

## Siliguri Institute of Technology

		<b>DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)_SIT (119)</b>			
		<b>SIP PROJECT TITLE_COMPANY_GUIDE DETAILS: ACADEMIC SESSION: 2015-16</b>			
SI No	ROLL	NAME	PROJECT TITLE	SIP COMPANY	Faculty Guide
1	11900914004	ASHIANA PARVEEN	A STUDY ON PRODUCT PORTFOLIO & CORRESPONDING MARKET SHARE OF IPCA IN COOCHBEHAR DISTRICT	IPCA LABORATORIES	Ms. Santana Guha
2	11900914005	BIJAY SANKAR GHOSH	AWARENESS SURVEY OF ONLINE NEWS PORTALS AMONG THE NET USERS OF SILIGURI	TIMES OF NORTH	Mr Debayan Nandi
3	11900914008	JYOTI JAISWAL	A STUDY ON RECRUITMENT PROCEDURES IN THE PANTALOONS SILIGURI	PANTALOONS, SILIGURI	Mrs Amrita Banerjee
4	11900914009	KHUSBOO PANDEY	TRAINING & DEVELOPMENT OF EMPLOYEES	PANTALOONS, SILIGURI	Dr Dipak Saha
5	11900914013	PARTHA PRATIM DAS	A STUDY ON PRODUCT PROMOTION & AWARENESS OF VALVOLINE CUMMINS PVT LTD AT ALIPURDUAR REGION	VALVOLINE	Dr Shuvendu Dey
6	11900914015	POMPI DAS	AN EVALUATION OF HR POLICY & PRACTICES IN PANTALOONS FASHION & RETAIL LIMITED	PANTALOONS, SILIGURI	Ms. Santana Guha
7	11900914016	PRALOY RAI	STUDY ON NEW EDUCATIONAL TOOLS: WITH SPECIAL AWARENESS TO HILLS OF DARJEELING	NEXT EDUCATION PVT LTD	Mr Arup Kumar Bose
8	11900914018	RAJESH SAH	A STUDY ON THE FINANCIAL PERFORMANCE OF "ZERODOL PRODUCT" AND STRATEGIES OF IPCA LABORATORIES IN JALPAIGURI DISTRICT	IPCA LABORATORIES	Mr Arunava Bhattacharya
9	11900914019	RITESH DAS	AN ANALYTICAL STUDY ON RECRUITMENT & SELECTION PRACTICES IN NEOTIA GATEWELL HEALTH CENTER, SILIGURI	NEOTIA GATEWELL HEALTH CENTER, SILIGURI	Ms Pratyusha Guha
10	11900914021	SAMBO CHAKRABORTY	MUTUAL FUND INVESTMENT: A STUDY ON CONSUMER BEHAVIOUR IN SILIGURI REGION	ANAND RATHI	Mr Debayan Nandi
11	11900914024	SARIKA BHARTI	CUSTOMER FOOTFALL ANALYSIS AT PANTALOONS	PANTALOONS, SILIGURI	Ms. Santana Guha
12	11900914025	SHREYOASHI ROY	A STUDY ON JOB SATISFACTION AMONG THEEMPLOYEES OF AIR INDIA	AIR INDIA	Mr Debayan Nandi
13	11900914029	SUKANYA PAUL	REPORT ON THE STUDY OF PERFORMANCE APPRAISAL	POWER GRID INDIA LIMITED, VIZAG	Mr Shomnath Dutta
14	11900914033	TANMAY SEN	A STUDY ON BRAND PROMOTION & AWARENESS A CASE OF VALVOLINE	VALVOLINE	Mr Shomnath Dutta
15	11900914038	MOUMITA DAS	EMPLOYEE ENGAGEMENT & ORGANIZATIONAL COMMITMENT	PANTALOONS, SILIGURI	Mrs Amrita Banerjee

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		<b>SIP PROJECT TITLE_COMPANY_GUIDE DETAILS: ACADEMIC SESSION: 2016-17</b>			
SI No	ROLL	NAME	PROJECT TITLE	SIP COMPANY	Faculty Guide
1	11900915001	AFSHRA SINGH	FM RADIO ADVERTISING PREFERENCE BY THE ADVERTISERS FROM THE SILIGURI REGION	TIMES OF NORTH	Mrs. Amrita Banerjee
2	11900915003	AKSHAY PRADHAN	ANALYSIS OF SERVICE QUALITY IN AIR INDIA SILIGURI	AIR-INDIA, BAGDOGRA	Mr. Dipak Saha
3	11900915004	AMIT KUMAR SINGH	STUDY ON CONSUMER SATISFACTION & ANALYSIS BASDED ON SHOPPERS STOP	ONION INSIGHTS	Mr. Dipak Saha

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4	11900915006	ARPANA TAMANG	A STUDY ON SATISFACTION LEVEL & ACCEPTANCE OF DIFFERENT SCHEMES BY THE EXISTING CUSTOMERS OF AXIS BANK, GEYZING BRANCH	AXIS BANK, GEYZING BRANCH	Dr. Arunava Bhattacharya
5	11900915007	ARUNAVA SHARMA SARKAR	STUDY PAPER ON RELATION BETWEEN HR DEPARTMENT & MARKETING DEPT. AND THEIR IMPACT ON ORGANIZATIONAL STRUCTURE	MAHARAJA AGRASEN HOSPITAL, SILIGURI	Mr. Shomnath Dutta
6	11900915008	ASHIKA GIRI	PROJECT REPORT ON ANALYSIS OF CUSTOMER SATISFACTION OF TRAVELYARI.COM	TRAVELYARI.COM	Ms. Santana Guha
7	11900915010	ABINASH KUMAR	MARKET STUDY OF THE LIGHTING INDUSTRY IN INDIA & MARKETING STRATEGY OF TREND LED	TREND LED	Mr. Subrata Ghosh
8	11900915012	BIPIN KUMAR JAISWAL	A STUDY ON BRANDING & SALES PROMOTION STRATEGY ADOPTED BY MY CARDS	MY CARDS	Dr. Shuvendu Dey
9	11900915013	BISHAL SHARMADHIKARY	STUDY ON ONLINE NEWS PORTAL & MARKETING STRATEGY ADPTED BY ESPY FILMS	ESPY FILMS	Dr. Shuvendu Dey
10	11900915014	BISHNU SINGHA	STUDY PAPER ON EVALUATION OF INVENTORY CONTROL SYSTEM IN MAHARAJA AGRASEN HOSPITAL WITH SPECIAL REFERENCE TO ITS FINANCIAL PERFORMANCE	MAHARAJA AGRASEN HOSPITAL	Ms. Santana Guha
11	11900915015	DIPANWITA ROY	EMPIRICAL ANALYSIS OF PROFITABILITY & FINANCIAL HEALTH OF ADITYA BIRLA RETAILS LTD (PANTALOONS)	PANTALOONS SILIGURI	Mr. Arup Kumar Bose
12	11900915016	DIPAYAN MITRA	A STUDY CONDUCTED FOR CUSTOMER SATISFACTION TOWARDS PRINTING PAPER FOR PRESS	SAPPHIRE PAPER MILLS LTD	Mr. Debayan Nandi
13	11900915017	JAYASHREE NAYNANG EVA	A PROJECT ON CUSTOMER SATISFACTION LEVEL TOWARDS BAJAJ MOTOR CYCLE WITH REFERENCE TO GOENKA ENGINEERING WORKS, SHILLONG	GOENKA ENGINEERING WORKS, SHILLONG	Mr. Dipak Saha
14	11900915018	KAMALA CHHETRI	ANALYSIS OF FINANCIAL HEALTH OF ICICI PRUDENTIAL LTD	ICICI PRDUNTIA, SILIGURI	Mr. Arup Kumar Bose
15	11900915020	MAMPI DAS	CUSTOMER FOOTFALL ANALYSIS AT PANTALOONS FASHION RETAIL LTD	PANTALOONS SILIGURI	Dr. Arunava Bhattacharya
16	11900915026	RAHUL KUMAR BARUAH	ASSESSING THE EFFECT OF BRAND REPOSITIONING ON CUSTOMER SATISFACTION A QUALITATIVE APPROACH	SAVIN WORLD RESORTS PVT LTD	Mr. Subrata Ghosh
17	11900915028	RICHA GURUNG	A STUDY ON DETERMINANTS OF CUSTOMER SATISFACTION OF WRT PASSENGERS OF AIR INDIA	AIR INDIA, BAGDOGRA	Dr. Arunava Bhattacharya
18	11900915031	SANJIV GUPTA	STUDY OF EMPLOYEE RETENTION & RECRUITMENT IN INSURANCE SECTOR IN INDIA	ICICI PRDUNTIA, SILIGURI	Mr. Debayan Nandi

### DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)\_SIT (119)

#### SIP PROJECT TITLE\_COMPANY\_GUIDE DETAILS: ACADEMIC SESSION: 2017-18

SI No	ROLL	NAME	PROJECT TITLE	SIP COMPANY	Faculty Guide
1	11900916001	YOGESH SUBBA	A PROJECT ON MECHANIZATION IN TEA HARVESTING	POWERTREK ENGINNERING LTD, SILIGURI	Arup Kumar Bose
2	11900916002	VISHAL BANIK	AN ANALYSIS ON INVESTMENT IN MUTUAL FUND THROUGH SYSTEMATIC INVESTMENT PLANNING - A SMART INVESTOR PREFERENCE	A BANIK & CO, SILIGURI	Sohini Guha
3	11900916003	TANUKA CHAKRABORTY	IMPACT OF ADVERTISING & SALES PROMOTION ON CONSUMER PURCHASE INTENTIONS TOWARDS ECO-FRIENDLY PAPER	SAPPHIRE PAPER MILLS PVT. LTD	Shomnath Dutta
4	11900916004	TANIYA KUNDU	A STUDY OF CUSTOMER SERVICE IN RETAIL BANKING	CORPORATION BANK, SILIGURI	Debayan Nandi
5	11900916005	SUBHOJIT CHOUDHURY	A PROJECT REPORT ON INDIA INFOLINE LTD	INDIA INFOLINE, SILIGURI	Ankush Dasgupta

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6	11900916006	SUBHOJIT NEOGI	MARKET ANALYSIS & SALES OF THE PRODUCT HANES IN & AROUND SILIGURI	SUBHSHREE MERCANDISE LTD, SILIGURI	Shomnath Dutta
7	11900916007	SITA CHHETRI	CUSTOMER FOOTFALL ACTIVITY AT PANTALOONS RETAIL LTD, SILIGURI	PANTALOONS, SILIGURI	Arunava Bhattacharya
8	11900916009	SEEMAN CHAKRABORTY	STUDY ON CLIENT EXPECTATION & PERCEPTION ABOUT ADVERTISING AGENCY	PUBLICITES ADVERTISING SERVICES, KANPUR	Shuvendu Dey
9	11900916010	SANTANU PAUL	AN EMPIRICAL STUDY OF THE CAPITAL STRUCTURE & TRENDS OF RETURN OF INDIAN COMPANY	SHUBHSHREE MERCANDISE PVT LTD SILIGURI	Arup Kumar Bose
10	11900916011	RIYA BOSE	STUDY OF BANKING IT PRODUCTS WITH REFERENCE TO CORPORATION BANK IN SILIGURI CITY OF NORTH BENGAL	CORPORATION BANK, SILIGURI	Shomnath Dutta
11	11900916012	RIYA BOSE	LEVEL OF CUSTOMER SATISFACTION AT DESUN HOSPITAL SILIGURI	DESUN HOSPITAL SILIGURI	Arunava Bhattacharya
12	11900916013	RITUPARNA GHOSH	EVALUATION OF BRAND AWARENESS AND CUSTOMER BUYING BEHAVIOUR TO DEVELOP EFFECTIVE PROMOTIONAL ACTIVITY OF SAPPHIRE PAPER MILLS PVT LTD	SAPPHIRE PAPER MILLS PVT LTD	Dipak Saha
13	11900916014	RESHMI ROY	RECRUITMENT & SELECTION PROCESS	PANTALOONS, SILIGURI	Pratyusha Guha
14	11900916015	REJJAK HOSSAIN	STUDY ON CONSUMER EXPECTATION & PERCEPTION TOWARDS PANTALOONS AT SILIGURI	PANTALOONS, SILIGURI	Sharmistha Bose
15	11900916016	PRIYASH GHOSH	STUDY OF FINANCIAL PLANNING & MODELLING OF CENGRES TILES LTD, SILIGURI	CENGRES TILES LTD, SILIGURI	Santana Guha
16	11900916017	PRATIK MUKHIA	LINEAR PROGRAMMING ON OPTIMAL PORTFOLIO SELECTION	RELIGARE SECURITIES LTD	Sohini Guha
17	11900916018	PRANAV AGARWAL	A STUDY OF RECRUITMENT & SELECTION OF MEDICA NORTH BENGAL CLINIC	MEDICA NORTH BENGAL CLINIC	Pratyusha Guha
18	11900916019	PRANAB CHOUDHURY	A PROJECT REPORT ON PANTALOONS FRESH FASHION	PANTALOONS, SILIGURI	Pratyusha Guha
19	11900916020	PINTOO GUPTA	NEW PRODUCT DEVELOPMENT & CUSTOMER SATISFACTION OF PIDILITE PRODUCTS IN SILIGURI	PIDILITE	Shomnath Dutta
20	11900916021	PAWAN KUMAR GUPTA	MNEW PRODUCT DEVELOPMENT & MARKETING MIX OF PIDILITE & FEVICOL COMPANY	PIDILITE	Shomnath Dutta
21	11900916023	NITA ROY	STUDY ON NEW PRODUCT DEVELOPEMNT & DEALER AWARENESS ABOUT PIDILITE PRODUCTS IN SILIGURI	PIDILITE	Arunava Bhattacharya
22	11900916024	NISTA SHRESTHA	STUDY OF IMPORTANCE OF TRAINING & DEVELOPMENT AS HRD TOOL WITH REFERENCE TO PANTALOONS (ADITYA BIRLA FASHION & RETAIL INDIA) A CRITICAL EVALUATION	PANTALOONS, SILIGURI	Dipak Saha
23	11900916025	NISHA LADIA	A STUDY ON ADVERTISING & CONSUMER AWARENESS OF NEW & DIFFERENTIATED PRODUCT; A QUALITATIVE APPROACH	IDILITE	Debayan Nandi
24	11900916026	NIBEDITA KUMUD ROY	A STUDY ON AWARENESS OF HEALTH INSURANCE PRODUCT AND CLAIM SETTLEMENT PROCESS WITH REFERENCE TO APOLLO MUNICH HEALTH INSURANCE	APOLLO MUNICH HEALTH INSURANCE	Dipak Saha
25	11900916028	MOULI ROY	STUDY ON THE PROSPECTIVE MARKET OF PRINTER CARTRIDGE IN THE MALDA REGION	FOUNTECH PRINT SOLUTION, MALDA	Shuvendu Dey
26	11900916029	MONOARAUl ISLAM	INDUSTRIAL PROJECT REPORT ON TRAINING & DEVELOPMENT IN EVANGEL INTERNATIONAL LTD, BANGLADESH	EVANGEL INTERNATIONAL LTD, BANGLADESH	Arunava Bhattacharya
27	11900916031	MANJARI CHHETRI	A STUDY ON IMPORTANCE OF RECRUITMENT & SELECTION TOOLS OF HRD WITH REFERENCE TO PANTALOONS (ADITYA BIRLA FASHION & RETAIL INDIA) A CRITICAL EVALUATION	PANTALOONS, SILIGURI	Paramita Choudhury
28	11900916032	MAINAK BOSE	A STUDY ON CUSTOMER PREFERENCE FOR COMPUTER CARTRIDGE AT ALIPURDUAR DISTRICT	FOUNTECH PRINT SOLUTIONS PVT LTD ALIPURDUAR	Debayan Nandi

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29	11900916033	K MOHINI RAO	STUDY ON RECRUITMENT PROCESS OF THE EMPLOYEES OF MARUTI SUZUKI, SEVOKE MOTORS	SEVOK MOTORS, SILIGURI	Ankush Dasgupta
30	11900916034	JAYSHREE SARKAR	THE AWARENESS OF APOLLO MUNICH HEALTH INSURANCE IN SILIGURI A QUALITATIVE APPROACH	APOLLO MUNICH HEALTH INSURANCE, SILIGURI	Dipak Saha
31	11900916035	ISHRAT JAHAN SHARIF	RECRUITMENT & SELECTION PROCESS, EVANGEL INTERNATIONAL LTD, BANGLADESH	EVANGEL INTERNATIONAL LTD, BANGLADESH	Arup Kumar Bose
32	11900916036	HARENDRA ROY	A STUDY ON MUTUAL FUND & PERCEPTION TOWARDS APOLLO MUNICH HEALTH INSURANCE BY MARKETING ANALYSIS OF COMPANY	APOLLO MUNICH HEALTH INSURANCE, SILIGURI	Santana Guha
33	11900916038	FIRDOUSH RAHAMAN	COMPETITOR ANALYSIS ON PANTALOONS RETAIL INDIA SILIGURI	PANTALOONS, SILIGURI	Sharmistha Bose
34	11900916039	DURGANAND JHA	A COMPARATIVE ANALYSIS OF LOAN PERFORMANCE OF CORPORATION BANK	CORPORATION BANK	Santana Guha
35	11900916040	DIPESH KHANAL	A STUDY OF CASH TILL MANAGEMENT A CONCEPTUAL STUDY	PANTALOONS, SILIGURI	Paramita Choudhury
36	11900916042	DEBRAJ CHAKRABORTY	A STUDY ON JOB SATISFACTION AT MARUTI SUZUKI, SEVOKE MOTORS SILIGURI	SEVOK MOTORS, SILIGURI	Paramita Choudhury
37	11900916043	DEBJANI BAIDYA	A STUDY ON MARKETING STRATEGY ADOPTED BY MARUTI SUZUKI IN AND AROUND SILIGURI	SEVOKE MOTORS PVT LTD	Shuvendu Dey
38	11900916044	DAMINI BOSE	A STUDY ON WORK LIFE BALANCE OF FEMALE EMPLOYEES IN UNION BANK OF NDIA REGIONAL OFFICE, SILIGURI	UNION BANK, REGIONL OFFICE SILIGURI	Ankush Dasgupta
39	11900916045	CHETAN ANAND TIWARI	STUDY ON CUSTOMER PREFERENCE FOR COCA COLA WITH REFERENCE TO COCA COLA INDIA, RANINAGORE	COCA COLA INDIA, RANINAGORE	Debayan Nandi
40	11900916046	BINITA KUMARI	A STUDY ON CONSUMER SATISFACTION LEVEL & PERCEPTION TOWARDS APOLLO MUNICH HEALTH INSURANCE	APOLLO MUNICH HEALTH INSURANCE	Shuvendu Dey
41	11900916047	BAISHALI CHOUDHURY	RECRUITMENT POLICY OF EMPLOYEES & AGENTS IN APOLLO MUNICH HEALTH INSURANCE	APOLLO MUNICH HEALTH INSURANCE, SILIGURI	Ankush Dasgupta
42	11900916049	ASHISH MAJUMDER	A STUDY ON MARKETING STRATEGY & ROLL OF MARKETING OF SAVIN KINGDOM IN SILIGURI	SAVIN KINGDOM, SILIGURI	Shuvendu Dey
43	11900916050	ARUNDHUTI SAHA	STUDY ON RECRUITMENT & SELECTION AT AMBUJA NEOTIA HEALTH CARE CENTER, SILIGURI	NEOTIA HEALTH CARE SILIGURI	Paramita Choudhury
44	11900916052	ANKUSH ARNOLD ROY	A STUDY ON DEALER NETWORK OF NITCO IN SILIGURI TO UNDERSTAND THE CUSTOMER BUYING BEHAVIOUR & CHALLENGES IN THE EXISTING NETWORK	NITCO, SILIGURI	Arunava Bhattacharya
45	11900916053	AKASH SHARMA	IMPACT OF BRANDING ON CONSUMER PURCHASE BEHAVIOUR IN COCA COLA	COCA COLA, RANINAGAR	Santana Guha
46	11900916054	AKANCHA CHETTRI	A PROJECT REPORT ON GOODS & SERVICE TAX: A CONCEPTUAL STUDY	MAHESH BANSAL CA FIRM	Paramita Choudhury
47	11900916055	ABIRA PAUL	STUDY ON CUSTOMER SATISFACTION IN BANK WITH SPECIAL REFERENCE TO CORPORATION BANK, SILIGURI	CORPORATION BANK, SILIGURI	Dipak Saha
48	11900916057	ABHISHEK BHANDARI	ANALYSIS OF TREND VALUES OF EARNING & DIVIDEND OF 2 INDIAN CORPORATES	RELIGARE SECURITIES, SILIGURI	Arup Kumar Bose

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**SIP PROJECT TITLE\_COMPANY\_GUIDE DETAILS: ACADEMIC SESSION: 2018-19**

SI No	ROLL	NAME	PROJECT TITLE	SIP COMPANY	Faculty Guide
1	11900917001	VICKY DUTTA	TRADING & INVESTMENT IN EQUITY SHARE	KOTAK SECURITIES, SILIGURI	Ms. Santana Guha

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2	11900917002	SUVANKAR NASKAR	CONSUMER PERCEPTION TOWARDS DHFL HOME LOAN	DHFL	Ms. Sohini Guha
3	11900917003	SUSHANT DAN GURUNG	STUDY ON ROLE OF KHADI & VILLAGE INDUSTRIES IN GROWTH OF STATE ECONOMY & BALANCED REGIONAL DEVELOPMENT OF WEST BENGAL	KVIC, W BENGAL	Mr. Debayan Nandi
4	11900917004	SUMIT SINGH	STUDY OF CUSTOMER PREFERNCE TOWARDS WOMEN ETHNICWEAR IN PANTALOONS RETAIL LTD	PANTALOONS RETAIL, SILIGURI	Ms. Papia Bhowmik
5	11900917005	SUJOY DAS	SALES & MARKETING AT MERI VIEW TEA ESTATE PVT LTD	MERI VIEW TEA ESTATE PVT LTD, NAXALBARI	Mr. Shomnath Dutta
6	11900917006	SUBODEEP CHAKRABORTY	EXPLORING BUSINESS TRENDS IN THE TRAINING & EDUCATION SECTOR IN METROPC	SKILL ACADEMY OF INDIA, SILIGURI	Dr. Dipak Saha
7	11900917007	SOUMYADEEP MITRA	A STUDY ON DEALER SATISFACTION; A CASE OF PIDILITE INDUSTRIES LTD KOLKATA	PIDILITE	Dr. Dipak Saha
8	11900917008	SOUMYA BANERJEE	CONSUMER ANALYSIS ON DHFL HOME LOAN	DHFL	Ms. Sohini Guha
9	11900917009	SIDDHARTHA TALUKDAR	AN ANALYSIS OF INVESTMENT IN SHARES & MUTUAL FUNDS THROUGH SIP & LUMPSUM - A SMART INVESTOR PREFERENCE	KOTAK SECURITIES, SILIGURI	Ms. Santana Guha
10	11900917010	SHARMISTHA GHOSH	MARKET MAPPING OF HUL OUTLETS IN SILIGURI & PROMOTIOAL AWARENESS GENERATION OF ELECTRONIC DEVICE IN MANAGING OUTLETS	HUL	Mr. Shomnath Dutta
11	11900917011	SHAMBHAVI JHA	A STUDY ON TRAINING & DEVELOPEMNT AT WINWORLD CONTAINER LINES PVT LTD	WINWORLD CONTAINER LINES PVT LTD	Ms. Pratyusha Guha
12	11900917012	SHAIMA ZAFIR	A STUDY ON THE FACTORS DETERMINING THE INVESTMENT DECISIONS OF THE INVESTORS	PRABIN AGARWAL & CO	Ms. Santana Guha
13	11900917013	SATYAKI GHOSH	LEARNING THE BUSINESS TRENDS IN THE T&P SECTOR OF INDIA & PSYCHOLOGICAL ANALYSIS OF STUDENTS & CORPORATES	ARADHYA'S BRILLIANCE CENTER, VIJAYNAGAR	Ms. Papia Bhowmik
14	11900917014	SAPTARSHI CHAKRABORTY	SERVICE PROVIDED IN AN ORGANISED RETAIL STORES	PANTALOONS, SILIGURI	Ms. Santana Guha
15	11900917015	SAGAR PRASAD	A STUDY ON CONSUMER BEHAVIOUR IN PANTALOONS RETAIL	PANTALOONS RETAIL, SILIGURI	Ms. Papia Bhowmik
16	11900917016	ROSHAN KUMAR THAKUR	A STUDY ON EFFECT OF WORKING CAPITAL MANAGEMENT ON PROFITABILITY OF STERLING & WILSON PVT LTD	STERLING & WILSON PVT LTD, SILIGURI	Ms. Santana Guha
17	11900917017	RIKTAM SAHA	CONSUMER SATISFACTION TOWARDS DHFL HOME LOAN	DHFL	Dr. Shuvendu Dey
18	11900917018	RAJDEEP GHOSH	MARKETING STRATEGY TO DEVELOP ORGANIC FARMING IN NORTH BENGAL	GREENFARMING SOLUTIONS	Mr. Ankush Das Gupta
19	11900917019	PUSHKAR JHA	A STUDY ON DISTRIBUTION STRATEGY OF PIDILITE IN WEST BENGAL	PIDILITE	Dr. Shuvendu Dey
20	11900917020	PRIYANKA ROY	CHANGING TRENDS IN APPAREL INDUSTRY IN INDIA WITH SPECIAL REFERENCE TO PANTALOONS	PANTALOONS, SILIGURI	Dr. Shuvendu Dey
21	11900917021	PRIYANKA DUTTA	IMPACT OF ROYALTY PROGRAMME IN PANTALOONS SILIGURI	PANTALOONS, SILIGURI	Dr. Shuvendu Dey
22	11900917022	PRITI SAHA	A COMPARATIVE STUDY ON SELECTED MUTUAL FUNDS	PRABIN AGARWAL & CO	Ms. Paramita Choudhury
23	11900917023	PRASHANT KUMAR JHA	EQUITY MARKET & ITS BENEFITS	KOTAK SECURITIES, SILIGURI	Ms. Swagata Nath
24	11900917024	PRAJWAL GURUNG	CONSUMER BEHAVIOUR TOWARDS KHADI VILLAGE & INDUSTRIES WITH SPECIAL REFERENCE TO KHADI READYMADE GARMENTS	WB KHADI & VILLAGE INDUSTRIES LTD	Mr. Shomnath Dutta

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25	11900917026	PARTHA SARKAR	STUDY OF MARKET PROMOTION & DISTRIBUTION CHANNEL STRATEGIES OF PIDILITE IN KOLKATA	PIDILITE, KOLKATA	Mr. Shomnath Dutta
26	11900917027	NILIMI SEMA	STUDY ON HOW TO FACE CHALLENGES OF EMPLOYEE RETENTION IN AUTOMOBILE SECTOR	MARUTI SUZUKI, SEVOK MOTORS, SILIGURI	Mr. Debayan Nandi
27	11900917028	NILADRI SEKHAR BARUA	ANALIZE & RECOMMEND PENETRATION STRATEGY OF PARLE PRODUCTS IN SILIGURI & SIKKIM	ISHAN SNACKS, SILIGURI	Dr. Dipak Saha
28	11900917029	NAINA BHAGAT	CASHFLOW OF PANTALOONS SILIGURI	PANTALOONS SILIGURI	Ms. Sohini Guha
29	11900917031	MOUSUMI GHOSH	EMPLOYEE ENGAGEMENT AT PANTALOONS FASHION & RETAIL LTD	PANTALOONS, SILIGURI	Ms. Paramita Choudhury
30	11900917032	MONIKA KUMARI	CUSTOMER SATISFACTION AT MARKET PLACE, A CASE OF PIDILITE INDUSTRY TD	PIDILITE	Dr. Dipak Saha
31	11900917033	MIRA SAHANI	LIQUIDITY MANAGEMENT OF PANTALOONS	PANTALOONS, SILIGURI	Ms. Paramita Choudhury
32	11900917034	MAMONI SAHA	STUDY OF FINANCIAL STATEMENT OF PIDILITE	PIDILITE	Ms. Sharmistha Bose
33	11900917037	JYOTI GUPTA	A STUDY ON PREFERENCE OF SIP IN SILIGURI AT ANAND RATHI	ANAND RATHI, SILIGURI	Ms. Swagata Nath
34	11900917038	JAHINUR RAHAMAN	EQUITY TRADING - A STUDY OF KOTAK SECURITIES	KOTAK SECURITIES, SILIGURI	Ms. Sharmistha Bose
35	11900917039	HARSHA SINGH	A STUDY ON OPPORTUNITY OF APPRENTICESHIP TRAINING IN IDILITE INDUSTRIES PVT LTD	PIDILITE	Mr. Ankush Das Gupta
36	11900917040	GOPAL BISWAS	STUDY ON DISTRIBUTION NETWORK EXPANSION OF FEVICOL BRAND WITH SPECIAL REFERENCE TO THE AREA OF KOLKATA	FEVICOL, PIDILITE	Mr. Debayan Nandi
37	11900917041	CHANDRA KANTA KUMARI	ESI BENEFITS THROUGH PRIVATE HOSPITAL - A CASE STUDY OF DESUN, SILIGURI	DESUN HOSPITAL, SILIGURI	Mr. Ankush Das Gupta
38	11900917042	BASUNDHARA PRADHAN	A PROJECT REPORT ON RECRUITMENT & SELECTION PROCESS OF MARUTI, SEVOKE M	SEVOKE MOTORS, SILIGURI	Ms. Pratyasha Guha
39	11900917043	AYESHA GURUNG	A STUDY ON DERIVATIVES IN KOTAK SECURITIES	KOTAK SECURITIES, SILIGURI	Ms. Sohini Guha
40	11900917045	AVEEK SAHA	TO ANALYZE DEALER PERFECTION TOWARDS PIDILITE PRODUCTS WITH SPECIFIC REFERENCE TO PIDILITE	PIDILITE	Ms. Swagata Nath
41	11900917046	ASHIKA DANGAL	A STUDY ON JOB SATISFACTION OF THE EMPLOYEES OF MARUTI SUZUKI, SEVOKE MO	SEVOKE MOTORS, SILIGURI	Mr. Ankush Das Gupta
42	11900917047	ARCHANA PANDA	A STUDY ON CUSTOMER SATISFACTION TOWARDS PRODUCTS & SERVICES A CASE OF PANTALOONS SALLAKE KOLKATA	PANTALOONS, KOLKATA	Dr. Dipak Saha
43	11900917048	ANIL PANDA	CONSUMER AWARENESS & ANALYTICAL STUDY OF TISSUE PAPER CONSUMPTION IN NORTH BENGAL & SIKKIM WITH SPECIFIC REFERENCE TO SAPPHIRE PAPER MILLS LTD	SAPPHIRE PAPER MILLS LTD	Mr. Shomnath Dutta
44	11900917049	ANANYA BHADRA	A STUDY ON PROFITABILITYB ANALYSIS OF ADITYA BIRLA FASHION & RETAIL LTD	ADITYA BIRLA FASHION & RETAIL LTD	Ms. Paramita Choudhury
45	11900917050	AMIT GHATAK	ANALYTICAL STUDY OF MARKETING & DISTRIBUTION OF PIDILITE PRODUCTS IN SILIGURI	PIDILITE	Mr. Shomnath Dutta
46	11900917051	AMIRUL MD	A STUDY ON CONSUMER AWARENESS TOWARDS DHFL HOMELOAN	DHFL	Ms. Paramita Choudhury
47	11900917052	ABHISHEK KHARGA	SECURITY ANALYSIS OF SELECTED POWER SECTOR COMPANIES	KOTAK SECURITIES, SILIGURI	Ms. Sharmistha Bose

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48	11900917053	ABHIJIT DEY	STUDY OF CONSUMER BEHAVIOUR AT PANTALOONS SILIGURI	PANTALOONS, SILIGURI	Mr. Ankush Das Gupta
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SIP PROJECT TITLE_COMPANY_GUIDE DETAILS: ACADEMIC SESSION: 2019-20					
SL	ROLL	NAME	PROJECT TITLE	SIP COMPANY	Faculty Guide
1	11900918001	VIVEK DUTTA	MARKET PROMOTION & MARKET DEMAND ANALYSIS OF PANTALON RETAIL	PANTALOONS, SILIGURI	Ms. Santana Guha
2	11900918002	VINEET KUMAR JHA	SEARCH ENGINE OPTIMISATION	GROVUS INFORMATICS PVT LTD, SILIGURI	Dr. Dipak Saha
3	11900918003	SUNANDA BHOWMIK	DEVELOPING A MARKETING STRATEGY FOR RELAUNCH OF POWERFLO PRESSURE BOOSTER PUMPS FOR THE DOMESTIC MARKET	POWETREK ENGG WORKS,	Mr. Shomnath Dutta
4	11900918004	SUBHRAN DEY SIKDAR	A STUDY OF COMPARATIVE MARKET POSITION OF BRANDED POTATO CHIPS IN NAXA	ITC LIMITED	Mr. Debayan Nandi
5	11900918005	SUBHENDU MOHANTO	A STUDY ON CONSUMER EXPECTATION & PERCEPTION TOWARDS PANTLOONS	PANTALOONS, SILIGURI	Dr. Shuvendu Dey
6	11900918006	SUBHASHREE SAHA	EMPLOYEE TRAINING & DEVELOPMENT IN HEALTHCARE FROM KINS HOSPITAL	KINS HOSPITAL SILIGURI	Ms. Papia Bhowmik
7	11900918008	SNIGDHA DUTTA	MICRO FINANCE & ITS IMPACT ON INDIAN ECONOMY	PESERVA TECHNOLOGIES PVT LTD, PUNE	Ms. Paramita Choudhury
8	11900918009	SHUBHAM PRIYADARSI	TRAINING & DEVELOPMENT WITH REFERENCE TO AUTOMATION CONTROL SYSTEM	AUTOMATION CONTROL SYSTEM PVT LTD, PUNE	Ms. Papia Bhowmik
9	11900918010	SHOVIK CHAKRABORTY	AN EVALUATION STUDY OF MARKETING POLICY PRACTICED IN HOSPITAL & MEDICAL	KINS HOSPITAL, SILIGURI	Dr. Dipak Saha
10	11900918011	SOURAV DEBNATH	IMPACT OF SOCIAL MEDIA MARKETING IN HEALTH CARE INDUSTRY WITH REFERENCE TO KINS HOSPITAL SILIGURI	KINS HOSPITAL SILIGURI	Dr. Dipak Saha
11	11900918012	SANJU BAUL	SEGMENTATION OF MARUTI SUZUKI ARENA	SEVOKE MOTORS, SILIGURI	Mr. Shomnath Dutta
12	11900918013	SANJAY SUNAR	RECRUITMENT & TRAINING	PANTALOONS, SILIGURI	Ms. Swagata Nath
13	11900918014	SANGEETA SAHA	PERFORMANCE APPRAISAL SYSTEM	JUHI ESSENCE SUGANDHI PVT LTD, NOIDA	Ms. Swagata Nath
14	11900918015	ROHIT KUMAR PRASAD	DEVELOPING A MARKETING STRATEGY FOR RELAUNCH OF POWERFLO PRESSURE BOOSTER PUMPS FOR SILIGURI	POWETREK ENGG WORKS,	Mr. Shomnath Dutta
15	11900918016	RITUPARNA SIKDAR	STUDY ON RECRUITMENT & SELECTION PROCESS OF PESEVA TECHNOLOGIST PVT LTD SILIGURI	PESEVA TECHNOLOGIST PVT LTD, PUNE	Ms. Paramita Choudhury
16	11900918017	RIANGKA DAS	STORES MANAGEMENT IN KINS HOSPITL	KINS HOSPITAL, SILIGURI	Ms. Santana Guha
17	11900918018	RANJU BHANDARI	HEALTH CARE MARKETING & DISCHARGE DELAY ANALYSIS	MEDICA NORTH BENGAL CLINIC, SILIGURI	Ms. Paramita Choudhury
18	11900918019	PUJA KUMARI GUPTA	ANALYZING THE FACTORS AFFECTING EMPLOYEES' JOB SATISFACTION WITH REFERENCE TO JUHI ESSENCE SUGANDHI	JUHI ESSENCE SUGANDHI , NOIDA	Ms. Swagata Nath
19	11900918020	PRIYANKA CHAKRABORTY	A STUDY OF APPLICATION OF HEAD HUNTING AS A SOURCE OF RECRUITMENT IN HIGH-END JOBS	PEOPLEREALM RECRUITMENT SERVICES PVT LTD, BANGALORE	Mr. Debayan Nandi
20	11900918021	PRIYANKA BHAGAT	A STUDY ON EFFECTIVENESS OF MARKETING STRATEGY OF MARUTI SUZUKI NEXA IN	SEVOKE MOTORS, SILIGURI	Dr. Dipak Saha

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21	11900918022	PRITAM BANIK	A STUDY ON THE CONSUMER PREFERENCE OF LOYALTY CARDS OF PANTALOONS SILIGURI	PANTALOONS, SILIGURI	Dr. Shuvendu Dey
22	11900918023	PREETI SAHA	A STUDY OF THE INPUT TAX CREDIT MECHANISM	ADITYA MAHESWARI & CO, ca FIRM	Ms. Papia Bhowmik
23	11900918024	PRAVAKAR BISWAS	MARKET PROMOTION & MARKET ANALYSIS OF TEA INDUSTRY OF BISWAS TEA ESTA	BISWAS TEA ESTATE	Mr. Shomnath Dutta
24	11900918025	PRABIR BARMAN	MOTIVATION FACTORS OF CUSTOMER SATISFACTION & EMPLOYEES OF PANTALOONS SILIGURI	PANTALOONS, SILIGURI	Mr. Debayan Nandi
25	11900918026	POULOMI SARKAR	A STUDY OF LOANS AND ADVANCES OFFERED BY SBI	SBI	Ms. Santana Guha
26	11900918027	NEHA PARVEEN	IMPACT OF MOTIVATION ON EMPLOYEE'S PERFORMANCE	JUHI ESSENCE SUGANDHI PVT LTD, NOIDA	Ms. Papia Bhowmik
27	11900918028	MONMAYA UPADHAYA	A STUDY ON ANNUAL RETURN/GSTR-9 UNDERTAKEN AT ADITYA MAHESWARI& COMPANY	ADITYA MAHESWARI& COMPANY, CA FIRM	Ms. Papia Bhowmik
28	11900918029	MEERA SWAPNIL PATIL	IMPLICATIONS OF GOODS & SERVICES TAX (GST) ON AUTOMOBILE SECTOR	YMACH & COMPANY, HALDWANI-U	Ms. Santana Guha
29	11900918030	KAMAL PRAKASH CHHETRI	CONSUMER PREFERENCE IN ITC'S FOOD PRODUCT (BINGO) IN GANGTOK	ITC LTD	Dr. Dipak Saha
30	11900918031	JULIMA CHOUDHURY	DEVELOPING A MARKETING COMMUNICATION STRATEGY FOR RELAUNCH OF POWERFLOW PRESSURE BOOSTER PUMPS FOR THE DOMESTIC MARKET	POWETREK ENGG WORKS,	Ms. Santana Guha
31	11900918032	JEEWAN SHANKAR	A STUDY ON ADVERTISING & SALES PROMOTION STRATEGIES OF MARUTI NEXA IN NO	SEVOKE MOTORS, SILIGURI	Dr. Dipak Saha
32	11900918033	ISHMITA SANYASI GIRI	A STUDY OF THE IMPACT OF BRAND PREFERENCE AMONG CAR BRANDSON BUYING BEHAVIOUR OF CUSTOMERS AT MARUTI SUZUKI ARENA SILIGURI	SEVOKE MOTORS, SILIGURI	Dr. Shuvendu Dey
33	11900918034	GIRIJA PAL	CONSUMER PREFERENCE IN MRUTI SUZUKI ARENA'S CAR IN SILIGURI	MARUTI SUZUKI-SEVOKE MOTORS	Ms. Santana Guha
34	11900918035	EMANUEL TAMANG	A STUDY ON PERFORMANCE APPRAISAL IN INDIAN ARMY WITH SPECIAL REFERENCE TO STATION HEAD QUARTERS, SILIGURI	INDIAN ARMY, SILIGURI CANTT	Ms. Paramita Choudhury
35	11900918036	DIGBIJOY DUTTA	STUDY ON RATIO ANALYSIS OF EVERGREEN RICE MILLS PVT LTD.	EVERGREEN RICE MILLS PVT LTD.	Ms. Paramita Choudhury
36	11900918037	DEBKANTA BHADRA	A STUDY ON CONSUMER EXPECTATION & PERCEPTION TOWARDS PANTLOONS	PANTALOONS, SILIGURI	Mr. Debayan Nandi
37	11900918038	BONEY BASAK	ROLES OF HR IN HOTEL INDUSTRY	BARSANA HOTEL & RESORT, SILIGURI	Mr. Shomnath Dutta
38	11900918039	BALARAM BHAGAT	CUSTOMER SATISFACTION TOWARDS MARUTI SUZUKI, SILIGURI	SEVOKE MOTORS, SILIGURI	Ms. Paramita Choudhury
39	11900918040	AYSMITA DUTTA	IMPACT OF MICRO FINANCE ON LIVING STANDARD EMPOWERMENT & POVERTY ALLEIATION OF POOR WOMAN IN HADAPSAR, PUNE	PESEVA TECHNOLOGIST PVT LTD, PUNE	Ms. Swagata Nath
40	11900918041	ARIJIT PAUL	MARKET PROMOTION & MARKETING POLICY OF "YIPPEE"NOODLS & DFCF COOKIES	ITC LTD	Mr. Shomnath Dutta
41	11900918042	ANWESHA GHOSH	EMPLOYEE PARTICIPATION IN MANAGEMENT - A CASE STUDY ON TECHNO INDIA GRO	TECHNO INDIA GROUP, KOLKATA & SILIGURI	Ms. Papia Bhowmik
42	11900918043	ANIRBAN BARDHAN	A STUDY ON CONSUMER BUYING BEHAVIOUR & SATISFACTION LEVEL OF ORGANIZED RETAILERS BASED ON PANTALOONS, VEGA MALL, SILIGURI	PANTALOONS, SILIGURI	Dr. Shuvendu Dey
43	11900918044	ANANYA SARKAR	BUILDING A CONTENT MARKETING STRATEGY FOR WEBSCALE NETWORKS	WEBSCALE, BANGALORE	Mr. Debayan Nandi



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44	11900918045	ABIR BHOWMIK	INDIAN HEALTHCARE INDUSTRY MOVING FROM CASH CASHLESS	KINS HOSPITAL SILIGURI	Ms. Swagata Nath
45	11900918046	ABINASH ROY	STUDY ON CUSTOMER SATISFACTION OF NEXA CAR SILIGURI	SEVOKE MOTORS, SILIGURI	Dr. Shuvendu Dey

<b>DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)_SIT (119)</b>					
<b>SIP PROJECT TITLE_COMPANY_GUIDE DETAILS: ACADEMIC SESSION: 2020-21</b>					
<b>SL</b>	<b>ROLL</b>	<b>NAME</b>	<b>PROJECT TITLE</b>	<b>SIP COMPANY</b>	<b>Faculty Guide</b>
1	11900918001	VIVEK DUTTA	MARKET PROMOTION & MARKET DEMAND ANALYSIS OF PANTALOON RETAIL	PANTALOONS, SILIGURI	Ms. Santana Guha
2	11900918002	VINEET KUMAR JHA	SEARCH ENGINE OPTIMISATION	GROVUS INFORMATICS PVT LTD, SILIGURI	Dr. Dipak Saha
3	11900918003	SUNANDA BHOWMIK	DEVELOPING A MARKETING STRATEGY FOR RELAUNCH OF POWERFLO PRESSURE BOOSTER PUMPS FOR THE DOMESTIC MARKET	POWETREK ENGG WORKS,	Mr. Shomnath Dutta
4	11900918004	SUBHRAN DEY SIKDAR	A STUDY OF COMPARATIVE MARKET POSITION OF BRANDED POTATO CHIPS IN NAXALBARI BLOCK	ITC LIMITED	Mr. Debayan Nandi
5	11900918005	SUBHENDU MOHANTO	A STUDY ON CONSUMER EXPECTATION & PERCEPTION TOWARDS PANTLOONS	PANTALOONS, SILIGURI	Dr. Shuvendu Dey
6	11900918006	SUBHASHREE SAHA	EMPLOYEE TRAINING & DEVELOPMENT IN HEALTHCARE FROM KINS HOSPITAL	KINS HOSPITAL SILIGURI	Ms. Papia Bhowmik
7	11900918008	SNIGDHA DUTTA	MICRO FINANCE & ITS IMPACT ON INDIAN ECONOMY	PESERVA TECHNOLOGIES PVT LTD, PUNE	Ms. Paramita Choudhury
8	11900918009	SHUBHAM PRIYADARSI	TRAINING & DEVELOPMENT WITH REFERENCE TO AUTOMATION CONTROL SYSTEM	AUTOMATION CONTROL SYSTEM PVT LTD, PUNE	Ms. Papia Bhowmik
9	11900918010	SHOVIK CHAKRABORTY	AN EVALUATION STUDY OF MARKETING POLICY PRACTICED IN HOSPITAL & MEDICAL SERVICE IN INDIA	KINS HOSPITAL, SILIGURI	Dr. Dipak Saha
10	11900918011	SOURAV DEBNATH	IMPACT OF SOCIAL MEDIA MARKETING IN HEALTH CARE INDUSTRY WITH REFERENCE TO KINS HOSPITAL SILIGURI	KINS HOSPITAL SILIGURI	Dr. Dipak Saha
11	11900918012	SANJU BAUL	SEGMENTATION OF MARUTI SUZUKI ARENA	SEVOKE MOTORS, SILIGURI	Mr. Shomnath Dutta
12	11900918013	SANJAY SUNAR	RECRUITMENT & TRAINING	PANTALOONS, SILIGURI	Ms. Swagata Nath
13	11900918014	SANGEETA SAHA	PERFORMANCE APPRAISAL SYSTEM	JUHI ESSENCE SUGANDHI PVT LTD, NOIDA	Ms. Swagata Nath
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17	11900918018	RANJU BHANDARI	HEALTH CARE MARKETING & DISCHARGE DELAY ANALYSIS	MEDICA NORTH BENGAL CLINIC, SILIGURI	Ms. Paramita Choudhury
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19	11900918020	PRIYANKA CHAKRABORTY	A STUDY OF APPLICATION OF HEAD HUNTING AS A SOURCE OF RECRUITMENT IN HIGH-END JOBS	PEOPLEREALM RECRUITMENT SERVICES PVT LTD, BANGALORE	Mr. Debayan Nandi

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20	11900918021	PRIYANKA BHAGAT	A STUDY ON EFFECTIVENESS OF MARKETING STRATEGY OF MARUTI SUZUKI NEXA IN & AROUND SILIGURI	SEVOKE MOTORS, SILIGURI	Dr. Dipak Saha
21	11900918022	PRITAM BANIK	A STUDY ON THE CONSUMER PREFERENCE OF LOYALTY CARDS OF PANTALOONS SILIGURI	PANTALOONS, SILIGURI	Dr. Shuvendu Dey
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34	11900918035	EMANUEL TAMANG	A STUDY ON PERFORMANCE APPRAISAL IN INDIAN ARMY WITH SPECIAL REFERENCE TO STATION HEAD QUARTERS, SILIGURI	INDIAN ARMY, SILIGURI CANTT	Ms. Paramita Choudhury
35	11900918036	DIGBIJOY DUTTA	STUDY ON RATIO ANALYSIS OF EVERGREEN RICE MILLS PVT LTD.	EVERGREEN RICE MILLS PVT LTD. SILIGURI	Ms. Paramita Choudhury
36	11900918037	DEBKANTA BHADRA	A STUDY ON CONSUMER EXPECTATION & PERCEPTION TOWARDS PANTALOONS	PANTALOONS, SILIGURI	Mr. Debayan Nandi
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