

SUMMER INTERNSHIP PROJECT

ON

DIGITAL MARKETING

AT

KEYGITAL MARKETING



Submitted in partial fulfilment of the requirement for the Award of degree of
MASTER OF BUSINESS ADMINISTRATION

(Major in Marketing)

FROM

REGENT EDUCATION AND RESEARCH FOUNDATION GROUP OF INSTITUTIONS



SUBMITTED BY:

ADITYA SARKAR

REG NO: 222630710002

ROLL NO: 26300922027

SESSION NO: 2022-2024

FACULTY GUIDE

Mr. Suprovat Basu

Head of the Department

RERF, Barrackpore

ORGANISATIONAL GUIDE

Mr. Sagar Mazumdar

Assistant Manager

Keygital Marketing Agency

DECLARATION

I, **ADITYA SARKAR**, a student of 3rd semester of MBA from REGENT EDUCATION AND RESEARCH FOUNDATION hereby declare that the presented report of internship titled “IMPLICATIONS OF DIGITAL MARKETING” of “KEYGITAL MARKETING AGENCY” is uniquely prepared by me after the completion of one and a half months’ work at KEYGITAL MARKETING under the guidance of PROF. **SUPROVAT BASU** (Faculty Mentor).

It’s my original work and neither the whole nor any part of this report has been submitted to any other institution/university related to a similar requirement.

ADITYA SARKAR

(MBA)

REGENT EDUCATION AND RESEARCH FOUNDATION



ACKNOWLEDGEMENT

No project can be completed through the efforts of an individual alone. It always takes the contribution of a lot of people to complete a project, some of which are direct evident and some are indirect. This project report bears the imprint of many people. I feel very blessed that the support and guidance of those people who helped in completing this project report. I am pleased to have a chance here to acknowledge the contribution of these individuals and extend to them my warmest personal gratitude of their professional insights, as well as for their personal support and encouragement throughout the life of this project.

I would like to thank Prof. **SUPROVAT BASU**, HOD of MBA, REGENT EDUCATION & RESEARCH FOUNDATION, who in the role of institutional guide offered his valuable guidance and suggestion. He always has been here in the times of need with his vast knowledge, insights and support and all other faculty members for giving me their constant in carrying out the project work.

I would also like to acknowledge the deep gratitude for the valuable and immense contribution of my organizational guide Mr. **SAGAR MAZUMDAR**, Assistant Manager, KEYGITAL MARKETING AGENCY. Kolkata for providing me an opportunity to undertake my project work in their well reputed and esteemed organization along with valuable effort and their full cooperation and support.

Thanking you all.

ADITYA SARKAR

MBA (marketing) 3rd semester

Regent Education & Research Foundation Group of Institution

CERTIFICATE OF COMPLETION



CERTIFICATE OF INTERNSHIP

THIS INTERNSHIP PROGRAM CERTIFICATE IS PROUDLY PRESENTED TO

ADITYA SARKAR

FOR HIS OUTSTANDING PARTICIPATION AND HARD WORK AS THE
DIGITAL MARKETING INTERN AT KEYGITAL MARKETING AGENCY,
KOLKATA FROM 18 JULY TO 03 SEPT 2023.

A handwritten signature in blue ink, appearing to read "Kutbuddin Saleh".

KUTBUDDIN SALEH
FOUNDER & CEO

A handwritten signature in blue ink, appearing to read "Sagar Mazumdar".

SAGAR MAZUMDAR
ASSIT. MANAGER



SUMMER INTERNSHIP PROJECT
ON
[IMPLICATIONS OF DIGITAL MARKETING]
AT
KEYGITAL MARKETING



Submitted in partial fulfilment of the requirement for the Award of degree of
MASTER OF BUSINESS ADMINISTRATION

FROM

REGENT EDUCATION AND RESEARCH FOUNDATION GROUP OF INSTITUTIONS



SUBMITTED BY:

ANIT ROY

REG NO: 222630710004

ROLL NO: 26300922034

SESSION NO: 2022-2024

FACULTY GUIDE

PROF. SUPROVAT BASU

Head of the Department

RERF, Barrackpore

ORGANISATIONAL GUIDE

MR. SAGAR MAZUMDAR

Assistant Manager

Keygital Marketing Agency

DECLARATION

I, **ANIT ROY**, a student of 3rd semester MBA from REGENT EDUCATION AND RESEARCH FOUNDATION hereby declare that the presented report of internship titled “IMPLICATIONS OF DIGITAL MARKETING” of “KEYGITAL MARKETING AGENCY” is uniquely prepared by me after the completion of one and a half months’ work at KEYGITAL MARKETING under the guidance of **PROF. SUPROVAT BASU** (Faculty Mentor).

Its my original work and neither the whole nor any part of this report has been submitted to any other institution/university related to a similar requirement.

ANIT ROY

(MBA)

ROLL NO: 26300922034

REGENT EDUCATION AND RESEARCH FOUNDATION

PREFACE

Doing a project in life corporate scenario helps us to have practical exposure as well as better outlook of the subjects, which are studying. In a professional course like MBA, the students are equipped with strong theoretical knowledge about the business. Operation and the time-tested methods of running a successful business, to make this theoretical knowledge stronger, the students are assigned certain projects in various organizations to get an idea of the practical working style.

I was assigned as intern in **KEYGITAL MARKETING AGENCY**. Company, TALTALA, KOLKATA. I worked on the project title “**IMPLICATIONS OF DIGITAL MARKETING**” for the period 16th July of 2023 to 1st September 2023.

It gives me immense practical exposure to the practical working patterns and the environment. I will be satisfied if the organization gets benefit from the study and findings.



ACKNOWLEDGEMENT

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Thanking you all.

ANIT ROY

MBA (marketing) 3rd semester

Regent Education & Research Foundation Group of Institution

CERTIFICATE OF INTERNSHIP



CERTIFICATE OF INTERNSHIP

THIS INTERNSHIP PROGRAM CERTIFICATE IS PROUDLY PRESENTED TO

ANIT ROY

FOR HIS OUTSTANDING PARTICIPATION AND HARD WORK AS THE
INTERN DIGITAL MARKETER AT KEYGITAL MARKETING AGENCY,
KOLKATA FROM 16 JULY TO 01 SEPT 2023.

A handwritten signature in black ink, appearing to read "Kutbuddin Saleh".

KUTBUDDIN SALEH
FOUNDER & CEO

A handwritten signature in black ink, appearing to read "Sagar Mazumdar".

SAGAR MAZUMDAR
ASSIT. MANAGER



PROJECT REPORT ON MARKETING STRATEGY OF N.C.B FOOD UNIT.



Regent Education & Research Foundation Group of Institutions.

Submitted By:

Name	: ANKITA BARIK
Stream	: MBA
Paper Code	: MB303
Roll No.	26300922035
Registration No.	: 222630710006 of 2022-23
Submitted To	: PROF. Suprovat Basu.



Regent Education & Research Foundation Group of Institutions.

CERTIFICATE

This is to certify that the Project entitled **MARKETING STRATEGY OF N.C.B FOOD UNIT** is successfully completed by **Mrs. Ankita Barik** during the 2nd year of Course in partial fulfilment of **MBA** studies under **Maulana Abul Kalam Azad University of Technology** through **Regent Education & Research Foundation** during the academic year 2022.

PROJECT GUIDE:

Prof. Suprovat Basu,

Head of the Department.

(Department Of MBA)



Date:

Place: Barrackpore

Prof. Suprovat Basu

PROJECT REPORT ON MARKETING STRATEGY OF N.C.B FOOD UNIT.

Submitted By:-

Ankita Barik

Reg No- 222630710006 of 2022-23



PROJECT COMPLETION CERTIFICATE

This is to certify that Mrs. Ankita Barik, register No. 222630710006 of 2022-23, student of Regent Education & Research Foundation Group of Institution, Barrackpore, kol-700121, has been working on internship project Making Strategy of N.C.B Food Unit's From 1st August to 31st August 2023.

Mrs Ankita Barik has successfully completed the project as assigned.

N.C.B FOOD UNIT



Sujoy Banik

Head- marketing Unit

ACKNOWLEDGEMENT:

Confederation, dedication, hard work and application are essential but not only factors to achieve the desire goal. Those must be supplemented by the guidance assistance and cooperation of expert to make it success.

I am extremely grateful to my institute for providing me the opportunity to undertaken the project on the topic "marketing strategy of N.C.B food unit.

I wish to express my deep and sincere gratitude to my eternal guide of the project and HOD Prof. Suprovat Basu for providing me fast hand acknowledgement. I would also like to them my parents friends and seniors who helped me a lot in finishing this project within the limited time.

Also the guidance support received from my external guide Mr. Sujoy Banik, Marketing head of N.C.B Food Unit. Who contributed to the project was vital for the success of the project. I am great full for his constant support and help.

SINCEARLY:

ANKITA BARIK

PROJECT REPORT ON RECRUITMENT AND SELECTION PROCESS IN APEX HOSPITAL



A summer internship report submitted in partial fulfilment of the requirement for awarding the degree in MBA (Human Resource) from Regent Education And Resource Foundation Group of Institutions (Affiliated with MAKAUT University).

UNDER THE GUIDANCE OF

<u>INTERNAL GUIDE</u>	<u>EXTERNAL GUIDE</u>
PROF. SUPROVAT BASU (HOD OF MBA DEPT.) & PROF. SURYA MUKHERJEE (ASST. PROF OF HR)	Mr. Debasis Majumder (HR Unit Head)

SUBMITTED BY

NAME:- ARKO BHATTACHARYYA

DEPARTMENT:- MASTER OF BUSINESS ADMINISTRATION

SEMESTER:- 3RD (2ND YEAR)

ROLL NO.:- 26300922031

REGISTRATION NO.:- 222630710009

INSTITUTE NAME:- REGENT EDUCATION AND RESEARCH
FOUNDATION

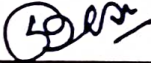
UNIVERSITY NAME:- MAULANA ABUL KALAM AZAD UNIVERSITY
OF TECHNOLOGY, WEST BENGAL

DATA:- MAJOR PROJECT FOR 2 MONTHS AND 4 DAYS (26TH JULY –
30TH SEPTEMBER, 2023)

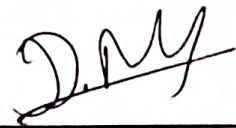
STUDENT'S DECLARATION

I Arko Bhattacharyya, hereby declare that the Internship work title "RECRUITMENT AND SELECTION" completed & submitted in partial fulfillment of the award of the degree of "Post-graduate Diploma in Management" by Regent Education and Research Foundation, and the work was carried out with the help and under the guidance of **Prof. Suprovat Basu HOD of MBA** and **Mr. Surya Mukherjee Assist. Prof. of HR**, & the guidance of **Mr. Debasis Majumder** Unit HR Head Apex Hospital.

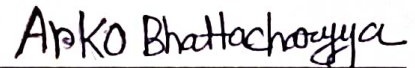
I further declare this Internship report has not formed the basis for the award of any other Degree/Diploma from any other University/Institution.



Mr. Suprovat Basu
(HOD MBA, RERF)



External Examiner



Arko Bhattacharyya

(Sign Of Student)

ACKNOWLEDGEMENT

The internship opportunity I had with "Apex Hospital" was a great chance for learning and professional development. Therefore, I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

I am using this opportunity to express my deepest gratitude and special thanks to Apex Hospital, Kalyani who despite being extraordinarily busy with her duties, took time out to hear, guide, and keep me on the correct path and allowing me to carry out my internship at their esteemed organization.

I express my deepest thanks to **Mr. Debasis Majumder HR Unit Head Apex Hospital** for taking part in useful decisions & giving necessary advice and guidance, and arranging all facilities to make life easier. I choose this moment to acknowledge his/her contribution gratefully.

It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to **Prof. Surya Mukherjee, Assistant Professor HR** and **Prof. Suprovat Basu HOD MBA** of Regent Education and Research Foundation for his careful and precious guidance which were extremely valuable for my study.

A handwritten signature in black ink, appearing to read 'Surya', with a long horizontal line extending from the end of the signature.

CERTIFICATE



APEX Hospital

Ph.: 033 25820096

E-mail : apexhospitalcorporate@gmail.com
apexhospital599@gmail.com

Ref. No.

Date

7th Oct. 2023

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Arko Bhattacharyya**, Student of Regent Education and Research Foundation have successfully completed his training period at our institute.

He was with the institute from 26th July 2023 – 30th September 2023 in the department of **Human Resource** as part of the training required for his academic endeavor.

During the period he has worked diligently in assigned area and has shown keenness to learn.

We wish his success in all future endeavors.



APEX HOSPITAL, Kalyani

A-9/8 (S), Kalyani, Nadia, PIN - 741235