhi University, Kottayam*



2021 - 2024



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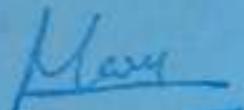
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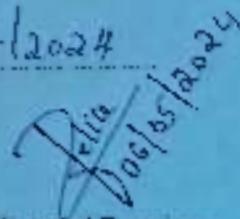
  
Mary Antony  
Project Guide



  
Mary Antony  
Head of Department

Viva Voce Examination held on 06/05/2024

  
Internal Examiner

  
External Examiner



DATE: 27/02/2024

This is to certify that **Ms.ASWATHY M MANIKANDAN** (210021072287), Ms. PEARL MARY THOMAS(210021072279), Mr.CHRISTO GEORGE SEBASTIAN(210021072241), Mr.ATHUL PRAKASH(210021072240) Mr.PETER ELDHOS(210021072261) B Com students of Rajagiri College of Management & Applied Sciences, Rajagiri valley Post, Cochin, had successfully completed their project titled "A STUDY ON THE EFFECTIVENESS OF ADVERTISING AT ARUN ICECREAMS ", in our firm.

During the above mentioned period they found industrious and cooperative in all the assignments given to them and the conduct and character were good.

We wish them all the success in future endeavors.



For  
6T INCORPORATE,

6T Incorporate, 3/1944 Pavi's road,  
Uricher, Thiruvananthapuram North, Ernakulam 682021  
6tincorp@gmail.com  
+91 904 887 77 55, +91 904 887 77 68



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**INDUSTRIAL PROJECT REPORT**

**A Study on the Effectiveness of Advertising Strategies of**

**Arun Ice Creams**

Submitted by  
Aswathy M Manikandan  
Reg No: 210021072287

**Pearl Mary Thomas**  
Reg No: 210021072279

Christo George Sebastian  
Reg No: 210021072241

Athul Prakash  
Reg No: 210021072240

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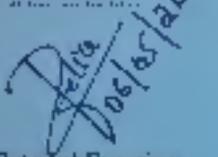
  
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Viva Voce Examination held on 06/05/2024

  
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# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
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## INDUSTRIAL PROJECT REPORT

*A Study on the Effectiveness of Advertising Strategies at*

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Submitted by

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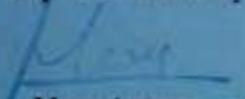


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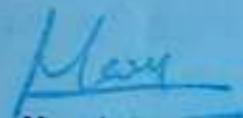
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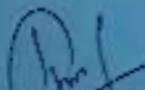
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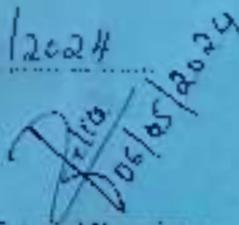
  
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Mary Antony  
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For

GT INCORPORATE,

gt incorporate, 3/1144 kowalocode,  
erode, Thrissur Dist, Kerala 682021  
gtincorp@gmail.com  
+91 994 867 77 55, +91 904 367 73 66



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**A Study on the Effectiveness of Advertising Strategies at**

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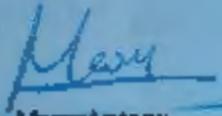
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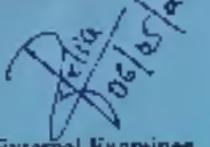
  
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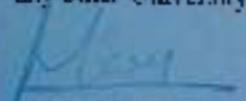


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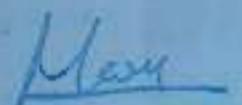
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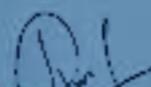
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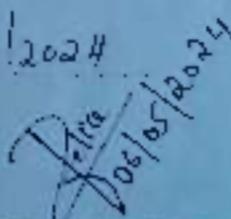
  
Mary Antony  
Project Guide



  
Mary Antony  
Head of Department

Viva Voce Examination held on 06/05/2024

  
Internal Examiner

  
External Examiner



DATE: 27/02/2024

This is to certify that Ms. ASWATHY M MANIKANDAN (210021072287), Ms. PEARL MARY THOMAS(210021072279), Mr. CHRISTO GEORGE SEBASTIAN(210021072241), Mr. ATHUL PRAKASH(210021072240) Mr. PETER ELDHOS(210021072261) B Com students of Rajagiri College of Management & Applied Sciences, Rajagiri valley Post, Cochin, had successfully completed their project titled "A STUDY ON THE EFFECTIVENESS OF ADVERTISING AT ARUN ICECREAMS ", in our firm.

During the above mentioned period they found industrious and cooperative in all the assignments given to them and the conduct and character were good.

We wish them all the success in future endeavors.



For

GT INCORPORATE,

GT INCORPORATE, 1/1044 Kottayam Road,  
ERNAKULAM, Kerala 682021  
GTINC@GTINC.COM  
+91 904 857 77 55, +91 504 862 77 88



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 38

**"A STUDY ON CONSUMER'S PERCEPTION TOWARDS LIFE  
INSURANCE POLICY OF LIFE INSURANCE CORPORATION  
WITH SPECIAL REFERENCE TO KAKKANAD SECTOR"**

**INDUSTRIAL PROJECT REPORT**

Submitted by

**JAYANTH ITTYCHERIA** (RegNo: 210021072289)

JOHN SONY KANNAMPALLIL (RegNo: 210021072251)

MOHAMMED FARDEEN (RegNo: 210021072276)

MUHAMMED NISHAL P S (RegNo: 210021072249)

MUHAMMED RAFID (RegNo: 210021072260)

Under the Guidance of

Mrs. Bilin Baby Elizabeth

*"In partial fulfilment of the requirements for the award of the Degree of Bachelor of  
Commerce"*

Mahatma Gandhi University, Kottayam

2021 - 2024





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON CONSUMER'S PERCEPTION TOWARDS LIFE INSURANCE POLICY OF LIFE INSURANCE CORPORATION WITH SPECIAL REFERENCE TO KAKKANAD SECTOR" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Jayanth Ittycheria, John Sony Kannampallil, Mohammed Fardeen, Muhammed Nishal P S, Muhammed Rafid** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Bilin Baby Elizabethu  
Project Guide



College Seal

Mary Antony  
Head of the Department

Viva Voce Examination held on ..... 06/05/2024

Internal Examiner

External Examiner



भारतीय जीवन बीमा निगम  
LIFE INSURANCE CORPORATION OF INDIA

LIFE INSURANCE CORPORATION OF INDIA

287J+CP4, Civil Line Rd, Padamughal, Kakkannad, Kerala 682021

To Whomsoever it may concern,

This is to certify that **JAYANTH ITTYCHERIA** (RegNo: 210021072289) student of Rajagiri College of Management and Applied Sciences, Kakkannad has completed his project on the topic "STUDY ON CONSUMER'S PERCEPTION TOWARDS LIFE INSURANCE POLICY OF LIFE INSURANCE CORPORATION" with reference to kakkannad sector. In partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce under Mahatma Gandhi University.

We wish him all the best in his future endeavours.

BRANCH MANAGER,



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 68

**"A STUDY ON CONSUMER'S PERCEPTION TOWARDS LIFE  
INSURANCE POLICY OF LIFE INSURANCE CORPORATION  
WITH SPECIAL REFERENCE TO KAKKANAD SECTOR"**

**INDUSTRIAL PROJECT REPORT**

Submitted by

JAYANTH ITTYCHERJA (RegNo: 210021072289)

**JOHN SONY KANNAMPALLIL** (RegNo: 210021072251)

MOHAMMED FARDEEN (RegNo: 210021072276)

MUHAMMED NISHAL P S (RegNo: 210021072249)

MUHAMMED RAFID (RegNo: 210021072260)

Under the Guidance of

Mrs. Bilin Baby Elizabeth

*"In partial fulfilment of the requirements for the award of the Degree of Bachelor of  
Commerce"*

Mahatma Gandhi University, Kottayam

2021 - 2024





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON CONSUMER'S PERCEPTION TOWARDS LIFE INSURANCE POLICY OF LIFE INSURANCE CORPORATION WITH SPECIAL REFERENCE TO KAKKANAD SECTOR" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Jayanth Ittycheria, John Sony Kannampalli, Mohammed Fardeen, Muhammed Nishal P S, Muhammed Rafid** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Bilin Baby Elizabethhu  
Project Guide



College Seal

Mary Antony  
Head of the Department

Viva Voce Examination held on ..... 26/05/2024 .....

Internal Examiner

External Examiner



LIFE INSURANCE CORPORATION OF INDIA

287J+CP4, Civil Line Rd, Padamughal, Kakkanad, Kerala 682021

To Whomsoever it may concern,

This is to certify that **JOHN SONY KANNAMPALLIL** (RegNo: 210021072251) student of Rajagiri College of Management and Applied Sciences, Kakkanad has completed his project on the topic "STUDY ON CONSUMER'S PERCEPTION TOWARDS LIFE INSURANCE POLICY OF LIFE INSURANCE CORPORATION" with reference to kakkanad sector. In partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce under Mahatma Gandhi University.

We wish him all the best in his future endeavours.

BRANCH MANAGER,



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 68

**"A STUDY ON CONSUMER'S PERCEPTION TOWARDS LIFE  
INSURANCE POLICY OF LIFE INSURANCE CORPORATION  
WITH SPECIAL REFERENCE TO KAKKANAD SECTOR"**

**INDUSTRIAL PROJECT REPORT**

Submitted by

JAYANTH ITTYCHERIA (RegNo: 210021072289)

JOHN SONY KANNAMPALLIL (RegNo: 210021072251)

**MOHAMMED FARDEEN** (RegNo: 210021072276)

MUHAMMED NISHAL P S (RegNo: 210021072249)

MUHAMMED RAFID (RegNo: 210021072260)

Under the Guidance of

Mrs. Bilin Baby Elizabeth

*"In partial fulfilment of the requirements for the award of the Degree of Bachelor of  
Commerce"*

Mahatma Gandhi University, Kottayam

2021 - 2024





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON CONSUMER'S PERCEPTION TOWARDS LIFE INSURANCE POLICY OF LIFE INSURANCE CORPORATION WITH SPECIAL REFERENCE TO KAKKANAD SECTOR" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Jayanth Ittycherin, John Sony Kannampallil, Mohammed Fardeen, Muhammed Nisha P S, Muhammed Rafid** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**Bilin Baby Elizabethu**  
Project Guide



College Seal

**Mary Antony**  
Head of the Department

Viva Voce Examination held on ..... 06/05/2024 .....

Internal Examiner

External Examiner



भारतीय जीवन बीमा निगम  
LIFE INSURANCE CORPORATION OF INDIA

LIFE INSURANCE CORPORATION OF INDIA

287J+CP4, CMI Line Rd, Padamughal, Kakkanad, Kerala 682021

To Whomsoever it may concern,

This is to certify that **MOHAMMED FARDEEN** (RegNo: 210021072276) student of Rajagiri College of Management and Applied Sciences, Kakkanad has completed his project on the topic "STUDY ON CONSUMER'S PERCEPTION TOWARDS LIFE INSURANCE POLICY OF LIFE INSURANCE CORPORATION" with reference to kakkanad sector. In partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce under Mahatma Gandhi University.

We wish him all the best in his future endeavours.

BRANCH MANAGER,



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGHRI VILLET P. O. COCHIN - 68

**"A STUDY ON CONSUMER'S PERCEPTION TOWARDS LIFE  
INSURANCE POLICY OF LIFE INSURANCE CORPORATION  
WITH SPECIAL REFERENCE TO KAKKANAD SECTOR"**

**INDUSTRIAL PROJECT REPORT**

Submitted by

JAYANTH ITTYCHERIA (RegNo: 210021072289)

JOHN SONY KANNAMPALLIL (RegNo: 210021072251)

MOHAMMED FARDEEN (RegNo: 210021072276)

**MUHAMMED NISHAL P S** (RegNo: 210021072249)

MUHAMMED RAFID (RegNo: 210021072260)

Under the Guidance of

**Mrs. Bilin Baby Elizabeth**

*"In partial fulfilment of the requirements for the award of the Degree of Bachelor of  
Commerce"*

Mahatma Gandhi University, Kottayam

2021 - 2024





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RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON CONSUMER'S PERCEPTION TOWARDS LIFE INSURANCE POLICY OF LIFE INSURANCE CORPORATION WITH SPECIAL REFERENCE TO KAKKANAD SECTOR" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Jayanth Ittycheria, John Sony Kannampalil, Mohammed Fardeen, Muhammed Nishal P S, Muhammed Rafid** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Bilin Baby Elizabetha  
Project Guide



College Seal

Mary Antony  
Head of the Department

Viva Voce Examination held on ..... 06/05/2024 .....

Internal Examiner

External Examiner



LIFE INSURANCE CORPORATION OF INDIA  
287J+CP4, Civil Line Rd, Padamughal, Kakkanad, Kerala 682021

To Whomsoever it may concern,

This is to certify that **MUHAMMED NISHAL P S** (RegNo: 210021072249) student of Rajagiri College of Management and Applied Sciences, Kakkanad has completed his project on the topic "STUDY ON CONSUMER'S PERCEPTION TOWARDS LIFE INSURANCE POLICY OF LIFE INSURANCE CORPORATION" with reference to kakkanad sector. In partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce under Mahatma Gandhi University.

We wish him all the best in his future endeavours.

BRANCH MANAGER,



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES  
RAJAGIRI VALLEY P. O. COCHIN - 22

**“A STUDY ON CONSUMER’S PERCEPTION TOWARDS LIFE  
INSURANCE POLICY OF LIFE INSURANCE CORPORATION  
WITH SPECIAL REFERENCE TO KAKKANAD SECTOR”**

**INDUSTRIAL PROJECT REPORT**

Submitted by

JAYANTH ITTYCHERIA (RegNo: 210021072289)

JOHN SONY KANNAMPALLIL (RegNo: 210021072251)

MOHAMMED FARDEEN (RegNo: 210021072276)

MUHAMMED NISHAL P S (RegNo: 210021072249)

**MUHAMMED RAFID** (RegNo: 210021072260)

Under the Guidance of

Mrs. Bijin Baby Elizabeth

*“In partial fulfilment of the requirements for the award of the Degree of Bachelor of  
Commerce”*

Mahatma Gandhi University, Kottayam

2021 - 2024





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

## Certificate

This is to certify that the project work titled "A STUDY ON CONSUMER'S PERCEPTION TOWARDS LIFE INSURANCE POLICY OF LIFE INSURANCE CORPORATION WITH SPECIAL REFERENCE TO KAKKANAD SECTOR" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce is a record of the original work done by **Jayanth Ittycheria, John Suny Kannampalhi, Mohammed Fardeen, Muhammed Nishal P S, Muhammed Rafid** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Bilin Baby Elizabethu  
Project Guide



College Seal

Mary Antony  
Head of the Department

Viva Voce Examination held on 06/05/2024

Internal Examiner

External Examiner



भारतीय जीवन बीमा निगम  
LIFE INSURANCE CORPORATION OF INDIA

LIFE INSURANCE CORPORATION OF INDIA

287J+CP4, Civil Line Rd, Padamughal, Kakkannad, Kerala 682021

To Whomsoever it may concern,

This is to certify that **MUHAMMED RAFID** (RegNo: 210021072260) student of Rajagiri College of Management and Applied Sciences, Kakkannad has completed his project on the topic "STUDY ON CONSUMER'S PERCEPTION TOWARDS LIFE INSURANCE POLICY OF LIFE INSURANCE CORPORATION" with reference to kakkannad sector. In partial fulfillment of the requirements for the award of the Degree of the Bachelor of Commerce under Mahatma Gandhi University.

We wish him all the best in his future endeavours.

BRANCH MANAGER,



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**“A STUDY ON RISK MANAGEMENT IN SEA FREIGHT LOGISTICS  
WITH SPECIAL REFERENCE TO BOLLORE LOGISTICS PVT LTD”**

Submitted by

**JOEL V JOJO** (Reg No: 210021072250)

**JOAN HALLIES LIVERO** (Reg No: 210021072249)

**K.S.HARIGOVIND** (Reg No: 210021072253)

**S. GOUTHAM** (Reg No: 210021072280)

Under the guidance of

**MS. BILIN BABY ELIZABETHU**

*In partial fulfilment of the requirement for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the project work titled "A STUDY ON RISK MANAGEMENT IN SEA FREIGHT LOGISTICS WITH SPECIAL REFERENCE TO BOLLORE LOGISTICS PVT LTD." submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce is a record of the original work done **Joel V Jojo, Joan Hallies Livero, K.S. Harigovind, S. Goutham** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree /Diploma / Fellowship or similar title to any candidate of this or any other University.*

Bilin Baby Elizabethu

Project Guide



Mary Antony

Head of Department

Viva Voce Examination held on... 06/05/2024 .....

Internal Examiner

External Examiner

**To Whomsoever it may concern**

This is to certify that **Mr. JOEL V JOJO** ( Reg No: 210021072250) student of **Rajagiri College of Management and Applied Sciences, Kakkanad** has successfully completed his project on the topic "**A STUDY ON RISK MANAGEMENT IN SEA FREIGHT LOGISTICS**" with reference to **BOLLORE LOGISTICS PVT LTD** in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce under Mahatma Gandhi University.

We wish him all the best in him future endeavours.

For **BOLLORE LOGISTICS PVT LTD**



**Bollore Logistics India Private Limited**

(formerly Bollore Logistics India Limited)

Teemeyem Centre, Dbc: No. 24/1142F, 1st Floor, Naval Road, Wilkingdon Island, Cochin - 682 003 - INDIA

T + (91) (484) 2669800-03

Registered Office: Kankaria Court, 5th Floor, 7 Kyd Street, Kolkata, West Bengal - 70016 - INDIA

T + 91 33 6680 0700 - F + 91 33 6680 0619 CIN: U50102WB1999PTC046304



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON RISK MANAGEMENT IN SEA FREIGHT LOGISTICS  
WITH SPECIAL REFERENCE TO BOLLORE LOGISTICS PVT LTD"**

Submitted by

**JOEL V JOJO (Reg No: 210021072250)**

**JOAN HALLIES LIVERO (Reg No: 210021072249)**

**K.S.HARIGOVIND (Reg No: 210021072253)**

**S. GOUTHAM (Reg No: 210021072280)**

Under the guidance of

**MS. BILIN BABY ELIZABETHU**

*In partial fulfilment of the requirement for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the project work titled "A STUDY ON RISK MANAGEMENT IN SEA FREIGHT LOGISTICS WITH SPECIAL REFERENCE TO BOLLORE LOGISTICS PVT LTD." submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce is a record of the original work done Joel V Jojo, Joan Hallies Livero, K.S. Harigovind, S. Goutham under my supervision and guidance and that this project work has not formed the basis for the award of any Degree /Diploma / Fellowship or similar title to any candidate of this or any other University.*

Billin Baby Elizabethu  
Project Guide



Mary Antony  
Head of Department

Viva Voce Examination held on... 06/05/2024

Internal Examiner

External Examiner

To Whomsoever it may concern

This is to certify that **JOAN HALLIES LIVERO** (Reg No: 210021072249) student of Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed his project on the topic "A STUDY ON RISK MANAGEMENT IN SEA FREIGHT LOGISTICS" with reference to **BOLLORE LOGISTICS PVT LTD** in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce under Mahatma Gandhi University.

We wish him all the best in his future endeavours.

For **BOLLORE LOGISTICS PVT LTD**



**Bollore Logistics India Private Limited**

(formerly Bollore Logistics India Limited)

Tepeyem Centre, Door No. 24/1142F, 1st Floor, Naval Road, Willington Island, Cochin - 682 003- INDIA

T\* (91) (484) 2669800-03

Registered Office: Kankaria Court, 5th Floor, 7 Krd Street, Kankala, West Bengal - 70016- INDIA

T\* 91 33 6680 0700 - F \* 91 33 6660 0619 CIN: U50102WB1989FTC046384



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

**"A STUDY ON RISK MANAGEMENT IN SEA FREIGHT LOGISTICS  
WITH SPECIAL REFERENCE TO BOLLORE LOGISTICS PVT LTD"**

Submitted by

**JOEL V JOJO (Reg No: 210021072250)**

**JOAN HALLIES LIVERO (Reg No: 210021072249)**

**K.S.HARIGOVIND (Reg No: 210021072253)**

**S. GOUTHAM (Reg No: 210021072280)**

Under the guidance of

**MS. BILIN BABY ELIZABETHU**

*In partial fulfilment of the requirement for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the project work titled "A STUDY ON RISK MANAGEMENT IN SEA FREIGHT LOGISTICS WITH SPECIAL REFERENCE TO BOLLORE LOGISTICS PVT LTD." submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce is a record of the original work done Joel V Jojo, Joan Hallies Livero, K.S. Harigovind, S. Goutham under my supervision and guidance and that this project work has not formed the basis for the award of any Degree /Diploma / Fellowship or similar title to any candidate of this or any other University.*

Bilin Baby Elizabethu  
Project Guide



Mary Antony  
Head of Department

Viva Voce Examination held on... 06/05/2024

Internal Examiner

External Examiner

To Whomsoever it may concern

This is to certify that **K.S.HARIGOVIND** (Reg No: 210021072253) student of **Rajagiri College of Management and Applied Sciences, Kakkanad** has successfully completed his project on the topic **"A STUDY ON RISK MANAGEMENT IN SEA FREIGHT LOGISTICS"** with reference to **BOLLORE LOGISTICS PVT LTD** in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce under **Mahatma Gandhi University**.

We wish him all the best in his future endeavours.

For **BOLLORE LOGISTICS PVT LTD**



**Bollore Logistics India Private Limited**

(formerly Bollore Logistics India Limited)

Teepayam Centre, Door No. 24/1142F, 1st Floor, Naval Road, Wilkinson Island, Cochin - 682 003, INDIA

T + (91) (494) 2669800-03

Registered Office: Kankaria Court, 5th Floor, 7 Kyd Street, Kolkata, West Bengal - 70016 - INDIA

T + 91 33 6680 0700 - F + 91 33 6680 0619 CIN: U50102WB1999PTC046384



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **INDUSTRIAL PROJECT REPORT**

**"A STUDY ON RISK MANAGEMENT IN SEA FREIGHT LOGISTICS  
WITH SPECIAL REFERENCE TO BOLLORE LOGISTICS PVT LTD"**

Submitted by

**JOEL V JOJO (Reg No: 210021072250)**

**JOAN HALLIES LIVERO (Reg No: 210021072249)**

**K.S.HARIGOVIND (Reg No: 210021072253)**

**S. GOUTHAM (Reg No: 210021072280)**

Under the guidance of

**MS. BILIN BABY ELIZABETHU**

*In partial fulfilment of the requirement for the award of the Degree of  
Bachelor of Commerce*

**Mahatma Gandhi University, Kottayam**



**2021-2024**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the project work titled "A STUDY ON RISK MANAGEMENT IN SEA FREIGHT LOGISTICS WITH SPECIAL REFERENCE TO BOLLORE LOGISTICS PVT LTD." submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce is a record of the original work done Joel V Jojo, Joan Hallies Livero, K.S. Harigovind, S. Goutham under my supervision and guidance and that this project work has not formed the basis for the award of any Degree /Diploma / Fellowship or similar title to any candidate of this or any other University.*

Bilin Bahy Elizabethu

Project Guide



Mary Antony

Head of Department

Vivo Voce Examination held on... 06/05/2024

Internal Examiner

External Examiner

To Whomsoever it may concern

This is to certify that **S.GOUTHAM** (Reg No: 210021072280) student of **Rajagiri College of Management and Applied Sciences, Kakkanad** has successfully completed his project on the topic "**A STUDY ON RISK MANAGEMENT IN SEA FREIGHT LOGISTICS**" with reference to **BOLLORE LOGISTICS PVT LTD** in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Commerce under Mahatma Gandhi University.

We wish him all the best in his future endeavours.

For **BOLLORE LOGISTICS PVT LTD**



**Bollore Logistics India Private Limited**

(formerly Bollore Logistics India Limited)

Teepayem Centre, Door No. 24/1142F, 1st Floor, Naval Road, Wellington Island, Cochin - 682 003- INDIA

T: (81) (484) 2563800-03

Registered Office: Kankaria Court, 5th Floor, 7 Krd Street, Kolkata, West Bengal - 70016- INDIA

T: 91 33 6680 0700- F: 91 33 6680 0619 CIN: U50102WB1989PTC046184



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**  
**" A STUDY ON CONSUMER PREFERENCE IN THE FURNITURE INDUSTRY"**

Submitted by

SANDHYA N MENON	220021077679
<b>ABIN T MANOJ</b>	<b>220021077626</b>
JOE SABU	220021077659
VARSHA MANOJ	220021077690
VEDATMIKA PRAKASH	220021077690

Under the Guidance of

**M.S. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the project work titled "A STUDY ON CONSUMER PREFERENCE AMONG DTALE, DAMRO, CEDAR HOME STORE, NILAMBUR FURNITURE AND ROVALOAK" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Sandhya N Menon, Abin T Manoj, Joe Sabu, Varsha Manoj and Vedatmiko Prakash under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.*

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head of The Department

Viva Voce Examination held on... 10/10/2023...

Examiner



Artisan  
Carpentry  
& More

Kakkanad  
09/06/2023

**To Whomsoever it may concern**

Sub: Project Visit in our Showroom

Gooday,

This is to certify that students mentioned below, from BBA Batch 2022- 25 of Rajagiri College of Management & applied sciences has successfully completed organization study in our company as part of the academic curriculum on 09/06/2023 for the PDMS project.

1. Varsha Manoj - BBA221264
2. Sandhya N Menon - BBA221253
3. Vedatrnika Prakash - BBA221265
4. Abin T Manoj - BBA221201
5. Joe Sabu - BBA221233

We wish them all success for their future endeavours.

Nithin Francis



HR. Manager

Dtale Decor PVT LTD

Dtale Decor Pvt Ltd  
Kakkanad  
Mh Express Road  
Mangalakkara  
Phone: 980306  
Cell: 981 217 4352060

nithin@dtaledecor.com  
www.dtaledecor.com



**RCMAS**

RAJAGIRY COLLEGE OF MANAGEMENT &  
APPLIED BUSINESS

**"A STUDY ON THE BUSINESS PROCESS FOLLOWED BY SEAFOOD  
EXPORTING COMPANIES"**

Submitted by

**AKSHAY SOJAN**

Register Number: 220021077627

Under the Guidance of

**Ms. Anila Varghese**

In partial fulfilment of the requirements for the award of the Degree

**Bachelor of Business Administration**



മഹാത്മാഗാന്ധി സർവ്വകലാശാല, കേരളം

**Mahatma Gandhi University, Kerala**

महात्मा गांधी विश्वविद्यालय, केरल

2022 - 2025



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the project work titled "A Study on the Business Process Followed by Seafood Exporting Companies" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Akshay sojan** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.*

  
**Ms. ANILA VARGHESE**  
Project Guide



  
**Ms. MEGHA MOHAN**  
Head of Department

Viva Voce Examination held on.....10/10/23.....

  
Examiner



# FAIR EXPORTS (INDIA) PVT.LTD.

GOVERNMENT RECOGNISED TRADING HOUSE  
CIN U91000MN1901PTC063177

EXPORTERS OF FRESH CHILLED/FROZEN FOODS, GARMENTS & GENERAL COMMODITIES  
Registered Office: 501, Madhava, Bandra Kurla Complex, Bandra East, Mumbai - 400 051  
Tel: +91-22-26500176/80/31 Fax: +91-22-26502326 Email: fairexports@fairexports.co.in

16TH September 2023

## TO WHOM IT MAY CONCERN:

This is to certify that **Mr. Akshay Sojan (Roll No: 221203)**, student of Rajagiri College of Management and Applied Sciences Kakkanad has undergone industrial training in our Organisation on 06.09.2023 with reference to the partial fulfilment of the requirements of BBA program.

We wish him the very best in all his future endeavours.

Thanking You,

With Regards

For Fair Exports (India) Pvt. Ltd.

Sasha Johnson

Manager Sales & Exports



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

"A Study on consumer preference in the Automobile industry"

Submitted by

**ALAN JIMMY**

Reg No.22002107762B

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfillment of the requirements for the award of the Degree*

*Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON CONSUMER PREFERENCE IN THE AUTOMOBILE INDUSTRY"**

Submitted by

**ALAN JIMMY**

**220021077628**

ANAGHA JAYARAM

220021077635

INTI KOLLANNUR

220021077655

RAMADAN AHAMED

220021077676

SANJINA SHAMS

220021077680

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the project work titled "A STUDY ON CUSTOMER PREFERENCE AMONG THE CUSTOMERS OF MERCEDES BENZ, RANGE ROVER, JAGUAR, TOYOTA AND TATA" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Alan Jimmy, Anagha Jayaram, Inu Kollannur, Ramadan Ahamed and Sanjna Shams under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.*

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head of The Department

Viva Voce Examination held on 10/10/23.....

Examiner

15<sup>th</sup> September 2023

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Alan Jimmy**, Student of Rajagiri College of Management and Applied Sciences Kakkanad, has undergone his Industrial Training in our organization on 12.09.2023 with reference to the partial fulfilment of the requirements of BBA Programme .

We wish him all the best for his future endeavors.

For Indel Automotives Pvt Limited



Rubeena Joseph

Manager-HR



**INDEL AUTOMOTIVES PRIVATE LIMITED**

Registered Office: Office No.301, Floor No 3, Sai Arcade, N.S.Road, Mulund West, Mumbai-400080

Corporate Office: Indel House, Changampuzha Nagar, South Kalamassery, Kochi India - 682033  
City - U93030MH2011PTC222709 | Email - info@indelauto.com | Tel 0484 715 7600



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

PERSONALITY DEVELOPEMENT AND MANAGEMENT SKILLS

"A STUDY ON ICE CREAM INDUSTRY "

Submitted by

EMMANUEL S PARACKA	220021077648
JOHN JEEBAN	220021077660
ALAN SHINTO	220021077630
BIJIL GIGY	220021077643
ALBINOS PHILIP	220021077631

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

**Bachelor of Business Administration**

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled; "A STUDY ON ICE CREAM INDUSTRY" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **EMMANUEL S PARACKA, JOHN JEESAN, ALAN SHINTO, BUIL GIGY, ALBINOS PHILIP** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head Of The Department

Viva Voce Examination held on 10/01/23

Examiner

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Alan Shinto (BBA221205)** BBA student of Rajagiri College of Management & Applied Sciences, Kakkand has visit our company on 16<sup>th</sup> June 2023.

Thanking You

Yours Faithfully

for Nutricreams Private Limited



Akhil Kumar B

Factory Manager



**NUTRICREAMS PRIVATE LIMITED**

Branch : XVI/274, M.C. Road, Okkal P.O., Chelamattom, Ph. 9746674440. 0484 - 2977800. [www.camerry.in](http://www.camerry.in)



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

PERSONALITY DEVELOPEMENT AND MANAGEMENT SKILLS

"A STUDY ON ICE CREAM INDUSRTY "

Submitted by

**ALBINOS PHILIP**

Reg no: 220021077631

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

Bachelor of Business Administration

**Mahatma Gandhi Unlversity, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled; "A STUDY ON ICE CREAM INDUSTRY" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **EMMANUEL S PARACKA, JOHN JEESAN, ALAN SHINTO, BIJIL GIGY, ALBINOS PHILIP** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head Of The Department

Viva Voce Examination held on 10/10/23

Examiner

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Albinos Philip (BBA221206)** BBA student of Rajagiri College of Management & Applied Sciences, Kakkand has visit our company on 16<sup>th</sup> June 2023.

Thanking You

Yours Faithfully

for Nutricreams Private Limited

  
Akhil Kumar B  
Factory Manager





**RCMAS**

SAAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**"A STUDY ON THE BUSINESS PROCESS FOLLOWED BY SEAFOOD  
EXPORTING COMPANIES"**

Submitted by

**ALEXANDER JOSHI**

Register Number: 220021077632

Under the Guidance of

**Ms. Anila Varghese**

In partial fulfilment of the requirements for the award of the Degree

**Bachelor of Business Administration**



മഹാത്മാഗാന്ധി സർവ്വകലാശാല കേരളം

**Mahatma Gandhi University, Kerala**

महात्मा गांधी विश्वविद्यालय, कर्नाटक

2022 - 2025



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **CERTIFICATE**

*This is to certify that the project work titled "A Study on the Business Process Followed by Seafood Exporting Companies" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Alexander joshi** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.*

**Ms. ANILA VARGHESE**

*Project Guide*



**Ms. MEGHA MOHAN**

*Head of Department*

*Viva Voce Examination held on 10/10/23*

*Examiner*

16TH September 2023

**TO WHOM IT MAY CONCERN**

This is to certify that **Mr. Alexander Joshi (Roll No: 221207)**, student of Rajagiri College of Management and Applied Sciences Kakkanad has undergone industrial training in our Organisation on 06.09.2023 with reference to the partial fulfilment of the requirements of BBA program.

We wish him the very best in all his future endeavours.

Thanking You,

With Regards

For Fair Exports (India) Pvt. Ltd.

Sasha Johnson

Manager Sales & Exports



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

"A Study on consumer preference in the Automobile industry"

Submitted by

**ANAGHA JAYARAM**

Reg No.220021077635

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfillment of the requirements for the award of the Degree*

*Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the project work titled "A STUDY ON CUSTOMER PREFERENCE AMONG THE CUSTOMERS OF MERCEDES BENZ,RANGE ROVER,JAGUAR,TOYOTA AND TATA" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Alan Jimmy, Anagha Jayaram, Inu Kollannur, Ramadan Ahamed and Sanjna Shams under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.*

**MS. ANILA VARGHESE**

Project Guide



**MS. MEGHA MOHAN**

Head of The Department

Viva Voce Examination held on 10/10/23 .....

Examiner

15<sup>th</sup> September 2023

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Anagha Jayaram**, Student of Rajagiri College of Management and Applied Sciences Kakkanad, has undergone her Industrial Training in our organization on 12.09.2023 with reference to the partial fulfilment of the requirements of BBA Programme .

We wish her all the best for her future endeavors.

For Indel Automotives Pvt Limited



Rubeena Joseph  
Manager-HR



**INDEL AUTOMOTIVES PRIVATE LIMITED**

Registered Office: Office No.301, Floor No.3, Sai Arcade, N.S Road, Mulund West, Mumbai-400080

Corporate Office: Indel House, Changampuzha Nagar, South Kalamassery, Kochi, India - 682033  
CIN - U93030MH2011PTC222709 | Email: info@indelauto.com | Tel: 0484 7552600



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON THE SIGNIFICANCE OF CSR ACTIVITIES IN THE  
IT INDUSTRY"**

Submitted by

**ANDRIEA MARSHAL 220021077636**

Under the Guidance of

**Mrs . Anila Varghese**

*In partial fulfillment of the requirements for the award of the  
Degree Of*

***Bachelor of Business Administration***

**Mahatma Gandhi University, Kottayam**





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

### **CERTIFICATE**

*This is to certify that the project work titled "A STUDY ON THE SIGNIFICANCE OF CSR ACTIVITIES IN THE IT INDUSTRY" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Ms. Andriea Marshal under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.*



**Ms. ANILA VARGHESE**

*Project Guide*



**Ms. MEGHA MOHAN**

*Head of Department*

**Examiner**



Viva Voce Examination held on 10/10/23.....

04-10-2023

## TO WHOM SO EVER IT MAY CONCERN

We are delighted to convey our satisfaction with **Ms. Andriea Marshall**, a Third Semester BBA student at Rajagiri College of Management and Applied Science, who visited **Aabasoft Technologies (India) Pvt. Ltd.** and conducted a comprehensive study focusing on Personal Development Management Skills and Information Technology. We extend our best wishes for her ongoing academic journey and future endeavours.

Regards,

For Aabasoft Technologies India Pvt Ltd



Nisha Roy  
Associate Director - HR & Administration  
Aabasoft Infopark Kochi India





**"A STUDY ON THE BUSINESS PROCESS FOLLOWED BY SEAFOOD EXPORTING COMPANIES"**

Submitted by

**ANGEL MARY ABEY**

Register Number: 220021077637

Under the Guidance of

**Ms. Anila Varghese**

In partial fulfilment of the requirements for the award of the Degree

**Bachelor of Business Administration**



മഹാത്മാഗാന്ധി സർവ്വകലാശാല, കേരളം  
Mahatma Gandhi University, Kerala  
महात्मा गांधी विश्वविद्यालय, केरल

2022 - 2025



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "**A Study on the Business Process Followed by Seafood Exporting Companies**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Angel Mary Abey** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head of Department

Viva Voce Examination held on 10/10/23

Examiner



# FAIR EXPORTS (INDIA) PVT.LTD.

GOVERNMENT RECOGNISED TRADING HOUSE  
CIN UB1000MH1991PTC063177

EXPORTERS OF FRESH CHILLED-FROZEN FOODS, GARMENTS & GENERAL COMMODITIES;  
Registered Office : 501, Madhava Bawa Kirti Complex, Bandra East, Mumbai - 400 051  
Tel : +91-22-20590178/80/81 Fax : + 91-22-26582326 Email : fairexports@fairexports.co.in

16TH September 2023

## TO WHOM IT MAY CONCERN

This is to certify that **Ms. Angel Mary Abey (Roll No: 221210)**, student of Rajagiri College of Management and Applied Sciences Kakkanad has undergone industrial training in our Organisation on 06.09.2023 with reference to the partial fulfilment of the requirements of BBA program.

We wish her the very best in all her future endeavours.

Thanking You,

With Regards

For Fair Exports (India) Pvt. Ltd.

Sasha Johnson

Manager Sales & Exports





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON THE SIGNIFICANCE OF CSR ACTIVITIES IN THE  
IT INDUSTRY"**

Submitted by

**ANJALI R NATH** 220021077638

Under the Guidance of

**Mrs. Anila Varghese**

*In partial fulfillment of the requirements for the award of the  
Degree Of*

***Bachelor of Business Administration***

**Mahatma Gandhi University, Kottayam**





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the project work titled "**A STUDY ON THE SIGNIFICANCE OF CSR ACTIVITIES IN THE IT INDUSTRY**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Ms. ANJALI R NATH** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

*Project Guide*



**Ms. MEGHA MOHAN**

*Head of Department*

*Examiner*

Viva Voce Examination held on 10/10/23

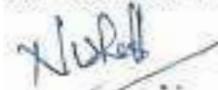
04-11-2023

**TO WHOM SO EVER IT MAY CONCERN**

We are delighted to convey our satisfaction with **Ms. Anjali R. Nath**, a Third Semester BBA student at Rajagiri College of Management and Applied Science, who visited **Aabasoft Technologies (India) Pvt. Ltd.** and conducted a comprehensive study focusing on Personal Development Management Skills and Information Technology. We extend our best wishes for her ongoing academic journey and future endeavours.

Regards,

For Aabasoft Technologies India Pvt Ltd



**Nisha Roy**

Associate Director - HR & Administration  
Aabasoft | Infopark | Kochi | India





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**"A STUDY ON CONSUMER PREFERENCE TOWARDS COSMETICS"**

Submitted by

**ANJANA M LAL**

Reg No: 220021077639

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfilment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2022-25

1



# RCMAS

RAIGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the mini project work titled "A Study on Consumer Preference Towards Cosmetics with reference to MAC Cosmetics, The Body Shop, Himalaya Herbals, Forest Essentials and Mamaearth" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Anjana M Lal** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.*

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head of The Department

Viva Voce Examination held on .....10/10/23.....

Examiner



Luxurious Ayurveda®

## FOREST ESSENTIALS

### TO WHOMSOEVER IT MAY CONCERN

Sub: Project visit in our outlet

Good day,

This is to certify that **Anjana M Lal**, student of BBA Batch 2022-25 of Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed organisation study in our company as part of the academic curriculum on 05/09/2023 for the PDMS Project.

We wish her success for her future endeavours.

RAHUL K R

Manager

Forest Essentials, Edapally

---

Forest Essentials, Lulu Shopping Mall, Shop #15-21, Ground Floor, Edapally, Kochi- 682024, Kerala, India.

Ph: 04844055003

E-mail: [service@forestessentialindia.com](mailto:service@forestessentialindia.com)



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON TEXTILE INDUSTRY"**

Submitted by

**ARUN BABU 220021077640**

Under the guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

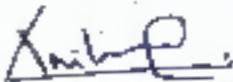
**Bachelor of Business Administration**

**Mahatma Gandhi University, Kottayam**



**CERTIFICATE**

This is to certify that the mini project titled "A Study on Textile Industry" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work Done by under my supervision and guidance and that this project Work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or Similar title to any candidate of this or any other University.



**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHAMOHAN**

Head of Department





COE: U51311K1,2014PTC027235

**Novelty Clothing Pvt. Ltd**

Corporate Office: 44/1037 A, LFC Road, Kaloor  
Kochi - 682017 - Kerala. Ph: 0484 2400910, 2400610



NCPL/HR/2023/3447

September 20<sup>th</sup> 2023

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that the following **BBA** third semester students from M's **Rajagiri College of Management & Applied Science** have successfully completed Organizational Study in our company as per the norms of establishment on 19.09.2023.

The students are.

1. Neha Jenson
2. Nesrin Nelson
3. Anan Babu
4. Prathish K Anil
5. Lineeth Roy

Their character and conduct during the day were found good.

We wish them all success in their future venture

For Novelty Clothing Pvt. Ltd.

  
Nishal Madathil

Assistant Manager

Organization Excellence & Legal





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**A Study on The Social Media Advertisement of The Top 5 Companies in The Housing  
Sector**

**Submitted by**

**AYANA REBECCA SAGAR**

**220021077641**

**Under the Guidance of**

**Ms. ANILA VARGHESE**

*In partial fulfilment of the requirements for the award of the Degree*

*Of Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



**2022-2025**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the mini project titled " **A STUDY ON THE SOCIAL MEDIA ADVERTISEMENT OF THE TOP 5 COMPANIES IN THE HOUSING SECTOR** " submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Ayana Rebecca Sagar** my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

  
**Ms. Anila Varghese**  
Project Guide



**Ms. Megha Arun**  
Head of Department



Viva voice examination held on ...10/10/23...

  
Internal Examiner

External Examiner



25.09.2023

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Ayana Rebecca Sagar**, student of **Rajagiri College of Management and Applied Sciences, Kakkanad** has undergone industrial training in our Organization on **09.06.2023** with reference to the partial fulfillment of the requirements of BBA Program.

We wish her success in all her future endeavours

For Asset Homes Pvt. Ltd

  
**Seema Jayadevan**  
AGM - HR & Admin

**ASSET HOMES PRIVATE LIMITED**

CIN: U45201KL2008PTC0219867

No. 107/2017 Asset Centre, N4 Bypass Kundampoor Junction, Maradu P. O., Changanassery Kuttan - 682 524  
Tel: 0484 - 2344 999 / 4145 000 / 4146 9999, E-mail: enquiry@assethomes.in | www.assethomes.in





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPEMENT AND MANAGEMENT SKILLS**

**"A STUDY ON ICE CREAM INDUSRTY "**

Submitted by

**BIJIL GIGY**

Reg no: 220021077643

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

**Bachelor of Business Administration**

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled; "A STUDY ON ICE CREAM INDUSTRY" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **EMMANUEL S PARACKA, JOHN JEE SAN, ALAN SHINTO, BUIL GIGY, ALBINOS PHILIP** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head Of The Department

Examiner

Viva Voce Examination held on 10/10/23

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Bijil Gigy (BBA221216)** BBA student of Rajagiri College of Management & Applied Sciences, Kakkand has visit our company on 16<sup>th</sup> June 2023.

Thanking You

Yours Faithfully

for Nutricreams Private Limited

  
Akhil Kumar B  
Factory Manager



**NUTRICREAMS PRIVATE LIMITED**

Branch - XW274, M.C. Road, Okkal P.O., Chelamattom, Ph. 9746674440. 0484 - 2977800, [www.camerry.in](http://www.camerry.in)



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON CONSUMER PREFERENCE IN BAKERY INDUSTRY"**

Submitted by

**Dane Binoy**

Reg. No: 220021077644

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfillment of the requirements for the award of the Degree*

*of.*

*Bachelor of Business Administration.*

**Mahatma Gandhi University, Kottayam**



**2012-2015**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the mini project titled " **A study on consumer preference in Bakery Industry**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **DANE BINDU**, under my supervision and guidance and that this project work has not formed the basis for the award of any Degree / Diploma / Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

*Project Guide*



**Ms. MEGHA MOHAN**

*Head of Department*

Viva Voice Examination held on 10/10/23

Internal Examiner:

External Examiner:

**Breadworld**

**BREAD WORLD PVT. LTD.**

37/304 D (New No. 54/1100), Sree Parameswar,  
Muttathil Lane, Subhash Chandra Bose Road,  
Jawahar Nagar, Kadavanthra, Kochi - 682020  
Ph : 0484-4010804, 4010805 Cell : 9529022200

GEN:CER/28/BW/23-24

30<sup>th</sup> June 2023

To Whomsoever It May Concern

Sub : Project Visit in our Factory premises

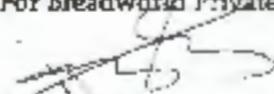
Goodly,

This is to certify that students mentioned below, from BBA Batch 2022-25 of Rajagiri College of Management & applied sciences has successfully completed Organization study in our company as part of the academic curriculum on 23/06/2023 for the PDMS project

1. **Dina Binny - BBA221217**
2. Mimi Mariam Mathews - BBA221242
3. Grace Mridula Raphael - BBA221226
4. Timothy K. Abraham - BBA221262
5. Edward Zac Robinson - BBA221219

We wish them all success for their future endeavors.

For Breadworld Private Limited

  
JOJO KIM  
Corporate Manager





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS  
A STUDY ON THE SOCIAL MEDIA ADVERTISEMENT OF  
HOUSING SECTOR OF THE TOP 5 COMPANIES**

Submitted by

**DIYA ANNA JAIN**

**220021077645**

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfilment of the requirements for the award of the Degree Of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the mini project titled " A STUDY ON THE BUSINESS PROCESS OF THE HOUSING SECTOR OF THE TOP 5 COMPANIES" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Diya Anna Jain** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

**Ms Anila Varghese**  
Project Guide



**Ms Megha Mohan**  
Head Of Department

**Internal Examiner**

Viva voice examination held on 12/10/23

**External Examiner**

26.09.2023

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Diya Anna Jain**, student of Rajagiri College of Management and Applied Sciences, Kakkanad has undergone industrial training in our Organization on 09.06.2023 with reference to the partial fulfillment of the requirements of BBA Program.

We wish her success in all her future endeavours

For Asset Homes Pvt. Ltd



**Seema Jayadevan**  
AGM-HR & Admin

**ASSET HOMES PRIVATE LIMITED**

CIN:U05207KL2008PT0219567

At: XV/246C, Asset Centre, NH Bypass, Kunderode Junction, Maradu P. O., Ernakulam, Kochi - 682 304  
Tel: 0484 - 4344 999, 4345 000, Mob: 98461 59999 E-mail: enq.in@assethomes.in www.assethomes.in





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON CONSUMER PREFERENCE IN BAKERY INDUSTRY"**

Submitted by

**EDWARD ZAC ROBINCE**

Reg No: 220021077646

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfilment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



**2022-2025**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the mini project titled "A study on consumer preference in Bakery Industry" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **EDWARD ZAC ROBINCE**, under my supervision and guidance and that this project work has not formed the basis for the award of any Degree / Diploma / Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head of Department

Viva Voice Examination held on 10/10/23

Internal Examiner:

External Examiner:

**Breadworld**

**BREAD WORLD PVT. LTD.**

37/304 D (New No. 54/1180), Sree Parameswar,  
Mullathi Lane, Subhash Chandra Bose Road,  
Jawahar Nagar, Kadavondhra Kochi - 682020.  
Ph : 0484-4010604, 4010605, Cell : 9526322200

GEN: CER/28/BW/23-24

30<sup>th</sup> June 2023

To Whomsoever It May Concern

Sub : Project Visit in our Factory premises

Goodby,

This is to certify that students mentioned below, from BBA Batch 2022-25 of Rajagiri College of Management & applied sciences has successfully completed Organization study in our company as part of the academic curriculum on 23/06/2023 for the PDMS project.

1. Dawa Binoy - BBA222217
2. Mira Mariem Mathews - BBA222242
3. Gernor Mirutsid Raphael - BBA221226
4. Timothy K Abraham - BBA221262
5. Edmarci Zac Robince - BBA221219

We wish them all success for their future endeavors.

For Breadworld Private Limited

  
JJO. M  
Corporate Manager





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPEMENT AND MANAGEMENT SKILLS**

**"A STUDY ON SALES PROMOTION IN SUPERMARKETS"**

Submitted by

**ELDHO PAUL**

**220021077647**

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled: "A STUDY ON SALES PROMOTION IN SUPERMARKETS" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Merlin Shaju , Harikrishnan P S , Karthiklal P B , Eldho Paul and Tanya Catherin Thomas** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head Of The Department

Viva Voce Examination held on...10/10/23.....

Examiner

26<sup>th</sup> June 2023

TO WHOM IT MAY CONCERN:

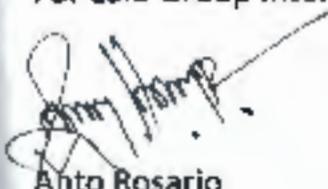
This is to certify that **Mr. Eldho Paul**, student of Rajagiri College of Management and Applied Sciences Kakkanad has undergone industrial training in our Organisation on 16.06.2023 with reference to the partial fulfilment of the requirements of BBA program.

We wish him the very best in all his future endeavours.

Thanking You,

With Regards

For Lulu Group International

  
Anto Rosario  
Manager-HR





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPEMENT AND MANAGEMENT SKILLS**

**"A STUDY ON ICE CREAM INDUSRTY "**

Submitted by

<b>EMMANUEL S PARACKA</b>	<b>220021077648</b>
<b>JOHN JEEFAN</b>	<b>220021077660</b>
<b>ALAN SHINTO</b>	<b>220021077630</b>
<b>BJIL GIGY</b>	<b>220021077643</b>
<b>ALBINOS PHILIP</b>	<b>220021077631</b>

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

**Bachelor of Business Administration**

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled; "A STUDY ON ICE CREAM INDUSTRY" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **EMMANUEL S PARACKA, JOHN JEESAN, ALAN SHINTO, BIJIL GIGY, ALBINOS PHILIP** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head Of The Department

Examiner

Viva Voce Examination held on 10/10/23

**Camerry**  
ICE CREAM

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Emmanuel S Paracka (BBA221221)** BBA student of Rajagiri College of Management & Applied Sciences, Kakkand has visit our company on 16<sup>th</sup> June 2023.

Thanking You

Yours Faithfully

for Nutricreams Private Limited

  
Akhil Kumar B  
Factory Manager



**NUTRICREAMS PRIVATE LIMITED**

Branch: 45/213 M.C. Road, Okkal PO, Chennai-600 080, 0484 - 2977800, [www.camerry.in](http://www.camerry.in)



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON SALES METHOD USED BY DIFFERENT COMPANIES"**

Submitted by

**FARZIN SUDHEER**

Reg No.22021077649

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfilment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



**2022-2025**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the mini project titled " *A study on sales method used by different companies* " submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Farzin Sudheer, Sanaya David, Fathma Nazrin, Navaneeth Prasad, Huda Shajahan** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree / Diploma / Fellowship or similar title to any candidate of this or any other University.

For  


**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head of Department



  
Internal Examiner:

Viva Voice Examination held on 16/10/23

  
External Examiner:



**NUTSO**<sup>®</sup>  
restore good life

**D nine gourmet Pvt Ltd**

+91 9748638155  
+91 9748635155  
+91484 4863276

www.nutso.in  
info@d-nine.com  
Koduthaluthy Bldg,  
Edappally PO., Cochin 682 024

JUNE 23, 2023

To Whomsoever It May Concern

Sub: Project Visit in Our Factory Premises

Gooday,

This is to certify that **Mr. Farzin Sudheer**, student from BBA Batch 2022-25 of Rajagiri College of Management & Applied Science has successfully completed organization study in our company as part of the academic curriculum on 23-06-2023 for the POMS project.

We wish them all success for their future endeavours

Thanking You,

For,

**D Nine Gourmet Pvt Ltd**

  
Binod M Kaimal

HR, Manager





**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON SALES METHOD USED BY DIFFERENT COMPANIES"**

Submitted by

**FATHMA NAZRIN**

Reg No.2202107765D

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfilment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



**2022-2025**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

### **CERTIFICATE**

*This is to certify that the mini project titled " A study on sales method used by different companies " submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Farzia Sudheer, Sanaya David, **Fathma Nozrin**, Navaneeth Prasad, Huda Shajahan under my supervision and guidance and that this project work has not formed the basis for the award of any Degree / Diploma / Fellowship or similar title to any candidate of this or any other University.*

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head of Department

Internal Examiner:

Viva Voice Examination held on 10/10/23

External Examiner:



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+91 9745635155  
+ 91484 4663276

www.nutsonuts.com  
info@d-nineindia.com  
Kadumattully Bldg.,  
Edappally P.O., Cochin 682 024

JUNE 23, 2023

To Whomsoever It May Concern

Sub: Project Visit In Our Factory Premises

Gooday,

This is to certify that **Ms. Fathma Nazrin**, student from **BBA Batch 2022-25** of **Rajagiri College of Management & Applied Science** has successfully completed organization study in our company as part of the academic curriculum on **23-06-2023** for the PDMS project

**We wish them all success for their future endeavours**

Thanking You,

For,

**D Nine Gourmet Pvt Ltd**

  
**Dinase M Kaimal**  
HR, Manager





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPEMENT AND MANAGEMENT SKILLS**

**"A STUDY ON SPORTS INDUSRTY "**

Submitted by

**FEBIN M SUNNY**

Reg no: 220021077651

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled: "**A STUDY ON SPORTS INDUSTRY**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **FERIN M SUNNY, ALAN JOLLY, JAYAKRISHNAN K., JOSE RAJU UJVAL & MUHAMMED FAWAZ** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head Of The Department

Examiner

Viva Voce Examination held on...10/10/23.....



15 September 2023

TO WHOM IT MAY CONCERN:

This is to certify that **Mr. Febin M Sunny** student of Rajagiri College of Management and Applied Science kakkanad has undergone industrial training in our Organisation on 15.09.2023 with reference to the partial fulfillment of the requirements of BBA program.

We wish him the very best in all his future endeavours.

Thanking you  
with Regards  
For FILA

*Raksha Rajan*  
CRAVATEX BRANDS LTD.  
F-05, 2nd Floor, LUBU MALL  
Edappally, Kochi - 682 023  
Ph: 0484-4870100



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON CONSUMER PREFERENCE IN BAKERY INDUSTRY"**

Submitted by

**Grace Mridula Raphael**

Reg No: 220021077652

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfilment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2022-2025



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

*This is to certify that the mini project titled "A study on consumer preference in Bakery Industry" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Grace Mridula Raphael**, under my supervision and guidance and that this project work has not formed the basis for the award of any Degree / Diploma / Fellowship or similar title to any candidate of this or any other University.*

**Ms. ANILA VARGHESE**

*Project Guide*



**Ms. MEGHA MOHAN**

*Head of Department*

*Viva Voce Examination held on 10/10/22*

**Internal Examiner:**

**External Examiner:**



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37/304 D (New No. 54/1180), Sree Parameswar,  
Vittalil Lane, Subhash Chandra Bose Road,  
Jawahar Nagar, Kothavanthra, Kochi - 682020  
Ph: 0484-4010604, 4010605 Call: 9526022200

GEN:CER/28/BW/23-24

30<sup>th</sup> June 2023

To Whomsoever It May Concern

Sub: Project Visit in our Factory premises

Goodry,

This is to certify that students mentioned below, from BBA Batch 2022-25 of Rajagiri College of Management & applied sciences has successfully completed Organization study in our company as part of the academic curriculum on 23/06/2023 for the PDMS project.

1. Dine Binoy - BBA221217
2. Mimi Marium Mathrus - BBA221242
3. Grace Mridula Rappulal - BBA221226
4. Timothy K. Abraham - BBA221262
5. Edward Znc Robinson - BBA221219

We wish them all success for their future endeavors.

For Breadworld Private Limited

  
JIOJ. EM  
Corporate Manager





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPEMENT AND MANAGEMENT SKILLS**

**"A STUDY ON SALES PROMOTION IN SUPERMARKETS"**

Submitted by

**HARIKRISHNAN P S**

Reg No: 220021077653

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled; "**A STUDY ON SALES PROMOTION IN SUPERMARKETS**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Merlin Shaju , Harikrishnan P S , Karthiklal P B , Eldho Paul and Tanya Catherin Thomas** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head Of The Department

Viva Voce Examination held on.....11/10/22.....

Examiner



# ELITE Supermarket Pvt. Ltd.

Administrative Head Office : TC1842/51, Opp. Sha Temple, Punnamm Junction, Thrissur - 680002, ISO 9001:2015 Certified.  
Tel : 0487-2388724, 8156813300, Email : eliteindia.kerala@gmail.com, Web : www.elitesupermarket.in

20<sup>th</sup> September 2023

## TO WHOM IT MAY CONCERN

This is to certify that **Mr. Harikrishan P S**, student of Rajagiri College of Management and Applied Sciences Kakkanad has undergone industrial training in our organization on 15.09.2023 with reference to the partial fulfillment of the requirements of BBA program.

We wish him the very best in all his future endeavours.

Thanking you,

With regards

For Elite supermarket Pvt.Ltd

T R Vijayakumar

Managing Director





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON SALES METHOD USED BY DIFFERENT COMPANIES"**

Submitted by

**HUDA SHAJAHAN**

Reg No.22021077654

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfilment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



**2022-2025**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

### CERTIFICATE

This is to certify that the mini project titled " *A study on sales method used by different companies* " submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by *Farzin Sudheer, Sanaya David, Fathma Nazrin, Navaneeth Prasad, Huda Shajahan* under my supervision and guidance and that this project work has not formed the basis for the award of any Degree / Diploma / Fellowship or similar title to any candidate of this or any other University.

  
Ms. ANILA VARGHESE

Project Guide

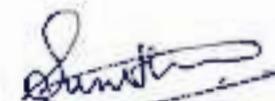


Ms. MEGHA MOHAN

Head of Department



Viva Voice Examination held on 10/10/23

  
Internal Examiner:

External Examiner:



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**D nine gourmet Pvt Ltd**

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+91 9745635155  
+ 91 484 4863276

www.nutsonuts.com  
info@dnineindia.com  
Kaduthakuthy Bldg.,  
Edappally P.O., Cochin 682 024

JUNE 23, 2023

To Whomsoever It May Concern

Sub: Project Visit in Our Factory Premises

Goodday,

This is to certify that **Ms. Huda Shajahan**, student from BBA Batch 2022-25 of Rajagiri College of Management & Applied Science has successfully completed organization study in our company as part of the academic curriculum on 23-06-2023 for the PDMS project.

We wish them all success for their future endeavours

Thanking You,

For,

D Nine Gourmet Pvt Ltd

  
Dinesh M Kaimal

HR, Manager





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

"A Study on consumer preference in the Automobile industry"

Submitted by

**INU KOLLANNUR**

Reg No.220021077655

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfillment of the requirements for the award of the Degree*

*Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the project work titled "A STUDY ON CUSTOMER PREFERENCE AMONG THE CUSTOMERS OF MERCEDES BENZ, RANGE ROVER, JAGUAR, TOYOTA AND TATA" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Alan Jimmy, Anagha Jayaram, Inu Kollannur, Ramadan Ahomed and Sanjna Shams under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.*

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head of The Department

Viva Voce Examination held on 10/10/23

Examiner



15<sup>th</sup> September 2023

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Inu Kollannur**, Student of Rajagiri College of Management and Applied Sciences Kakkanad, has undergone his Industrial Training in our organization on 12.09.2023 with reference to the partial fulfilment of the requirements of BBA Programme .

We wish him all the best for his future endeavors.

For Indel Automotives Pvt Limited

Rubeena Joseph

Manager-HR



**INDEL AUTOMOTIVES PRIVATE LIMITED**

Registered Office: Office No.301, Floor No 3, Sai Arcade, N.S Road, Mulund West, Mumbai-400080

Corporate Office: Indel House, Changampuzha Nagar, South Kalamassery, Kochi, India - 682033  
CIN - U99030MH2011PTC222709 | Email: info@indelauro.com | Tel: 0484 7157600



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPEMENT AND MANAGEMENT SKILLS**

**"A STUDY ON SPORTS INDUSRTY "**

Submitted by

**JAYAKRISHNAN K.J**

Reg no: 220021077656

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled; "**A STUDY ON SPORTS INDUSTRY**" submitted to Mahatma Gandhi University In partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **JAYAKRISHNAN K.J, ALAN JOLLY, FEBIN M SUNNY , JOSE RAJU UJVAL & MUHAMMED FAWAZ** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head Of The Department

Viva Voce Examination held on 11/10/23

Examiner



15 September 2023

TO WHOM IT MAY CONCERN:

This is to certify that **Mr. Jayakrishnan K.J** student of Rajagiri College of Management and Applied Science kakkanad has undergone industrial training in our Organisation on 15.09.2023 with reference to the partial fulfillment of the requirements of BBA program.

We wish him the very best in all his future endeavours.

Thanking you  
with Regards  
For FILA

*Pakeh Kenjar*  
CRAVATEX BRANDS LTD.  
F-05, 2nd Floor, LULU MALL  
Edappally, Kochi - 682 024  
Ph: 0484-4976223



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON PRICING STRATEGIES ADOPTED BY FIVE-STAR HOTELS IN KOCHI"**

Submitted by

**JISHNU P N**

Reg No: **220021077657**

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled; **"a study on pricing strategies adopted by five-star hotels in Kochi with reference to Novotel, Marriot, Sheraton, Taj and Holiday Inn"** submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Sivani R, Joanna Thayankery, Jishnu P N, Sneha Harish and Alphy Baiju** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.



**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head Of The Department

Viva Voce Examination held on.....11/10/23.....

Examiner,



September 14, 2023

**TO WHOM IT MAY CONCERN**

This is to certify that students mentioned below from BBA Batch 2022- 25 of Rajagiri College of Management & applied sciences have successfully completed their organization study in Four Points by Sheraton Kochi as part of the academic curriculum on September 08, 2023 for the PDMS project.

1. Sivani R - BBA221256
2. Joanna Thayankery - BBA221232
3. **Jishnu P N - BBA221251**
4. Alphy Baiju - BBA221270
5. Sneha Harish - BBA221258

We wish them the very best for their future endeavors.

For Four Points by Sheraton  
Kochi Info Park

  
Pinu Thomas  
Human Resources Manager



Four Points by Sheraton  
Kochi Info Park  
InfoPark Kochi Phase I Campus  
InfoPark P.O, Kakkanad  
Kochi, Kerala - 682042  
INDIA  
T +91 484 7160000 F +91 484 7160011  
FOURPOINTS.CO@SHERATON.COM



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON PRICING STRATEGIES ADOPTED BY FIVE-STAR HOTELS IN KOCHI"**

Submitted by

**JOANNA THAYANKERY**

Reg No: **220021077658**

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled: "**a study on pricing strategies adopted by five-star hotels in Kochi with reference to Novotel, Marriot, Sheraton, Taj and Holiday Inn**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Sivani R, Joanna Thayankery, Jishnu P N, Sneha Harish and Alphy Baiju** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head Of The Department

Viva Voce Examination held on 11/10/23

Examiner

September 14, 2023.

**TO WHOM IT MAY CONCERN**

This is to certify that students mentioned below from BBA Batch 2022- 25 of Rajagiri College of Management & applied sciences have successfully completed their organization study in Four Points by Sheraton Kochi as part of the academic curriculum on September 08, 2023 for the PDM5 project.

1. Sivani R - BBA221256
2. Joanna Thayankery - BBA221232
3. Jishnu P N - BBA221231
4. Alphy Baiju - BBA221270
5. Sneha Harish - BBA221258

We wish them the very best for their future endeavors.

For Four Points by Sheraton  
Kochi Info Park



Prith Thomas  
Human Resources Manager



Four Points by Sheraton  
Kochi Infopark

Infopark Kochi Phase 1 Campus,  
Infopark P.O. Kakkanad,  
Kochi, Kerala - 682042,  
INDIA

T +91-484-7150000 F +91-484-7150011  
FOURPOINTS.COM/KOCHI



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**  
**" A STUDY ON CONSUMER PREFERENCE IN THE FURNITURE INDUSTRY"**

Submitted by

SANDHYA N MENON	220021077679
ABIN T MANOJ	220021077626
<b>JOE SABI.</b>	<b>220021077659</b>
VARSHA MANOJ	220021077690
VEDATMIKA PRAKASH	220021077690

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the project work titled "A STUDY ON CONSUMER PREFERENCE AMONG DTALE, DAMRO, CEDAR HOME STORE, NILAMBUR FURNITURE AND ROYAL OAK" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Sandhya N Menon, Abin T Manoj, Joe Sabu, Varsha Manoj and Vedatmika Prakash under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.*

**MS. ANILA VARGHESE**

Project Guide



**MS. MEGHA MOHAN**

Head of The Department

Viva Voce Examination held on...10/10/23.....

Examiner

# DTALE

Artisan  
Carpentry  
& More

Kakkanad  
09/06/2023

## To Whomsoever it may concern

Sub: Project Visit in our Showroom

Gooday,

This is to certify that students mentioned below, from BBA Batch 2022- 25 of Rajagiri College of Management & applied sciences has successfully completed organization study in our company as part of the academic curriculum on 09/06/2023 for the PDMS project.

1. Varsha Manoj - BBA221264
2. Sandhya N Menon - BBA221253
3. Vedatmika Prakash - BBA221265
4. Abin T Manoj - BBA221201
5. Joe Sabu - BBA221233

We wish them all success for their future endeavours.

Nithin Francis



HR. Manger

Dtale Décor PVT LTD

Dtale Décor Pvt Ltd  
Kakkanad  
17/104A  
Nri Bypass Road  
Marathakara  
Thrissur - 680306  
Tel: +91 487 2352060

thrissur@dtaledecor.com  
www.dtaledecor.com



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPEMENT AND MANAGEMENT SKILLS**

**"A STUDY ON ICE CREAM INDUSRTY "**

Submitted by

EMMANUEL S PARACKA	220021077648
JOHN JEESAN	220021077660
ALAN SHINTO	220021077630
BIJIL GIGY	220021077643
ALBINOS PHILIP	220021077631

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

Bachelor of Business Administration

**Mahatma Gandhi Unlversity, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled; "A STUDY ON ICE CREAM INDUSTRY" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **EMMANUEL S PARACKA, JOHN JEESAN, ALAN SHINTO, BIJIL GIGY, ALBINOS PHILIP** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head Of The Department

Viva Voce Examination held on.....10/10/23.....

Examiner

**Camerry**  
ICE CREAM

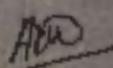
TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. John Jeesan (BBA221234) BBA student of Rajagiri College of Management & Applied Sciences, Kakkand has visit our company on 16<sup>th</sup> June 2023.

Thanking You

Yours Faithfully

for Nutricreams Private Limited

  
Akhil Kumar B

Factory Manager



NUTRICREAMS PRIVATE LIMITED



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS

**"A STUDY ON THE SOCIAL MEDIA ADVERTISEMENT OF THE TOP 5 COMPANIES OF  
THE HOUSING SECTORS "**

**Submitted by**

**Jonathan Jo Antony**

**220021077661**

Under the Guidance of  
**Ms. ANILA VARGHESE**

*In partial fulfillment of the requirements for the award of the Degree Of  
**Bachelor of Business Administration***

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

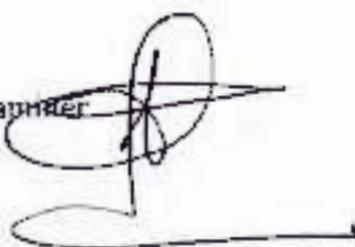
*This is to certify that the mini project titled "A study on the social media advertisements of the top 5 companies of the housing sector " submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Jonathan Jo Antony** , under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

  
**Ms Anila Vaghese**  
Project Guide



  
**Ms Megha Arora**  
Head Of Department

Viva voice examination held on 11/01/23

  
Internal Examiner

  
External Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPEMENT AND MANAGEMENT SKILLS**

**"A STUDY ON SPORTS INDUSRTY "**

Submitted by

**JOSE RAJU UJWAL**

Reg no: 220021077662

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled; "**A STUDY ON SPORTS INDUSTRY**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **JOSE RAJU UJVAL, JAYAKRISHNAN K.J, ALAN JOLLY, FEBIN M SUNNY & MUHAMMED FAWAZ** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head Of The Department

Viva Voce Examination held on.....11/01/23.....

Examiner



5 September 2023

TO WHOM IT MAY CONCERN:

This is to certify that **Mr. Jose Raju Ujval** student of Rajagiri College of Management and Applied Science kakkanad has undergone industrial training in our organisation on 15.09.2023 with reference to the partial fulfillment of the requirements of BBA program.

We wish him the very best in all his future endeavours.

Thanking you  
with Regards  
For FILA

  
CRAVATEX BRANDS LTD.  
F-05, 2nd Floor, LULU MALL  
Edappally, Kochi - 682 024  
Ph: 0464-4876223



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPEMENT AND MANAGEMENT SKILLS**

**"A STUDY ON SALES PROMOTION IN SUPERMARKETS"**

Submitted by

**KARTHIKLAL P B**

Reg No: 220021077663

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled: "**A STUDY ON SALES PROMOTION IN SUPERMARKETS**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Merlin Shaju , Harikrishnan P S , Karthiklal P B , Eldho Paul and Tanya Catherin Thomas** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head Of The Department

Viva Voce Examination held on...11/10/22.....

Examiner

26<sup>th</sup> June 2023

**TO WHOM IT MAY CONCERN:**

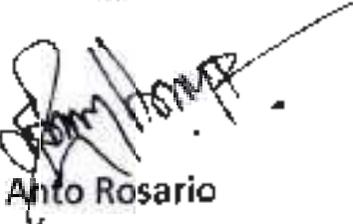
This is to certify that **Mr. Karthiklal P B**, student of Rajagiri College of Management and Applied Sciences Kakkanad has undergone industrial training in our Organisation on 16.06.2023 with reference to the partial fulfilment of the requirements of BBA program.

We wish him the very best in all his future endeavours.

Thanking You,

With Regards

For Lulu Group International

  
Anto Rosario  
Manager-HR





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON TEXTILE INDUSTRY"**

Submitted by

**LINETH ROY 220021077664**

Under the guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

**Bachelor of Business Administration**

**Mahatma Gandhi University, Kottayam**





CIN : U51311KL2010PTC027235

**Novelty Clothing Pvt Ltd**

Corporate Office: 44/1037 A, LFC Road, Kaloor  
Kochi - 682017 - Kerala. Ph: 0484 2408910, 2408810



NCPL/HR/2023/3447

September 20<sup>th</sup> 2023

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that the following BBA third semester students from M/s **Rajagiri College of Management & Applied Science** have successfully completed Organizational Study in our company as per the norms of establishment on 19.09.2023.

The students are:

1. Neha Jerson
2. Nesrin Nelson
3. Arun Babu
4. Prathish K Anil
5. **Lineeth Roy**

Their character and conduct during the day were found good

We wish them all success in their future venture.

For Novelty Clothing Pvt. Ltd.

  
Nesrin Madathil

Assistant Manager

Organization Excellence & Legal





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**\*A STUDY ON THE BUSINESS PROCESS FOLLOWED BY SEAFOOD  
EXPORTING COMPANIES\***

Submitted by

**Malavika P B**

Register Number: 220021077665

Under the Guidance of

**Ms. Anila Varghese**

In partial fulfilment of the requirements for the award of the Degree

**Bachelor of Business Administration**



മഹാത്മാഗാന്ധി സർവ്വകലാശാല, കേരളം  
Mahatma Gandhi University, Kerala  
महात्मा गांधी विश्वविद्यालय, केरल

2022 - 2025



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the project work titled "A Study on the Business Process Followed by Seafood Exporting Companies" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Molavika P B** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.*

**Ms. ANILA VARGHESE**

*Project Guide*



**Ms. MEGHA MOHAN**

*Head of Department*

*Viva Voce Examination held on...10/10/2023...*

*Examiner*



# FAIR EXPORTS (INDIA) PVT.LTD.

GOVERNMENT RECOGNISED TRADING HOUSE  
CIN U51900MH1901PTC063177

(EXPORTERS OF FRESH CHILLED/FROZEN FOODS, GARMENTS & GENERAL COMMODITIES)  
Registered Office : 501, Madhava, Bandra Kuria Complex, Bandra East, Mumbai - 400 051  
Tel : +91-22-26590175/80/91 Fax : + 91-22-26592326 Email : fairexports@fairexports.co.in

16TH September 2023

## TO WHOM IT MAY CONCERN

This is to certify that **Ms. Malavika PB (Roll No: 221239)**, student of Rajagiri College of Management and Applied Sciences Kakkanad has undergone industrial training in our Organisation on 06.09.2023 with reference to the partial fulfilment of the requirements of BBA program.

We wish her the very best in all her future endeavours.

Thanking You,

With Regards

For Fair Exports (India) Pvt. Ltd.

Sasha Johnson

Manager Sales & Exports





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON THE SIGNIFICANCE OF CSR ACTIVITIES IN THE  
IT INDUSTRY"**

Submitted by

**MATHEW GEORGE**

Under the Guidance of

**Mrs . Anila Varghese**

*In partial fulfillment of the requirements for the award of the  
Degree Of*

***Bachelor of Business Administration***

**Mahatma Gandhi University, Kottayam**





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

*This is to certify that the project work titled "A STUDY ON THE SIGNIFICANCE OF CSR ACTIVITIES IN THE IT INDUSTRY" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Mr. MATHEW GEORGE** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.*

**Ms. ANILA VARGHESE**

*Project Guide*

**Ms. MEGHA MOHAN**

*Head of Department*



*Examiner*

*Viva Voce Examination held on 11.10.2023.....*

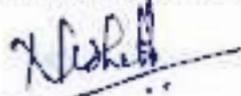
04-10-2023

## TO WHOM SO EVER IT MAY CONCERN

We are delighted to convey our satisfaction with **Mr. Mathew George**, a Third Semester BBA student at Rajagiri College of Management and Applied Science, who visited **Aabasoft Technologies (India) Pvt. Ltd.** and conducted a comprehensive study focusing on **Personal Development Management Skills and Information Technology**. We extend our best wishes for him ongoing academic journey and future endeavours.

Regards,

For Aabasoft Technologies India Pvt Ltd



**Nisha Roy**  
Associate Director - HR & Administration  
Aabasoft | Infopark | Kochi | India





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPEMENT AND MANAGEMENT SKILLS**

**"A STUDY ON SALES PROMOTION IN SUPERMARKETS"**

Submitted by

**MERLIN SILAJU**

**220021077667**

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled; "**A STUDY ON SALES PROMOTION IN SUPERMARKETS**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Merlin Shaju**, **Harikrishnan P S**, **Karthiklal P B**, **Eldho Paul** and **Tanya Catherin Thomas** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head Of The Department

Viva Voce Examination held on...10/10/22.....

Examiner



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON CONSUMER PREFERENCE IN BAKERY INDUSTRY"**

Submitted by

**Mimi Mariam Mathews**

Reg No: 220021077668

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfilment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



**2022-2025**



### **CERTIFICATE**

This is to certify that the mini project titled " *A study on consumer preference in Bakery Industry*" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **MIMI MARIAM MATHEWS**, under my supervision and guidance and that this project work has not formed the basis for the award of any Degree / Diploma / Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

*Project Guide*



**Ms. MEGHA MOHAN**

*Head of Department*

Viva Voice Examination held on 10/10/23

Internal Examiner:

External Examiner:

**Breadworld**

**BREAD WORLD PVT. LTD.**  
37/304 D (New No. 54/1180), Sree Parameswar,  
Muttalhil Lane, Subhash Chandra Bose Road,  
Jawahar Nagar, Kadavanthra, Kochi - 682020.  
Ph : 0484-4010604, 4010605, Cell : 9526022200

GEN:CER/28/BW/23-24

30<sup>th</sup> June 2023

To Whomsoever It May Concern

Sub : Project Visit in our Factory premises

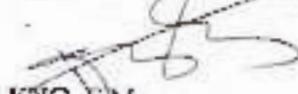
Goodday,

This is to certify that students mentioned below, from BBA Batch 2022-25 of Rajagiri College of Management & applied sciences has successfully completed Organization study in our company as part of the academic curriculum on 23/06/2023 for the PDMS project.

1. Dine Binoy- BBA221217
2. Mini Mariam Mathews - BBA221242
3. Grace Mridula Raphael - BBA221226
4. Timothy K Abraham - BBA221262
5. Edward Zac Rubince - BBA221219

We wish them all success for their future endeavors

For Breadworld Private Limited

  
JOJO. NM  
Corporate Manager





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON SALES METHOD USED BY DIFFERENT COMPANIES"**

Submitted by

**NAVANEETH D PRASAD**

Reg No.22021077671

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfilment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



**2022-2025**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

*This is to certify that the mini project titled " A study on sales method used by different companies " submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Farzin Sudheer, Sanaya David, Fathma Nazrin, Navaneeth Prasad, Huda Shajahan** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree / Diploma / Fellowship or similar title to any candidate of this or any other University.*

**Ms. ANILA VARGHESE**

*Project Guide*



**Ms. MEGHA MOHAN**

*Head of Department*

**Internal Examiner:**

*Viva Voice Examination held on 10/10/23*

**External Examiner:**



**Nutso**<sup>®</sup>  
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**D nine gourmet Pvt Ltd**

+91 9745635155  
+91 9745635155  
+ 91484 4863276

www.nutsonuts.com  
info@d-nineindia.com  
Kaduthakuthy Bldg,  
Edappilly PO., Cochin 682 024

JUNE 23,2023

To Whomsoever It May Concern

Sub: Project Visit In Our Factory Premises

Goodday,

This is to certify that **Mr. Navaneeth Prasad**, student from **BBA Batch 2022-25** of **Rajagiri College of Management & Applied Science** has successfully completed organization study in our company as part of the academic curriculum on 23-06-2023 for the PDMS project.

**We wish them all success for their future endeavours**

Thanking You,

For,

D Nine Gourmet Pvt Ltd

  
Dinesh M Kaimal

HR, Manager





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON TEXTILE INDUSTRY"**

Submitted by

**NEHA JERSON 220021077672**

Under the guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

**Bachelor of Business Administration**

**Mahatma Gandhi University, Kottayam**





CIN : U51311KL2010PTC027235

**Novelty Clothing Pvt. Ltd**

Corporate Office: 44/1037 A, LFC Road, Kaloor  
Kochi - 682017 - Kerala. Ph: 0484 2408910, 2408810



NCPL/HR/2023/3447

September 20<sup>th</sup> 2023

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that the following BBA third semester students from M/s **Rajagiri College of Management & Applied Science** have successfully completed **Organizational Study** in our company as per the norms of establishment on 19.09.2023.

The students are:

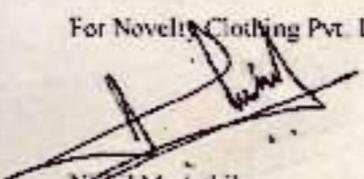
1. Neha Jerson
2. Nesrin Nelson
3. Arun Babu
4. Prathish K Anil
5. Lareth Roy

Their character and conduct during the day were found good.

We wish them all success in their future venture.

For Novelty Clothing Pvt. Ltd.



  
Nesrin Madathil

Assistant Manager

Organization Excellence & Legal



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON TEXTILE INDUSTRY"**

Submitted by

**NESRIN NELSON 220021077673**

Under the guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

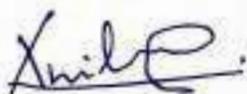
Bachelor of Business Administration

Mahatma Gandhi University, Kottayam



## CERTIFICATE

This is to certify that the mini project titled "A Study on Textile Industry" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

  
Ms. ANILA VARGHESE

Project Guide



Ms. MIEGHAMOCHAN

Head of Department





CIN : U51311KL2010PTC027235

**Novelty Clothing Pvt Ltd**

Corporate Office: 44/1037 A, LFC Road, Kaloor  
Kochi - 682017 - Kerala. Ph: 0484 2406910, 2408810



NCPL/HR/2023/3447

September 20<sup>th</sup> 2023

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that the following BBA third semester students from M/s **Rajagiri College of Management & Applied Science** have successfully completed Organizational Study in our company as per the norms of establishment on 19.09.2023.

The students are:

1. Neha Jerson
2. Nesrin Nelson
3. Arun Babu
4. Prathish K Anil
5. Lineth Roy

Their character and conduct during the day were found good

We wish them all success in their future venture.

For Novelty Clothing Pvt. Ltd.

Nesrin Madathil

Assistant Manager

Organization Excellence & Legal





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS

A STUDY ON THE SOCIAL MEDIA OF THE TOP 5  
COMPANIES

Submitted by

**P.S SREELAKSHMI**

Reg No: 220021077674

Under the Guidance of

Ms. ANILA VARGHESE

*In partial fulfillment of the requirements for the award of the Degree Of Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the mini project titled "A study on the social media advertisement of the housing sector of the top 5 companies." submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **P.S.Sreelakshmi**, under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

**Ms Anila Vaghese**  
Project Guide



**Ms Megha Arun**  
Head Of Department

Viva voice examination held on 11/10/23

Internal Examiner

External Examiner



25.09.2023

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. P.S.Sreelakshmi**, student of **Rajagiri College of Management and Applied Sciences, Kakkanad** has undergone industrial training in our Organization on **09.06.2023** with reference to the partial fulfillment of the requirements of BBA Program.

We wish her success in all her future endeavours

For **Asset Homes Pvt. Ltd**



**Seema Jayadevan**  
AGM-HR & Admin

**ASSET HOMES PRIVATE LIMITED**

CIN: U45201KL2006PT020980





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON TEXTILE INDUSTRY"**

Submitted by

**PRATHISH K ANIL 220021077675**

Under the guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

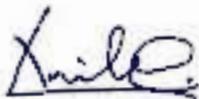
Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**



CERTIFICATE

This is to certify that the mini project titled "A Study on Textile Industry" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work Done by under my supervision and guidance and that this project Work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or Similar title to any candidate of this or any other University.



Ms. ANILA VARGHESE

Project Guide



Ms. MEGHAMOHAN

Head of Department



11/10/2023



CIN : U51311KL2010PTC027235

**Novelty Clothing Pvt Ltd**

Corporate Office: 44/1037 A, LFC Road, Kaloor  
Kochi - 682017 - Kerala. Ph: 0484 2408910, 2408810



NCPL/HR/2023/1447

September 20<sup>th</sup> 2023

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that the following **BBA third semester** students from M/s **Rajagiri College of Management & Applied Science** have successfully completed **Organizational Study** in our company as per the norms of establishment on 19.09.2023.

The students are.

1. Neha Jersun
2. Nestra Nelson
3. Arun Babu
4. Prathish K. Anil
5. Jinerth Roy

Their character and conduct during the day were found good.

We wish them all success in their future venture

For Novelty Clothing Pvt. Ltd.

Nishil Madathil

Assistant Manager

Organization Excellence & Legal





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

"A Study on consumer preference in the Automobile Industry"

Submitted by

**RAMADAN AHAMED**

Reg No.220021077676

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfillment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the project work titled "A STUDY ON CUSTOMER PREFERENCE AMONG THE CUSTOMERS OF MERCEDES BENZ, RANGE ROVER, JAGUAR, TOYOTA AND TATA" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Alan Jimmy, Anagha Jayaram, Inu Kollannur, Ramadan Ahamed and Sanjna Shams under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.*

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head of The Department

Viva Voce Examination held on.....11/10/23.....

Examiner

15<sup>th</sup> September 2023

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Ramadan Abamed**, Student of Rajagiri College of Management and Applied Sciences Kakkanad, has undergone his Industrial Training in our organization on 12.09.2023 with reference to the partial fulfilment of the requirements of BBA Programme .

We wish him all the best for his future endeavors.

For Indel Automotives Pvt Limited

A handwritten signature in black ink, appearing to read "Rubeena", written over a horizontal line.

Rubeena Joseph

Manager-HR



**INDEL AUTOMOTIVES PRIVATE LIMITED**

Registered Office: Office No.301, Floor No.3, Sai Arcade, N.S Road, Mulund West, Mumbai-400060

Corporate Office: Indel House, Changampuzha Nagar, South Kalamessery Kochi, India - 682033

CIN - U93030MH2011PTC222709 | Email: info@indelauto.com | Tel: 0484 7157600



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## "A STUDY ON CONSUMER PREFERENCE TOWARDS COSMETICS"

Submitted by

**RINSHAD K R**

Reg No: 220021027677

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfilment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2022-25



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the mini project work titled "A Study on Consumer Preference Towards Cosmetics with reference to MAC Cosmetics, The Body Shop, Himalaya Herbals, Forest Essentials and Mamaearth" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Rinshad K R** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.*

Ms. ANILA VARGHESE

Project Guide



Ms. MEGHA MOHAN

Head of The Department

Viva Voce Examination held on ...10/10/23.....

Examiner



## FOREST ESSENTIALS

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---

### TO WHOMSOEVER IT MAY CONCERN

Sub: Project visit in our outlet

Good day,

This is to certify that **Rinshad K R**, student of BBA Batch 2022-25 of Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed organisation study in our company as part of the academic curriculum on 05/09/2023 for the PDMS Project.

We wish him success for his future endeavours.

RAHUL K R

Manager

Forest Essentials, Edapally

---

Forest Essentials, Lulu Shopping Mall, Shop #G-21, Ground Floor, Edapally, Kochi - 682024, Kerala, India.

Ph: 04844055003

E-mail: [service@forestessentialsindia.com](mailto:service@forestessentialsindia.com)



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON SALES METHOD USED BY DIFFERENT COMPANIES"**

Submitted by

**SANAYA DAVID**

Reg No.22021077678

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfilment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



**2022-2025**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

### CERTIFICATE

*This is to certify that the mini project titled " A study on sales method used by different companies " submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Farzin Sudheer, Sanaya David, Fathma Nazrin, Navaneeth Prasad, Huda Shajahan under my supervision and guidance and that this project work has not formed the basis for the award of any Degree / Diploma / Fellowship or similar title to any candidate of this or any other University.*

**Ms. ANILA VARGHESE**

*Project Guide*



**Ms. MEGHA MOHAN**

*Head of Department*

*Viva Voice Examination held on 16/10/23*

*Internal Examiner.*

*External Examiner.*



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**D nine gourmet Pvt Ltd**

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+91 9745635155

+91484 4863276

www.nutsonuts.com

info@drinheindia.com

Kaduthakutty Bldg.,  
Edappally P.O., Cochin 682 024

JUNE 23, 2023

To Whomsoever It May Concern

Sub: Project Visit in Our Factory Premises

Goodday,

This is to certify that **Ms. Sanaya David**, student from **BBA Batch 2022-25** of **Rajagiri College of Management & Applied Science** has successfully completed organization study in our company as part of the academic curriculum on 23-06-2023 for the PDMS project.

We wish them all success for their future endeavours

Thanking You,

For,

D Nine Gourmet Pvt Ltd

  
Dinesh M Kaimal  
HR, Manager





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**  
**" A STUDY ON CONSUMER PREFERENCE IN THE FURNITURE INDUSTRY"**

Submitted by

SANDHYA N MENON	220021077679
ABIN T MANOJ	220021077626
JOE SABU	220021077659
VARSHA MANOJ	220021077690
VEDATMIKA PRAKASH	220021077690

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A STUDY ON CONSUMER PREFERENCE AMONG DTALE, DAMRO, CEDAR HOME STORE, NILAMBUR FURNITURE AND ROYAL OAK" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Sandhya N Menon, Abin T Manoj, Joe Subu, Varsha Manoj and Vedatmika Prakash under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.

  
**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head of The Department



Viva Voce Examination held on.....12/10/23.....

  
Examiner



Artisan  
Concreting  
& More

Kakkanad  
09/06/2023

To Whomsoever it may concern

Sub: Project Visit in our Showroom

Gooday,

This is to certify that students mentioned below, from BBA Batch 2022- 25 of Rajagiri College of Management & applied sciences has successfully completed organization study in our company as part of the academic curriculum on 09/06/2023 for the PDMS project.

1. Varsha Manoj - BBA221264
2. Sandhya N Menon - BBA221253
3. Vedatmika Prakash - BBA221265
4. Abin T Manoj - BBA221201
5. Joe Sabu - BBA221233

We wish them all success for their future endeavours.

Nithin Francis



HR Manger

Dtale Decor PVT LTO

Dtale Decor Pvt Ltd  
Kakkanad  
17/1 Bypass Road  
Marathekkara  
Thiruvallur - 680308  
Tel. - 91 482 2352060

thiruvallur@dtaledecor.com  
www.dtaledecor.com



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## INDUSTRIAL PROJECT REPORT

"A Study on consumer preference in the Automobile industry"

Submitted by

**SANJNA SHAMS**

Reg No.220021077680

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfillment of the requirements for the award of the Degree*

*Of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



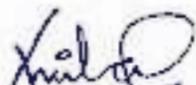


# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the project work titled "A STUDY ON CUSTOMER PREFERENCE AMONG THE CUSTOMERS OF MERCEDES BENZ, RANGE ROVER, JAGUAR, TOYOTA AND TATA" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Alan Jimmy, Anagha Jayaram, Inu Kollannur, Ramadan Ahamed and Sanjna Shams under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.*

  
Ms. ANILA VARGHESE

Project Guide



Ms. MEGHA MOHAN

Head of The Department



Viva Voce Examination held on.....10/10/23.....

  
-Examiner

15<sup>th</sup> September 2023

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Sanjana Shams**, Student of Rajagiri College of Management and Applied Sciences Kakkanad, has undergone her Industrial Training in our organization on 12.09.2023 with reference to the partial fulfilment of the requirements of BBA Programme .

We wish her all the best for her future endeavors.

For Indel Automotives Pvt Limited

A handwritten signature in black ink, appearing to read "Rubeena", written over a horizontal line.

Rubeena Joseph

Manager-HR



**INDEL AUTOMOTIVES PRIVATE LIMITED**

Registered Office: Office No.301, Floor No.3, Sai Arcade, N.S Road, Mulund West, Mumbai-400080

Corporate Office: Indel House, Changamauzha Nagar, South Kalamassery, Kochi, India - 682033  
CIN - U93030MH2011PTC222709 | Email: info@indelauto.com | Tel. 0484 7157600



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **"A STUDY ON CONSUMER PREFERENCE TOWARDS COSMETICS"**

Submitted by

**SHAABIN SHAJI**

Reg No: 220021027681

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfilment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



**2022-25**

**1**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the mini project work titled "A Study on Consumer Preference Towards Cosmetics with reference to MAC Cosmetics, The Body Shop, Himalaya Herbals, Forest Essentials and Mamaearth" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Shaabin Shaji** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.*

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head of The Department

Viva Voce Examination held on ... 10/10/23 .....

Examiner



**FOREST ESSENTIALS**

Luxurious Ayurveda®

---

**TO WHOMSOEVER IT MAY CONCERN**

Sub: Project visit in our outlet

Good day,

This is to certify that **Shaabin Shaji**, student of BBA Batch 2022-25 of Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed organisation study in our company as part of the academic curriculum on 05/09/2023 for the PDMS Project.

We wish him success for his future endeavours.

RAHUL K R

Manager

Forest Essentials, Edapally

---

Forest Essentials, Lulu Shopping Mall, Shop BG-21, Ground Floor, Edapally, Kochi- 682024, Kerala, India

Ph: 04844055003

E-mail: [service@forestessentialsindia.com](mailto:service@forestessentialsindia.com)



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**\*A STUDY ON PRICING STRATEGIES ADOPTED BY FIVE-STAR HOTELS IN KOCHI\***

Submitted by

**SIVANI R**

Reg No: 220021077682

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**



2022-2025



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled: "a study on pricing strategies adopted by five-star hotels in Kochi with reference to Novotel, Marriot, Sheraton, Taj and Holiday Inn" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Sivani R, Joanna Thayankery, Jishnu P N, Sneha Harish and Alphy Baiju** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. ANILA VARGHESE

Project Guide



Ms. MEGHA MOHAN

Head Of The Department

Viva Voce Examination held on.....16/10/23.....

Examiner

September 14, 2023

**TO WHOM IT MAY CONCERN**

This is to certify that students mentioned below from BBA Batch 2022-25 of Rajagiri College of Management & applied sciences have successfully completed their organization study in Four Points by Sheraton Kochi as part of the academic curriculum on September 08, 2023 for the PDMS project.

1. Sivan R - BBA221255
2. Joanna Thayankery - BBA221232
3. Jishnu P N - BBA221231
4. Alphy Balju - BBA221270
5. Snieha Harish - BBA221258

We wish them the very best for their future endeavors.

For Four Points by Sheraton  
Kochi Info Park

  
Vinu Thomas  
Human Resources Manager



Four Points by Sheraton  
Kochi Infopark  
Infopark Kochi Phase I Campus,  
Infopark P.O, Kakkanad,  
Kochi, Kerala - 682042,  
INDIA  
T +91-484-7160000 F +91-484-7160011  
FOURPOINTS.COM/KOCHI



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**"A STUDY ON CONSUMER PREFERENCE TOWARDS COSMETICS"**

Submitted by

**SIVARANJINI S**

Reg No: 220021077683

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfilment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



2022-25

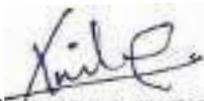


# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the mini project work titled "A Study on Consumer Preference Towards Cosmetics with reference to MAC Cosmetics, The Body Shop, Himalaya Herbals, Forest Essentials and Managearth" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Sivaranjini S** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.*



**MS. ANILA VARGHESE**

Project Guide

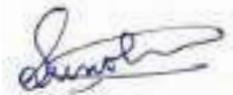


**Ms. MEGHA MOHAN**

Head of The Department



Viva Voce Examination held on ....10/01/23 .....



Examiner



**FOREST ESSENTIALS**

Luxurious Ayurveda®

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**TO WHOMSOEVER IT MAY CONCERN**

**Sub: Project visit in our outlet**

Good day,

This is to certify that **Sivaranjini S.** student of BBA Batch 2022-25 of Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed organisation study in our company as part of the academic curriculum on 05/09/2023 for the PDMS Project.

We wish her success for her future endeavours.

**RAHUL K R**

**Manager**

**Forest Essentials, Edapally**

---

Forest Essentials, Lulu Shopping Mall, Shop #G-21, Ground Floor, Edapally, Kochi - 682024, Kerala, India.

Ph: 04844055003

E-mail: [service@forestessentialsindia.com](mailto:service@forestessentialsindia.com)



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON PRICING STRATEGIES ADOPTED BY FIVE-STAR HOTELS IN KOCHI"**

Submitted by

**SNEHA HARISH**

Reg No: **220021077684**

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled: "a study on pricing strategies adopted by five-star hotels in Kochi with reference to Novotel, Marriot, Sheraton, Taj and Holiday Inn" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Sivani R, Joanna Thayankery, Jishnu P N, Snelha Harishi and Alphy Baiju under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

Ms. ANILA VARGHESE

Project Guide



Ms, MEGHA MOHAN

Head Of The Department

Viva Voce Examination held on.....11/10/23.....

Examiner

September 14, 2023

**TO WHOM IT MAY CONCERN**

This is to certify that students mentioned below from BBA Batch 2022-25 of Rajagiri College of Management & applied sciences have successfully completed their organization study in Four Points by Sheraton Kochi as part of the academic curriculum on September 08, 2023 for the PDMS project.

1. Sivani R - BBA221256
2. Joanna Thayankery - BBA221232
3. Jishnu P N - BBA221231
4. Alphy Baiju - BBA221270
5. Sneha Harish - BBA221258

We wish them the very best for their future endeavors.

For Four Points by Sheraton  
Kochi Info Park

  
Pinu Thomas  
Human Resources Manager



Four Points by Sheraton  
Kochi InfoPark

InfoPark Kochi Phase I Campus,  
InfoPark P.O. Kakkanad,  
Kochi, Kerala - 682042,  
INDIA

T : (+91) 484-7150000 F : (+91) 484-7160011

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# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPEMENT AND MANAGEMENT SKILLS**

**"A STUDY ON SALES PROMOTION IN SUPERMARKETS"**

Submitted by

**TANYA CATHERIN THOMAS**      **Z20021077685**

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfilment of the requirements for the award of the Degree of

Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the mini project titled; "A STUDY ON SALES PROMOTION IN SUPERMARKETS" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Tanya Catherin Thomas** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.*

  
**MS. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head Of The Department

  
Examiner

Viva Voce Examination held on...11/10/22.....





A Division of Lulu International Shopping Malls Pvt. Ltd.  
(Formerly known as Lulu Group India Pvt Ltd)  
CIN: U51490,2004PT0,017414  
34 / 1000, K-4-47, Lajpally, K-5, New Delhi, 110034, India  
Tel: +91 484 2727777 / 2727700 / 2727122  
E-mail: [hr@lulugroup.com](mailto:hr@lulugroup.com)  
[www.lulusupermarket.com](http://www.lulusupermarket.com)  
[www.lulugroup.com](http://www.lulugroup.com)

26<sup>th</sup> June 2023

**TO WHOM IT MAY CONCERN:**

This is to certify that **Ms. Tanya CatherIn Thomas**, student of Rajagiri College of Management and Applied Sciences Kakkanad has undergone industrial training in our Organisation on 16.06.2023 with reference to the partial fulfilment of the requirements of BBA program.

We wish her the very best in all her future endeavours.

Thanking You,  
With Regards  
For Lulu Group International

  
Anto Rosario  
Manager-HR





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**"A STUDY ON THE BUSINESS PROCESS FOLLOWED BY SEAFOOD  
EXPORTING COMPANIES"**

Submitted by

**TERESE THOMAS PATTARA**

Register Number: 220021077686

Under the Guidance of

**Ms. Anila Varghese**

In partial fulfillment of the requirements for the award of the Degree

**Bachelor of Business Administration**



മഹാത്മാഗാന്ധി സർവ്വകലാശാല, കേരളം  
Mahatma Gandhi University, Kerala  
महात्मा गांधी विश्वविद्यालय, केरल

2022 - 2025



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A Study on the Business Process Followed by Seafood Exporting Companies" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Terese Thomas Pattara** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head of Department

Viva Voce Examination held on 10/10/23

Examiner



# FAIR EXPORTS (INDIA) PVT.LTD.

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Tel.: +91-22-26590176/80/81 Fax: + 91-22-26592326 E-mail: fairexports@fairexports.co.in

16TH September 2023

## TO WHOM IT MAY CONCERN

This is to certify that Ms. Terese Thomas Pattara (Roll No: 221260), student of Rajagiri College of Management and Applied Sciences Kakkannad has undergone industrial training in our Organisation on 06.09.2023 with reference to the partial fulfilment of the requirements of BBA program.

We wish her the very best in all her future endeavours.

Thanking You,

With Regards

For Fair Exports (India) Pvt. Ltd.

Sasha Johnson

Manager Sales & Exports





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON THE SIGNIFICANCE OF CSR ACTIVITIES IN THE  
IT INDUSTRY"**

Submitted by

**THARA JACOB**

**220021077687**

Under the Guidance of

**Mrs. Anila Varghese**

*In partial fulfillment of the requirements for the award of the*

*Degree Of*

***Bachelor of Business Administration***

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the project work titled "A **STUDY ON THE SIGNIFICANCE OF CSR ACTIVITIES IN THE IT INDUSTRY**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Ms. THARA JACOB** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

*Project Guide*



**Ms. MEGHA MOHAN**

*Head of Department*

*Examiner*

Viva Voce Examination held on 11/10/23

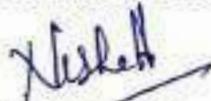
04-10-2023

## TO WHOM SO EVER IT MAY CONCERN

We are delighted to convey our satisfaction with **Ms. Thara Jacob**, a Third Semester BBA student at Rajagiri College of Management and Applied Science, who visited **Aabasoft Technologies (India) Pvt. Ltd.** and conducted a comprehensive study focusing on Personal Development Management Skills and Information Technology. We extend our best wishes for her ongoing academic journey and future endeavours.

Regards,

For Aabasoft Technologies India Pvt Ltd



**Nisha Roy**

Associate Director - HR & Administration  
Aabasoft | Infopark | Kochi | India





## **PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON CONSUMER PREFERENCE IN BAKERY INDUSTRY"**

Submitted by

**Timothy K. Abraham**

Reg No: 220021077688

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfillment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



**2022-2025**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

*This is to certify that the mini project titled "A study on consumer preference in Bakery Industry" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **TIMOTHY K. ABRAHAM**, under my supervision and guidance and that this project work has not formed the basis for the award of any Degree / Diploma / Fellowship or similar title to any candidate of this or any other University.*

**Ms. ANILA VARGHESE**

*Project Guide*



**Ms. MEGHA MOHAN**

*Head of Department*

*Viva Voice Examination held on 11/10/22*

**Internal Examiner:**

**External Examiner:**

**Breadworld**

**BREAD WORLD PVT. LTD.**

37/304 D (New No. 54/1180), Sree Parameswar,  
Mutathil Lane, Subhash Chandra Bose Road,  
Jawahar Nagar, Kadavanthra, Kochi - 682020.  
Ph : 0484-4010604, 4010605, Cell : 9526022200

GEN-CER/28/BW/23-24

30<sup>th</sup> June 2023

To Whomsoever It May Concern

Sub : Project Visit in our Factory premises

Goodday,

This is to certify that students mentioned below, from BBA Batch 2022-25 of Rajagiri College of Management & applied sciences has successfully completed Organization study in our company as part of the academic curriculum on 23/06/2023 for the PDMS project.

1. Dune Binoy- BBA221217
2. Mini Mariam Mathews - BBA221242
3. Grace Mridula Raptuel - BBA221226
4. Timothy K Abraham - BBA221262
5. Edward Zac Rohince - BBA221219

We wish them all success for their future endeavors.

For Breadworld Private Limited

  
JOJO. E.M  
Corporate Manager





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS

**"A STUDY ON THE SOCIAL MEDIA ADVERTISEMENT OF THE TOP 5 COMPANIES OF  
THE HOUSING SECTORS"**

**Submitted by**

**Vaisakhi Krishna**

**220021077689**

**Under the Guidance of  
Ms. ANILA VARGHESE**

*In partial fulfillment of the requirements for the award of the Degree Of  
Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **CERTIFICATE**

*This is to certify that the mini project titled "A study on the social media advertisements of the top 5 companies of the housing sector " submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Vaisakh Krishna**, under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.*

**Ms Anila Vaghese**

Project Guide



**Ms Megha Arun**

Head Of Department

Viva voice examination held on 11/10/23

Internal Examiner

External Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**  
**" A STUDY ON CONSUMER PREFERENCE IN THE FURNITURE INDUSTRY"**

Submitted by

SANDHYA N MENON	220021077679
ABIN T MANOJ	220021077626
JOE SABU	220021077659
VARSHA MANOJ	220021077690
VEDATMIKA PRAKASH	220021077690

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the project work titled "A STUDY ON CONSUMER PREFERENCE AMONG DTALE, DAMRO, CEDAR HOME STORE, NILAMBUR FURNITURE AND ROYAL OAK" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Sandhya N Menon, Abin T Manoj, Joe Sabu, Varsha Munoj and Vedatmika Prakash under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.*

  
**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head of The Department



Viva Voce Examination held on... 11/10/23.....

  
Examiner



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

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**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head of The Department

Viva Voce Examination held on 11/10/22.....

Examiner



Artisan  
Carpentry  
& More

Kakkanad  
09/06/2023

**To Whomsoever it may concern**

**Sub: Project Visit in our Showroom**

Gooday,

This is to certify that students mentioned below, from BBA Batch 2022- 25 of Rajagiri College of Management & applied sciences has successfully completed organization study in our company as part of the academic curriculum on 09/06/2023 for the PDMS project.

1. Varsha Manoj - BBA221264
2. Sandhya N Menon - BBA221253
3. Vedatmika Prakash - BBA221265
4. Abin T Manoj - BBA221201
5. Joe Sabu - BBA221233

We wish them all success for their future endeavours.

Nithin Francis

HR.Manger

Dtale Décor PVT LTD

Dtale Décor Pvt Ltd  
17/634A

NH Bypass Road  
Marathakara

Thrissur - 680309  
Tel: +91 487 2342060

nithin@dtaledecor.com  
www.dtaledecor.com



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**  
**" A STUDY ON CONSUMER PREFERENCE IN THE FURNITURE INDUSTRY"**

Submitted by

SANDHYA N MENON	220021077679
ABIN T MANOJ	220021077626
JOE SABU	220021077659
VARSHA MANOJ	220021077690
<b>VEDATMIKA PRAKASH</b>	<b>220021077690</b>

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of  
Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the project work titled "A STUDY ON CONSUMER PREFERENCE AMONG DTALE, DAMRO, CEDAR HOME STORE, NILAMBUR FURNITURE AND ROYAL OAK" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Sandhya N Menon, Abin T Manoj, Joe Sabu, Varsha Manoj and Vedatmika Prakash under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.*

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head of The Department

Viva Voce Examination held on... 10/10/23 ...

Examiner

# DTALE

Artisan  
Carpentry  
& More

Kakkanad  
09/06/2023

To Whomsoever it may concern

Sub: Project Visit in our Showroom

Goodday,

This is to certify that students mentioned below, from BBA Batch 2022- 25 of Rajagiri College of Management & applied sciences has successfully completed organization study in our company as part of the academic curriculum on 09/06/2023 for the PDMS project.

1. Varsha Manoj - BBA221264
2. Sandhya N Menon - BBA221253
3. Vedatmika Prakash - BBA221265
4. Abin T Manoj - BBA221201
5. Joe Sabu - BBA221233

We wish them all success for their future endeavours.

Nithin Fernandes

HR. Manger

Dtale Decor PVT LTD

Dtale Decor Pvt Ltd  
Kakkanad

NRI Bypass Road  
Marathakara

Thissur - 680306

Tel: + 91 487 2352063

thissur@dtaledecor.com

www.dtaledecor.com



**RCMAS**

**RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES**

**\*A STUDY ON CONSUMER PREFERENCE TOWARDS COSMETICS\***

Submitted by

**AMINA SALEEM**

Reg No: 220021077634

Under the Guidance of

**Ms. ANILA VARGHESE**

*In partial fulfilment of the requirements for the award of the Degree*

*of*

*Bachelor of Business Administration*

**Mahatma Gandhi University, Kottayam**



**2022-25**



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

*This is to certify that the mini project work titled "A Study on Consumer Preference Towards Cosmetics with reference to MAC Cosmetics, The Body Shop, Himalaya Herbals, Forest Essentials and Mamaearth" submitted to Mahatma Gandhi University in partial fulfilment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Amina Saleem** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/Diploma/Fellowship or similar title to any candidate of this or any other University.*

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head of The Department

Viva Voce Examination held on ....11/10/23.....

Examiner



## FOREST ESSENTIALS

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---

### TO WHOMSOEVER IT MAY CONCERN

Sub: Project visit in our outlet

Good day,

This is to certify that **Amina Saleem**, student of BBA Batch 2022-25 of Rajagiri College of Management and Applied Sciences, Kakkanad has successfully completed organisation study in our company as part of the academic curriculum on 05/09/2023 for the PDMS Project.

We wish her success for her future endeavours.

RAHUL K R

Manager

Forest Essentials, Edapally

---

Forest Essentials, Lulu Shopping Mall, Shop #G-21, Ground Floor, Edapally, Kochi-682024, Kerala, India.

Ph: 04844055003

E-mail: [service@forestessentialsindia.com](mailto:service@forestessentialsindia.com)



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**"A STUDY ON THE SIGNIFICANCE OF CSR ACTIVITIES IN THE  
IT INDUSTRY"**

Submitted by

**B DEVAPRANATH**

**220021077642**

Under the Guidance of

**Mrs . Anila Varghese**

*In partial fulfillment of the requirements for the award of the  
Degree Of*

***Bachelor of Business Administration***

**Mahatma Gandhi University, Kottayam**





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**CERTIFICATE**

This is to certify that the project work titled "**A STUDY ON THE SIGNIFICANCE OF CSR ACTIVITIES IN THE IT INDUSTRY**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **Mr. B DEVAPRANATH** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**  
Project Guide



**Ms. MEGHA MOHAN**  
Head of Department

Viva Voce Examination held on ... 10/10/23 .....



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPEMENT AND MANAGEMENT SKILLS**

**"A STUDY ON SPORTS INDUSRTY "**

Submitted by

**MUHAMMED FAWAZ**

Reg no: 220021077669

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfilment of the requirements for the award of the Degree of

Bachelor of Business Administration

Mahatma Gandhi University, Kottayam





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled; "**A STUDY ON SPORTS INDUSTRY**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **MUHAMMED FAWAZ, JOSE RAJU UJVAL, JAYAKRISHNAN K.J, ALAN JOLLY & FEBIN M SUNNY** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

Project Guide

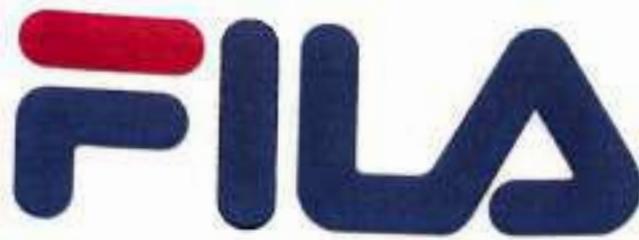


**Ms. MEGHA MOHAN**

Head Of The Department

Viva Voce Examination held on 11/10/23

Examiner



15 September 2023

TO WHOM IT MAY CONCERN:

This is to certify that **Mr. Mohammed Fawaz** student of Rajagiri College of Management and Applied Science kakkanad has undergone industrial training in our Organisation on 15.09.2023 with reference to the partial fulfillment of the requirements of BBA program.

We wish him the very best in all his future endeavours.

Thanking you  
with Regards  
For FILA

  
CRAVATEX BRANDS LTD,  
F-05, 2nd Floor, LULU MALL  
Edappally, Kochi - 682 024  
Ph: 0484-4876223



# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPEMENT AND MANAGEMENT SKILLS**

**"A STUDY ON SPORTS INDUSRTY "**

Submitted by

**ALAN JOLLY**

Reg no: 220021077629

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

Bachelor of Business Administration

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled; "**A STUDY ON SPORTS INDUSTRY**" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by **ALAN JOLLY, FEBIN M SUNNY, JAYAKRISHNAN K.J, JOSE RAJU UJVAL & MUHAMMED FAWAZ** under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/Fellowship or similar title to any candidate of this or any other University.

**Ms. ANILA VARGHESE**

Project Guide



**Ms. MEGHA MOHAN**

Head Of The Department

Viva Voce Examination held on 11/10/23

Examiner



15 September 2023

TO WHOM IT MAY CONCERN:

This is to certify that Mr. **Alan Jolly** student of Rajagiri College of Management and Applied Science kakkanad has undergone industrial training in our Organisation on 15.09.2023 with reference to the partial fulfillment of the requirements of BBA program.

We wish him the very best in all his future endeavours.

Thanking you  
with Regards  
For FILA

*Rakesh Rajan*  
CRAVATEX BRANDS LTD.  
F-05, 2nd Floor, LULU MALL  
Edappally, Kochi - 682 024  
Ph: 0464-4876223



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS**

**\*A STUDY ON PRICING STRATEGIES ADOPTED BY FIVE-STAR HOTELS IN KOCHI\***

Submitted by

**ALPHY BAIJU**

Reg No: **220021077633**

Under the Guidance of

**Ms. ANILA VARGHESE**

In partial fulfillment of the requirements for the award of the Degree of

**Bachelor of Business Administration**

**Mahatma Gandhi University, Kottayam**





# RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

## CERTIFICATE

This is to certify that the mini project titled: "a study on pricing strategies adopted by five-star hotels in Kochi with reference to Novotel, Marriott, Sheraton, Taj and Holiday Inn" submitted to Mahatma Gandhi University in partial fulfillment of the requirements for the award of the Degree of the Bachelor of Business Administration is a record of the original work done by Sivani R, Joanna Thayankery, Jishnu P N, Sneha Harish and Alphy Baiju under my supervision and guidance and that this project work has not formed the basis for the award of any Degree/ Diploma/ Fellowship or similar title to any candidate of this or any other University.

Handwritten signature of Ms. Anila Varghese in blue ink.

**Ms. ANILA VARGHESE**

Project Guide



Handwritten signature of Ms. Megha Mohan in blue ink.

**Ms. MEGHA MOHAN**

Head Of The Department

Viva Voce Examination held on 11/10/23

Examiner

Handwritten signature of the examiner in blue ink.

September 14, 2023

**TO WHOM IT MAY CONCERN**

This is to certify that students mentioned below from BBA Batch 2022-25 of Rajagiri College of Management & applied sciences have successfully completed their organization study in Four Points by Sheraton Kochi as part of the academic curriculum on September 08, 2023 for the PDMS project.

1. Sivani R - BBA221256
2. Joanna Thayankery - BBA221232
3. Jishnu P N - BBA221231
4. Alphy Baiju - BBA221270
5. Sneha Harish - BBA221258

We wish them the very best for their future endeavors.

For Four Points by Sheraton  
Kochi Info Park

  
Fine Thomas  
Human Resources Manager



Four Points by Sheraton  
Kochi Infopark

Infopark Kochi Phase I Campus,  
Infopark P.O. Kakkenad,  
Kochi, Kerala - 682042  
INDIA

T: 91 484 7150000 F: 91 484 7160011  
FOURPOINTS.COM/KOCHI



**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CELL ANIMATION**

**'ONE STRAND'**

**220021018097**



### Certificate

Certified that **A ARUNDHATHI** Reg No. **220021018097** has submitted a bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the Bachelor Degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION.**

Faculty-In-Charge



College Seal

Head of the Department

Internal Examiner

Project submitted on- 22 April 2024

External Examiner



**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 2-3 ADVANCED CELL ANIMATION**

**'TOAST'**

**220021018098**



## Certificate

Certified that **AADITH PV** Reg. No **220021018098** has submitted a Bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

**Faculty-In-Charge**



**College Seal**

**Head of the Department**

Project submitted on- 22 April 2024

**Internal Examiner**

**External Examiner**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CELL ANIMATION**

**'GARDEN BUDDIES'**

**220021018099**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES  
KARKANAD - KARNATAKA

## Certificate

Certified that **AARSHI SREEJITH** Reg. No.220021018099 has submitted a Bonafide project record during the **FOURTH** semester of the academic year 2022-2025 in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

**Faculty-In-Charge**



**College Seal**

**Head of the Department**

Project submitted on- 22 April 2024

**Internal Examiner**

**External Examiner**



**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**ADVANCED CELL ANIMATION**

**220021018100**



## Certificate

Certified that **ABDUL KAHAR K.A** Reg. No. **220021018100** has submitted a Bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

**Faculty-In-Charge**



**College Seal**

**Head of the Department**

**Internal Examiner**

Project submitted on- 22 April 2024

**External Examiner**



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RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CELL ANIMATION**

**'Unknown Guest'**

**220021018101**



## Certificate

Certified that **ABHINAV P S** Reg No. **220021018101** has submitted a bonafide

project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfillment for the requirement

of the award of the Bachelor Degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION.**

Faculty-In-Charge



Head of the Department

Project submitted on- 22 April 2024

Internal Examiner

External Examiner



**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CEL ANIMATION**

**'Charamam'**

**220021018102**



## Certificate

Certified that **Adam Shem Tiny Tom**

Reg. No. 220021018102 has submitted a Bonafide project record

during the **FOURTH** semester of the academic year 2022 - 2025 in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CBL ANIMATION**

**Faculty-In-Charge**



**Head of the Department**

Project submitted on- 22 April 2024

**Internal Examiner**

**External Examiner**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER: ADVANCED CELL ANIMATION**

**'ROBOT NIGHTMARES'**

**220021018103**



## Certificate

Certified that **ADONE PHILIP** Reg. No. **220021018103** has submitted a bonafide project record during the **Fourth** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the Bachelor Degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION**.

Faculty-In-Charge



College Seal

Head of the Department

Internal Examiner

Project submitted on- 22 April 2024

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CELL ANIMATION**

**'FUKUSHU'**

**220021018104**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES  
KAKKANAD

## Certificate

Certified that **Adwaid A V** Reg. No **220021018104** has submitted a Bonafide project record

during the **FOURTH** semester of the academic year **2022-2023** in partial fulfilment for the requirement of the award of

the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

Faculty-In-Charge



College Seal

Head of the Department

Project submitted on- 22 April 2024

Internal Examiner

External Examiner



**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-2 ADVANCED CEL ANIMATION**

**'CHILDHOOD'**

**220021018105**



## Certificate

Certified that **AHAMMED MUNBER** Reg. No. 220021018105 has submitted a Bonafide project record during the **FOURTH** semester of the academic year 2022-2025 in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

**Faculty-In-Charge**



**Head of the Department**

Project submitted on -22 April 2024

**Internal Examiner**

**External Examiner**



**RCMAS**

RAIGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4: ADVANCED CEL ANIMATION**

**'HAND OF GOD'**

**YOUR REGISTER NUMBER**

**220021018107**



**RCMAS**  
COLLEGE OF MANAGEMENT & APPLIED SCIENCES  
KAKKANAD

## Certificate

Certified that **ALBIN JAMES** Reg. No. 220021018107 has submitted a Bonafide project record during the **FOURTH** semester of the academic year **2022-2023** in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

**Faculty-In-Charge**



**College Seal**

**Head of the Department**

Project submitted on- 22 April 2024

**Internal Examiner**

**External Examiner**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CEL ANIMATION**

**"UNLOCKING DREAMS: THE STORY OF TINKER" A**

**220021018108**



## Certificate

Certified that **ALDRIYA TREESA** Reg. No. **220021018108** has submitted a bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the Bachelor Degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION.**

Faculty-In-Charge



Head of the Department

Internal Examiner

Project submitted on- 22 April 2024

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4 - 4 ADVANCED CEL ANIMATION**

**'A SHOOTING STAR'**

**220021018109**



## Certificate

Certified that **ALIYA NASIRIN** Reg. No. 220021018109 has submitted a Bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION**

  
Faculty-In-Charge



  
Head of the Department

Project submitted on- 22 April 2024

  
Internal Examiner

  
External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-2 ADVANCED CELL ANIMATION**

**'The Enchanted Journey'**

**REGISTER NUMBER**

**220021018110**



## Certificate

Certified that **ANET VARGHESE** Reg. No. **220021018110** has submitted a bonafide practical record during the **FOURTH** semester of the academic year **2022 - 2025** in partial fulfilment for the requirement of the award of the Bachelor Degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**.

Faculty-In-Charge



College Seal

Head of the Department

Internal Examiner

University Practical Examination held on

External Examiner



**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CEL ANIMATION**

**'THE COLD MYSTERY'**



## Certificate

Certified that **ANNA** Reg. No. 22 002 1018111 has submitted a Bonafide project record  
**ELIZABETH JACOB**  
during the **FOURTH** semester of the academic year 2022-2025 in partial fulfilment for the requirement of the award of  
the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

Faculty-In-Charge



Head of the Department

Project submitted on- 22 April 2024

Internal Examiner

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CEL ANIMATION**

**'A FLIGHT TO DESTIN'**

**220021018112**



## Certificate

Certified that **ASWATHY V D** Reg. No. **220021010112** has submitted a bonafide

project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the Bachelor's Degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION.**

Faculty-In-Charge



College Seal

Head of the Department

Project submitted on **22 APRIL 2024**

Internal Examiner

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 2-3 ADVANCED CELL ANIMATION.**

**'LILY OF RIVERRUN'**

**220021018113**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

Certified that: **ASWIN A ANOGB** Reg. No. 220021018113 has submitted a Bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course: **ADVANCED CELL ANIMATION**

Faculty-In-Charge



College Seal

Head of the Department

Internal Examiner

project submitted on-22 April 2024

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**AG4PRP05 - ADVANCED CEL ANIMATION**

**'SIRENA - MERMAID'**

**220021018114**



## Certificate

Certified that **AZIM K BASHEER** Reg. No. **220021018114** has submitted a Bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

Faculty-In-Charge



College Seal

Head of the Department

Project submitted on- 22 April 2024

Internal Examiner

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CELL ANIMATION**

**'THE BALLON DATE'**

**220021018115**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES  
KARKANAD

## Certificate

Certified that **DEAN COLLINS.T** Reg. No. 220021018115 has submitted a Bonafide project record during the **FOURTH** semester of the academic year 2022-2025 in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

**Faculty-In-Charge**



**College Seal**

**Head of the Department**

**Internal Examiner**

Project submitted on- 22 April 2024

**External Examiner**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CEL ANIMATION**

**'BLOBBY' S DAY OUT'**

**220021018116**



## Certificate

Certified that

**DIYA REJI**

Reg. No.

220021018116

has submitted a bonafide

project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the Bachelor's Degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION.**

**Faculty-In-Charge**



**College Seal**

**Head of the Department**

Project submitted on **22 APRIL 2024**

**Internal Examiner**

**External Examiner**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CEL ANIMATION**

**'ELAYNE'**

**220021018117**



## Certificate

Certified that **DRISYA SASIKUMAR** Reg. No. 22002101B117 has submitted a Bonafide project record during the **FOURTH** semester of the academic year 2022-2025 in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION**

**Faculty-In-Charge**



**College Seal**

**Head of the Department**

**Internal Examiner**

Project submitted on - 22 April 2024

**External Examiner**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER AG4PRP05-ADVANCED CEL ANIMATION**

**'THE RING'**

**220021018118**



## Certificate

Certified that **FARREN BEVEIRA** Reg. No. 22002101811B has submitted a Bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

Faculty-In-Charge



Head of the Department

Project submitted on - 22 April 2024

Internal Examiner

External Examiner



**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 2-3 ADVANCED CEL ANIMATION I**

**'Hungry devil'**

**220021018119**



## Certificate

Certified that **HARIKRISHNAN** Reg. No. 220021018119 has submitted a Bonafide project record during the **FOURTH** semester of the academic year 2022-2025 in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION**

  
Faculty-In-Charge



College Seal

  
Head of the Department

Project submitted on- 22 April 2024

  
Internal Examiner

  
External Examiner



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 2-3 ADVANCED CELL ANIMATION**

**'BAT BUNNY'**

**220021018120**



## Certificate

Certified that **HELLAN WERGIS DICLAS** Reg. No. 220021018120 has submitted a Bonafide project record during the **FOURTH** semester of the academic year 2022-2025 in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

Faculty-in-Charge



College Seal

Head of the Department

Project submitted on - 22 April 2024

Internal Examiner

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CEL ANIMATION**

**Mage and the Sinister Plant**

**220021018121**



## Certificate

Certified that **Jeeva B** Reg. No. 222021018121 has submitted a Bonafide project record during the **FOURTH** semester of the academic year 2022-2025 in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION**

**Faculty-In-Charge**



**College Seal**

**Head of the Department**

Project submitted on- 22 April 2024

**Internal Examiner**

**External Examiner**



**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CEL ANIMATION**

**'The Enchanted Pendant'**

**220021018122**



## Certificate

Certified that **JENIN MARIA JOSEPH** Reg No. **220021010122** has submitted a bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the Bachelor Degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION.**

Faculty-In-Charge



College Seal

Head of the Department

Project submitted on- 22 April 2024

Internal Examiner

External Examiner



**BA ANIMATION AND GRAPHIC DESIGN 2022-25  
BATCH**

**SEMESTER 4**

**ADVANCED CELL ANIMATION-AG4PR05**

**'Whisker's of Healing'**

**220021018123**



## Certificate

Certified that **Kalidas.vk** Reg. No.220021018123 has submitted a Bonafide project record during the **FOURTH** semester of the academic year 2022-2025 in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

**Faculty-In-Charge**



**College Seal**

**Head of the Department**

Project submitted on- 22 April 2024

**Internal Examiner**

**External Examiner**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4ADVANCED CELL ANIMATION**

**'THE HIDDEN GEM'**

**220021018124**



## Certificate

Certified that **KANCHANA SUNIL** Reg. No. 220021018124 has submitted a Bonafide project record during the **FOURTH** semester of the academic year 2022-2025 in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

**Faculty-In-Charge**



**College Seal**

**Head of the Department**

Project submitted on- 22 April 2024

**Internal Examiner**

**External Examiner**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CEL ANIMATION**

**'THE NIGHT IT BLOOMED'**

**220021018125**



## Certificate

Certified that **KEZIA GEORGE** Reg, No. 220021018125 has submitted a Bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION**

Faculty-In-Charge



College Seal

Head of the Department

Project submitted on- 22 April 2024

Internal Examiner

External Examiner



**RCMAS**

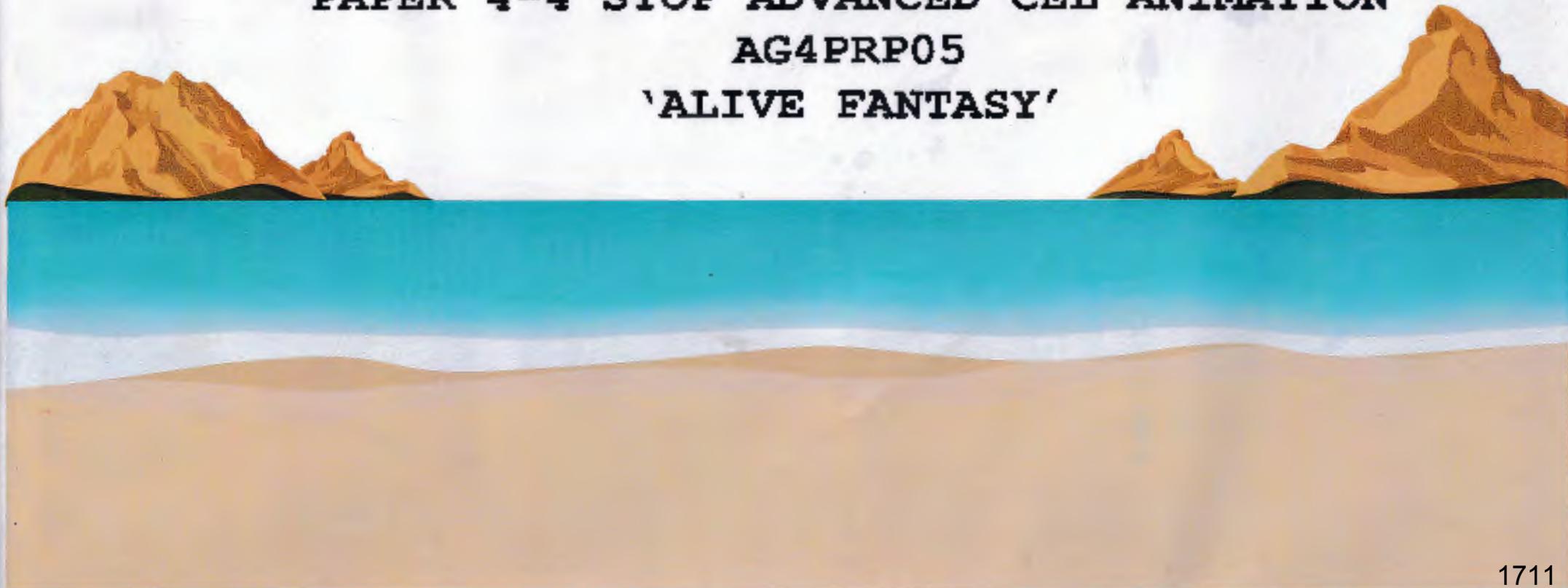
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH  
SEMESTER 4**

**PAPER 4-4 STOP ADVANCED CEL ANIMATION**

**AG4PRP05**

**'ALIVE FANTASY'**





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES  
KARANGMUND, RAJAGIRI

## Certificate

Certified that **MALAVIKA KJ** Reg no.220021018126 has submitted a bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfillment for the requirement of the award of the Bachelor's Degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**.



Faculty-In-Charge

Head of the Department

Internal Examiner

Project Submitted on : 22 April 2024

External Examiner



**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CEL ANIMATION**

**'GLOWING ENCOUNTER'**

**220021018127**



## Certificate

Certified that **MANUEL PHILIP KOSHY** Reg. No. **22002101B127** has submitted a Bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of

the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

**Faculty-In-Charge**



**College Seal**

**Head of the Department**

**Internal Examiner**

Project submitted on- 22 April 2024

**External Examiner**



**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 2**

**PAPER 4-4 ADVANCED CELL FOR ANIMATION**

**'Strayed Shadows and Light'**

**220021018128**



# Certificate

Certified that **Marsha Ittycheria** Reg. No. **220021018128** has submitted a bonafide

practical record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfillment for the requirement of the award of the Bachelor Degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**



**Faculty-In-Charge College Seal Head of the Department**

**22 APRIL 2024**

University Practical Examination held on (write the date manually)

**Internal Examiner External Examiner**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4ADVANCED CELL ANIMATION**

**'KINDNESS BLOSSOMS'**

**220021018129**



## Certificate

Certified that **MAUNDY KUNNATH** Reg. No. 220021010129 has submitted a Bonafide project record during the **FOURTH** semester of the academic year 2022-2025 in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

**Faculty-In-Charge**



**College Seal**

**Head of the Department**

Project submitted on- 22 April 2024

**Internal Examiner**

**External Examiner**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 Advanced Cel Animation**

**\ THE MIDNIGHT MONOCLE /**

**220021018130**



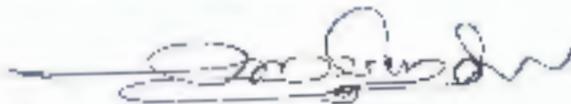
## Certificate

Certified that **MEENAKSHI P R** Reg. No. **220021018130** has submitted a bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the Bachelor Degree In Animation and Graphic Design for the course **ADVANCED CEL ANIMATION.**

  
Faculty-In-Charge



College Seal

  
Head of the Department

  
Internal Examiner

Project submitted on- 22 April 2024

  
External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022BATCH**

**SEMESTER 4**

**PAPER 4-4 STOP ADVANCED CEL ANIMATION**

**AG4PRP05**

**'Space Battle'**

**220021018131**



## Certificate

Certified that **MOHAMMED FARHAN FAHAD** Reg. No. 220021018131 has submitted a Bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION**

**Faculty-in-Charge**

**Head of the Department**



Project submitted on: 22 April 2024

**Internal Examiner**

**External Examiner**



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

PAPER 4/4 **ADVANCED CEL ANIMATION**

**'THE BRAVE BARK'**

220021018132



## Certificate

Certified that **MUNEERA USMAN** Reg. No. **220021018132** has submitted a Bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

Faculty-In-Charge



College Seal

Head of the Department

Internal Examiner

Project submitted on- 22 April 2024

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-3 ADVANCED CEL ANIMATION**

**EMILY'S DISCOVERY**

**220021018133**



## Certificate

Certified that **MYDHILI SUNIL** Reg. No. **220021018133** has submitted a Bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

Faculty-in-Charge



College Seal

Head of the Department

Project submitted on- 22 April 2024

Internal Examiner

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CEL ANIMATION**

**'THE ENCHANTED EXCHANGE'**

**220021018134**



## Certificate

Certified that **NANDANA M L** Reg No. **220021018134** has submitted a bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the Bachelor Degree In Animation and Graphic Design for the course **ADVANCED CELS ANIMATION.**

Faculty-In-Charge



Project submitted on- 22 April 2024

Head of the Department

Internal Examiner

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4ADVANCED CELL ANIMATION**

**'THE LOST KITE'**

**220021018135**



## Certificate

Certified that

**NEIL JOHN**

Reg. No.

22002101B135

has submitted a bonafide

project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfillment for the requirement

of the award of the Bachelor's Degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION.**

**Faculty-In-Charge**



**Head of the Department**

Project submitted on 22 April 2024

**Internal Examiner**

**External Examiner**



**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CELL ANIMATION**

**'SLIPPERY SLOPE'**

**220021018136**



## Certificate

Certified that **NEVIN SURESH** Reg. No. **220021018136** has submitted a bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the Bachelor's Degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION**.

Faculty-In-Charge

Head of the Department



Project submitted on 22 April 2024

Internal Examiner

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022BATCH**  
**SEMESTER 4**

**PAPER 4-4 STOP ADVANCED CEL ANIMATION**

**AG4PRP05**

**'snow and the bee'**

**220021018137**



### Certificate

Certified that **NIKITA MARIA JUDITH** Reg. No. **220021018137** has submitted a bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the Bachelor Degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION.**

Faculty-In-Charge



College Seal

Head of the Department

Internal Examiner

Project submitted on- 22 April 2024

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CELL ANIMATION**

**"Journey of a Wandering Heart"**

**Register Number: 220021018139**



## Certificate

Certified that **NITHIN AJAIKUMAR** Reg No. 22002101B139 has submitted a bonafide project record during the **FOURTH** semester of the academic year 2022-2025 in partial fulfillment for the requirement of the award of the Bachelor Degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION.**

Faculty-In-Charge



Head of the Department

Project submitted on - 22 April 2024

Internal Examiner

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CEL ANIMATION**

**'CAUTION JOB'**

**220021018140**



## Certificate

Certified that **NOEL V BABU** Reg. No. **220021018140** has submitted a Bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfillment for the requirement of the award of the Bachelor's Degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION.**



Faculty-In-Charge

Head of the Department

Internal Examiner

Project Submitted on- 22 April 2024

External Examiner



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CELL ANIMATION**

**'MERLIN' S MAGICAL ACCIDENT'**

**220021018141**



## Certificate

Certified that **RAM PRASAD** Reg No. **220021018141** has submitted a bonafide

project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement

of the award of the Bachelor Degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION.**

Faculty-In-Charge



Head of the Department

Project submitted on- 22 April 2024

Internal Examiner

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CEL ANIMATION**

**'TINY GENIUSES'**

**220021018142**



## Certificate

Certified that **REEMA BINU** Reg. No. 220021018142 has submitted a Bonafide project record during the **FOURTH** semester of the academic year 2022-2025 in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

Faculty-In-Charge



Head of the Department

Internal Examiner

Project submitted on- 22 April 2024

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CELL ANIMATION**

**'JET-PACK'**

**220021018143**



## Certificate

Certified that **RICHARD DENNY** Reg. No **220021018143** has submitted a bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the Bachelor Degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

**Faculty-In-Charge**



**Head of the Department**

**Internal Examiner**

Project submitted on- 22 April 2024

**External Examiner**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CELL ANIMATION**

**'THE TRUE FRIENDSHIP'**

**220021018145**



## Certificate

Certified that **ROHITH MENON** Reg No. **220021010145** has submitted a bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the Bachelor Degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION.**

Faculty-In-Charge



Head of the Department

Internal Examiner

Project submitted on- 22 April 2024

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CEL ANIMATION**

**'SANDWORM'**

**220021018146**



## Certificate

Certified that

**S VINAYAK**

Reg. No. **220021018146**

has submitted a Bonafide

project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the Bachelor's Degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION.**

Faculty-In-Charge



College Seal

Head of the Department

Project Submitted on- 22 April 2024

Internal Examiner

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CEL ANIMATION**

**'BOB AND THE MAGIC RING**

**220021018147**



## Certificate

Certified that

**SAI DAS D**

Reg. No.

220021018147

has submitted a bonafide

project record during the **FOURTH** semester of the academic year **2023-2025** in partial fulfilment for the requirement of the award of the Bachelor's Degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION.**

Faculty-In-Charge



College Seal

Head of the Department

Project submitted on 22 April 2024

Internal Examiner

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CELL ANIMATION**

**'NYCTOPHOBIA- The Fear of Dark'**

**220021018148**



## Certificate

Certified that **SAMUEL PS** Reg. No. **220021018148** has submitted a bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the Bachelor Degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION.**

Faculty-In-Charge



Head of the Department

Internal Examiner

Project submitted on- 22 April 2024

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION & GRAPHIC DESIGN 2022 BATCH**

**SEMESTER IV**

**PAPER 4-4 ADVANCED CELL ANIMATION**

Register No: 220021018149

**YAKSHI**



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

Certified that **SHANA SHERIN A.S** Reg No. **220021018149** has submitted a bonafide project record  
during the **FOURTH** semester of the academic year **2022 - 2025** in partial fulfilment for the  
requirement of the award of the Bachelor Degree in animation and graphic design for the course of **ADVANCED CELL ANIMATION**

Faculty in Charge



College Seal

University Practical Examination held on

Head of Department

Internal Examiner

External Examiner



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 2-3 ADVANCED CELL ANIMATION**

**'THE LOOP'**

**220021018150**



## Certificate

Certified that **SIBISH BIJU** Reg. No. **220021018150** has submitted a Bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

Faculty-In-Charge



College Seal

Head of the Department

Project submitted on- 22 April 2024

Internal Examiner

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER ~~4-4~~ ADVANCED CELL ANIMATION**

**'Nathan's Odyssey'**

**220021018151**

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**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## Certificate

Certified that **Swathy Promod** Reg. No. **220021018151** has submitted a bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the Bachelor Degree in Animation and Graphic Design for the course **ADVANCED CEL ANIMATION.**

Faculty-In-Charge



Head of the Department

Internal Examiner

Project submitted on: 22 April 2024

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**AG4PRP05 - ADVANCED CEL ANIMATION**

**'IKIGAI'**

**220021018152**



## Certificate

Certified that **THARSHA RENZE** Reg. No. **220021018152** has submitted a Bonafide project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement of the award of the bachelor's degree in Animation and Graphic Design for the course **ADVANCED CELL ANIMATION**

Faculty-In-Charge



College Seal

Head of the Department

Project submitted on- 22 April 2024

Internal Examiner

External Examiner



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**BA ANIMATION AND GRAPHIC DESIGN 2022 BATCH**

**SEMESTER 4**

**PAPER 4-4 ADVANCED CELM ANIMATION**

**'WIGGLE' S JOURNEY'**

**220021018153**



## Certificate

Certified that **VIJAY VIKAS** Reg No. **220021018153** has submitted a bonafide

project record during the **FOURTH** semester of the academic year **2022-2025** in partial fulfilment for the requirement

of the award of the Bachelor Degree in Animation and Graphic Design for the course **ADVANCED CELA ANIMATION.**

Faculty-In-Charge



Head of the Department

Project submitted on- 22 April 2024

Internal Examiner

  
External Examiner