

This certificate is computer generated and can be verified by scanning the QR code given below. This will display the certificate from the NPTEL repository, <https://nptel.ac.in/noc/>

Roll No: NPTEL20MG57531660015

To  
SAIJAL SUNEJA  
NA 25 JAGAT PURA, JALANDHAR, PUNJAB  
NA 25 JAGAT PURA, JALANDHAR, PUNJAB  
JALANDHAR  
PUNJAB - 144001  
PH. NO : 7748055801



Score	Type of Certificate
$\geq 90$	Elite+Gold
75-89	Elite+Silver
$\geq 60$	Elite
40-59	Successfully Completed
$< 40$	No Certificate

No. of credits recommended by NPTEL:2

An additional 1 credit may be awarded if the University deems it fit, based on the actual student effort involved.



## Elite NPTEL Online Certification

(Funded by the Ministry of HRD, Govt. of India)



This certificate is awarded to

**SAIJAL SUNEJA**

for successfully completing the course



### Customer Relationship Management

with a consolidated score of **79** %

Online Assignments	19.17/25	Proctored Exam	60/75
--------------------	----------	----------------	-------

Total number of candidates certified in this course: 422

Prof. G P Raja Sekhar  
Dean, Continuing Education  
IIT Kharagpur

Sep-Nov 2020  
(8 week course)

Prof. Debjani Chakraborty  
Coordinator, NPTEL  
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL20MG57531660015

To validate and check scores: <https://nptel.ac.in/noc>

This certificate is computer generated and can be verified by scanning the QR code given below. This will display the certificate from the NPTEL repository, <https://nptel.ac.in/noc/>

Roll No: NPTEL20MG57531660000

To  
KAUSHLYA  
757/25 NEW SANTOKHPURA  
JALANDHAR  
PUNJAB - 144001  
PH. NO :7696226140



Score	Type of Certificate
>=90	Elite+Gold
75-89	Elite+Silver
>=60	Elite
40-59	Successfully Completed
<40	No Certificate

No. of credits recommended by NPTEL:2

An additional 1 credit may be awarded if the University deems it fit, based on the actual student effort involved.



## Elite NPTEL Online Certification

(Funded by the Ministry of HRD, Govt. of India)



This certificate is awarded to

**KAUSHLYA**

for successfully completing the course



### Customer Relationship Management

with a consolidated score of **85** %

Online Assignments	20.83/25	Proctored Exam	64.5/75
--------------------	----------	----------------	---------

Total number of candidates certified in this course: **422**

Prof. G P Raja Sekhar  
Dean, Continuing Education  
IIT Kharagpur

Sep-Nov 2020  
(8 week course)

Prof. Debjani Chakraborty  
Coordinator, NPTEL  
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL20MG57531660000

To validate and check scores: <https://nptel.ac.in/noc>

This certificate is computer generated and can be verified by scanning the QR code given below. This will display the certificate from the NPTEL repository, <https://nptel.ac.in/noc/>

Roll No: NPTEL20MG57S31660011

To  
PARVATI  
757/25 NEW SANTOKHPURA  
JALANDHAR  
PUNJAB - 144004  
PH. NO :9464102191



Score	Type of Certificate
>=90	Elite+Gold
75-89	Elite+Silver
>=60	Elite
40-59	Successfully Completed
<40	No Certificate

No. of credits recommended by NPTEL:2

An additional 1 credit may be awarded if the University deems it fit, based on the actual student effort involved.



Elite

## NPTEL Online Certification

(Funded by the Ministry of HRD, Govt. of India)



This certificate is awarded to

**PARVATI**

for successfully completing the course

### Customer Relationship Management

with a consolidated score of **73** %

Online Assignments	20.83/25	Proctored Exam	52.5/75
--------------------	----------	----------------	---------

Total number of candidates certified in this course: **422**

Prof. G P Raja Sekhar  
Dean, Continuing Education  
IIT Kharagpur

Sep-Nov 2020  
(8 week course)

Prof. Debjani Chakraborty  
Coordinator, NPTEL  
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL20MG57S31660011

To validate and check scores: <https://nptel.ac.in/noc>

This certificate is computer generated and can be verified by scanning the QR code given below. This will display the certificate from the NPTEL repository, <https://nptel.ac.in/noc/>

Roll No: NPTEL20MG57S31660019

To  
SUMEE SINGH  
414 GURU AMAR DASS NAGAR JALANDHAR  
JALANDHAR  
PUNJAB  
PUNJAB - 144001  
PH. NO :7347536081



Score	Type of Certificate
>=90	Elite+Gold
75-89	Elite+Silver
>=60	Elite
40-59	Successfully Completed
<40	No Certificate

No. of credits recommended by NPTEL:2

An additional 1 credit may be awarded if the University deems it fit, based on the actual student effort involved.



# Elite NPTEL Online Certification

(Funded by the Ministry of HRD, Govt. of India)



This certificate is awarded to

**SUMEE SINGH**

for successfully completing the course



## Customer Relationship Management

with a consolidated score of **83** %

Online Assignments	20.42/25	Proctored Exam	63/75
--------------------	----------	----------------	-------

Total number of candidates certified in this course: **422**

Prof. G P Raja Sekhar  
Dean, Continuing Education  
IIT Kharagpur

Sep-Nov 2020  
(8 week course)

Prof. Debjani Chakraborty  
Coordinator, NPTEL  
IIT Kharagpur



Indian Institute of Technology Kharagpur





This certificate is computer generated and can be verified by scanning the QR code given below. This will display the certificate from the NPTEL repository, <https://nptel.ac.in/noc/>

Roll No: NPTEL20MG57S41660025

To  
ARSHDEEP KAUR  
VILL. KAHLWAN PO KARTARPUR DISTRICT  
JALANDHAR  
PUNJAB - 144805  
PH. NO : 7009897680



Score	Type of Certificate
>=90	Elite+Gold
75-89	Elite+Silver
>=60	Elite
40-59	Successfully Completed
<40	No Certificate

No. of credits recommended by NPTEL:2

An additional 1 credit may be awarded if the University deems it fit, based on the actual student effort involved.



## Elite NPTEL Online Certification

(Funded by the Ministry of HRD, Govt. of India)



This certificate is awarded to

**ARSHDEEP KAUR**

for successfully completing the course



### Customer Relationship Management

with a consolidated score of **79** %

Online Assignments	19.17/25	Proctored Exam	59.69/75
--------------------	----------	----------------	----------

Total number of candidates certified in this course: 422

Prof. G P Raja Sekhar  
Dean, Continuing Education  
IIT Kharagpur

Sep-Nov 2020  
(8 week course)

Prof. Debjani Chakraborty  
Coordinator, NPTEL  
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL20MG57S41660025

To validate and check scores: <https://nptel.ac.in/noc>

This certificate is computer generated and can be verified by scanning the QR code given below. This will display the certificate from the NPTEL repository, <https://nptel.ac.in/noc/>

Roll No: NPTEL20MG57S31660009

To

NEHA KUMARI  
VILLAGE BULANDPUR NURPUR JALANDHAR  
PUNJAB  
HOUSE NO. 738 VILL BULANDPUR, NURPUR JAL  
JALANDHAR  
PUNJAB - 144012  
PH. NO : 7717690890



Score	Type of Certificate
>=90	Elite+Gold
75-89	Elite+Silver
>=60	Elite
40-59	Successfully Completed
<40	No Certificate

No. of credits recommended by NPTEL:2

An additional 1 credit may be awarded if the University deems it fit, based on the actual student effort involved.



Elite

## NPTEL Online Certification

(Funded by the Ministry of HRD, Govt. of India)



This certificate is awarded to

**NEHA KUMARI**

for successfully completing the course



### Customer Relationship Management

with a consolidated score of **80** %

Online Assignments	21.25/25	Proctored Exam	58.5/75
--------------------	----------	----------------	---------

Total number of candidates certified in this course: **422**

Prof. G P Raja Sekhar  
Dean, Continuing Education  
IIT Kharagpur

Sep-Nov 2020  
(8 week course)

Prof. Debjani Chakraborty  
Coordinator, NPTEL  
IIT Kharagpur



Indian Institute of Technology Kharagpur



This certificate is computer generated and can be verified by scanning the QR code given below. This will display the certificate from the NPTEL repository, <https://nptel.ac.in/noc/>

Roll No: NPTEL20MG57S31660013

To,  
RAGINI  
143, SOCIAL NAGAR SAIPUR ROAD, JAL  
JALANDHAR  
PUNJAB - 144004  
PH. NO : 9317180054



Score	Type of Certificate
>=90	Elite Gold
75-90	Elite Silver
50-90	Elite
40-50	Successfully Completed
<40	No Certificate

No. of credits recommended by NPTEL:2

An additional 1 credit may be awarded if the University deems fit, based on the actual student effort involved.



## NPTEL Online Certification

(Funded by the Ministry of HRD, Govt. of India)



This certificate is awarded to

**RAGINI**

for successfully completing the course

### Customer Relationship Management

with a consolidated score of **58** %

Online Assignments | **20.42/25** | Proctored Exam | **37.5/75** |

Total number of candidates certified in this course: 422

Prof. G P Raja Sekhar  
Co-ordinator, Course  
El Khaznari

Sep-Nov 2020  
(8 Week course)

Prof. Debjani Chakraborty  
NPTEL  
IIT Kharagpur



Indian Institute of Technology Kharagpur



This certificate is computer generated and can be verified by scanning the QR code given below. This will display the certificate from the NPTEL repository, <https://nptel.ac.in/noc/>

Roll No: NPTEL20MG57S31660004

To  
JASKARAN KAUR  
VPO MANDHALI  
MANDHALI  
PUNJAB - 144501  
PH. NO :8284931950



Score	Type of Certificate
$\geq 90$	Elite+Gold
75-89	Elite+Silver
$\geq 60$	Elite
40-59	Successfully Completed
$< 40$	No Certificate

No. of credits recommended by NPTEL: 2

An additional 1 credit may be awarded if the University deems it fit, based on the actual student effort involved.



## NPTEL Online Certification

(Funded by the Ministry of HRD, Govt. of India)



This certificate is awarded to

**JASKARAN KAUR**

for successfully completing the course

### Customer Relationship Management

with a consolidated score of **49** %

Online Assignments	19.17/25	Proctored Exam	30/75
--------------------	----------	----------------	-------

Total number of candidates certified in this course: **422**

Prof. G P Raja Sekhar  
Dean, Continuing Education  
IIT Kharagpur

Sep-Nov 2020  
(8 week course)

Prof. Debjani Chakraborty  
Coordinator, NPTEL  
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL20MG57S31660004

To validate and check scores: <https://nptel.ac.in/noc/>



**Project File**  
**On**  
**Social Media**

*Social Media*  
LOGO COLLECTION



**Submitted to:**

Ms.Prashoon Mishra  
(Faculty of Vocational Studies)

**Submitted by:**

Sharandeep kaur  
B.Voc(RM),Semll  
Roll.No-2011818  
Session-2020-21

# **Acknowledgement**

I would like to express my gratitude and appreciation to all those who gave me the possibility to complete this project. I would like to special thanks of gratitude to my Respected teachers Principal Prof. Dr. Atima Sharma Dwivedi, HOD Mrs. Rashmi Sharma and guide Mrs. Chetna Nayyar as well as our subject teacher Ms. Prashoon Mishra who gave me the golden opportunity to do this wonderful project on this topic Social Media (YouTube) which also helped me in doing a lot of Research and I came to know about so many new things. I am really thankful to them .

Secondly, I would also like to thank my parents and Friends who helped me a lot in finishing this project within this limited time .

I am making this project not only for marks but to also increase my knowledge.

**THANKS AGAIN TO ALL WHO HELPED ME A LOT.**

# Training Project

## On

# Social Media



**Submitted to:**

Ms. Prashoon Mishra

(Faculty of Vocational Studies)

**Submitted by:**

Navpreet Kaur

Class: B.Voc.(RM) Sem-II

Roll no.:2011805

Session:2020-2021

## **Acknowledgement**

It gives me immense pleasure to present the project file on Social Media (Instagram). I would like to extend my sincere thanks to over worthy madam principle Prof. Dr. Atima Sharma Dwivedi for providing me this opportunity to expand my knowledge horizon. I would like to special thanks of gratitude to our HOD Mrs. Rashmi Sharma, Guide Ms. Chetna Arora and Ms. Prashoon Mishra for giving us the opportunity undergo this project. I further thank them for leading a helping hand when it came to solving my problems related to the project. This project would not have been possible without their valuable time and support.

Navpreet Kaur

B.Voc.(RM) Sem-II



# **Training Project**

**On**

**Social Media**



**Submitted to:**

Ms.Prashoon Mishra

(Faculty of Vocational Studies)

**Submitted by:**

Simranpreet Kaur

B.Voc.(RM)Sem.2<sup>nd</sup>

Roll no. 2011814

Session 2021-22

## **Acknowledgement**

I would like to express my gratitude and appreciation to all those who gave me the possibility to complete this project. I would like to special thanks of gratitude to our HOD Mrs. Rashmi Sharma and Guide Chetna Nayyar and Ms. Prashoon Mishra who gave me the golden opportunity to do this wonderful project on this topic Social Media ( Instagram) which also helped me in doing a lot of Research and I came to know about so many new things. I am really thankful to them.

Secondly, I would also like to thank my parents and friends who helped me a lot in finshing the project within the limited time. I am making this project not only for marks but to also increase my knowledge.

THANKS AGAIN TO ALL WHO HELPED ME

# **Project File On Social Media**



Submitted to:.

Ms. Prashoon Mishra

(Faculty of Vocational Studies)

Submitted by:

Amandeep Kaur

B.Voc.(RM) Sem-II

Roll no- 2011808

Session-2020-21

## **Acknowledgement**

It gives me immense pleasure to present the project file on Social Media(Instagram). I would like to extend my sincere thanks to over worthy madam principal Prof. Dr. Atima Sharma Dwivedi for providing me this opportunity to expand my knowledge horizon. It wouldn't have been possible without the kind support to our HOD Mrs. Rashmi Sharma, Guide Mrs. Chetna Arora and Ms. Prashoon Mishra forgiving us the opportunity undergo this project. I further thank them for leading a helping hand when it came to solving my problems related to the project. This project would not have been possible without their valuable time and support.

Amandeep Kaur B.Voc (RM)Sem -2



## **Project file on Social Media**



Submitted to:

Ms. Prashoon Mishra

(Faculty of Vocational Studies )

Submitted by:

Navita Kaur

B.Voc.(RM)

Sem-II

Roll no. 2011812

## **Acknowledgement**

I would like to express my gratitude and appreciation to all those who gave me the possibility to complete this project. I would like to special thanks of gratitude to our Principal Prof.Dr.Atima Sharma Dwivedi, HOD Mrs.Rashmi Sharma, Guide Ms. Chetna Nayyar and Ms.Prashoon Mishra who gave me the golden opportunity to do this wonderful project on this topic Social Media (YouTube) which also helped me in doing a lot of Research and I came to know about so many new things. I am really thankful to them .

Secondly, I would also like to thank my parents and Friends who helped me a lot in finishing this project within this limited time. I am making this project not only for marks but to also increase my knowledge.

THANKS AGAIN TO ALL WHO HELPED ME A LOT

# **Training Project On**

## **Social Media**



Submitted to:

Ms. Prashoon Mishra

(Faculty of Vocational Studies)

Submitted by:

Lovepreet Kaur

Class: B.Voc.(RM) Sem-II

Roll no.:2011806

Session:2020-2021

## **Acknowledgement**

It gives me immense pleasure to present the project file on Social Media (Instagram). I would like to extend my sincere thanks to over worthy madam principle Prof. Dr. Atima Sharma Dwivedi for providing me this opportunity to expand my knowledge horizon. It wouldn't have been possible without the kind support of HOD Mrs. Rashmi Sharma, guide Mrs. Chetna Arora and Ms. Prashoon Mishra for giving us the opportunity undergo this project. I further thank them for leading a helping hand when it came to solving my problems related to the project. This project would not have been possible without their valuable time and support.

Lovepreet KaurB.Voc.(RM) Sem-II



**PROJECT FILE**

**ON**

**SOCIAL MEDIA**



**SUBMITTED TO:-**

**MS.PRASHOON MISHRA  
(FACULTY OF VOCATIONAL STUDIES)**

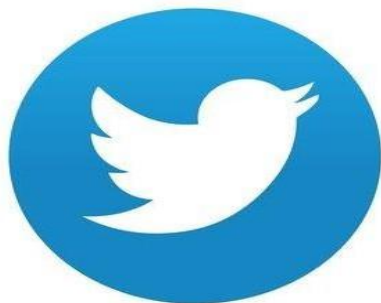
**SUBMITTED BY:-**

**MANPREET KAUR  
B.VOC(RM)SEM2  
ROLLNO-2011802**

## **ACKNOWLEDGEMENT**

I would like to express my sincere gratitude to our worthy principal Prof.Dr.Atima Sharma Dwivedi HOD Mrs..Rashmi Sharma ,GuideMs.Chetna Nayyar and Ms.Prashoon Mishra who gave me the golden opportunity to do this wonderful project on the topic Social Media(Instagram),it is the really admirable how you always see projects through from conception to completion .I further thank my parents and friends who helped me completing this project in a limited period of time.

**Project file**  
**On**  
**Social media**



**Submitted to:**

Ms. Prashoon Mishra  
(Faculty of Vocational studies)

**Submitted by :**

Neha kalia  
B. Voc.(RM)  
Sem2Roll no.  
2011819  
Session- 2020-2021

# Acknowledgement

I would like to express my gratitude and appreciation to all those who gave me the possibility to complete this project. I would like to special thanks of gratitude to Principal Prof. Dr. Atima Sharma Dwivedi, HOD Mrs. Rashmi Sharma and guide Mrs. Chetna Nayyar and Ms. Prashoon Mishra who gave me the golden opportunity to do this wonderful project on this topic Social Media(YouTube) which also helped me in doing a lot of Research and I came to know about so many new things. I am really thankful to them .

Secondly, I would also like to thank my parents and Friends who helped me a lot in finishing this project within this limited time .

I am making this project not only for marks but to also increase my knowledge.

THANKS AGAIN TO ALL WHO HELPED ME A LOT



**Project file**  
**on**  
**Social Media**



Submitted to:  
Ms. Prashoon Mishra  
(Faculty of Vocational Studies )

Submitted by:  
Harpreet Kaur  
B.Voc.(RM) Sem- II  
Roll no- 2011803  
Session- 2020-21

### **Acknowledgement**

I would like to express my gratitude and appreciation to all those who gave me the possibility to complete this project. I would like to special thanks of gratitude to our HOD (Head of Department) Mrs. Rashmi Sharma and Guiders Mrs. Chetna Nayyar and Ms. Prashoon Mishra who gave me the golden opportunity to do this wonderful project on this topic *Social Media* (Instagram) which also helped me in doing a lot of research and I came to know about so many new things. I am really thankful to them .

Secondly, I would also like to thank my parents and Friends who helped me a lot in finishing this project within this limited time . I am making this project not only for marks but to also increase my knowledge.

THANKS AGAIN TO ALL WHO HELPED ME.

**Project file**  
**on**  
**Social Media**



Submitted to:

Ms. Prashoon Mishra

(Faculty of Vocational Studies ).

Submitted by:

Siya Sharma

B.Voc.(RM)

Sem-II

Roll no. 2011815

## **Acknowledgement**

I would like to express my gratitude and appreciation to all those who gave me the possibility to complete this project. I would like to special thanks of gratitude to my Respected teacher HOD Mrs Rashmi Sharma Guide Mrs Chetna Nayyar as well as our subject teacher Ms. Prashoon Mishra who gave me the golden opportunity to do this wonderful project on this topic Social Media (Instagram) which also helped me in doing a lot of Research and I came to know about so many new things. I am really thankful to them.

Secondly, I would also like to thank my parents and friends who helped me a lot in finishing the project within the limited time. I am making this project not only for marks but to also increase my knowledge.

THANKS AGAIN TO ALL WHO HELPED ME

**Project file**  
**On**  
**Social Media**



Submitted to:  
Ms. Prashoon Mishra.  
(Faculty Of Vocational Studies)

Submitted by:  
Taranpreet kaur  
B.Voc(RM)Sem-2  
Roll no.2011825  
Session2020-21

## **Acknowledgement**

I would like to express my gratitude and appreciation to all those who gave me the possibility to this project. I would like to special thanks of gratitude to our Principle Dr. Atima Sharma Dwivedi , HOD Mrs. Rashmi Sharma, Guide Ms. Chetna Nayyar and Ms. Prashoon Mishra who gave me the golden opportunity to do this wonderful project on this topic Social Media (Instagram) which also helped me in doing a lot of Research and I came to know about so many new things. I am really thankful to them .

Secondly, I would also like to thank my parents and Friends who helped me a lot in finishing this project within this limited time . I am making this project not only for marks but to also increase my knowledge.

THANKS AGAIN TO ALL WHO HELPED ME A LOT.

# Project On social media



***Submitted to:***

Ms. Prashoon Mishra

(Faculty of vocational studies)

***Submitted by***

Prabhjot kaur

B.Voc(RM)sem2

Roll no.2011804

# Acknowledgement

I would like to express my gratitude and appreciation to all those who gave me the possibility to complete this project. I would like to special thanks of gratitude to my Respected teachers Principal Prof. Dr. Atima Sharma Dwivedi, Ms Rashmi Sharma and Chetna Nayyar as well as our subject teacher Ms. Prashoon Mishra who gave me the golden opportunity to do this wonderful project on this topic Social Media (YouTube) which also helped me in doing a lot of Research and I came to know about so many new things. I am really thankful to them .Secondly, I would also like to thank my parents and Friends who helped me a lot in finishing this project within this limited time .I am making this project not only for marks but to also increase my knowledge.

THANKS AGAIN TO ALL WHO HELPED ME A LOT.



**TRAINING PROJECT**  
**ON**  
**SOCIAL MEDIA**



**SUBMITTED TO:**

**MS. PRASHOON MISHRA**

**(FACULTY OF VOCATIONAL  
STUDIES)**

**SUBMITTED BY:**

**JAGDEEP KAUR**

**B.VOC. (RM) SEM 2**

**ROLL NO. 2011813**

**SESSION 2020-21**

## **ACKNOWLEDGEMENT**

I would like to express my sincere gratitude to our worthy principle Prof. Dr. Atima Sharma Dwivedi, HOD Mrs. Rashmi Sharma, Guide Ms. Chetna Nayyar and Ms. Prashoon Mishra who gave me the golden opportunity to do this wonderful project on the topic Social Media (Instagram). It's really admirable how you always see projects through from conception to completion. I further thank my parents and friends who helped me completing this project in a limited period of time.

THANKS AGAIN TO ALL WHO HELPED ME!

# Project File on Social Media



Submitted to :  
Ms.Prashoon Mishra  
( Faculty of Vocational Studies)

Submitted by:  
Shweta Agan hotri  
B.voc(RM) Sem-11  
Rollno.\_2011826  
Session-2020-21

## Acknowledgement

I would like to express my gratitude and appreciation to all those who gave me the possibility to complete this project . I would like to special thanks of gratitude to my Respected teachers Ms Rashmi Sharma and Chetna Nayyar as well as our subject teacher Ms. Prashoon Mishra who gave me the golden opportunity to do this wonderful project on this topic Social Media (Instagram) which also helped me in doing a lot of Research and I came to know about so many new things . Iam really thankful to them .Secondly ,I would also like to thank my parents and Friends who helped me a lot in finishing this project within this limited time .I am making this project not only for marks but to also increase my knowledge.

THANKS AGAIN TO ALL WHO HELPED ME

The background of the slide features a light gray wall with a wooden floor at the bottom. In the upper left corner, there are stylized, colorful icons of social media platforms, including a red heart, a blue speech bubble, and a blue square with a white 'f' (Facebook).

# PROJECT FILE ON SOCIAL MEDIA

SUBMITTED TO :- MS. PRASHOON MISHRA (FACULTY OF VOCATIONAL STUDIES)

SUBMITTED BY :- LAKSH [B.VOC (RETAIL MANAGEMENT)]

SEMESTER :- 2

ROLL NO. :- 2011829

SESSION :- 2020-2021

The background of the slide is identical to the first one, featuring a light gray wall, a wooden floor, and stylized social media icons in the top left corner.

## ACKNOWLEDGEMENT

I would like to express my sincere gratitude to our worthy principal Prof. Dr. Atima Sharma Dwivedi, HOD Mrs. Rashmi Sharma, Guide Ms. Chetna Nayyar and Ms. Prashoon Mishra who gave me the golden opportunity to do this wonderful project on the topic Social Media (Instagram). It's really admirable how you always see projects through from conception to completion. I further thank my parents and friends who helped me completing this project in a limited period of time.

THANKYOU EVERYONE

# NEW LOOK FASHION HUB

## WEAR TO CHANGE THE TREND



**SUBMITTED TO :**  
**MS. KAJAL VERMA**  
**FACULTY OF VOCATIONAL STUDIES**

**SUBMITTED BY :**  
**SIMARJIT KAUR, SNEHA AND**  
**RANCHEL**  
**CLASS: B. VOC. (RM) SEM-V**  
**ROLL NO. - 2011953, 2011960**  
**AND 2011952 CAPSTONE**  
**PROJECT**

## COMPANY DESCRIPTION

- **A PARTNERSHIP FIRM.**
- **IT INCLUDE DETAILED WOMEN CLOTHING, KIDS CLOTHING, ACCESSORIES BOUTIQUE THAT INTENDS TO OPEN IN SODAL ROAD, JALANDHAR.**
- **IT INCLUDE A DETAILED STYLE ASSESSMENT THAT WILL ENSURE THAT OUR CUSTOMERS ARE ALWAYS WELL DRESSED.**
- **LADIES WEAR, KIDS WEAR**
- **SPECIAL BENEFITS TO EMPLOYEES.**





# THE STEAMING MUG

## LIFE BEGIN AFTER COFFEE



**Submitted To :**

**Ms. Kajal Verma**

**Faculty of Vocational Studies**

**Submitted By :**

**Gurbakhshish Kaur, Ritu**

**B.Voc.(RM) Sem: 5<sup>th</sup>**

**18111800032, 18111800006**

**Capstone Project**

## EXECUTIVE SUMMARY

- My mission will provide a friendly, comfortable atmosphere where the customers can receive quality food, drinks, and service at a reasonable price.
- My cafe will offer variety of choices to the customers like Cappuccinos, lattes, espressos, smoothies, regular coffee, soft drinks, and different types of tea etc.
- The cafe will also serve deli-style breakfast sandwiches with the fresh ingredients, muffins, croissants, cinnamon rolls, coffee cakes, and other tasty treats.
- The steaming mug Cafe will be open from Monday to Sunday ( 09:00 AM to 10:00 PM).
- It is located in near bus stand, Jalandhar.

# Food Truck Bussiness Plan

**Rk's Meal**

**A Treat for foodies**

Submitted to:

Ms.Kajal Verma

(Faculty of Vocational Studies)

Submitted by:

Name:Rajwinder kaur,Ramanpreet Kaur and Mandeep Kaur

Class: B.Voc(Retail Management)Sem -V

Roll no:2011954,2011955 and 2011956

Subject:Capstone Project

## Introduction

Food truck business can simply be classified as a mobile restaurant . Food truck is essentially a large that is equipped with the neccessary gadgets to cook and conveniently sell food for those people who doesn't have time to sit down in a restaurant,this will be great for them.

Rk's meal is a food truck business based in Jalandhar.Whenever we look,we find lots of foreign food restaurants,truck and carts but we have not been introduced our fast food.Taking that as an advantage, we are going to introduce the Rk's Meal food truck service, where we serve fast food items. We won't sell ready made food.

Our food is easy to prepare and not required much time.



# MIRROR MAGIC BEAUTY SALOON



Think beauty, Think us



Submitted to  
**Ms. Kajal Verma**  
(Faculty of Vocational Studies)

Submitted by:  
**Komaljit kaur, Jatinder kaur and Jashanpreet Kaur**  
Class: B.VOC(RM) semester:5  
Roll.no:2011959,2011951 and 2011957  
Subject:Capstone project

## OUR BUSINESS

Mirror magic is full-service beauty salon dedicated to consistent providing high customer satisfaction by rendering excellent service, quality products, and furnishing an enjoyable atmosphere at an acceptable price/value relationship. We will also maintain a friendly, fair and creative work environment, which respects diversity, ideas and handwork.





**TRAINING PROJECT**  
**ON**



Submitted to:-

Ms. Megha Arora

(Faculty of Vocational Studies)  
Management)Sem-VI

Submitted by:-

Rajwinder Kaur

Class: B.Voc(Retail

Roll no.,2011954

## **Acknowledgement**

A task or project cannot be completed alone it requires the effort of many individual I take this opportunity to thank all those who helped me complete this project.

I express my sincere gratitude to Principal Prof. Dr.Atima Sharma Dwivedi and our course incharge Mrs. Rashmi Sharma as well as Ms.Megha Arora for giving us the opportunity to undergo this project I thank them for lending a helping hand when it came to solve my problems related to this project. This project would not have been possible without their valuable time and support. This project is an attempt to talk about the use of social media platforms and websites to promote a product or service.



# SOCIAL MEDIA MARKETING

---

Submitted to: Ms. Megha  
Faculty of Vocational Studies

Submitted by : Sneha  
Class : B.Voc (Retail Management) Sem-VI  
Roll no. : 18111800001  
Subject : Training Project

## **Acknowledgement**

I would like to express my sincere gratitude to our Principal Prof. Atima Sharma Dwivedi and our course incharge Mrs. Rashmi Sharma as well as our subject incharge Ms. Megha Arora who gave me the golden opportunity to do this presentation on social media marketing and also helped me a lot in doing research on topic and i came to know so many new things regarding social media marketing how it works, I also trade My creator account on Instagram and was able to gather a lot of information.

# **SOCIAL MEDIA MARKETING**



**Submitted to : Ms. Megha Arora**

**Faculty of Vocational Studies**

**Submitted by : Simarjit Kaur**

**Class : B.voc (RM) Sem VI**

**Roll no. : 18111800015**

**Subject : Training Project**

## **ACKNOWLEDGEMENT**

- I would like express my sincere gratitude to our Worthy Principal Prof. Atima sharma dwivedi and our course in charge Mrs.Rashmi sharma as well as our subject teacher Ms. Megha Arora who gave the golden opportunity to do this presentation on social marketing and also helped me a lot in doing research on this topic and i came to know so many new things regarding social marketing how it works, I also make my business account on Instagram and was able to gather allot of information.
- I am really thankful to them. This presentation is consumed huge amount, research and dedication. Still implementation would not have been possible if i did not have a support and guidance of my respected teachers .therefore, i would extend my sincere gratitude to all of them for extending continuous in completion of project





# SOCIAL MEDIA MARKETING

---

Submitted to: Mrs. Megha Arora  
Faculty of Vocational Studies

Submitted by : Jashanpreet Kaur  
Class : B.Voc Retail Management - VI  
Roll no. : 18111800009  
Subject : Training Project

## **Acknowledgement**

I would like to express my sincere gratitude to our Principal Prof. Atima Sharma Dwivedi and our course incharge Mrs. Rashmi Sharma as well as our subject incharge Ms. Megha Arora who gave me the golden opportunity to do this presentation on social media marketing and also helped me a lot in doing research on topic and i came to know so many new things regarding social media marketing how it works, I also trade My creator account on Instagram and was able to gather alot of information



Training project  
On  
Bharti consultants



Submitted to : Mrs. Megha Arora  
Faculty of Vocational Studies

Submitted by : Ritu kumari  
Class : B.voc (RM) Sem VI  
Roll no. : 18111800008  
Subject : Training Project

## ACKNOWLEDGEMENT

I would like express my sincere gratitude to our Worthy Principal Prof. Atima sharma dwivedi and our course in charge Mrs. Rashmi sharma as well as our subject teacher Mrs. Megha Arora who gave the golden opportunity to do this presentation on HR recruiter Bharti consultants and also helped me a lot in doing research on this topic and i came to know so many new things regarding HR recruiter how it works, I also make my learnt so many things about banks and was able to gather allot of information.

I am really thankful to them . This presentation is consumed huge amount , research and dedication. Still implementation would not have been possible if i did not have a support and guidance of my respected teachers .therefore, i would extend my sincere gratitude to all of them for extending continuous in completion of project

# TRAINING PROJECT ON



Submitted to:-

Ms. Megha Arora

(Faculty of Vocational Studies)  
Management)Sem-VI

Submitted by:-

Jatinder Kaur

Class: B.Voc(Retail

Roll no: 2011951

## **Acknowledgement**

A task or project cannot be completed alone it requires the effort of many individual I take this opportunity to thank all those who helped me complete this project.

I express my sincere gratitude to Principal Prof. Dr.Atima Sharma Dwivedi and our course incharge Mrs. Rashmi Sharma as well as Ms. Megha Arora for giving us the opportunity to undergo this project I thank them for lending a helping hand when it came to solve my problems related to this project. This project would not have been possible without their valuable time and support. This project is an attempt to talk about the use of social media platforms and websites to promote a product or service.

# TRAINING PROJECT

ON



Submitted to:-

Ms. Megha Arora

(Faculty of Vocational Studies)  
Management)Sem-VI

Submitted by:-

Ramanpreet Kaur

Class: B.Voc.(Retail

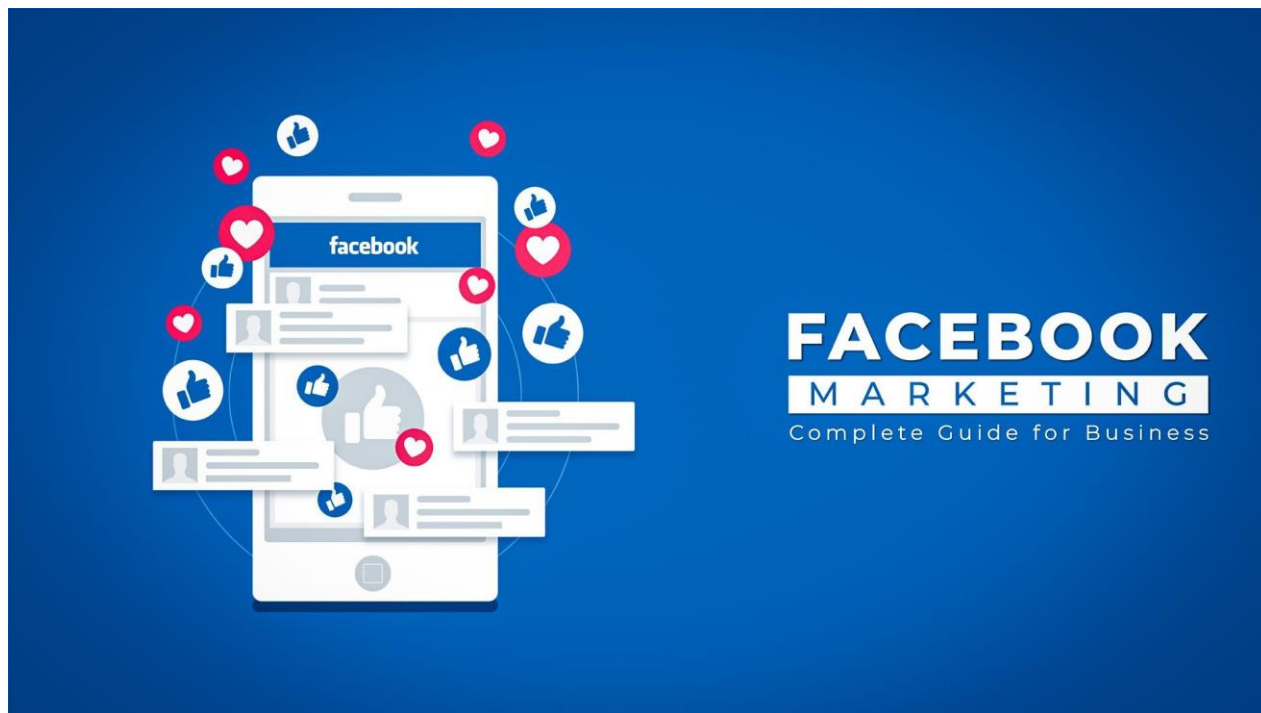
## **Acknowledgement**

A task or project cannot be completed alone it requires the effort of many individual I take this opportunity to thank all those who helped me complete this project.

I express my sincere gratitude to Principal Prof. Dr.Atima Sharma Dwivedi and our course incharge Mrs. Rashmi Sharma as well as Ms. Megha Arora for giving us the opportunity to undergo this project I thank them for lending a helping hand when it came to solve my problems related to this project. This project would not have been possible without their valuable time and support. This project is an attempt to talk about the use of social media platforms and websites to promote a product or service.

# TRAINING PROJECT

ON



Submitted to:-

Ms. Megha Arora

(Faculty of Vocational Studies)  
Management)Sem-VI

Submitted by:-

Mandeep Kaur

Class: B.Voc. (Retail

Roll no: 2011956

## **Acknowledgement**

A task or project cannot be completed alone it requires the effort of many individual I take this opportunity to thank all those who helped me complete this project.

I express my sincere gratitude to Principal Prof. Dr.Atima Sharma Dwivedi and our course incharge Mrs. Rashmi Sharma as well as Ms. Megha Arora for giving us the opportunity to undergo this project I thank them for lending a helping hand when it came to solve my problems related to this project. This project would not have been possible without their valuable time and support. This project is an attempt to talk about the use of social media platforms and websites to promote a product or service.



# TRAINING PROJECT

ON



Submitted to:-

Ms. Megha Arora

(Faculty of Vocational Studies)  
Management)Sem-VI

Submitted by:-

Komaljit Kaur

Class: B.Voc.(Retail

Roll no:2011959

## **Acknowledgement**

A task or project cannot be completed alone it requires the effort of many individual I take this opportunity to thank all those who helped me complete this project.

I express my sincere gratitude to Principal Prof. Dr.Atima Sharma Dwivedi and our course incharge Mrs. Rashmi Sharma as well as Ms. Megha Arora for giving us the opportunity to undergo this project I thank them for lending a helping hand when it came to solve my problems related to this project. This project would not have been possible without their valuable time and support. This project is an attempt to talk about the use of social media platforms and websites to promote a product or service.

# TRAINING PROJECT

ON



Submitted to:-

Ms. Megha Arora

(Faculty of Vocational Studies)  
Management)Sem-VI

Submitted by:-

Gurbakshish Kaur

Class: B.Voc. (Retail

Roll no:2011958

## **Acknowledgement**

A task or project cannot be completed alone it requires the effort of many individual I take this opportunity to thank all those who helped me complete this project.

I express my sincere gratitude to Principal Prof. Dr.Atima Sharma Dwivedi and our course incharge Mrs. Rashmi Sharma as well as Ms. Megha Arora for giving us the opportunity to undergo this project I thank them for lending a helping hand when it came to solve my problems related to this project. This project would not have been possible without their valuable time and support. This project is an attempt to talk about the use of social media platforms and websites to promote a product or service.

## TRAINING PROJECT

ON



Submitted to:-

Ms. Megha Arora

(Faculty of Vocational Studies)  
Management)Sem-VI

Submitted by:-

Ranchel

Class: B.Voc.(Retail

Roll no:2011952

## **Acknowledgement**

A task or project cannot be completed alone it requires the effort of many individual I take this opportunity to thank all those who helped me complete this project.

I express my sincere gratitude to Principal Prof. Dr.Atima Sharma Dwivedi and our course incharge Mrs. Rashmi Sharma as well as Ms. Megha Arora for giving us the opportunity to undergo this project I thank them for lending a helping hand when it came to solve my problems related to this project. This project would not have been possible without their valuable time and support. This project is an attempt to talk about the use of social media platforms and websites to promote a product or service.

**The Heritage Institution**  
**Kanya Maha Vidyalaya (Autonomous)**  
**Jalandhar City**



**PROJECT REPORT**  
**ON**  
**DIGITAL MARKETING**

**Submitted To: Ms. Chetna Arora**  
**(Faculty of Vocational Studies)**

**Submitted By: Manpreet Kaur Bhullar**  
**Uni. Roll No. 19218600008**  
**Class Roll No. 2012554**  
**M.Voc (Retail Management)**  
**Semester - IV**

## **ACKNOWLEDGMENT**

It gives me immense pleasure to present the Project on Digital Marketing. I would like to extend my sincere thanks to our worthy madam Principal Prof. (Dr.) Atima Sharma Dwivedi for providing me this opportunity to expand my knowledge horizon. It would have been possible without the kind support of teacher course Incharge Mrs. Rashmi mam and class teacher Ms. Chetna Arora, under whose guidance and constant supervision the project was brought to the present state.



## **Contents**

- What Is Digital Marketing
- Why Digital Marketing
- Traditional Marketing Vs Digital Marketing
- What Are The Best Digital Marketing Tools?
- Types Of Digital Marketing
- Digital Marketing Strategies
- Introduction Of Instagram Marketing
- What Is Instagram
- History Of Instagram
- Benefits Of Instagram For Business
- Instagram Marketing Strategy
- Positive And Negative Of Instagram
- Age And Gender Of Internet Users On Instagram
- How Does Instagram Work?
- I Also Made My Business Page On Instagram
- Conclusion
- Bibliography

**Minor Project**

**On**

**A study of consumer Perception on the Patanjali products**



**Submitted To.**

**Ms. Chetna Arora.**

**(Faculty of Vocational Studies)**

**Submitted By**

**Ramanpreet Kaur**

**Roll no :19218600010**

**M.Voc (Retail Management) Sem 3**

## **Certificate**

This is certify that **Ramanpreet** Kaur a student of **M.Voc (Retail Management )** of **Kanya Mahavidyalaya** has undertaken the Project under my guidance for the Project Titled **“A Study of Consumer Perception on the Patanjali Products”** This project Report is prepared in partial fulfillment for the award of the degree of Masters of Vocational .

Ms.Chetna Arora

(Asst.Prof.)

## **Acknowledgments**

I would to express my special thanks of gratitude to our Principal Prof .Dr Atima Sharma Dwivedi and our course Incharge Ms.Rashmi Sharma well as our subject teacher Ms.Chetna Arora who gave me the golden opportunity to do this of Minor Research Project that also helped me in doing a lot of research and I came to know about so many new things I am really thankful to them.

Second I would also like to thanks my parents and friends who helped me a lot finalizing this Minor Research Project with in the limited time frame.

I learnt a lot of thing from this practical.

KANYA MAHAVIDYALAYA  
JALANDHAR

*Minor Research Project*

*on*

***A CONSUMER BUYING BEHAVIOR  
WITH REFERENCE TO D-MART***

Submitted to-  
Ms.Chetna Arora  
(Faculty of Vocational Studies)

Submitted by-  
Birkamal  
M.Voc (Retail Management)  
Sem-iii  
Roll No.-1921860012

# ACKNOWLEDGEMENT

I would like to express my sincere gratitude to our Worthy Principal Prof. Dr. Atima Sharma Dwivedi and our course in charge Mrs. Rashmi Sharma as well as our subject teacher Ms. Chetna who gave me the golden opportunity to do this Project on A CONSUMER BUYING BEHAVIOR WITH REFERENCE TO D-MART and also helped me a lot in doing research on this topic and I came to know about so many new things and was able to gather lot of information. I am really thankful to them.

This project consumed huge amount of work, research and dedication. Still implementation would not have been possible if I did not have a support and guidance of my respected teachers. Therefore, I would like to extend my sincere gratitude to all of them for extending continuous support in completion of project.

I would also like to thank my parents and friends who supported me in finishing this project within the limited time frame.

In this Pandemic situation, most of the data I have selected for my project is a secondary data.

# CERTIFICATE

This is to certify that Birkamal, student of Masters of Vocational Course in Retail Management semester 3<sup>rd</sup> has successfully completed the research on the project “***A CONSUMER BUYING BEHAVIOR WITH REFERENCE TO D-MART***” under the guidance of Ms.Chetna Arora (subject teacher ) in partial fulfillment of ‘MINOR RESEARCH PROJECT’

Ms.Chetna Arora  
(Subject In charge )

Birkamal



**MINOR RESEARCH  
PROJECT REPORT ON  
MARKETING STRATEGIES OF HP IN  
INDIA**



**SUBMITTED TO:**

**MS. CHETNA ARORA**

**(FACULTY OF VOCATIONAL STUDIES, KMV)**

**SUBMITTED BY:**

**SHARANJIT KAUR**

**M.VOC (RETAIL MGT.) SEM III**

**ROLL NO. 19218600002**



## **STUDENT'S DECLARATION**

This is to certify that I have completed this Minor Research Project titled **"Marketing Strategies of HP in India"** under the guidance of **"Ms. Chetna Arora"** in partial fulfillment of the requirement of the award of degree of Masters of Vocational Studies in Retail Management at Kanya Maha Vidyalaya, Jalandhar. This is an original piece of work and I have not submitted it earlier elsewhere.

## **CERTIFICATE FROM THE GUIDE**

*This is to certify that the Minor Research Project titled “**Marketing Strategies of Hp in India**” is an academic work done by “Sharanjit Kaur” submitted in the partial fulfillment of the requirement for the award of the Masters of Vocational Studies in Retail Management from Kanya Maha Vidyalaya, under my guidance & direction. To the best of my knowledge and belief the data & information presented by him in the project has not been submitted earlier.*

**MS. CHETNA ARORA**

**(FACULTY OF VOCATIONAL STUDIES)**

## ACKNOWLEDGEMENT

*The success and final outcome of this case study required a lot of guidance and assistance from many people and I am extremely privileged to have got this all along the completion of my project. All that I have done is only due to such supervision and assistance and I would not forget to thank them.*

*I respect and thank Ms. Atima Sharma Dwivedi, for providing me an opportunity to prepare case study and giving us all support and guidance which made me complete the case study duly. I am extremely thankful to her for providing such a nice support and guidance, although he had busy schedule managing the corporate affairs.*

*I owe my deep gratitude to our project guide Ms. Chetna Arora who took keen interest on our work and guided us all along, till the completion of our case study by providing all the necessary information for developing a good system.*

*I would not forget to remember Ms. Rashmi Sharma for their encouragement and more over for their timely support and guidance till the completion of our case study.*

*I am thankful to and fortunate enough to get constant encouragement, support and guidance from all Teaching staffs which helped us in successfully completing our project work.*

Sharanjit Kaur

# **Minor Research Project**

## **Report**

### **On**

## **Consumers Searching Habbits on Instagram**

**SUBMITTED TO:**

**MS. CHETNA ARORA**

**(FACULTY OF VOCATIONAL STUDIES, KMV)**

**SUBMITTED BY:**

**SANGEET**

**M.VOC (RETAIL MGT.) SEM III**

**ROLL NO. 19218600004**

## STUDENT'S DECLARATION

This is to certify that I have completed this Minor Research Project titled **“Consumers Searching Habbits on Instagram”** under the guidance of **“Ms. Chetna Arora”** in partial fulfillment of the requirement of the award of degree of Masters of Vocational Studies in Retail Management at Kanya Maha Vidyalaya, Jalandhar. This is an original piece of work and I have not submitted it earlier elsewhere.

## **CERTIFICATE FROM THE GUIDE**

*This is to certify that the Minor Research Project titled “Consumers Searching Habbits on Instagram” is an academic work done by “Sangeet” submitted in the partial fulfillment of the requirement for the award of the Masters of Vocational Studies in Retail Management from Kanya Maha Vidyalaya, under my guidance & direction. To the best of my knowledge and belief the data & information presented by him in the project has not been submitted earlier.*

**MS. CHETNA ARORA**

**(FACULTY OF VOCATIONAL STUDIES)**

# ACKNOWLEDGEMENT

*The success and final outcome of this case study required a lot of guidance and assistance from many people and I am extremely privileged to have got this all along the completion of my project. All that I have done is only due to such supervision and assistance and I would not forget to thank them.*

*I respect and thank Ms. Atima Sharma Dwivedi, for providing me an opportunity to prepare case study and giving us all support and guidance which made me complete the case study duly. I am extremely thankful to her for providing such a nice support and guidance, although he had busy schedule managing the corporate affairs.*

*I owe my deep gratitude to our project guide Ms. Chetna Arora who took keen interest on our work and guided us all along, till the completion of our case study by providing all the necessary information for developing a good system.*

*I would not forget to remember Ms. Rashmi Sharma for their encouragement and more over for their timely support and guidance till the completion of our case study.*

*I am thankful to and fortunate enough to get constant encouragement, support and guidance from all Teaching staffs which helped us in successfully completing our project work.*

Sangeet