

A PROJECT REPORT
ON
ENHANCING THE OUTREACH AND ONLINE PRESENCE OF SPECIALTY DOCTORS
AT
OMX TECHNOLOGIES PVT. LTD.

BY
ANUSHKA NIKALJE
ROLL NO. 22105

SUBMITTED TO



SAVITRIBAI PHULE PUNE UNIVERSITY
IN PARTIAL FULFILLMENT OF THE REQUIREMENT
FOR THE AWARD OF THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF

DR. ASHISH JASWAL

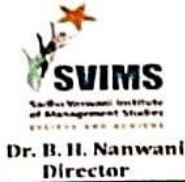
THROUGH



SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

6, KOREGAON ROAD, PUNE 411001

2022-24



SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

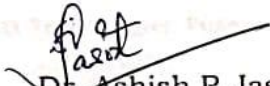
6, Koregaon Road, Pune - 411001. Ph. 020-26054471/91 Fax: 020-26054481
Approved by A.I.C.T.E. (Unaided- Private), Affiliated to S. P. Pune University
Website: www.svims-pune.edu.in Email: director@svims-pune.edu.in

Certified by ISO 9001:2015. SPPU Code: IMMP016030 D.T.E. Institute Code: 6614

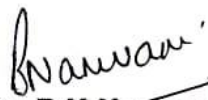
CERTIFICATE

This is to certify that **Ms. Anushka Nikalje**, student of Master of Business Administration (2022-24 Batch) has completed her project titled "**Enhancing the Outreach and Online Presence of Specialty Doctors**"

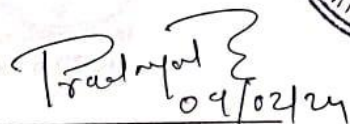
The project is completed to our satisfaction and is submitted in partial fulfillment of requirement for Master of Business Administration Program as per the rules of the Savitribai Phule Pune University.


Dr. Ashish R Jaswal
Project Guide




Dr. B. H. Nanwani
Director
DR. B. H. NANWANI
DIRECTOR

SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS
6, KOREGAON ROAD, PUNE-411 001


09/02/24
Sign of External Examiner

Date: 18th November 2023
Place: Pune

Date: - 13/10/2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss.Anushka Nikalje has successfully completed her **Three month** internship at OMX Technologies from **28th June 2023 to 11th September 2023**.

During her internship, she was exposed to the various activities in **Marketing Executive**.

We found her extremely inquisitive and hard working. she was very much interested to learn the functions and also willing to put her best efforts and get in to the depth of the subject to understand it better.

Her association with us was very grateful and we wish all the best in her future endeavors.

OMX Technologies, Pune



Mukund Awsarmal
(Founder & CEO)

A PROJECT REPORT
ON
**"DIGITAL TRANSFORMATION FOR A CA FIRM: LEVERAGING SOCIAL MEDIA
FOR GROWTH"**

AT
CA ISHAN. S. NAYYAR AND COMPANY

BY
DIKSHA BEHARANI

ROLL NO. 22123

SUBMITTED TO



SAVITRIBAI PHULE PUNE UNIVERSITY
IN PARTIAL FULFILLMENT OF THE REQUIREMENT
FOR THE AWARD OF THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
UNDER THE GUIDANCE OF
DR. ASHISH . R . JASWAL

THROUGH

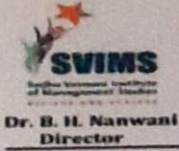


SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

6, KOREGAON ROAD, PUNE 411001

2022-24

CERTIFICATE FROM THE INSTITUTE



**SADHU VASWANI INSTITUTE OF
MANAGEMENT STUDIES FOR GIRLS**

6, Koregaon Road, Pune - 411001. Ph. 020-26054471/91 Fax: 020-26054481
Approved by A.I.C.T.E. (Unaided-Private), Affiliated to S. P. Pune University
Website: www.svims-pune.edu.in Email: director@svims-pune.edu.in

Certified by ISO 9001:2015, SPPU Code: IMMP016030 D.T.E. Institute Code: 6614

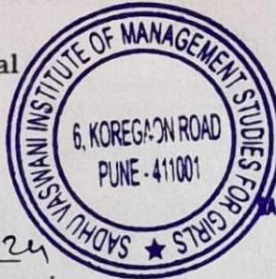
CERTIFICATE

This is to certify that **Ms Diksha Beharani**, student of Master of Business Administration (2022-24 Batch) has completed her project titled **“DIGITAL TRANSFORMATION FOR A CA FIRM: LEVERAGING SOCIAL MEDIA FOR GROWTH”**

The project is completed to our satisfaction and is submitted in partial fulfillment of requirement for Master of Business Administration Program as per the rules of the Savitribai Phule Pune University.

Dr. Ashish R Jaswal
Project Guide

Sign of External Examiner



Dr. B H Nanwani
Director

DR. B. H. NANWANI
DIRECTOR

SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS
6, KOREGAON ROAD, PUNE-411 001

Date: 30th November 2023

Place: Pune

CERTIFICATE FROM THE COMPANY



Ishan S. Nayyar & Co. Chartered Accountants

Diksha Beharani
Mantri Complex, Sutar Net Road,
Daund-413801

dikshabeharani5852@gmail.com

7841912701

Has successfully completed an internship at CA Ishan.S.Nayyar & Company from 25th July 2023 to 25th Sept 2023. During this period, she demonstrated a commendable level of dedication, enthusiasm, and a strong desire to learn and contribute to our firm.

She actively participated in various assignments and projects, displaying a high level of professionalism and competence. She exhibited a keen understanding of accounting principles, tax regulations, and auditing standards, contributing significantly to the tasks assigned.

We commend Diksha Beharani for her exceptional performance, teamwork, and commitment to excellence. She successfully collaborated with our team members, displaying excellent communication and problem-solving skills.

Diksha Beharani is a promising individual with a bright future in the field of Chartered Accountancy. She consistently demonstrated a strong work ethic, attention to detail, and an ability to adapt to new challenges.

We extend our best wishes to Diksha Beharani for her future endeavors. We are confident that she will achieve great success in her professional journey.

Date: 21st Oct 2023.

Place: Daund

Ishan.S.Nayyar & Company

Prepared as per information
and explanation Provided before us



CERTIFIED TRUE COPY
For ISHAN S. NAYYAR & CO
Chartered Accountants

Ishan S. Nayyar
Proprietor M. No. 176138

A PROJECT REPORT

ON

**STRATEGIC APPROACH FOR INCREASING SALES IN COMPUTER
RETAIL SECTOR THROUGH PAID SOCIAL MEDIA**

AT

A-1 COMPUTERS

BY

SIMRAN CHHABRIA

ROLL NO. 22134

SUBMITTED TO

SAVITRIBAI PHULE PUNE UNIVERSITY

IN PARTIAL FULFILLMENT OF THE REQUIREMENT

FOR THE AWARD OF THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF

DR. ASHISH JASWAL

THROUGH

**SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES
FOR GIRLS**

6, KOREGAON ROAD, PUNE 411001

2022-24



SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

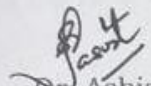
6, Koregaon Road, Pune - 411001, Ph. 020-26954471/91 Fax: 020-26914481
Approved by A.I.C.T.E. (Unaided - Private), Affiliated to S. P. Pune University
Website: www.svims-pune.edu.in Email: director@svims-pune.edu.in

Certified by ISO 9001:2015, SPPU Code: IMMP016010 D.T.E. Institute Code: 6614

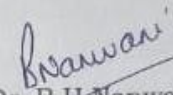
CERTIFICATE

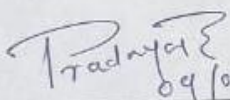
This is to certify that **MS. SIMRAN CHHABRIA**, student of Master of Business Administration (2022-24 Batch) has completed her project titled **"Strategic Approach for Increasing Sales in Computer Retail Sector Through Paid Social Media."**

The project is completed to our satisfaction and is submitted in partial fulfillment of requirement for Master of Business Administration Program as per the rules of the Savitribai Phule Pune University.


Dr. Ashish R Jaswal
Project Guide




Dr. B. H. Nanwani
Director
DR. B. H. NANWANI
DIRECTOR
SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS
6, KOREGAON ROAD, PUNE-411 001


09/10/24
Sign of External Examiner

Date: 18th November 2023
Place: Pune

A-1 COMPUTERS

501/A/5 NEW RASTA PETH, AJANTHA COMPLEX, SHOP NO.46,PUNE - 411011.

Date:

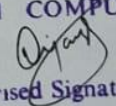
TO WHOM IT MAY CONCERN

This is to certify that Ms Simran Chhabria Student Of Sadhu Vaswani Institute Of Management Studies For Girls has Successfully Completed a Summer internship in the field of Digital Marketing From 15th August 2023 to 15th Oct 2023 Under the guidance of Mr. Vijay Narang.

During the period of her internship program with us, she has been exposed to different processes and was found diligent, hardworking and inquisitive.

We wish her every success in her life and career.

For A - 1 COMPUTERS


Authorised Signatory

A PROJECT REPORT
ON
**A COMPREHENSIVE ANALYSIS AND IMPLEMENTATION OF LEAD GENERATION
STRATEGIES FOR QUALIFYING, CONVERTING, AND ENHANCING LEAD QUALITY**
AT
PANTHER NAILS BUSINESS SOLUTIONS
BY

POOJA SUNIL KUTE
ROLL NO. 22142

SUBMITTED
TO



SAVITRIBAI PHULE PUNE UNIVERSITY
IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF
Dr. Ashish Jaswal

THROUGH



SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS 6, KOREGAON
ROAD, PUNE 411001
2022-24

DECLARATION

I hereby declare that the project titled “**A Comprehensive Analysis and Implementation of Lead Generation Strategies for Qualifying, Converting, and Enhancing Lead Quality**” is an original piece of research work carried out by me under the guidance of **Dr. Ashish R Jaswal**. The information has been collected from genuine & authentic sources. The work has been submitted in partial fulfillment of the requirement of degree of **Master of Business Administration to Savitribai Phule Pune University**.

Date:

Place: Pune

Pooja Sunil Kute



Dr. B. H. Nanwani
Director

SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

6, Koregaon Road, Pune – 411001. Ph. 020-26054471/91 Fax: 020-26054481
Approved by A.I.C.T.E. (Unaided- Private), Affiliated to S. P. Pune University
Website: www.svims-pune.edu.in Email: director@svims-pune.edu.in

Certified by ISO 9001:2015, SPPU Code: IMMPO16030 D.T.E. Institute Code: 6614

CERTIFICATE

This is to certify that **POOJA SUNIL KUTE**, student of Master of Business Administration (2022-24 Batch) has completed her project titled **"A Comprehensive Analysis and Implementation of Lead Generation Strategies for Qualifying, Converting, and Enhancing Lead Quality"**

The project is completed to our satisfaction and is submitted in partial fulfillment of requirement for Master of Business Administration Program as per the rules of the Savitribai Phule Pune University.

Dr. Ashish R Jaswal
Project Guide

09/10/23

Sign of External Examiner



Dr. B H Nanwani
Director

DR. B. H. NANWANI
DIRECTOR

SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS
6, KOREGAON ROAD, PUNE-411 001

Date: 18th November 2023
Place: Pune

A PROJECT REPORT
ON
“CONSUMER BUYING BEHAVIOR TOWARDS PROCESSED FOOD PRODUCTS”
AT

BANANA BAY (AVYAYA ENTERPRISES)

BY

SONIYA JADHAV

ROLL NO. 22143

SUBMITTED TO



SAVITRIBAI PHULE PUNE UNIVERSITY

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE
DEGREE OF

MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF

DR. ASHISH R JASWAL

THROUGH

SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

6, KOREGAON ROAD, PUNE 411001

2022-2024




**SADHU VASWANI INSTITUTE OF
MANAGEMENT STUDIES FOR GIRLS**
6, Koregaon Road, Pune - 411001. Ph: 020-26944111-18. Fax: 020-26944111
 Approved by A.I.C.T.E. (Unaided Private), Affiliated to S.P. Pune University
 Website: www.svims-pune.edu.in Email: director@svims.edu.in
 Certified by ISO 9001:2015. SPN Code: INMPP1606D1.1.E. Institute Code: 6614

CERTIFICATE

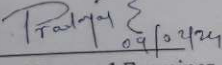
This is to certify that **Ms. Soniya Jadhav**, student of Master of Business Administration (2022-24 Batch) has completed her project titled **"Consumer Buying Behavior towards Processed food products"**

The project is completed to our satisfaction and is submitted in partial fulfillment of requirement for Master of Business Administration Program as per the rules of the Savitribai Phule Pune University.


 Dr. **Ashish R Jaswal**
 Project Guide




 Dr. **B H Nanwani**
 Director
S. H. NANWANI
 DIRECTOR
 SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS
 6, KOREGAON ROAD, PUNE-411 001


 Sign of External Examiner

18th November 2023
 Place: Pune



Date: 20th October 2023

CERTIFICATE OF COMPLETION

This is to certify that **Soniya Jadhav** has successfully completed her 2 months internship from 10th August, 2023 to 10th October, 2023 at **Banana Bay**. During her tenure as a **Sales and Marketing Intern**, She demonstrated dedication, enthusiasm, and a strong commitment to her responsibilities.

We commend **Soniya Jadhav** for her hard work and wish her all the best in her future endeavours.

Mr Abhinav Kale
Marketing Manager



Address - 5A, 500/1, Joshi Sankul,
Shaniwar Peth, Pune, 411030

Website - bananabay.in
Contact No. - +91-9028423129.
Email - bananabayin@gmail.com