



SYMBIOSIS INSTITUTE OF INTERNATIONAL BUSINESS (SIIB)

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

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

Accredited by NAAC with 'A' grade

MBA – IB [2019-21] Summer Placement Details

Sr. No.	Project Title
1	Energy and sustainable mobility planning.
2	A Survey on Consumer Preferences of Amul product through online or offline in Anand city
3	Analysis and strategy formulation of startups in FinTech and EdTech sectors; Post COVID-19 scenario analysis; Market Research
4	Analysis of financials and ESG of peer companies Identification of Strategies for high growth and Implementations
5	Analysis of government related package on Tata Tiscon / Research on distribution and return of capital employed of Tata Tiscon in the North zone
6	Analysis, modeling and forecasting of financial statements through ratios: Impact of Covid 19
7	B2B Sales and Digital Marketing for Business Development in CBD industry
8	Benchmarking low performers management & Creation of Policy Document
9	Client Satisfaction Survey on the usage of digital marketing services offered by Vedas Technocrats Pvt. Ltd.
10	Commercial Banking & Impact of Covid
11	Company Valuation, Pricing & Competitive Set Analysis of cost of running business
12	Competitive Analysis of Life Insurance Products
13	Content Marketing & SEO
14	Create a Continuous Performance Management System for Dabur's R&D Team
15	Data Acquisition to analyze the online performance of companies through various digital marketing principles

16	Data Insights from Income Tax Filing of taxi drivers
17	Demand and Supply Mapping of Medical Equipment's
18	Demand Study of Mandrel as a new value added offering
19	Design a Logistics network for deliveries in Tier 3 and 4 cities in UP
20	Develop an analysis on emerging scenarios of various end use segments post COVID outbreak and how does it impact our business
21	Development of Fin-Tech Platform for Automation of Investment Banking Process
22	Digital Consumer Experience across Organization
23	Digital Marketing - Improving Sales Leads and Web Traffic through GMB
24	Digital Marketing Strategy for CBD Industry
25	Digital Marketing Cell & Analyzing consumer buying behavior in Tier 3/4 Cities
26	Digital Marketing for various clients by the means to SEO, SEM etc and Marketing Research for Client Acquisition Across Various Countries Through Different Lead Generation Techniques and Analyzing & Creating Proposal to Pitch These Prospective Clients
27	Digital Marketing Strategies for Services and B2B Sector
28	Digital marketing through content creation and prospective client handling to increase brand outreach of Magento IT solutions
29	Digitization of sales process to minimize human interaction
30	Digitization of supply chain
31	Driving analytics on SSM working to improve throughput and efficiency
32	E2E Supply Chain Control Tower
33	E-commerce Quality Assurance and Flow Testing
34	e-Commerce Web content Management, Quality Assurance and Flow Testing
35	Economic and Operational Impact of Covid-19 on Freight Forwarding/Logistics

36	Equity research to analyse the financial performance of companies to find investment opportunities from different indices
37	Estimating client billing after providing the services
38	Exploring new digital solutions that the company can offer to acquire new clients
39	Exploring the Nigerian market to study the viability of packaged drinking water for a new business venture
40	External Data Sources for Commercial Businesses
41	Feasibility study to launch an SCM domain specific portal.
42	Financial Analysis of Tata Steel with Forecasting and Valuation
43	Foreign Trade Operations + Digital Marketing
44	Global Positioning of DB International Operations
45	Global revenue and Global Commission
46	Grievance handling, Preparing Guidelines for Return to work and Implementing Flexi work hours.
47	Harnessing the potential of E-commerce through operational processes.(Process Flow Design)
48	How major B2B companies working to virtualise their entire sales cycle for high capex during covid-19
49	HR Consulting Projects of WCG
50	Impact analysis on the products like Housing and Two wheeler loans due to Covid-19
51	Impact of Govt. Related Package on Tata Tiscon / Analysis of Sub-dealer model across North Region of India
52	Implementation of six sigma and lean in various processes
53	Increasing brand reach of a new product launch
54	Magneto-Brand Repositioning
55	Market research on different varieties of mattress and consumer preferences towards them

56	Market research on impact of COVID-19 on Real Estate sector
57	Marketing in freight forwarding/logistics post Covid-19
58	Marketing strategies for Real Estate sector Post Covid-19
59	Maximize the outreach of the organization and design client focused solutions
60	Opportunities in the Indian Stock Market as well as the economy after Covid-19 Pandemic
61	Organization learning trend (during covid 19)
62	Preparation of a revised framework for calculation of compounding amounts for various types of contraventions – incorporating comparisons with that under other Statutes (such as the Companies Act / Income Tax Act / SEBI / GST Act) and other jurisdictions (based on information available, if any) – incorporating and establishing equivalence with the Late Submission Fee framework
63	Product Development and building a working prototype of ed-tech app that can be showcased to external stakeholders
64	Research on Business Opportunities for Deloitte - Acceleration of Drug Discovery and Vaccine Development using Intelligent Offerings for the Lifescience and HealthCare Clients
65	Researching on the startup ecosystem upcoming companies in sectors like B2B SaaS, Fintech and Agritech
66	Resetting the FMCG Value Chain
67	Revenue Generation, Budget Creation and Reporting of FDI Procedure for the Company.
68	Revenue generation, portfolio risk management, strategy making as per clients risk appetite
69	Role of freight forwarders in e-commerce logistics
70	Seed an online digital community for GPS on social media and online market place- Amazon
71	Strategies and Implementations Analysis of financials and ESG
72	Strategies for E-mail marketing
73	Study on Outlook of Key Sectors of the Economy in Post-Covid World
74	The government securities market in India

75	To Design Digital Marketing Strategies for CBD E-commerce Brands in the US Market
76	To prepare Pre-Sales Funnel on Surface Disinfectant Wipes
77	White paper for non-fare revenue for Mumbai metro
78	Working Capital Management of Mothersonsumi Systems

MBA – AB [2019-21] Summer Placement Details

Sr. No.	Project Title
1	A clear layout of Acaricide arena
2	A comprehensive plan for the development and promotion of micro entrepreneurship
3	Acceptance for a high cost pre - emergence herbicide-Pyroxasulfone in Wheat and Soyabean
4	Analyzing 2 major platforms - Youtube and Facebook
5	Awareness among farmers about “Seed treatment in crop protection”
6	B2B-Wholesale of Fruits and Vegetables
7	Baseline survey of key grower groups for capacity building initiatives
8	Benefits of social media marketing and a thorough understanding of the efficiency of Social media marketing through 'YouTube', 'WhatsApp' and 'LinkedIn' at different times of the season in different geographic locations
9	Block level strategy planning / hot map based on history consumption of Super Wheat seeds
10	Business process mapping for Samunnati in the context of Covid-19
11	Competition bench-marking of digital communication on Facebook and YouTube
12	Crop Economics- Cotton
13	Crop Economics of Hybrid Paddy
14	Demand of content vs supply of content
15	Designing the digital architecture for better life farming
16	Develop a business model for the new business domain i.e. Agribusiness.com & Supply Chain of Mangoes
17	Develop a business model for their new business domain i.e. AgriBizness.com & Supply chain of mangoes

18	Develop factors for measuring the call centers campaigns, standardize and way forward
19	Developing detailed Export Market Plans for Cumin and Red Chilli
20	Development of Fellowship/Agri incubation program under Samunnati Foundation
21	Digital Marketing and Customer Engagement
22	Digital Marketing and Marketing Initiatives
23	Digital marketing for tools (applications/platform) for addressing lives and livelihood of the community
24	Digital Marketing for Tools (Interactive Sessions / Enrolment) for Addressing Lives and Livelihoods of the Community
25	Digitization of Agri Input Value Chain (Scope/ Extent of Digitization/ Last Mile Delivery)
26	Establishing and Executing a process flow for operations in Andhra Pradesh and Telangana.
27	Evaluating Digital Arize Campaign including KOL referral program
28	Explore the opportunities in export of Organic Soybean/Meal & Pulses
29	Exploring irrigation landscape of Indian agricultural potential for replacement of diesel pumps with solar pumps
30	Identifying new growth drivers in For The Home at customer preferred price point and exploring new strategic alliances
31	Impact of COVID on eating and shopping habits
32	India Level Mapping of Commercially Important Crops
33	Mahyco as a "service provider"
34	Mangal moongfali - value addition of groundnut
35	Market research in particular geography and suggest potential markets for Agrifi
36	Marketing Strategies for Sahyadri Agro Retail products
37	Productive use of energy application in agriculture sector, identifying the potential equipment's in agriculture sector
38	Streamlining the call center operations and analytics for the digital agri input 'Grow Online' platform
39	Study of Consumer Behaviour in purchasing Specialty fertilisers in India
40	Study of Tabletop / POSM model & suggest for scaling up along with supply chain & other full filment process
41	Study of the adoption level of Pexalon in Chhattisgarh and Orissa

42	Study on Market Dynamics, Customer behavior and Usage pattern of Herbicide in Sugarcane
43	Study on Market Dynamics, Customer behaviors and Usage pattern of Herbicide and Insecticide in Direct Seeded Rice
44	To assess the demand for paddy hybrid seed products of Mahyco Private Limited in the state of Bihar
45	To compare samunnati's internal credit model with external credit ratings and Gap analysis of the model
46	To evaluate the possible opportunities and challenges in e-commerce business space of agri-input sector
47	To Study the scope of Market linkage of FPO's associated in Major Agriculture commodities with kisaanyard platform
48	Understanding the economics of emerging technology- application method for pesticide sprays in agricultural input sector
49	Value Chain Analysis of Agri Commodities
50	Vendor onboarding for B2B Supply chain of perishable commodities

MBA – E&E [2019-21] Summer Placement Details

Sr. No.	Project Title
1	1) Content development and analytical reporting for digital marketing of solar power plant business on social media, website, email and PR platforms. 2) Evaluation of content strategies for digital marketing activities to increase engagement on SEO and SMM for brand development 3) Utilizing marketing tools to generate new business prospects through direct sales engagement and partner program development
2	1) Policy research and documentation for states in various geographical locations within India 2) Development of case studies and marketing material for sales engagement for Blog & Website 3) Daily cold calling based on historical contact information to pitch solar power plants 4) Management of reports for social media accounts and tracking insights for growth
3	1) Research on Marketing Model for reaching out to Hotels, retailers, IT sector for their recyclable waste, competing with informal sector 2) Working with the Co-founder of Recycle and documenting his ideas and experiences
4	1) Application of Digitization (Machine Learning and Automation) & Analytics in UltraTech's Sustainability work area 2) Designing a comprehensive ESG due diligence toolkit for acquiring a new plant/ setting up a new plant. 3) Calculating the Scope 3 emissions of all the integrated plants of Ultratech Cement

5	Compliance and Complication in EPR for Plastic and Propagation of recycling and collection centers for Pro India
6	Demand Assessment of Compressed Natural Gas (CNG) and Piped Natural Gas (PNG) to assist the CGD entities in planning and executing the 11th CGD bidding process
7	Develop small solar powered or manual shredding machines for optimizing rigid plastic transportation with design, implementation, and commercials
8	Exploring corporate partnerships for successful CSR Programs and business development through digital marketing
9	Indian plastic manufactures pivoting to healthcare and plastic post covid for alternate growth
10	Marico Responsible Sourcing (MARS) level 2 framework development
11	Market Analysis and Insights on Electric Mobility and Energy Infrastructure
12	Optimizing the transportation of dry plastic recyclable waste from source to recycling and identification of the material flow for plastic waste
13	Research and analysis on various Sustainability trends including Extended Producers Responsibility (EPR), Water Stewardship and Circular Economy
14	Study and understand the extent of circular economy of plastics in Chennai based auto firms to identify suitable clients for partnership along with CIPET in setting up recycling plants and develop strategies for digital marketing
15	Systemizing sustainability data collection for recalibrating the Carbon Calculations of Mahindra World City (MWC) Jaipur to understand its status of C40 Cities Climate Positive Development Program (CPDP)
16	Understanding Electric Vehicle Landscape in India and identifying potential for Energy Storage application
17	Understanding ISO 20400, ISO 26000, UL 2799 Standards. Documentation and assistance for audit process.
18	Understanding Solar Pumping Landscape in Africa and South East Asia with potential for Energy Market to explore