

### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled **TO study on "Impact of digitalization on consumer behaviour with special reference to digital marketing and E-commerce"**. which is submitted by **Mr Adnan tahir shaikh** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Neil Chavan

Authorized Signatory: 

Date: 31/5/24



#### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "Understanding Student Perspective: Awareness, Factor, Risk Perception, and Investment Goals in Indian Mutual Funds." which is submitted by Shaikh Tauqeer Jabirmalak in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Krishnakant Lasune

Authorized Signatory:

Date:

27/5/2024






[Type here]

### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "STUDY ON CUSTOMERS MOTIVATION TO GET A TATTOO" which is submitted by Tejas Shelar in partial fulfilment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

  
Authorized Signatory:

Date: 27/5/24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "Flexibility in Workplace and Work-life Balance" which is submitted by Chaitali Shinde in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr. Ranchan. Anshay

Authorized Signatory: 

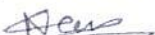
Date: 23/05/21





## CERTIFICATE BY THE GUIDE

This is to certify that project report entitled **A Study On Consumer Preference Towards Online Shopping Through Blinkit App In Mumbai** which is submitted by **MR. Omkar Vishwas Shinde** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Neil Chavan  
Authorized Signatory: 

Date: 30/5/24



## CERTIFICATE BY THE GUIDE

This is to certify that project report entitled **Investigating the Influence of Packaging Design on Consumer Perception and Purchase Intentions in the FMCG sector** which is submitted by **Swarali Pol** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.



Authorized Signatory:

Date:

*Pallavi*  
15/07/24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A STUDY OF SALES AND MARKETING PRACTICE AT MARUTI SUZUKI" which is submitted by **Gaurav Dattatraya Pal** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.



Guide Name: Neil Chavan

Authorized Signatory: *[Signature]*

Date: 15/07/2024

## CERTIFICATE BY THE GUIDE

This is to certify that project report entitled **Examining Cultural and Social Influences on Buying Behaviour** which is submitted by **ISHAN MURKAR** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Authorized Signatory:

Date:

*Pallavi*  
15/07/24.





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A COMPARATIVE ANALYSIS OF BSE AND NSE WITH SPECIAL REFERENCE TO RISK AND RETURNS" which is submitted by **MR. Pankaj Hari Shinde** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.



**Guide's Name: Prof. Krishnakant Lasune.**

**Authorized Signatory:**

A handwritten signature in black ink, appearing to read "Lasune", written over a horizontal line.

**Date:**

27/9/2024

**CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled "The Recruitment and selection process in visible alpha solutions India PVT LTD" which is submitted by Shivani Sanjay Shinde in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Aditi Pawar

Authorized Signatory: *Aditi Pawar*

Date:

24/5/24.





#### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "**ASSESSING THE IMPACT OF MERGER OF BANK OF BARODA, VIJAYA BANK AND DENA BANK ;A COMPREHENSIVE ANALYSIS BEFORE AND AFTER INTERPRETATION**" which is submitted by **Miss. Pratiksha S. Shinde**.in partial fulfillment of the requirement for the award of Master of Management Studies,(University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name:** Asst Prof. Dr. Mahesh Bhanushali

**Authorized Signatory:** *M Bhanushali*

**Date:** 18/05/2024



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "Online Interviews in Recruitment and Selection" which is submitted by Satyam Singh in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name:

Achit Damle - Pawar

Authorized Signatory:

*Achit Damle*

Date:

30/5/24





## CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A study on the Impact of Perceived Benefits On Buying Intentions Of Tourists w.r.t. Holiday Bookings At Panchgani Hills Station For Effective Revenue Generation And Profitability", which is submitted by **Suyash Ganesh Tak (V63)** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledge has been made in the text to all other material used.

  
Authorized Signatory:

Date: 27/5/24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "THE STUDY OF METAVERSE IN THE FINANCE SECTOR" which is submitted by **VEDIKA NAGESH PATIL** in partial fulfillment of the requirement for the award of Master of Management Studies,(University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Krishnakant Lasune

Authorized Signatory:

Date: 27/5/2024





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "**A COMPARATIVE STUDY OF RATIO ANALYSIS ON TATA STEEL AND JSW STEEL**" which is submitted by ASHISH TEJBAHADUR YADAV in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Authorized signatory:

Date: 31/5/24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled **Jayprakash Yadav** which is submitted by **Assistant Professor Mr. Krishnakant Lasune** in partial fulfilment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Authorized Signatory: 

Date: 31/5/24





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A Study on HCM Software" which is submitted by **Mitali Uday Wadekar** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name:** Dr. Shripad Bapat

**Authorized Signatory:** 

**Date:** 29.05.24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "MARKETING STRATEGIES OF PATANJALI"

which is submitted by ADITYA YADAV in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Vishal Vedak

Authorized Signatory:



Date: 23/05/2024.





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A Study On Investors Behaviour Toward Stocks Market In India" which is submitted by Pooja Rajesh Yadav in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr. Shripad Bapat.

Authorized Signatory: 

Date: 27.5.24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled “A Study on women Investors' Perception about different investments alternative” which is submitted by Rachana M. Yadav in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: *Asst. Prof. Prathmesh V. Tawade*

Authorized Signatory: *Prathmesh*

Date: *28/5/24*





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A Study on Risk and Return Analysis of Selected Stocks of Nifty 50" which is submitted by **Siddhesh Shamsundar Yeram** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Authorized Signatory: 

Date: 15/5/2024



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "Sustainability marketing and consumer perception in the fashion industry" which is submitted by Anushri vilas shinde in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name: prof. Vishal Vedak**

**Authorized Signatory:**

**Date:** 27<sup>th</sup> May' 2024.





### **CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICES**" which is submitted by **JUI DASHRATH SHINDE** in partial fulfillment of the requirement for the award of Master of Management Studies,(University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name: Dr. Shripad Bapat**

**Authorized Signatory:**



**Date: 27.5.24**



## CERTIFICATE BY THE GUIDE

This is to certify that the project report entitled "**Transformational Modernization: Revolutionizing Operations and Quality at Ashida Electronics**" which is submitted by Paranjpe Sameer Prakash in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.



Authorized Signatory:  
Dr. Vibhuti Save.

Date: 27/5/24

### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled Study of "ATTRITION MANAGEMENT" which is submitted by Mr. Sangram Shinde in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr. Shripad Bapat

Authorized Signatory: 

Date: 30.05.24






### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled “**Impact of FII and FDI On Indian Stock Market**” which is submitted by **Suroshe Janhavi Shashikant** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: **Dr. Shripad Bapat Sir**

Authorized Signatory: 

Date: **27/05/2024**



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "**Smart Finance: Transforming Financial Services Through AI and ML in Fintech**" which is submitted by Atharva Tamras in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr. Shripad Bapat

Authorized Signatory:

*SB*  
16/5/24

Date: 16/05/2024



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "EFFECT OF PRICING STRATEGIES IN REAL ESTATE EMPHASIS ON KALYAN-BHIWANDI REGION" which is submitted by PRATHMESH SUNIL UGALMOGALE in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. VISHAL VEDAK

Authorized Signatory:



Date:

30/05/2024.





## CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "**Comparative Analysis of Private and Public Mutual funds**" which is submitted by **Mr. Prem Santosh Unhale** in partial fulfilment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr .V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr. Shripad Bapat.

Authorized Signatory: 

Date: 27.05.24



## CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "An Analysis of Consumer Buying Behavior towards OTT Platform During Pandemic" which is submitted by Miss. Durga Vengurlekar in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Vishal Vedak

Authorized Signatory:

Date: 18<sup>th</sup> May 2024.



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "**STUDY ON THE FACTORS AFFECTING INDIVIDUAL INVESTORS BEHAVIOUR IN STOCK MARKET**" which is submitted by **Shalini Pramod Sharma** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: DR. SHRIPAD BAPAT

Authorized Signatory: 

Date: 30.05.24





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "....." which is submitted by ..... in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Aditi Pawar

Authorized Signatory:

Date: 15/6/24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "TO STUDY FACTORS AFFECTING BRAND PERCEPTION OF CADBURY" which is submitted by KAJAL PRAMOD MAHALLE in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Neil Chavan

Authorized Signatory: 

Date: 30/5/2024



**CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled **Investor Awareness Towards Mutual funds** which is submitted by **Sanket Dongre** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.



Authorized Signatory: *[Signature]*

Date: *15/6/24*



CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "'THE STUDY OF RELAINCE MART' ....." which is submitted by SHANIA SHAIKH in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: PROF KRISHNAKANT LASUNE

Authorized Signatory:

Date:

*Krishnakant Lasune*  
15/10/2024



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "**Customer Relation Management - an empirical analysis on Starbucks**" which is submitted by **Ms. Pranali Sunil Waghmare** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Vishal Vedak

Authorized Signatory:

Date:

15/6/2024



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled '**Exploring the Impact of Augmented Reality (AR) on Customer Engagement in Marketing and Advertising in India**' which is submitted by **Shubham Amardeep Mahajan (V31)** in partial fulfilment of the requirement for the award of Master of Management Studies (University of Mumbai), Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Date: 24/05/2024



Authorised Signatory

(Asst. Prof. Neil Chavan)



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled '**A study of the influence of advertising strategies on brand loyalty with context to ITC Ltd's brands**' which is submitted by **Atharva Sachin Malekar (V33)** in partial fulfilment of the requirement for the award of Master of Management Studies (University of Mumbai), Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Date: 24/05/2024



A handwritten signature in black ink, appearing to read 'Neil Chavan'.

**Authorised Signatory**  
(Asst. Prof. Neil Chavan)

### **CERTIFICATE BY THE GUIDE**

This is to certify that the project report entitled **“Research Study on Impact, Challenges and Opportunities of Public-Private Partnerships in Indian Defence Procurement And Infrastructure Development”** which is submitted by **Lt Col Milind Shankar Sawardekar**, in partial fulfilment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Date: 29<sup>th</sup> May 2024

\_\_\_\_\_  
Authorized Signatory:





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "Comparative Analysis of Sun Pharmaceutical Industries Limited and Dr. Reddy Laboratories" which is submitted by Ms. Pranoti Sanjay Sapkal in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr. Mahesh Bhanushali

Authorized Signatory:

Date: 30/5/24





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "ANALYSIS OF EMERGING INVESTMENT OPPORTUNITIES IN STOCK MARKET AFFECTED BY POLITICAL MANIFESTOS" which is submitted by Mr. Tejas Tukaram Sarang in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name:** Prof. Krishnakant Lasune.

**Authorized Signatory:** 

**Date:** 08/06/24



### **CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled "A Study On Marketing Strategies Of Nike Shoes" which is submitted by Dhawal Sanjay Raut in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.



*[Signature]*

**Authorized Signatory:**

**Date:** 31-05-24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled **A DETAILED STUDY OF AUDIT ON PROCEDURE AND COMPLAINT IN RESPECT TO NATIONAL BANKS (PUNJAB NATIONAL BANK)** which is submitted by **SHEFALI ANANT RANE** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

*MPBhanushali*

Authorized Signatory:  
Date: 18/05/2024



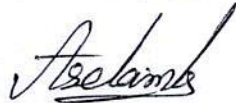


### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "The study of recruitment and selection process in Kopran Ltd, Khopoli" which is submitted by Vishakha Arun Pawar in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Aditi Pawar

Authorized Signatory:



Date:

24/5/24.



**CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled "**A STUDY ON EFFECTIVENESS OF PERFORMANCE APPRAISAL SYSTEM IN HEALTHCARE INDUSTRY**" which is submitted by **RUCHITA PATIL** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name: PROF. ADITI PAWAR**

**Authorized Signatory:**



**Date:**

24/5/24.






### **CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled "Analyzing the Effectiveness of Instagram as a Marketing Tool for the Clothing Industry in India." which is submitted by Dhanshree Rajendra Patil in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name:** Assistant Prof. Neil Chavan.

**Authorized Signatory:** 

**Date:** 24-05-2024






### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A Study on How advertisement affect consumer buying behaviour" which is submitted by Mahendra Patel in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Neil chavan

Authorized Signatory: 

Date: 20/05/24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A STUDY ON CHANGING TRENDS OF FMCG INDUSTRY." which is submitted by **SAGAR GOVIND PARDHI** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. <sup>Neil</sup> ~~Nil~~ Chavan

Authorized Signatory: 

Date: 28/5/24






### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "Analyzing the Effectiveness of Performance-Based Pay Systems in Enhancing Employee Productivity and Satisfaction In HVAC Industry" which is submitted by SEJAL MAHESH NATEKAR in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by her under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name:** Dr. Ronchan. Akshay.

**Authorized Signatory:** 

**Date:** 07/05/24





### CERTIFICATE BY THE GUIDE

This is to certify that project report "The study on recent growth and challenges faced by Microfinance Industry in Maharashtra" which is submitted by KALPESH CHINTESHWAR NANDANWAR in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by her under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Authorized Signatory:

*Kalpesh Chinteshwar*



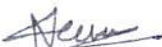
Date:

### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled “**IMPACT OF AI ON ONLINE BUYING BEHAVIOUR**”. Which is submitted by Abhishek Bhikaji Mungekar in partial fulfilment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.



Guide Name: Prof. Neil Chavan

Authorized Signatory: 

Date: 16/5/24



**CERTIFICATE BY THE GUIDE**

**BEHAVIOURAL BIAS & Decision Making in FOREX Trading**

This is to certify that project report entitled "....." which is submitted by Varun R. Mishra in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name:**

*Pranishat*

**Authorized Signatory:**

**Date:** 18/05/24





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "Navigating digital horizon assessing customer preferences challenges an digital banking in private sector with respect to HDFC Bank" which is submitted by Jayashree Bhikaji Maske in partial fulfilment of the requirement for the award of Master of Management Studies,(University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: DR. Mahesh Bhanushali

Authorized Signatory: M Bhanushali

Date: 18/05/2024




#### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled **"A Study on Employee Retention Strategies and their impact on various aspects of the workplaces"**. Which is submitted by **Miss. Siddhi Chetan Malusare** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by her under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Aditi Pawar.

Authorized Signatory:



Date: 15/5/24





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "BUYING BEHAVIOUR OF CONSUMERS TOWARDS MAMAEARTH BEAUTY PRODUCTS" which is submitted by **DIPTI RAVINDRA SINGH** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name:



Dr. Dinesh Sonkul

Authorized Signatory:

Date: 22/05/24





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A STUDY ON CONSUMER SATISFACTION WITH REFERENCE TO E-BANKING SERVICE PROVIDED BY THE PRIVATE BANK" which is submitted by miss Apeksha Sudhakar Wamane in partial fulfillment of the requirement for the award of master of management studies (university of Mumbai) DR. V.N. BEDEKAR institute of management studies, is a record of the candidate's own work carried out by him under my guidance. The master embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide Name: *Krishnakant S. Lashone*

Authorized signatory: *[Signature]*

Date: *27/5/2024*



**CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled **“Co-Branding partnership - Collaborative Marketing Strategies. Examine the benefits and challenges of co-branding partnerships in enhancing brand visibility and market reach with refers to Starbucks and Spotify.”** which is submitted by **Miss Jasiya Abdul Wahab Vadraiwala** in partial fulfilment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.



**Authorized Signatory:**




**Date:**



## CERTIFICATE BY THE GUIDE

This is to certify that project report entitled Analyzing Consumer Interest and Awareness in Cryptocurrency: Exploring the Journey Towards Mainstream Adoption which is submitted by Isha Utekar in partial fulfilment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Authorized signatory: 

Date 30/5/24





## CERTIFICATE BY THE GUIDE

This is to certify that project report entitled **"To Study Remote Onboarding: Fostering Engagement in a Virtual Environment"** which is submitted by **Nidhi Sunil Shetty** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name: Dr. Shripad Bapat**

**Authorized Signatory:**



**Date:** 27.05.24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A STUDY ON TALENT ACQUISITION SOURCE THROUGH CAMPUS HIRING FOR UPSKILL TECH SOLUTION" which is submitted by **Shweta Dnyaneshwar Devkar** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: *Shripad Bapat*

Authorized Signatory: *[Signature]*

Date: 27.05.2024



### **CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled “**A STUDY OF BONDS INVESTMENT AWARENESS LEVEL IN MIDDLE CLASS AND UPPER MIDDLE-CLASS RESIDENTS IN MUMBAI SUBURBAN**” which is submitted by **Mrs. Vibhuti save** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: **Dr. Vibhuti Save**

Authorized Signatory: 

Date: **24.05.2024**





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled “**A STUDY ON FINANCIAL PLANNING FOR INDIVIDUAL INVESTORS**” which is submitted by **Rohit Ulhas Sonawane** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr. Vibhuti Sare

Authorized Signatory: Xsc

Date: 24.05.2024



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A Study on Forecasting the Financial Success of Britannia Through Utilizing Financial Modeling Techniques" which is submitted by **Ankita Sanjay Thombare** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr. Vibhuti Save.

Authorized Signatory: 

Date: 23.05.2024



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "....." which is submitted by ..... in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr. Vibhuti Sane

Authorized Signatory:



Date: 3.06.2024





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled “Study on Digital Banking Units and Robotics: A Futuristic Outlook” which is submitted by Tejal Govind Umbre in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by her under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr. Vibhuti Save

Authorized Signatory:



Date: 24.05.2024



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "**Fundamental And Technical Analysis Of Power Sector**" which is submitted by Atharv Devendra Upkare in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Vibhuti Save

Authorized Signatory:

Date: 28/5/24



### CERTIFICATE BY GUIDE

This is to certify that project report entitled "A STUDY ON MARKETING STRATEGIES OF BISLERI IN WATER INDUSTRIES" Submitted by Mr. Rakesh Pawar in the partial fulfillment of the requirements for the award of Master of Management Studies, (University of Mumbai) DR. V.N. Bedekar Institute of Management studies, is a record of the candidate's own work carried out by him under my supervision and guidance. The matter embodied in this report is original and due acknowledgement has been made in the text to all other material used.

Authorized Signatory

Date





## CERTIFICATE BY THE GUIDE

This is to certify that the project report entitled **"EVALUATING AMAZON'S SUPPLY CHAIN MANAGEMENT STRATEGIES FOR EFFICIENT OPERATIONS AND CUSTOMER SATISFACTION,"** which is submitted by **Mr. SUNIL PAWARA** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide Name:**



**Authorized Signatory:**

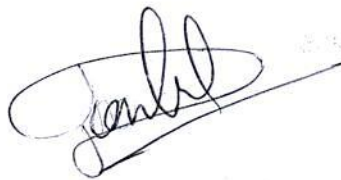
**Date:**



### **CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled "**A STUDY ON MARKETING STRATEGIES OF PEPSICO**" which is submitted by **MR. SHUBHAM PHADKE** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: **DR. DINESH SONKUL**



Authorized Signatory:

Date: 7/6/24



### **CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled "**A Study of Advertising and Promotion Strategies at Mother Dairy**" which is submitted by Prateek Bhandare in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's ownwork carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name: Dr. Dinesh Sonkul**

**Authorized Signatory:**

**Date:**





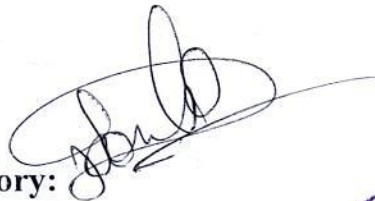
### **CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled "**A Study On Consumer Satisfaction And Marketing Effectiveness Of Red Bull Energy Drink**" which is submitted by Mr. Siddhant Rathod in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name:**

**Authorized Signatory:**

**Date:**



**CERTIFICATE BY THE GUIDE**

This is to certify that project report “Analysing the Marketing Analytics Approach of Zomato in Leveraging Customer Data for Personalized Marketing Campaigns and Service Improvement.” Which is submitted by Miss. Priyanka Chandrakant Sake in partial fulfilment of the requirement for the award of Master of Management studies (University of Mumbai) Dr. V. N. Bedekar Institute of Management Studies, is a record of the candidate’s own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgement has been made in the text to all other material used.

Guide Name:- DR. DINESH

Authorized Signatory:

Date: 18-05-2024



## CERTIFICATE BY THE GUIDE

This is to certify that project report entitled " A Study on **comparative analysis of mutual fund investments** . **Equity markets and fixed deposits: risk, return, and investor preferences**" which is submitted by **RAJ GANESH SAKPAL** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.



Guide's Name: Dr. Vibhuti Sare

Authorized Signatory: 

Date: 24-05-2024



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled “EVALUATE THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING FOR ENCHANCING BRAND AWARENESS, ENGAGEMENT AND CUSTOMER LOYALTY OF NIKE” Which is submitted by **Mr. Sumit Prakash Samge** in partial fulfillment of the requirement for the award of Master of Management studies (University of Mumbai) Dr. V. N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgement has been made in the text to all other material used.



**Guide Name:- Dr Dinesh Sonkul**

**Authorized Signatory:**

**Date:** 22/05/24

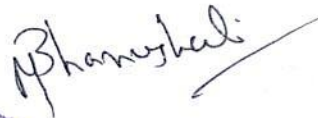


### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "Process Design and Implementation of System that Ensures Integrity in the Submission Process of Summer Internship Project Report" which is submitted by Ms. Shruti Rajesh Sawant in partial fulfillment of the requirement for the award of Master of Management Studies,(University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by her under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr. Vibhuti Save and Dr. Mahesh Bhanushali

Authorized Signatory:



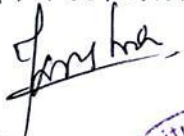
Date:



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled “Comprehensive Study on Financial Planning of an Individual and its awareness: From Risk Assessment to Investment Strategies.” which is submitted by **Shrikrishna Aman Waradkar** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Krishnakant Lasune

Authorized Signatory: 

Date: 29/05/2024





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A STUDY ON MARKETING STRATEGY OF PARLE ", which is submitted by **Mr. Shubham Jankar** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: *Dr. Pankaj Nandurkar*

Authorized Signatory: *Pag*

Date: *27/5/24*



## CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A Study on Perception of Street Vendors in Mulund On UPI." which is submitted by Ashruti Dharmendra Jain in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

*Siddhesh*

**Guide's Name:** Prof. Siddhesh Soman

**Authorized Signatory:**


**Date:** 28/05/24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "Technology Innovation In Banking Sector Across The Globe " which is submitted by Riddhi Bajaji Jadhav in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Pedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name:

  
Prof. Siddhesh Soman

Authorized Signatory:

Date: 23/05/24





## CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A Study on Impact of Celebrity Endorsement on Consumer Buying Psychology with Reference to Fashion Apparel Brands" which is submitted by Trushant Jagdish Hatkhambakar in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guides Name: Dr. Pankaj Nandurkar

Authorized Signatory:



Date: 24/5/24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled **Competitor Analysis & Vartak Motor Pump Industry** Pump which is submitted Vaibhav Sudam Harad in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Authorized Signatory: *Pf*

Date: 28/5/24


*Dr. Parag Nandurkar*



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "From Bread to Brand: Building Visibility for AG's Food Corner" which is submitted by SIDDHANT RAVINDRA GANGURDE in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Pankaj Nandurkar

Authorized Signatory: 

Date: 27 - 5 - 24





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "The Study of Financial Literacy & Participation in

Derivatives Market" which is submitted by **CHANDAN PRAKASH KADAM** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

*Siddhesh*

Guide's Name: Prof. Siddhesh Soman

Authorized Signatory:

Date: 27/05/24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled **"The study on consumer buying Behaviors with respect to Dabur India Ltd."** Which is submitted by Miss. Divya Madhukar Kamble in partial fulfillment of the requirement for the award of Master of Management studies (University of Mumbai) Dr. V. N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgement has been made in the text to all other material used.

Authorized Signatory: *Raj*

Date: 17/5/2024






## CERTIFICATE BY THE GUIDE

This is to certify that project report entitled **"TO STUDY INVESTMENTS PATTERN OF SALARIED INDIVIDUAL IN MUMBAI REGION"** which is submitted by MR. ANKITVISHWAKARMA in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.



Guide's Name- Prof. ADITI PAWAR

Authorized Signatory: 

Date: 30/5/24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "TO STUDY PROCESS OF PROCUREMENT OF PACKAGING MATERIAL AT KAYBEE EXPORTS" which is submitted by JAYESH SHRIDHAR BARVE in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr. Mahesh Bhanushali.

Authorized Signatory: 

Date: 30/5/24



ACKNOWLEDGEMENT

### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled which is submitted by **SHRUTIK BERDE** in partial fulfillment of **STUDY OF DERIVATIVE MARKET AND STRATEGIES** the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to allother material used.

Authorized:

Signatory:

Date: 29/05/24

Siddhesh  
Prof. Siddhesh  
Soman



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled **“Study on Investment Preferences of Retail Investors in Thane Region”** which is submitted by **Dhanesh Bholenath Bhoir** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

*Siddhesh*

**Guide's Name: Prof. Siddhesh Soman**

**Authorized Signatory:**

**Date:** 28/05/24





## CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "Study on Retirement Planning of Salaried People" which is submitted by SAHIL PARSHURAM BHOIR in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.



Siddhesh  
28/05/24

**Authorized Signatory:** Prof. Siddhesh Soman

### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "Examining the role of packaging in influencing consumer buying behavior" which is submitted by **Amit Bist** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr Pankaj Nandurkar.

Authorized Signatory:



Date:

30/5/24

### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled to **study the impact of employee engagement on employee performance** which is submitted by **Sheetal Brijbhan Chauhan** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies is a record of the candidate own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guides Name: *Dr. Kandhan Arshay*

Authorized Signatory: *[Signature]*

Date: *22/05/24*






### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A STUDY ON FINTECH PRACTICES IN INDIA" Which is submitted by **Mr. Abhishek Kumarswamy Ella** in partial fulfillment of the requirement for the award of Master of Management studies (University of Mumbai) Dr. V. N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgement has been made in the text to all other material used.

Guide Name: - Dr. Guruprasad Murthy

Authorized Signatory: 

Date: 29/5/24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "**UNDERSTANDING RISK TOLERANCE LEVEL OF RETAIL INVESTORS IN MUMBAI,THANE REGION**" which is submitted by SHREYA SHRIPATI CHAVAN in partial fulfilment of the requirement for the award of Master of Management Studies, (University of Mumbai) DR. V. N. BEDEKAR INSTITUTE OF MANAGEMENT STUDIES, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Siddesh

Guide's Name: Prof. Siddesh Soman

Authorized Signatory: Prof. Siddesh Soman

Date: 27/05/24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled '**A study of the influence of advertising strategies on brand loyalty with context to ITC Ltd's brands**' which is submitted by **Atharva Sachin Malekar (V33)** in partial fulfilment of the requirement for the award of Master of Management Studies (University of Mumbai), Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Date: 24/05/2024



A handwritten signature in black ink, appearing to read "Neil Chavan", written over a horizontal line.

**Authorised Signatory**  
(Asst. Prof. Neil Chavan)



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled '**Exploring the Impact of Augmented Reality (AR) on Customer Engagement in Marketing and Advertising in India**' which is submitted by **Shubham Amardeep Mahajan (V31)** in partial fulfilment of the requirement for the award of Master of Management Studies (University of Mumbai), Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Date: 24/05/2024



A handwritten signature in black ink, appearing to read "Neil Chavan".

Authorised Signatory

(Asst. Prof. Neil Chavan)

### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled **"A Study on Employee Retention Strategies and their impact on various aspects of the workplaces"**. Which is submitted by Miss. **Siddhi Chetan Malusare** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by her under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Aditi Pawar.

Authorized Signatory:



Date: 15/5/24





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "Navigating digital horizon assessing customer preferences challenges an digital banking in private sector with respect to HDFC Bank" which is submitted by Jayashree Bhikaji Maske in partial fulfilment of the requirement for the award of Master of Management Studies,(University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: DR. Mahesh Bhanushali

Authorized Signatory: M Bhanushali

Date: 18/05/2024





**CERTIFICATE BY THE GUIDE**

**BEHAVIOURAL BIAS & Decision Making in FOREX Trading**

This is to certify that project report entitled "....." which is submitted by Varun R. Mishra in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name:

*P. Bhonsale*

Authorized Signatory:

Date: 18/05/24




### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "IMPACT OF AI ON ONLINE BUYING BEHAVIOUR". Which is submitted by Abhishek Bhikaji Mungekar in partial fulfilment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.



Guide Name: Prof. Neil Chavan

Authorized Signatory: 

Date: 16/5/24



## CERTIFICATE BY THE GUIDE

This is to certify that project report "The study on recent growth and challenges faced by finance Industry in Maharashtra" which is submitted by KALPESH CHINTESHWAR DANWAR in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by her under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Authorized Signatory:

*P. Bhargava*





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "Analyzing the Effectiveness of Performance-Based Pay Systems in Enhancing Employee Productivity and Satisfaction In HVAC Industry" which is submitted by SEJAL MAHESH NATEKAR in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by her under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name:** Dr. Ranjan Akonay.

**Authorized Signatory:** 


**Date:** 27/05/24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A STUDY ON CHANGING TRENDS OF FMCG INDUSTRY." which is submitted by SAGAR GOVIND PARDHI in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Neil Chavan

Authorized Signatory: 

Date: 28/5/24





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A Study on How advertisement affect consumer buying behaviour" which is submitted by Mahendra Patel in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Neil chavan

Authorized Signatory: [Signature]

Date: 20/05/24

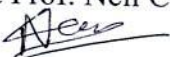




### **CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled "Analyzing the Effectiveness of Instagram as a Marketing Tool for the Clothing Industry in India." which is submitted by Dhanshree Rajendra Patil in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name:** Assistant Prof. Neil Chavan.

**Authorized Signatory:** 

**Date:** 24-05-2024



**CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled "**A STUDY ON EFFECTIVENESS OF PERFORMANCE APPRAISAL SYSTEM IN HEALTHCARE INDUSTRY**" which is submitted by **RUCHITA PATIL** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name: PROF. ADITI PAWAR**

**Authorized Signatory:**



**Date:**

24/5/24.





## CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "The study of recruitment and selection process in Kopran Ltd, Khopoli" which is submitted by Vishakha Arun Pawar in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Aditi Pawar

Authorized Signatory:



Date:

24/5/24.





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled **A DETAILED STUDY OF AUDIT ON PROCEDURE AND COMPLAINE IN RESPECT TO NATIONAL BANKS (PUNJAB NATIONAL BANK)** which is submitted by **SHEFALI ANANT RANE** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

*MPBhanushali*

Authorized Signatory:  
Date: 18/05/2024



### **CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled "A Study On Marketing Strategies Of Nike Shoes" which is submitted by Dhawal Sanjay Raut in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.



*[Signature]*

Authorized Signatory:

Date: 31-05-24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "Comparative Analysis of Sun Pharmaceutical Industries Limited and Dr. Reddy Laboratories" which is submitted by Ms. Pranoti Sanjay Sapkal in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr. Mahesh Bhanushali

Authorized Signatory: 

Date: 30/5/24





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "ANALYSIS OF EMERGING INVESTMENT OPPORTUNITIES IN STOCK MARKET AFFECTED BY POLITICAL MANIFESTOS" which is submitted by Mr. Tejas Tukaram Sarang in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name:** Prof. Krishnakant Lasune.

**Authorized Signatory:**

**Date:** 08/06/24



**CERTIFICATE BY THE GUIDE**

This is to certify that the project report entitled **“Research Study on Impact, Challenges and Opportunities of Public-Private Partnerships in Indian Defence Procurement And Infrastructure Development”** which is submitted by **Lt Col Milind Shankar Sawardekar**, in partial fulfilment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Date: 29<sup>th</sup> May 2024

\_\_\_\_\_  
Authorized Signatory:



### **CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled “**STUDY IN PREFERENCE OF UPI PAYMENT SYSTEM AMONG CUSTOMERS IN THANE CITY**” which is submitted by **PRITESH MOHITE** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name: Prof. Kanchan Akshay**

**Authorized Signatory:** 

**Date:** 30/05/24





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A STUDY ON FINANCIAL LITERACY AMONG WORKING WOMEN PROFESSIONAL WITH SPECIAL REFERENCE TO INVESTMENT IN STOCK MARKET"

which is submitted by HUMAIRA ABDUL MAJID MOMIN in partial fulfilment of the requirement for the award of Master of Management Studies, (University of Mumbai) DR. V. N. BEDEKAR INSTITUTE OF MANAGEMENT STUDIES, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: ASST. Prof. Prathmesh V. Tawade  
Authorized Signatory: Prathmesh  
Date: 27/05/2024



## CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "**A STUDY ON CONSUMER BEHAVIOUR IN SELECTING MOBILE PHONES**" which is submitted by **JAIDEEP PRALHAD NAIK** in partial fulfilment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

*g* Guide Name: DR. PALLAVI CHANDWASKAR

Authorized Signatory: *Pg*

Date: 29/5/24



## CERTIFICATE BY THE GUIDE

This is to certify that project report entitled “**Study of service quality improvement at Ashida Electronics with the help of SERQUAL model**” which is submitted by **Anjali Manoj Pal** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide Name: Dr. Pallavi Chandwaskar

Authorized Signatory:

Date:

07/06/24





**CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled "**A Study of the Impacts of Merger & Acquisition on Financial performance of Banks in India**" which is submitted by **Rohan Chandrakant More** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name: Mr. Prathamesh Tawade**

**Authorized Signatory:** 

**Date:** 29/5/24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A study on process improvement at Ashida Electronics through performance evaluation for service Engineers" which is submitted by **Chaitanya Gajanan Pandit** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr. Pallavi chandwaskar.


Authorized Signatory: 

Date: 28/5/24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled **TO STUDY THE EMPLOYEE ENGAGEMENT STRATEGIES FOR IMPROVED PRODUCTIVITY IN MILLICON COMPANY** which is submitted by **JENNIFER GRACY NADAR** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by her under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Authorized signatory: 

Date: 28/05/24





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A Study On Process Improvement At Ashida Electronics Through Service Blueprint" which is submitted by Sonali Balu Panpatil in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr. Pallavi Chandwaskar

Authorized Signatory:



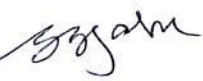
Date: 23/5/24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled “**A Comprehensive Study on the NPA of Public and Private Bank and Its impact on the Share price**” which is submitted by **Sachin Pandit** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name: Dr. Smita Jape**

**Authorized Signatory:** 

**Date:** 02/5/2024



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "**Generational Shifts in Housing Preferences: Understanding the Housing Behavior of Generation X, Millennials, and Generation Z**" which is submitted by **Niharika Rajan Parab** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name:



Dr. Dinesh Sonkul.

Authorized Signatory:

Date: 22/05/2024





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "**A Comprehensive Analysis of How Non-Performing Assets (NPAs) Influence Banking Stock Prices w.r.t. HDFC BANK**" which is submitted by **Aditya Manohar Patil** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name: Prof. Vibhuti Save**

**Authorized Signatory:**



**Date:** 24-05-2024



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A STUDY ON ORGANISATIONAL CULTURE AND IT'S IMPACT ON EMPLOYEE BEHAVIOUR" which is submitted by Ms. Srushti Santosh Parab in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Shripad Bapat

Authorized Signatory:

Date:

*SB*  
17/5/24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "**To understand the process of initial public offer.**" which is submitted by **Omkar Shyamkumar Patil** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: DR. Vibhuti Save

Authorized Signatory: 

Date: 24.05.2024






## CERTIFICATE BY THE GUIDE

This is to certify that the project report entitled "**Enhancing Operational Efficiency and Communication through Digital Integration and Visual Management at Ashida Electronics**" which is submitted by Paranjpe Sameer Prakash in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.



Authorized Signatory:   
Date:

### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "**Enhancing the performance of Private and Public Mutual funds**" which is submitted by Pooja Patil in partial fulfilment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Badekar Institute of Management Studies, is a record of the candidate's own work carried out by her under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Vibhuti Save

Authorized Signatory:

Date:

30/5/24



#### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "Study of EV Industry in India and Their Impact on Customers" which is submitted by "KUNAL RAJARAM PATIL" in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr. Pallavi Chandwaskar

Authorized Signatory:

Date:

*Pallavi*  
24/05/24





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled “**Impact of e-commerce on shopping behaviour of consumers.**” which is submitted by **Mrs. Sayali Pawar** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Guide's Name: Prof. Pallavi Chandwaskar**

**Authorized Signatory:**

**Date:**

*Pallavi*  
24/05/24



#### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "**Financial Inclusion and Fintech: Bridging the Gap**" which is submitted by **VAISHNAVI SIDDHESH LAVATE** in partial fulfillment of the requirement for the award of Master of Management Studies,(University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr. Kanchan Akshay

Authorized Signatory: 


Date: 24/05/2024



## CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "To Study Risk & Return Management of Mutual Fund in India" which is submitted by **Meenakshi Manohar (P29)** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Dr. Smita Jape

Authorized Signatory: 

Date: 23/05/2024





### **CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled "**A STUDY OF INVESTOR'S PERCEPTION TOWARDS DERIVATIVES AS AN INVESTMENT AVENUE.**"

which is submitted by SHWETA SURESH MANWADKAR in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's name: *Kanchan Akshay*

Authorized Signatory: 

Date: *27/05/24*



#### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "Revenue Forecasting Using Financial Modeling Technique: For A Comparative Analysis Of Nestle India & Britannia" which is submitted by Tejaswi Arekar in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Aditi Pawar

Authorized Signatory: 

Date: 8/6/24

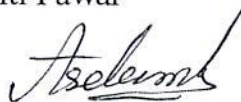


### CERTIFICATE BY THE GUIDE

This is to certify that project report **TO UNDERSTAND THE ROLE OF INFORMATION TECHNOLOGY IN THANE BHARAT SAHAKARI BANK (CO-OPERATIVE BANK)** which is submitted by SHRUTI PRAKASH AWASARMOL in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by her under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Guide's Name: Prof. Aditi Pawar

Authorized Signatory:



Date:

28/5/24.





### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A study on analysis investment behavior & preferences of generation Z" which is submitted by Mr. Shardul Dinkar Bandgar in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

for Guide's Name: Aditi Pawar


Authorized Signatory: 

Date: 8/6/24



### CERTIFICATE BY THE GUIDE

This is to certify that project report entitled "A study of" which is submitted by "Nikhil Jagannath Dhawre" in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Authorized Signatory: 

Date:

6/6/2024.

