



**SYMBIOSIS INSTITUTE OF INTERNATIONAL BUSINESS (SIIB)**

is a constituent of **SYMBIOSIS INTERNATIONAL UNIVERSITY (SIU)**

(Estd. Under section 3 of the UGC act 1956, notification no. F-9-12/2001-U-3 of the Govt. of India)

Re-accredited by NAAC with 'A' grade

**MBA – IB [2018-20] Summer Placement Details**

<b>Project Title</b>
To study the detailed potential of Wood Finishing segment in Dankuni,Raniganj,Sealdah markets and recommend plans for the next two years
Brand Engagement- Build Online Identity
Marketing Intern
Foreign Exchange Management
Digitalization
Employee attrition and retention strategies in Life insurance industry
Study and Analysis of Credit Process of MSME Business and Automation
1) New market development in UK amongst college students. 2) Mapping the presence of Christy in UK and Identifying new geographies
Picker Productivity
To analyse the market behaviour in digital / card payment segment through survey,find out the market leader in the segment and the underlying reasons behind it
Electrical AutoCAD/Challenges and Opportunities for Logistics & transport Industry
ER process improvement project
Sales vertical/ Resourcing and hiring of Sales Officers
UAT of EFMS & LMS/ PF & scholarship audit
INVESTMENT HABITS OF DIFFERENT AGE GROUPS
Financial Analyst
Exploring HR Practices in e-Zest Solutions Ltd- Recruitment and Employee Engagement
Review of Service Tracker Requests Categories, TAT Validation and Resolution Control Monitoring
HRIS analysis and implementation
Learning Management Analytics

Industry research for US Auto industry with valuation and investment thesis for a key company
Improving FTNR % for Farm & TW disbursement
Post Launch Consumer Study of Newly launched Premium Extrusion Products and To improve the availability & customer experience at Amul scooping parlours (as compared to competition)
Strategy for localization of EV systems
Improving the onboarding process
An analysis of the adoption of ebanking platform by HDFC bank customers in Pune
Banking & Financial services of Kotak Mahindra Bank- Trade Finance
Market Research on Customer Segmentation under Dukandaar initiative by HDFC Bank Pune
Catchment Analysis of Bawdhan
Employer Branding and L&D Process Optimization
Solutions to business concerns faced by Operations Control department
SLA Outlier tracking, improvement and implementation for \$1Bn Global Tail Spend Program managed by GEP
Analysis of Global Construction Industry
INCREASING VAN/BIKER EFFICIENCY in PROCESS Department
Diversity and inclusion
Brand Awareness and Customer Engagement
Real Estate business fundamentals with focus on new technology implementation.
Sales and Marketing
Analysis of the global construction industry
Brand Engagement- Build online identity
Study of China and far east market for hospitality business
Designing a customized Digital Marketing Plan for International Markets. Identification of potential leads for Forbes Marshall using insights from market intelligence reports
Sales and Merchandizing
Understanding End to End Sales

Exploring & enhancing avenues of customer retention in Farm Equipment Finance
Business Development in International Freight Forwarding
Development of overseas counterpart in international markets
Data Quality Implementation for a Fortune 100 Computer Hardware Company
Employee Morale in e-Zest Solutions Ltd.
Potential of Project exports from Maharashtra, Goa and Madhya Pradesh
Focus on an ASEAN market study and strategy for PMTC (Peugeot Motorcycles)
Segmentation
Marketing of Financial Products
DSA study for benchmarking LTFS against competition in housing finance
Development of sector periodicals for buy side
Pfizer AICOE
An analysis of the adoption of Payzapp application by HDFC Bank customers in Pune
Developing sourcing strategy derived from fame Policy & CAFE norms for TML.
Digitalization
Work given to me is handling end to end things for RAS website, and giving inputs that how this new business should be streamlined. Market research on how to enter into other U.S.A States. Apart from this day to day activities are given on a daily basis which includes finding relevant RFP and writing Task Order for that, Salary Survey, find out the major IT budgets of county and state.
Brand Engagement - Build Online Identity
Digitalization
Residual value risk management and Lease pricing
An understanding of the influence of different media in purchase decisions of Commercial Vehicles in India.
Prospects and Challenges in Indian Dairy and IT Sectors
Clear cost Sheet assessment of their one cv project, Analysis and strategies of localization of TM strategic suppliers
Charge Collection in Two Wheeler Business

Business Development in transportation and logistics industry
Marketing of financial products
Automated Cash Collection Process
Vendor Consolidation and Solicitation
Brand Awareness: Social Media Marketing and Analysis of Consumer Behavior
Critical Talent Management (I-D-R)
Enhancing the Yes First HNI Family Banking Proposition
KYC Documents
Service costing and Depreciation waterfall
Study of Investments in MSIL and State Financials.
Comparative analysis of life insurance and various investment tools with respect to inflation.
International Freight forwarding
Pfizer Argus
business development, holistic marketing and expansion strategy of gibf for africa
A study of buying behaviour and satisfaction level of the customer with reference to Radhanath motors
Vendor Development And Its Analysis
Study on Corporate Governance implementation in Listed Public Companies
Global Freight Forwarding- Industry Analysis And Business Strategy
Comparative Ratio and SWOT Analysis of JSW Steel Ltd.
comparative analysis between insurance industry and mutual fund industry
E-com chain management and analysis for Adani Wilmar Ltd
Lead Generation Through Digital Marketing
Industry analysis and Modelling of reliance industry
Catchment Analysis of Bawdhan Area
Explore major Home Textile Brands in Non USA market
Digitalization
Vendor Development & Analysis
A comparative analysis of marketing strategies used for Life Insurance policies in India
Supply chain Setup

Designing a customized Digital Marketing Plan for International Markets.
Finance and Taxing.
What needs to be done to make Royale a mass scale product / brand in Punjab
Feedback Analysis
Supply Chain Transformation of Wheat to Atta Supply Chain for Aashirvaad
Digitalization
Quantitative Analysis of candidates sourced through Black Turtle
FR-Equity Research
To find out Innovative & Sustainable Product Markets for UK & Europe Region in Home Textile
Digitalization
Brand Building, partnerships and Marketing of GIBF through Digital Marketing.
FD penetration
Dynamics in Housing Finance Industry: Emerging Trends and Processes in Indiabulls Housing Finance Ltd.
SFRC (Steel Fibre Reinforced Concrete) Lead Generation & Market Mapping For Dramix
Analyse the US/India market for printed bed sheets and identify Welspun's current printing capability and operational competitiveness. Review bulk and sampling load/lead time along with potential improvements upon commissioning of new rotary machine. Review feasibility of introducing dedicated sampling machine for printing and strike-off development machine.
Minimizing risk in transportation of Agro and perishable goods for International trade and enhancing business opportunities
Industry Analysis and Modeling of RIL
Social media recruitment and Employer Branding
Analysis of Recruitment, Selection and Manpower Planning at ABHI Group.
Brand Engagement- Build Online Identity
Retail auto loan portfolio Analysis
AIR TRADE BUSINESS ANALYSIS AND DEVELOPMENT

Strengthen hiring process through launch of revamped assessment tools & Launch of Career Framework for Raymond Lifestyle business
HR Excellence and Employer Branding
Comparative analysis of Life Insurance industry and Mutual fund industry
End to end marketing and campaign planning across multiple channel
FIXED DEPOSIT PENETRATION IN HDFC BANK.
Gap Analysis and Business development of International Freight forwarding
Process Improvement
Investment pattern among Indians
Talent Acquisition - Game Changers
Evaluation of Fund Management Opportunities in IDF
Recruitment Process in BlackTurtle
Supply Chain Internship
KYC Documents
Sea export Development
Analysis of Marketing Communications of Soap brands in India
DIGITALIZATION
State of Oregon
Training Need Analysis for Rural Operations team
Evaluation of clusters for distribution penetration in terms of potential for each cluster and mapping relevant stakeholders
Qualitative Analysis Of Recruitment At Black Turtle
Corporate Finance
International freight forwarding
The relevance of Human Resource in insurance industry (Business environment)
Segmentation
Developing Marketing Strategies in overseas market
Brand Engagement - Build Online Identity
Brand Engagement - Build Online Identity

**MBA – AB [2018-20] Summer Placement Details**

<b>Project Title</b>
“Study on Market Dynamics, Customer behaviors and Usage pattern of Herbicide & Insecticide in Soybean”
To explore new opportunities in food services-Real Good chicken for a profitable growth
Study on Market Dynamics, Customer behaviors and Usage pattern of Herbicide & Insecticide in Sugarcane
Market research of poultry disinfectants in Maharashtra
Quality Control in F & V department
Demand & Supply analysis of high-value vegetables, fruits & herbs in northern region of India.
To explore new opportunities in Food Service - Yummiez for a profitable growth
Bloom operations intern
Promoting organic inputs among farmers for improving yield and quality of farm produce.
To evaluate the effectiveness of different campaign elements followed in promotion of Arize hybrid rice
Developing Promoter Program
Market research on Pulses in MP, MH, GJ
To increase the sales force efficiency and enhance marketing process through sales force automation application.
Executing Rural Marketing Campaign for Satara and Hingoli taluka
On board farm fresh milk subscriptions as per target for woohoo doodh
To evaluate the effectiveness of different campaign elements followed in promotion of Arize hybrid Rice
Operations and Marketing in Karnataka Region
marketing and operations of FPO
Developing brand content for mahindrasummit products with respect to agro-chemical industry and to devise a promotional mix for FY19
Impact Assessment Study of SGI Project
Perceptual mapping of Japanese visa via MNC visa via Indian products in terms of the price and efficacy in key crop is rice, location: Andhra Pradesh
Identifying and designing popular tour packages for specific markets and zones
Identification of new territory for expansion
Marketing and operations

Cashew Apple Value addition, Cahew Collective marketing strategy, Small and marginal farmer Market Readiness Programme
Promoting Cold Pressed Oil (Lakadi Ghana Tel) for Healthy Life
Establishment of Mentha Oil Supply Chain for Tanager International
To maintain apps(kultivate & kultivate2.0) on daily basis and to create trackability for the same .
Bizom- Sales Force Automation Application
To propose Brand Purpose for Center Fresh, Center Fruit, Alpenliebe and Happydent
To evaluate the effectiveness of different campaign elements followed in promotion of Arize hybrid rice.
To create a business model by implementing Orange value chain concept by collaborating all internal and external stakeholders
To evaluate the effectiveness of different campaign elements followed in promotion of Arize hybrid rice
Marketing strategies for Gold Loan, MSME & Third Party Products in MFL – Present status and Future strategies
Marketing and Market Research
Export potential analysis and Trade of Softs
Analysis of investment potential and consulting to a private investor
Planning out an efficient PJP plan for merchandisers and promoters.
Conduct a comparative study of existing fintech solutions in the semi urban and rural areas and recommend product for the BoP segment.
Onboard Farm Fresh Milk Subscriptions as per target for WoohooDoodh
Business Development and Brand Building of smart irrigation solutions
Operation and marketing of FPO
To analyze the value chain, post harvest losses and creating the comprehensive technology intervention with end to end traceability of Barley
Identifying new growth drivers in fashion at customer preferred price point and exploring new strategic alliances.
Impact Assessment of SGI
Assessment of hybrid corn market in Solapur and Satara districts of Maharashtra to develop strategy for Mahyco Maize entry in these markets.



Benchmarking of price and promotional strategy of competitors in Biologicals. To find package of practices used by grape farmers in Nashik
To study and analyse the sunflower seed market of Maharashtra/ Karnataka to increase the Mahyco's share.
To develop a risk management and internal control framework for individual borrowers.
Poultry Customer Data Base for Uttar Pradesh
Ranman- Post launch baseline survey
Map the processes followed in the JLG lending model of Sub-K and recommend changes for improving efficiency
To evaluate the effectiveness of different campaign elements followed in promotion of Arize variety seeds
Agritech Industry Assessment
Scope of High value vegetables in Northern India under Advanced cultivation technology
To evaluate the effectiveness of different campaign elements followed in promotion of Arize hybrid rice
Establishment of federated Farmer Producer Company(FPC) for Tanager International.
On board farm fresh milk subscription as per target for woohoo milk
To evaluate the effectiveness of different campaign elements followed in promotion of Arize hybrid rice
Marketing and Operations
Benchmarking of "REACH"
Analyse market potential and portfolio suited to area, channel strength, Farmer reach and market penetration
Market Linkage and Value Addition
Sustainable economic development and employment promotion

### MBA – E&E [2018-20] Summer Placement Details

<b>Project Title</b>
Environmental and Social Risk Assessment
Volkswagen India Pvt. Ltd. - Sustainability, benchmarking, base data collection and identification of new ideas for fulfilling group essentials
SFRC Lead Generation and Market Mapping of Dramix Fibres- Gujarat Region
Carbon neutral (emission factors)

Generation Analysis of Solar Power Plant
cost of non- compliance for industry, project related to mining industry
Sustainability - Stakeholder Engagement and Downstreaming Strategy
Sustainability- Stakeholder Engagement & Downstreaming Strategy
Data markets, oil and gas initiative and ecommerce initiative
Enhancement of Environmental Aspects of Emerald Isle project. Company - L&T Realty
Analysing potential use cases for Think-Energy to diversify business.
None
1. LCA of collapsible packaging and comparison with single use packaging 2. Develop online water tracking system at paint shop
Delivery and Operational Excellence through process, metrics and capability harmonization
Data mining for repository, FMCG initiative, market survey of targetted segment
Mahindra lifespaces development limited
Study of 2-wheeler and 3-wheelers market in India
Enhancement of environmental aspect at Emerald Isle project. (company - L&T Realty)
Deploy a circular economy model in Plastic waste recycle/reuse
SMART CAMPUS CLOUD COMPUTING
1. Prepare SAQ for Objectives and target, Leadership and accountability, future proofing through Enablon software 2.Submit a report on the concerns and opportunities in the field of Environmental Management for Sustainability of Manufacturing Sector. 3. Prepare Case studies on how companies are undertaking initiatives for Water & Waste Water Management
Zero to Landfill Initiative
Implementation of sustainability framework in Indian industries
Best Practices for Sales & Key Accounts Consolidation
Evaluating and understanding the IR according to the IR framework for the four given sector
Solar Business Marketing, EV Distribution and Procurement

sustainability, Benchmarking, base data collection and identification of new ideas
ABPS Infra - Solar & Wind Farms Actual Capacity Utilization Factor (CUF)
Analysing potential use cases for Think-Energy
Preparation of Design in process safety and Ergonomic standards for the workstation.
Energy and water management in industrial sector
Analyzing potential use cases for think energy