

**CONFERENCE ON
SUMMER INTERNSHIP PROJECT
DATE: 02 DECEMBER, 2023**

AESIMR CONFERENCE PROCEEDINGS

ISBN No.978-81-966481-3-8



Organized by



**Abhinav Education Society's
Institute of Management and Research
Narhe Pune - 411041**

(AICTE Approved, Affiliated to SPPU, Approved by Govt. of Maharashtra)

Maharashtra, India

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VISION

AESIMR solemnly commits itself to providing necessary learning resources, both physical and human, to enlighten, inspire, and groom its students so that with the knowledge, skills, and values imparted, they can shine in their professional careers and help India realize its long-cherished dream of becoming an economic super power.

MISSION

- i. Our mission is to become a centre of excellence for nurturing creativity a encouraging entrepreneurship, technology-intensive knowledge a enhancing employability, the holistic development of students, and teaching and quality research in the fields of management and comput applications.**
- ii. To bridge the gap between industry and academia by framing syllabuses for certificate based on industrial and societal needs.**
- iii. To promote ethical and value-based learning.**

COMPILED AND EDITED BY

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ABOUT THE PUBLISHER :

Abhinav Education Society's Institute of Management and Research (AESIMR), located in Narhe, Pune, is a premier institution dedicated to providing high-quality, value-based education in the field of management. Established with a mission to groom globally competent management professionals, AESIMR is committed to academic excellence, innovative research, and the holistic development of its students. The institute offers a range of undergraduate and postgraduate programs designed to equip students with the necessary skills and knowledge to excel in the competitive global business environment. AESIMR emphasizes a practical approach to learning, encouraging students to engage in real-world projects and internships that foster creativity, critical thinking, and problem-solving abilities.

At AESIMR, we believe in unlocking the hidden potential of young minds and nurturing them to achieve the pinnacle of success in their careers. Our dedicated faculty, state-of-the-art facilities, and strong industry connections provide a conducive environment for learning and growth. The Summer Internship Project Conference is one of the many initiatives undertaken by AESIMR to bridge the gap between academia and industry, providing students with invaluable hands-on experience and exposure to contemporary business practices.

We are proud to publish the proceedings of this conference, which highlight the innovative projects and research conducted by our students. This publication serves as a testament to the hard work and dedication of our students and the unwavering support of our faculty and industry partners. We hope that the insights and findings presented in this conference will contribute to the broader discourse in management education and inspire future research and innovation.

ACKNOWLEDGEMENT

We extend our heartfelt gratitude to everyone who contributed to the success of the Summer Internship Project Conference at Abhinav Education Society's Institute of Management and Research (AESIMR).

First and foremost, we express our sincere thanks to our esteemed faculty members for their unwavering guidance, support, and dedication to our students. Your expertise and mentorship have been invaluable in shaping the quality of the projects and research presented in this conference. We are deeply grateful to our industry partners for their collaboration and support. Your insights and real-world perspectives have greatly enriched the learning experience of our students, bridging the gap between academia and industry. We also acknowledge the hard work and commitment of our students. Your enthusiasm, creativity, and diligence have resulted in the outstanding projects and research showcased in this publication. Your efforts are a testament to your potential and dedication to excellence.

A special thanks to our Director, Dr. Abhijeet Kaiwade, for his visionary leadership and continuous encouragement. Your support has been instrumental in the success of this conference. We extend our gratitude to our Founder President, Mr. Rajeev Jagtap, and Secretary, Mrs. Sunita Jagtap, for their unwavering support and guidance. Your contributions and commitment to the growth of AESIMR have been crucial in making this event a reality.

Finally, we thank the organizing committee and staff members whose efforts behind the scenes made this conference possible. Your hard work and meticulous planning ensured the smooth execution of the event.

This publication would not have been possible without the collective efforts of everyone involved. We hope the insights and findings presented here will contribute to the ongoing discourse in management education and inspire future research and innovation.

Thank you all for your invaluable contributions.

Warm regards,
Ms. Nikita Kurde
Editor/Librarian
Abhinav Education Society's Institute of Management and Research (AESIMR)

From President's Desk



Hon. Mr .Rajeev G. Jagtap

Founder President ,

Abhinav Education Society

I am extremely pleased to know that Abhinav Education Society's Institute of Management and Research, Narhe, Pune, is going to organize a Conference on Summer Internship Projects under the Quality Improvement Program of Savitribai Phule Pune University. Education today is not only about implementing knowledge but also about staying in touch with changing times while being practical. The foremost mission of Abhinav Education Society is to provide an environment that allows future leaders to realize their full potential. At Abhinav, we give students the opportunity to develop their individuality and skills through an education that is backed by cutting-edge research. Our goal is to endow students with a rich sense of humanity and a creative intellect, equipping them with the ability to work independently. In particular, we aim to improve their communication skills, moral values, sense of responsibility, and logical thinking abilities. Ours is a rapidly globalizing world where information travels instantly.

We must foster the kind of imaginative power that can create added value for the future. Students are exposed to the basic and complex management and software skills required at every juncture of the rapidly expanding world of computers and management. They are motivated to explore creative and innovative genres of management and computer applications. An opportunity to bring out the diamond in you awaits!

Therefore, a conference with this aim is required to bridge the gap between industry and institutes. Abhinav Education Society's Institute of Management and Research has always been a front runner in organizing such events in the past. I particularly congratulate the Director, Dr. Abhijeet Kaiwade, and the organizing team of this conference for extending this intellectual platform to all academicians. I convey my best wishes to all the scholars, students, and participants of this Summer Internship Project Conference. Happy Conferencing!

From Secretary's Desk



Hon. Mrs.Sunita Jagtap

Secretary,

Abhinav Education Society

I am glad to have been informed that Abhinav Education Society's Institute of Management and Research, Narhe, Pune, is organizing a Conference on Summer Internship Projects under the Quality Improvement Program of Savitribai Phule Pune University.

It gives me a great sense of satisfaction and pride to introduce you to the Institute of Management and Research. It is well known that bricks and mortar alone do not build an institution, but it is the young achievers and an equally devoted team of teachers that mold, shape, and give direction to its future. My dear students, it is your positive attitude and intellectual inputs that will be instrumental in acquiring great laurels for our college. We are also committed to helping you enhance and develop all-around winning personalities. The sky is the limit for most, but we intend to set no such boundaries for our growth in every direction.

I personally believe that we really need to keep ourselves updated with current changes because recent developments in modern technology have converted the whole world into a global village I extend my best wishes and congratulations to everyone involved in organizing this Conference at Abhinav Education Society's Institute of Management and Research. Such conferences are truly a need of the day as they promote and motivate academicians to get exposed to and explore the various latest developments in their domain of expertise.

Good Luck!

From Director's Desk



Dr. Abhijeet Kaiwade

Director

Abhinav Education Society's

Institute of Management and Research, Narhe, Pune

Greetings!

I welcome you all to the Summer Internship Project Conference organized by Abhinav Education Society's Institute of Management and Research, Narhe, Pune under the quality improvement program of Savitribai Phule Pune University.

Abhinav Education Society's Institute of Management and Research, Narhe, Pune aims at imparting value-based education with a mission of grooming globally competent, Management professionals. It has been our constant endeavor to expose the students to a multi-dimensional work experience and creativity while grooming them for achieving excellence in their chosen career.

AESIMR believes in unlocking the hidden potential, which enable young minds to ascend higher & higher to reach the Pinnacle of success in the corporate world. When you choose AESIMR, you become part of a long & rich tradition of academic excellence, discovery & innovation, entrepreneurship & creative expression. Besides nurturing management skills, a wholesome development of student managers being provided in our institute is a step towards empowering them to face challenges that lie ahead in competitive globalized world. We look forward to an exciting Conference of insightful presentations, discussions, and sharing of technical ideas with experts from across the globe. I convey my best wishes to all the, research scholars and all the participants in this Summer Internship Project Conference.

From Editorial Desk



Ms. Nikita Kurde

Librarian

AES Institute of Management and Research, Narhe, Pune

We are delighted to present the Summer Internship Project Conference of Abhinav Education Society's Institute of Management and Research, Narhe, Pune. This conference is a testament to the hard work and dedication of our students, who have spent their summer months engaged in practical, real-world projects. Their efforts not only reflect their academic rigor but also their ability to apply theoretical knowledge to solve contemporary business challenges.

Our institute is committed to providing value-based education with the mission of grooming globally competent management professionals. The summer internship program is a crucial component of this mission, offering students a multi-dimensional work experience that enhances their creativity and professional skills. By participating in diverse projects, our students gain invaluable insights and hands-on experience that prepare them for excellence in their future careers.

AESIMR believes in unlocking the hidden potential of young minds, helping them ascend to the pinnacle of success in the corporate world. Our long-standing tradition of academic excellence, discovery, innovation, and creative expression is embodied in the work presented at this conference. Besides nurturing management skills, we focus on the holistic development of our students, empowering them to face the challenges of a competitive globalized world with confidence and competence.

We extend our heartfelt gratitude to the organizations and mentors who have supported our students throughout their internships. Your guidance and expertise have been instrumental in shaping their professional journeys. We look forward to an engaging conference filled with insightful presentations, stimulating discussions, and the exchange of innovative ideas. Best wishes to all the research scholars and participants. We hope this conference inspires and informs future endeavors in management education and research. Thank you for your continued support and interest in our academic endeavors.

From HOD'S Desk



Dr. Neeta Bendre

HOD(MBA)

AES Institute of Management and Research, Narhe, Pune

Greetings from MBA Department!

It is with great pride that I stand before you today to commend our students for their remarkable achievements. This summer, you successfully completed your internship projects and presented your abstracts at a prestigious conference.

Internships are a crucial part of your education, providing real-world experience and professional growth. You have shown exceptional dedication, tackling complex challenges and developing innovative solutions. Presenting your work at a conference highlights your ability to communicate ideas effectively and engage with the academic and professional community.

Your success reflects not only your hard work but also the unwavering support of our dedicated faculty. I extend my gratitude to them for their guidance and mentorship.

To our students, congratulations! Your accomplishments are just the beginning. Continue striving for excellence, stay curious, and keep learning. We are incredibly proud of you and excited to see what you will achieve next. Let's give a round of applause to our outstanding students!

From HOD'S Desk



Prof.Suraj Hingane

HOD(MCA)

AES Institute of Management and Research,Narhe ,Pune

Greetings from MCA Department!

I extend a warm welcome to all the participants of the Summer Internship Project Conference organized by Abhinav Education Society's Institute of Management and Research, Narhe, Pune, under the quality improvement program of Savitribai Phule Pune University. As the Head of the Department for MCA, I am proud to witness the enthusiasm and dedication of our students as they embark on their journey towards becoming skilled professionals. The Summer Internship Project Conference is a testament to our commitment to providing students with a platform to showcase their hard work and creative solutions to real-world challenges. This conference not only highlights the diverse projects undertaken by our students but also provides them with the opportunity to engage with experts and peers, gaining valuable insights and feedback.

At AESIMR, we believe in the holistic development of our students. Our focus is on nurturing their potential and equipping them with the skills required to excel in a dynamic and competitive global environment. I am confident that the presentations and discussions during this conference will be enriching for all participants. I encourage everyone to actively participate and take full advantage of the opportunities to learn and network.

I extend my best wishes to all the research scholars and participants. May this conference be a stepping stone to greater achievements in your academic and professional careers.

FACULTY PROFILE



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Dr. Abhijeet Kaiwade is an academic with extensive knowledge and a strong skill set in teaching pedagogy, research, education, and administration. He is the director of the Abhinav Education Society's Institute of Management and Research. He is a BOS member of Savitribai Phule Pune University, PunyashlokAhilyadevi Holkar Solapur University, Solapur and Dr P A Inamdar University in School of Management. Also, BOS member at various autonomous management institutes.

Some of the other key roles he is administering include Coordinator – National Board of Accreditation (NBA) and IQAC head for National Assessment and Accreditation Council (NAAC), Coordinator - University Rankings, Ratings and Accreditations, Coordinator – MCED Business Incubator, Coordinator - Unnat Bharat Abiyan, MHRD and AICTE supportive Cell at Abhinav Institute of Management and Research, Serving as a member in various committees of the Institution, Research Supervisor –Management since 2014, Coordinator-International Relations activities of the Abhinav Institute.

He has more than 100 publications to his credit that include Journal articles, Conference articles, book chapters, books and conference proceedings. An inspiring academician and mentor of Research he is guiding 8 Scholars currently and produced 12 Doctorates. 50+ of his publications are indexed in UGC care, Scopus and WoS which has earned more than 100 citations with the H index of 5. He is a reviewer for various national and international journals. He is one of the inventors of six published / granted Patents. His research Contribution Includes, Sensor based intelligent digital nose for analysing the breathing patterns of lung cancer patients, impact of e-commerce on emerging markets in India, sustainability accounting of carbon emissions for mode of transport used using machine learning calculator, big data analysis for HRM and decision making for group enterprises using a cloud platform, Sustainability accounting: Greenhouse Gas Emissions saved on meatless days using machine learning calculator.

A Seasoned Academician and Ardent Researcher combined with his Gifted Administrative Skills, earns him an illustrious position on the pedestal of Academic Excellence.



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Nikita Bajrang Kurde is the dedicated librarian at Abhinav Education Society's Institute of Management and Research, Narhe, Pune, with over five years of experience in the field. She holds a Master's degree in Library and Information Science and Commerce, has qualified the SET exam, and has earned additional qualifications in DSM and D.T.ED. Nikita is passionate about promoting literacy and fostering a love for reading among students. She organizes various programs such as Reading Inspiration Day, Book Review Competitions, and Book Day to encourage and enhance reading habits. Her efforts play a crucial role in enriching the educational experience and supporting the academic growth of both students and faculty.



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Dr. Neeta brings a wealth of experience to her role as Head of the Department and IQAC Coordinator, with an impressive 15-year tenure in academia specializing in MBA programs, complemented by two years of industrial experience. Her exceptional educational background, including a Ph.D., M.Phil., MBA, and B.Sc., underscores her expertise and dedication to the field. As a university-approved faculty member, Dr. Neeta has consistently demonstrated her commitment to academic excellence and leadership, fostering an environment of growth and innovation within her department



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Dr. Sharmila D. Ghongade is an accomplished academician and researcher with a Ph.D. in Marketing from Pune University. Currently serving as an Assistant Professor at AES Institute of Management - Research in Narhe, Pune. She has over 8 years of experience in teaching and industry roles. Her research prowess is evident from her numerous published papers in reputed journals on topics like consumer behavior, influencer marketing, and tax awareness. With a strong academic background spanning MBA in Finance & Marketing and M.A. in Economics, Dr. Ghongade brings a multi-faceted perspective to her teaching and research endeavors.



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Anita Rajkumar Nalawade is an industrial experienced of 2 years and Assistant Professor with 18 years of teaching experience at Abhinav Education Society's Institute of Management And Research. Her areas of expertise include Organizational Behavior, Human Resource Management, and related subjects. Anita possesses strong skills in time management, adaptability, communication, and developing activity-based learning methodologies. She holds a Master's degree in Industrial Relations and Personnel Management and is currently pursuing her Ph.D. from Savitribai Phule Pune University.



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Prof. Rahul Patil brings a robust blend of academic and industrial experience to his multifaceted roles, including Student Development Officer, Chairman for the SPPU Exam, and Coordinator of the Industry-Institute Interaction Program. With 15 years of academic expertise in MBA education and five years of industrial experience, he possesses a comprehensive understanding of both theoretical and practical aspects of business education. Currently pursuing a Ph.D., Prof. Rahul holds an MBA and a B.E., highlighting his solid educational foundation. As a university-approved staff member, he is a staunch advocate of experiential learning, seamlessly integrating real-world applications with classroom teaching to enhance student learning and development.



Prof. Dilip H. Jadhav

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At the Institute of Management and Research of the Abhinav Education Society, renowned educator Diip Hanumant Jadhav holds the position of Assistant Professor. With a wealth of expertise in both teaching and system management, he is a committed professional. It's quite amazing how well he blends real-world business expertise with academic brilliance. Proficient in Digital Business, Information Technology, and Business Analytics, he has guided over 50 students through their projects and adeptly integrated theoretical concepts with real-world implementations through captivating activity-based learning approaches. Dilip's remarkable time management, adaptability, and communication skills make his teaching technique dynamic and unrivalled. His ability to teach transcends traditional methods. Utilizing a customized approach, he crafts an exciting learning environment for his diverse student body. holding a Ph.D.



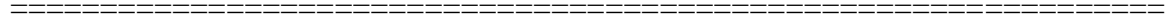
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Prof. Vidya Taval is an eminent academician and researcher, pursuing a Ph.D. in Finance from Pune University. She serves as an Assistant Professor at the AES Institute of Management and Research in Narhe, Pune. Possessing over a decade of experience in teaching and industry roles. Her research prowess is reflected in her numerous published papers in prestigious journals, focusing on women's financial behavior and investment awareness. With a strong academic background spanning an MBA in HR, and an M.Com. in Marketing, Prof. Taval is a distinguished scholar in her field.



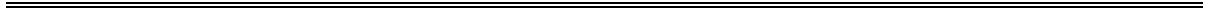
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Suraj Hingane is an esteemed Assistant Professor and Head of the Department of MCA at Abhinav Education Society's Institute of Management and Research in Narhe, Pune. With over 14 years of experience in academia, he is recognized for his dedication to teaching, mentoring, and research. He holds a graduation degree in Physics, Mathematics, and Electronics, and completed his Master's in Application with First Class. Additionally, he has earned an LLB degree. He is currently pursuing his Ph.D. from Savitribai Phule Pune University, Pune. Suraj has authored numerous research articles on Data Analytics, Business Intelligence, Machine Learning, and related topics in reputable international journals. His commitment to continuous learning is demonstrated by his NPTEL certifications in Research Methodology, Data Analysis, Python, Java, Cloud Computing, and Business Statistics. Furthermore, he has completed Faculty Development Programs (FDPs) from the AICTE Training and Learning (ATAL) Academy in Artificial Intelligence, Business Analytics, Applied Data Science, and Life Skill Management.



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Dr. Sanjay Nanasaheb Kandekar serves as an assistant professor in the MCA Department at the Abhinav Education Society's Institute of Management and Research Narhe, Pune. With 25 years of experience teaching undergraduate and postgraduate courses, he has authored research papers in esteemed journals. His teaching focuses on AI, Expert Systems, and Data Sciences.



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With a doctorate and 16 years of combined experience in academia and IT, I have developed a unique skill set that bridges the gap between theoretical knowledge and practical application. My doctoral studies at Bharathiar University, Coimbatore, provided a strong foundation in computer science domain under Cloud Infrastructure field which I have leveraged to produce influential research, publish in top-tier journals, and teach at the university level. Concurrently, my extensive IT experience has equipped me with hands-on expertise in specific IT areas, such as software development, data analysis, cloud domain, block chain, cyber security, etc., enabling me to implement and oversee complex technological projects. This dual expertise allows me to bring a holistic perspective to problem-solving, fostering innovation and efficiency in both educational and technological environments. My work has consistently been recognized for its impact, earning me accolades in both fields.



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Adewar Swapnil is an esteemed Assistant Professor at Abhinav Education Society's Institute of Management and Research in Narhe, Pune. With over 17 years of experience in academia, he is recognized for his dedication to teaching, mentoring, and research. He holds a graduation degree in Physics, Mathematics, and Electronics, and completed his Master's in Computer Application with First Class and Master's in Electronics science. 1 Patent. Number of National and international papers and attend conferences. He is working as Deputy Superintendent/Assistant to Deputy Superintendent for JEE, NEET, UPSC, MPSC exam from 2010. Additional charge of YCMOU. He is Completed first NAAC of AES'S College of Computer Science and Management. The college is awarded with B Grade. He is currently pursuing his Ph.D. from JJTU University. His commitment to continuous learning is demonstrated by his NPTEL certifications in Research Methodology, Data Analysis, Python, Java, Cloud Computing, and Microcontroller, Microprocessor, Arduino, Raspberry Pi. Furthermore, he has completed Faculty Development Programs (FDPs).



Prof. Shubham R. Jambhale

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Mr. Shubham Ramdas Jambhale is an accomplished academic and IT professional with extensive expertise in computer science and engineering. Currently pursuing a Ph.D. at Symbiosis International (Deemed University), he holds an MCA from Savitribai Phule Pune University, where he excelled with a notable academic record. With three years of teaching experience as an Assistant Professor at Abhinav Education Society's Institute of Management and Research, Pune, and industrial experience as an IT Engineer, he brings a wealth of practical and theoretical knowledge to his role. Proficient in multiple programming languages and technologies, including Java, Python, R, and various databases, Shubham is dedicated to fostering a progressive educational environment and guiding students in advanced computing concepts and research.

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SUBJECT - MARKETING
Guide Name: Dr. Neeta Bendre

1. CUSTOMER SATISFACTION IN CAR INDUSTRY

Student Name: Mr. Rohit Dhumal
Guide Name: Dr. Neeta Bendre

ABSTRACT:

The car industry has a significant impact on the global economy, and customer satisfaction is a critical factor for success in this competitive market. This study explores various aspects that influence customer satisfaction, including vehicle quality, service experience, brand reputation, and after-sales support. By analyzing customer feedback and industry trends, the research aims to identify key drivers of satisfaction and provide actionable insights for manufacturers and dealers to enhance their customer service strategies and improve overall satisfaction levels.

Keywords: Customer satisfaction, Vehicle quality, Service experience

Brand reputation, After-sales support.

2. OPPORTUNITY & CHALLENGES OF DIGITAL MARKETING OVER TRADITIONAL MARKETING.

Student Name: Ms. Sayali Patil
Guide Name: Dr. Neeta Bendre

ABSTRACT:

Digital marketing has revolutionized the way businesses reach and engage with their customers, offering numerous opportunities over traditional marketing methods. This study examines the advantages of digital marketing, such as cost-effectiveness, targeted advertising, real-time analytics, and enhanced customer interaction. It also addresses the challenges, including digital literacy, privacy concerns, and the need for constant adaptation to rapidly changing technologies. By comparing digital and traditional marketing, the research provides insights into how businesses can effectively leverage digital tools to enhance their marketing strategies while overcoming potential obstacles.

Keywords: Digital marketing, Targeted advertising, Real-time analytics, Enhanced customer interaction, Privacy concerns.

3.A COMPARATIVE STUDY ON BISLERI WITH OTHER BRANDS IN SHIVNE PUNE AREA.

Student Name: Mr.Suresh Jogwan
Guide Name: Dr.Neeta Bendre

ABSTRACT:

This comparative study evaluates Bisleri's market position against other bottled water brands in the Shivne area of Pune. The research focuses on key parameters such as consumer preference, brand awareness, price, quality, and distribution efficiency. Data was collected through surveys and interviews with local consumers and retailers. The findings reveal that while Bisleri maintains a strong presence due to its brand reputation and perceived quality, other brands like Aquafina and Kinley are also popular, primarily due to competitive pricing and wide availability. The study highlights that consumer loyalty in this segment is significantly influenced by factors such as taste, trust in brand purity, and ease of access. Recommendations for Bisleri include enhancing distribution strategies and targeted marketing campaigns to reinforce brand loyalty and capture a larger market share.

Keywords: Consumer preference, Brandawareness, Distribution efficiency

Competitive pricing, Brand loyalty.

4.ANALYSIS OF CUSTOMER SATISFACTION SURVEY OF SERVICES RENDERED.

Student Name: Mr.Pavan Bhatose
Guide Name: Dr.Neeta Bendre

ABSTRACT:

This analysis examines the results of a customer satisfaction survey on services rendered. The survey, conducted among 500 customers, evaluated service quality, responsiveness, professionalism, problem resolution, and overall satisfaction. Key findings indicate high satisfaction with service quality (average rating 4.5) and professionalism (4.6), while responsiveness (4.0) and problem resolution (3.8) require improvement. Recommendations include enhancing staff training for consistent service delivery, improving communication channels, and streamlining problem resolution processes. Implementing these strategies is expected to elevate overall customer satisfaction and loyalty.

Keywords: Customer satisfaction, Servicequality, Professionalism.

Problem resolution, Staff training.

5.A STUDY OF CONSUMER BUYING BEHAVIOR TOWARDS MARUTI SUZUKI CARS WITH SPECIAL REFERENCE TO CHOWGULE INDUSTRIES.PVT. LTD.

Student Name: Mr.Omkar Jathar
Guide Name: Dr.Neeta Bendre

ABSTRACT:

This study explores consumer buying behavior towards Maruti Suzuki cars, focusing on Chowgule Industries Pvt. Limited. It examines factors such as brand reputation, fuel efficiency, pricing, after-sales service, and innovative features that influence purchasing decisions. Using surveys and interviews, the research highlights the importance of dealership experience and customer service in shaping consumer satisfaction and loyalty. The findings provide insights for Maruti Suzuki and Chowgule Industries to enhance their marketing strategies, product offerings, and customer engagement, aiming to improve customer satisfaction and business growth.

Keywords: Consumer buying behavior, Brand reputation

Fuel efficiency, After-sales service Customer satisfaction.

6.STUDY ON MARKETING STRATEGY OF PHARMACEUTICAL INDUSTRY.

Student Name: Mr.Prathamesh Pakhale
Guide Name: Dr.Neeta Bendre

ABSTRACT:

This study investigates the marketing strategies employed by the pharmaceutical industry, focusing on key components such as product development, pricing, distribution, and promotion. It explores how these strategies are designed to navigate regulatory constraints, competitive pressures, and changing market dynamics. The research utilizes case studies, industry reports, and expert interviews to analyze successful marketing practices. Key findings highlight the importance of innovation in drug development, strategic pricing models, effective distribution networks, and targeted promotional activities. The study concludes with recommendations for pharmaceutical companies to enhance their marketing strategies, including leveraging digital marketing, improving stakeholder engagement, and adopting patient-centric approaches to maintain competitive advantage and drive growth in a highly regulated and competitive market.

Keywords: Product development, Strategic pricing, Distribution networks

Targeted promotion, Regulatory constraints.

7.A COMPARATIVE STUDY ON BISLERI WITH OTHER BRANDS

Student Name: Ms.Pournima Chorghe
Guide Name: Dr.Neeta Bendre

ABSTRACT:

This comparative study examines the market position of Bisleri, a leading brand in the bottled water industry, against its competitors. The research aims to understand the factors contributing to consumer preferences and perceptions regarding Bisleri and other bottled water brands. Key areas of focus include brand image, pricing, packaging, availability, and quality. Data was collected through surveys and interviews with consumers and retailers. Findings indicate that Bisleri holds a strong market position due to its brand reputation, consistent quality, and widespread availability. However, competitors have been gaining ground by offering innovative packaging, competitive pricing, and enhanced marketing strategies. The study provides insights into consumer behavior, highlighting the importance of maintaining product quality and brand trust while adapting to market trends and consumer demands. By comparing Bisleri with other brands, the research offers recommendations for improving Bisleri's market strategies to sustain its competitive edge. These recommendations include enhancing marketing efforts, exploring new packaging innovations, and considering strategic pricing adjustments to meet evolving consumer preferences. The study underscores the dynamic nature of the bottled water industry and the need for continuous adaptation to maintain market leadership.

Keywords: Brand image, Consumer preferences, Competitive pricing

Packaging innovation, Market strategies.

8.CONSUMER BUYING BEHAVIOUR AT GOEL GANGA.

Student Name: Mr.Tanish Dhakade
Guide Name: Dr.Neeta Bendre

ABSTRACT :

This study investigates consumer buying behavior at Goel Ganga, a prominent real estate developer. It aims to understand the factors influencing buyers' decisions when purchasing properties from Goel Ganga. Data was collected through surveys and interviews with customers. Key findings highlight the importance of factors such as location, pricing, amenities, brand reputation, and customer service in shaping purchase decisions. The study provides insights into consumer preferences and behavior, offering recommendations for Goel Ganga to enhance their marketing strategies, improve customer engagement, and better meet the needs and expectations of their target market.

Keywords: Consumer buying behavior, Location, Amenities, Brand reputation Customer service.

9.IMPACT OF ECOMMERCE ON RETAIL BUSINESS

Student Name: Mr.Ashish Shegaonkar
Guide Name: Dr.Neeta Bendre

ABSTRACT:

The rise of ecommerce has significantly impacted traditional retail businesses across various dimensions. Firstly, it has transformed consumer behavior, offering greater convenience, flexibility, and accessibility. Consumers can now shop anytime, anywhere, leading to a decline in foot traffic to physical stores. This shift has compelled retailers to adopt omnichannel strategies, integrating online and offline experiences to stay competitive.

Secondly, ecommerce has intensified competition, particularly from global players with vast resources and sophisticated technology. Small and medium-sized retailers face challenges in competing with the extensive product offerings, lower prices, and personalized experiences offered by ecommerce giants.

Additionally, ecommerce has reshaped supply chain dynamics, demanding faster and more efficient logistics solutions to meet customer expectations for quick delivery. This has prompted investments in fulfillment centers, last-mile delivery options, and inventory management systems.

Moreover, data analytics and artificial intelligence have become crucial in understanding consumer preferences, optimizing pricing strategies, and personalizing marketing efforts. Retailers must leverage technology to stay relevant and enhance the customer experience.

Despite these challenges, ecommerce also presents opportunities for retailers to reach new markets, expand their customer base, and diversify revenue streams. Adaptation and innovation are essential for traditional retailers to thrive in an increasingly digital landscape shaped by ecommerce.

Keywords: Omnichannel strategies, Consumer behavior, Competition

Supply chain dynamics, Data analytics.

SUBJECT - OSCM
Guide Name: Prof.Rahul Patil

10.E- SUPPLY CHAIN MANAGEMENT

Student Name: Ms.Sanushikha Patil
Guide Name: Prof.Rahul Patil

ABSTRACT:

E-Supply Chain Management (E-SCM) integrates internet technologies with traditional supply chain processes to enhance efficiency, transparency, and responsiveness. This study explores the transformation brought by E-SCM in various aspects, including procurement, inventory management, logistics, and customer service. Key advantages such as real-time data exchange, improved collaboration among stakeholders, and cost reductions are examined. Additionally, the challenges of implementing E-SCM, such as cybersecurity risks, technological infrastructure requirements, and resistance to change, are discussed. The research aims to provide a comprehensive understanding of how digitalization is reshaping supply chain management and offers strategies for successful E-SCM adoption.

Keywords: Electronic Supply Chain Management (E-SCM), Supply Chain Digitalization, Real-time Data Exchange, Procurement Optimization, Inventory Management, Logistics Efficiency

11.TO STUDY E-COMMERCE IMPACT ON HEALTHCARE SERVICES

Student Name: Ms.Vijaya Jangam
Guide Name: Prof.Rahul Patil

ABSTRACT:

The advent of e-commerce has significantly transformed healthcare services, offering new avenues for efficiency and accessibility. This study investigates the impact of e-commerce on the healthcare sector, focusing on areas such as telemedicine, online pharmacies, and digital health platforms. The research highlights the benefits, including enhanced patient access to medical resources, cost savings, and improved patient engagement through digital tools. Additionally, the study addresses the challenges posed by e-commerce in healthcare, such as data security, regulatory compliance, and the digital divide. By analyzing these factors, the research provides insights into how e-commerce can be leveraged to improve healthcare delivery while mitigating potential risks.

Keywords:E-commerce in Healthcare, Telemedicine, Online Pharmacies, Digital Health Platforms , Patient Access, Cost Savings, Patient Engagement.

12. TO REVIEW THE BENCHMARKING STUDY OF ELECTRIC VEHICLE INDUSTRY IN INDIA

Student Name: Mr. Swapnil Bhandare
Guide Name: Prof. Rahul Patil

ABSTRACT:

This benchmarking study offers a thorough analysis of the electric vehicle (EV) industry in India, focusing on key metrics, challenges, and opportunities. Using a comparative framework, the study evaluates India's EV sector against global benchmarks, particularly China's EV industry due to its significance and market similarities. The study begins by outlining the current state of the Indian EV market, highlighting major players, policy initiatives, and market trends. It then examines various performance indicators including EV adoption rates, charging infrastructure development, government incentives, and technological advancements. Through a comprehensive analysis, the study identifies challenges hindering the growth of the Indian EV industry, such as limited infrastructure, high upfront costs, range anxiety, and regulatory uncertainties. Conversely, it also identifies opportunities like increasing government support, evolving consumer preferences, and potential for innovation and collaboration.

Keywords: Electric Vehicles (EVs) in India, EV Industry Benchmarking, Charging Infrastructure Development, Market Trends in India.

13. ENTERPRISE RESOURCE PLANNING IN SUPPLY CHAIN MANAGEMENT

Student Name : Mr. Prafulla Gaikwad
Guide Name : Prof. Rahul Patil.

ABSTRACT:

Enterprise Resource Planning (ERP) systems have become integral components of modern supply chain management (SCM) strategies, facilitating streamlined operations, enhanced coordination, and improved efficiency across various organizational functions. This paper provides a comprehensive overview of the role of ERP in SCM, focusing on its functionalities, benefits, challenges, and future trends. Firstly, the paper delineates the core functionalities of ERP systems within the SCM context, including inventory management, procurement, production planning, logistics, and distribution. It elucidates how ERP integrates these functions into a centralized platform, enabling real-time data visibility, process automation, and seamless communication among stakeholders. Secondly, the paper discusses the benefits of ERP implementation in SCM, such as optimized inventory levels, reduced lead times, increased accuracy in demand forecasting, and improved decision-making through data analytics. It highlights case studies and empirical evidence to underscore the tangible advantages experienced by organizations leveraging ERP in their supply chain operations.

Keywords: ERP in Supply Chain Management, ERP Functionalities, SCM Efficiency, ERP Benefits and Challenges.

14. STUDY OF INVENTORY MANAGEMENT

Student Name: Mr. Shubham Garad
Guide Name: Prof. Rahul Patil

ABSTRACT:

This study delves into the realm of inventory management, examining its significance, strategies, challenges, and emerging trends. Inventory management plays a pivotal role in the efficient operation of businesses, influencing various aspects including cost control, customer satisfaction, and overall profitability.

The study begins by elucidating the importance of effective inventory management, emphasizing its role in balancing supply and demand, minimizing carrying costs, and maximizing utilization of resources. It explores different inventory management strategies such as Just-in-Time (JIT), Economic Order Quantity (EOQ), and Vendor Managed Inventory (VMI), highlighting their respective advantages and suitability in diverse business contexts.

Furthermore, the study addresses the challenges inherent in inventory management, including demand variability, lead time uncertainties, stockouts, overstocking, and the need for accurate forecasting. It examines how advancements in technology, such as inventory management software and automation, can mitigate these challenges and enhance inventory control.

Keywords: Inventory Management, Cost Control, Customer Satisfaction, Emerging Trends in Inventory.

15. CASE STUDY ON SUPPLY CHAIN MANAGEMENT OF PHARMACEUTICAL COMPANY

Student Name: Mr. Rohan Jadhavar
Guide Name: Prof. Rahul Patil

ABSTRACT:

This case study examines the intricacies and challenges of supply chain management (SCM) within the pharmaceutical industry. With a comprehensive analysis of its SCM strategies, this study explores how the company navigates the complexities of sourcing raw materials, manufacturing, distribution, and delivery to ensure the timely availability of pharmaceutical products while maintaining quality and compliance with regulatory standards.

Key elements of the company's SCM approach include efficient procurement processes, robust inventory management, strategic distribution network design, and effective collaboration with suppliers and distributors. The study also delves into the integration of technology and data analytics in optimizing supply chain operations, enhancing visibility, and mitigating risks such as counterfeit drugs and supply chain disruptions.

Keywords: Pharmaceutical Supply Chain Management, SCM Strategies, Regulatory Compliance, Quality Control.

16.OPTIMIZING SUPPLY CHAIN MANAGEMENT IN DAIRY INDUSTRY: A CASE STUDY OF DINSHAW'S DAIRY

Student Name : Mr.Saad Momim
Guide Name: Prof.Rahul Patil

ABSTRACT:

This case study investigates the supply chain management (SCM) strategies employed by Dinshaw's Dairy, a prominent player in the dairy industry. Through an in-depth analysis, the study explores how Dinshaw's effectively manages the procurement of raw milk, production processes, inventory management, and distribution channels to ensure freshness, quality, and timely delivery of dairy products to its customers.

Key aspects of Dinshaw's SCM approach include streamlined procurement from local dairy farmers, efficient processing and packaging operations, and a well-structured distribution network encompassing wholesalers, retailers, and direct-to-consumer channels. The study also examines the role of technology and data analytics in optimizing logistics, enhancing traceability, and improving overall supply chain efficiency.

By examining Dinshaw's Dairy's SCM practices, this case study offers valuable insights and best practices applicable to the dairy industry, highlighting strategies for enhancing product quality, reducing costs, and meeting the evolving demands of consumers in a competitive market landscape.

Keywords: Dairy Supply Chain Management, Raw Milk Procurement, Distribution Network

Supply Chain Optimization.

17.A STUDY OF INVENTORY MANAGEMENT: A CASE STUDY ANALYSIS

Student Name : Mr.Ashutosh Mahajan
Guide Name: Prof.Rahul Patil

ABSTRACT:

This study provides a comprehensive examination of inventory management practices within the context of modern business operations. Through an in-depth analysis of diverse case studies spanning various industries, the study explores strategies and techniques employed by organizations to optimize inventory levels, improve efficiency, and reduce costs. Key themes addressed include demand forecasting, inventory optimization models, supplier collaboration, technology integration, and risk mitigation strategies. The study highlights how companies leverage data analytics, automation, and real-time monitoring systems to enhance inventory visibility, streamline procurement processes, and mitigate the impact of supply chain disruptions. By synthesizing insights from multiple case studies, this research offers actionable recommendations and best practices for organizations seeking to optimize their inventory management processes, improve customer service levels, and achieve competitive advantage in dynamic market environments.

Keywords: Inventory Optimization, Demand Forecasting, Supplier Collaboration, Technology Integration in Inventory Management

18.A STUDY OF LOGISTICS MANAGEMENT: A CASE STUDY ANALYSIS

Student Name: Mr.Rahul Kasbe
Guide Name: Prof.Rahul Patil

ABSTRACT:

This study delves into the intricacies of logistics management through the lens of a comprehensive case study analysis. Focusing on a prominent company, the research investigates how effective logistics management practices contribute to operational efficiency, cost reduction, and customer satisfaction.

The case study examines key components of logistics management, including transportation, warehousing, inventory control, and order fulfillment. Through a detailed exploration of the company's logistics operations, the study elucidates strategies employed to optimize route planning, minimize lead times, and enhance overall supply chain visibility.

Furthermore, the research highlights the integration of technology solutions such as GPS tracking, inventory management software, and warehouse automation to streamline logistics processes and improve decision-making capabilities. By synthesizing insights from the case study, this research offers valuable lessons and best practices for organizations aiming to enhance their logistics management capabilities and gain a competitive edge in today's dynamic **business landscape**.

Keywords: Logistics Management ,Transportation Optimization ,Inventory Control ,Supply Chain Visibility.

SUBJECT - BUSINESS ANALYTICS
Guide Name: Prof.Dilip Jadhav

**19.OPPORTUNITY & CHALLENGES FOR FOR THE NEW
ENTERPRISES WITH BIG DATA ANALYTICS**

Student Name: Mr.Dnyaneshwar Vilegawakar
Guide Name: Prof.Dilip Jadhav

ABSTRACT:

Big data analytics offers substantial opportunities for new enterprises by enabling data-driven decision-making, providing deep customer insights, enhancing operational efficiency, fostering innovation, and facilitating market trend analysis. However, these benefits come with challenges such as the need for robust data management systems, ensuring data quality, maintaining security and privacy, securing a skilled workforce, and integrating analytics with existing processes.

Keywords: Big Data Analytics ,Decision Making ,Customer Insights ,Operational Efficiency

**20.ANALYSIS OF BIG MART SALES USING MACHINE LEARNING
ALGORITHMS**

Student Name: Mr.MangeshWagh
Guide Name:Prof.Dilip Jadhav

ABSTRACT:

This study leverages machine learning algorithms to analyze Big Mart sales data, aiming to uncover patterns and factors influencing sales performance. By applying various algorithms, the analysis identifies key predictors of sales, optimizes inventory management, and enhances sales forecasting accuracy. The findings offer actionable insights for strategic decision-making and operational improvements in retail management.

Keywords : Machine Learning ,Sales Analysis ,Sales Forecasting,Retail Management

21.TO ANALYZE CUSTOMER SHOPPING PATTERN USING PYTHON

Student Name: Mr.Sawraj Malusare
Guide Name:Prof.Dilip Jadhav

ABSTRACT:

This project utilizes Python to analyze customer shopping patterns, aiming to identify trends and behaviors that can inform marketing strategies and improve customer satisfaction. By processing transaction data and applying various analytical techniques, the study reveals insights into purchasing habits, product preferences, and seasonal trends. These insights help retailers tailor their offerings and enhance customer engagement.

Keywords: Customer Shopping Patterns,Python ,Data Analysis, Marketing Strategy.

22.DATA ANALYSIS FOR THE PURPOSE OF AN OVERVIEW ON SALES & ADVERTISING OF AN ORGANIZATION

Student Name: Mr.Vishal Chavan
Guide Name:Prof. Dilip Jadhav

ABSTRACT:

This study conducts a comprehensive data analysis to provide an overview of an organization's sales and advertising efforts. By examining sales data, advertising spend, and campaign performance, the analysis identifies key drivers of sales, evaluates the effectiveness of marketing strategies, and suggests areas for optimization. The insights gained support data-driven decision-making, enhancing the overall sales and advertising strategy of the organization.

Keywords: Sales Analysis, AdvertisingEffectiveness, MarketingStrategy ,Data-Driven Decision Making

23. ANALYSIS OF HEALTH INSURANCE USING MACHINE LEARNING ALGORITHMS

Student Name: Mr. Omkar Dad
Guide Name: Prof. Dilip Jadhav

ABSTRACT:

This project applies machine learning algorithms to analyze health insurance data, aiming to predict claim occurrences, identify risk factors, and optimize premium pricing. By leveraging techniques such as classification, regression, and clustering, the analysis provides insights into customer behavior, fraud detection, and policyholder segmentation. The results enhance risk management and improve decision-making processes in the health insurance industry.

Keywords: Health Insurance, Machine Learning, Risk Management, Fraud Detection.

24. ANALYSIS OF RAINFALL PREDICTION FOR CROP PRODUCTION USING MACHINE LEARNING ALGORITHMS

Student Name: Mr. Abhishek Vaidya
Guide Name: Prof. Dilip Jadhav

ABSTRACT:

This study employs machine learning algorithms to predict rainfall patterns, with the goal of enhancing crop production planning. By analyzing historical weather data and agricultural records, the project aims to develop accurate models for forecasting rainfall. These predictions enable farmers to make informed decisions about planting and irrigation schedules, ultimately improving crop yield and resource management.

Keywords : Rainfall Prediction, Crop Production, Machine Learning, Agricultural Planning

25.ANALYSIS OF ELECTRIC VEHICLES

Student Name: Ms.Madhuri Gaikwad
Guide Name:Prof.Dilip Jadhav

ABSTRACT:

This study examines the adoption and performance of electric vehicles (EVs), focusing on key factors such as market trends, technological advancements, environmental impact, and consumer behavior. By analyzing data from various sources, the project aims to identify challenges and opportunities in the EV sector, assess the effectiveness of policies promoting EV adoption, and evaluate the overall impact on sustainability. The insights gained contribute to a better understanding of the future landscape of electric mobility.

Keywords : Electric Vehicles ,Market Trends ,Technological Advancements ,Environmental Impact

SUBJECT - FINANCIAL MANAGEMENT **Guide Name: Prof. Vidya Tawal**

26.POP UP LOAN HOME LOAN

Student Name: Mr.Dhiraj Patil
Guide Name:Prof. Vidya Tawal

ABSTRACT:

This project explores the concept of pop-up loans in the home loan sector, analyzing how instant loan approvals and disbursements can revolutionize the housing finance industry. It examines the mechanisms behind pop-up loans, their benefits to consumers and banks, and potential risks associated with such quick financial products. The study includes a comparison with traditional home loan processes to highlight efficiencies and areas for improvement.

Keywords : Home Loan, Financial Services, Pop-up Loan, Mortgage.

27.FINANCIAL ANALYSIS OF RELIANCE INDUSTRIES

Student Name: Mr.Aniket Dodake
Guide Name: Prof.Vidya Tawal

ABSTRACT:

This project conducts a comprehensive financial analysis of Reliance Industries, focusing on key financial metrics such as profitability, liquidity, and solvency. It evaluates the company's financial performance over recent years through ratio analysis, trend analysis, and comparison with industry peers. The study aims to provide insights into the financial health and strategic positioning of Reliance Industries in the market.

Keywords : Financial Analysis, Reliance Industries, Profitability, Financial Ratios.

28.ANALYSIS OF FINANCIAL PERFORMANCE OF SELECTIVE STEEL COMPANIES

Student Name: Mr.Mahesh Pawar
Guide Name: Prof.Vidya Tawal

ABSTRACT:

This project analyzes the financial performance of selected steel companies, assessing their profitability, liquidity, and efficiency ratios. By comparing these metrics across multiple firms, the study identifies key factors that influence financial success in the steel industry. The analysis also explores market trends and external factors impacting the financial outcomes of these companies.

Keywords : Financial Performance, Steel Companies, Comparative Analysis, Industry Trends.

29. INCOME TAX WITH RESPECT OF INDIVIDUAL ASSESSEE

Student Name: Ms.Swarupa Chilveri
Guide Name: Prof.Vidya Tawal

ABSTRACT:

This project investigates the income tax regulations applicable to individual assesseees, focusing on various deductions, exemptions, and rebates available under current tax laws. It aims to provide a comprehensive understanding of tax planning strategies to minimize tax liability legally. The study also includes case examples to illustrate the practical application of these tax provisions.

Keywords: Income Tax, Individual Assessee, Tax Planning, Deductions

30. STUDY SYSTEMATIC INVESTMENT PLAN

Student Name: Mr.Suraj Bari
Guide Name: Prof.Vidya Tawal

ABSTRACT:

This project examines the concept and benefits of Systematic Investment Plans (SIPs) in mutual funds. It explores how SIPs help individuals achieve their financial goals through disciplined and regular investments. The study analyzes the performance of SIPs over different time horizons and market conditions, highlighting their effectiveness as a long-term investment strategy.

Keywords: Systematic Investment Plan (SIP), Mutual Funds, Investment Strategy, Financial Planning

31. STUDY OF PERSONAL TAX PLANNING FOR SALARIED INDIVIDUAL WITH SHWAS MULTI SPECIALITY HOSPITAL, PUNE-46

Student Name: Ms. Priya Kambale
Guide Name: Prof. Vidya Tawal

ABSTRACT:

This project explores personal tax planning strategies for salaried individuals, with a case study of employees at Shwas Multi Speciality Hospital, Pune. It identifies various tax-saving instruments and methods to optimize tax liability. The study provides practical advice on effective tax management, aiming to enhance financial well-being through prudent tax planning.

Keywords: Personal Tax Planning, Salaried Individual, Tax Saving, Financial Management.

32. WORKING CAPITAL MANAGEMENT OF SHRIRAM TRANSPORT FINANCE COMPANY LIMITED

Student Name: Mr. Yash Chougule
Guide Name: Prof. Vidya Tawal

ABSTRACT:

This project investigates the working capital management practices of Shriram Transport Finance Company Limited. It evaluates how the company manages its short-term assets and liabilities to maintain liquidity and operational efficiency. The study analyzes key components such as cash management, inventory control, and receivables management to understand their impact on overall financial health.

Keywords: Working Capital Management, Shriram Transport Finance, Liquidity, Financial Efficiency .

33. CONSUMER BEHAVIOUR TOWARDS ONLINE TRADING STOCK MARKET

Student Name: Mr.Sadashiv Ovhal
Guide Name: Prof.Vidya Tawal

ABSTRACT:

This project explores consumer behavior towards online trading in the stock market, examining factors influencing their trading decisions and preferences. It investigates the role of technology, accessibility, and financial literacy in shaping investment habits. The study aims to understand the motivations and challenges faced by online traders, providing insights into the evolving landscape of digital trading platforms.

Keywords: Consumer Behaviour, Online Trading, Stock Market, Investment Preferences.

34. E-WALLET

Student Name: Ms.Rutuja Mane
Guide Name: Prof.Vidya Tawal

ABSTRACT:

Abstract: This project examines the growing popularity and usage of e-wallets in the digital payment ecosystem. It analyzes the advantages and challenges of e-wallets, including security concerns, convenience, and user experience. The study also explores consumer adoption trends and the impact of e-wallets on traditional banking and payment methods.

Keywords: E-wallet, Digital Payments, Financial Technology, Consumer Adoption

35. A STUDY ON GST (GOODS AND SERVICES)

Student Name: Mr. Yogesh Gore
Guide Name: Prof. Vidya Tawal

ABSTRACT:

This project provides an in-depth analysis of the Goods and Services Tax (GST) in India, examining its implementation, structure, and impact on the economy. It evaluates the benefits and challenges associated with GST, including compliance, revenue generation, and its effect on various sectors. The study aims to assess how GST has transformed the indirect taxation system in the country.

Keywords: GST, Tax Reform, Indirect Taxation, Economic Impact

36. A STUDY ON PROFIT AND GAIN OF BUSINESS OR PROFESSION

Student Name: Mr. Sagar Rupnur
Guide Name: Prof. Vidya Tawal

ABSTRACT:

This project explores the taxation of profits and gains from business or profession, analyzing relevant tax provisions and their practical implications. It discusses methods of computing taxable income, allowable deductions, and exemptions. The study aims to provide a clear understanding of how businesses and professionals can manage their tax liabilities efficiently.

Keywords: Business Income, Taxation, Profit Calculation, Professional Income

37. STUDY OF THE GOODS AND SERVICES TAX

Student Name: Ms.Kajal Ingulkar
Guide Name: Prof.Vidya Tawal

ABSTRACT:

This project examines the Goods and Services Tax (GST) system in India, focusing on its structure, implementation, and compliance requirements. It analyzes the impact of GST on businesses, government revenue, and the overall economy. The study aims to highlight the benefits and challenges of the GST regime, providing insights into its effectiveness as a tax reform measure.

Keywords: GST, Taxation, Compliance, Revenue

38. GST

Student Name: Mr.Aniket Gawade
Guide Name: Prof.Vidya Tawal

ABSTRACT:

This project provides a comprehensive overview of the Goods and Services Tax (GST) in India, exploring its framework, compliance mechanisms, and economic implications. It evaluates how GST has streamlined the indirect tax system and its effect on businesses and consumers. The study includes an analysis of the benefits and challenges faced during the GST implementation process.

Keywords: GST, Tax System, Compliance, Economic Impact .

39. A STUDY ON INPUT TAX CREDIT UNDER GST

Student Name: Ms.Apeksha Kavale
Guide Name: Prof.Vidya Tawal

ABSTRACT:

This project investigates the concept of input tax credit under the GST regime, examining how it impacts business operations and tax compliance. It analyzes the eligibility criteria, documentation requirements, and challenges associated with claiming input tax credits. The study aims to provide a detailed understanding of how input tax credits can enhance business efficiency and reduce tax liabilities.

Keywords: Input Tax Credit, GST, Tax Compliance, Business Efficiency.

40. A STUDY OF TWO WHEELER LOAN PROVIDED BY BAJAJ FINANCE

Student Name: Mr.Rohan Shinde
Guide Name: Prof.Vidya Tawal

ABSTRACT:

This project examines the two-wheeler loan schemes provided by Bajaj Finance, analyzing their features, benefits, and customer satisfaction levels. It explores the application process, interest rates, and repayment options available to consumers. The study aims to assess the effectiveness of Bajaj Finance's loan offerings in meeting the financing needs of two-wheeler buyers.

Keywords: Two Wheeler Loan, Bajaj Finance, Consumer Financing, Loan Schemes.

SUBJECT - HUMAN RESOURCE MANAGEMENT
Guide Name: Prof. Anita Nalawade

**41. A REPORT ON RECRUITMENT AND SELECTION PROCESS AT
VITREX INFRA PRIVATE LIMITED**

Student Name: Ms. Ruchika Kadam
Guide Name: Prof. Anita Nalawade

ABSTRACT:

This study aims to understand the recruitment and selection process in the organization, identify recruitment sources, analyze the process consequences, and comprehend recruiters' roles and responsibilities. It provides insights to aid management in formulating effective hiring policies, thereby enhancing organizational productivity and employee self-development. Utilizing diverse external sources like advertising and walk-ins, along with proper candidate follow-up, enhances recruitment outcomes. Adequate CV preparation, recruiter training, and varying interview questions are essential for better candidate assessment.

Keywords: Recruitment, Selection Process, Recruitment Sources, Hiring Policies, Organizational Productivity, Candidate Assessment.

**42. A STUDY ON EMPLOYEE SATISFACTION SURVEY AT FLASH
ELECTRONICS INDIA PVT LTD, PUNE.**

Student Name: Ms. Vaishnavi Khade
Guide Name: Prof. Anita Nalawade

ABSTRACT:

This study at Flash Electronics India Pvt Ltd, Pune, assesses employee satisfaction, focusing on welfare measures and working conditions. Findings show positive aspects like satisfactory salaries, good management-worker interactions, and effective training programs. Suggestions include improving infrastructure, training methods, and grievance handling. Recommendations aim to enhance satisfaction through better welfare measures and organizational practices.

Key words: Employee Satisfaction, Welfare Measures, Training and Development, Management Interaction, Infrastructure Improvements.

43. TO STUDY RECRUITMENT AND SELECTION PROCESS A D-MART, AMBEGAON, PUNE

Student Name: Ms.Aishwarya Yadav
Guide Name: Prof.Anita Nalawade

ABSTRACT:

The recruitment and selection process in project management and organizational operations ensures optimal resource allocation. Stages include requirement identification, criteria development, candidate sourcing, evaluation, and final selection. Meticulous planning and execution align with organizational goals and enhance efficiency. The process focuses on understanding project needs and systematically addressing them. This abstract emphasizes the importance of the recruitment and selection process for achieving operational excellence and strategic success. Key words: Recruitment, Selection Process, Project Management, Organizational Operations, Efficiency.

Keywords: Recruitment, Selection Process, Project Management, Organizational Operations, Efficiency.

44. EFFECT OF 360 DEGREE PERFORMANCE APPRAISAL TECHNIQUE

Student Name: Ms.Sweta Patil
Guide Name: Prof.Anita Nalawade

ABSTRACT:

This study explores the impact of the 360-degree performance appraisal technique on employee performance, job satisfaction, and organizational effectiveness, using a mixed-methods approach. Preliminary findings suggest that the method fosters a holistic understanding of employee performance, enhancing self-awareness and interpersonal relationships within teams. Additionally, the study delves into potential challenges and best practices associated with its implementation. Understanding these effects has significant implications for organizational development and human resource management strategies.

Keywords: 360-Degree Appraisal, Impact, Employee Performance, Self-Awareness, Organizational Effectiveness.

SUBJECT – IT/ Computer Application
Guide Name: Prof. Suraj Hingane

45.REAL ESTATE MANAGEMENT SYSTEM

Student Name: Mr.Keval Shaha
Guide Name: Prof. Suraj Hingane

ABSTRACT:

The Real Estate Management System (REMS) is a web-based application designed to simplify real estate transactions and property management. REMS offers a dynamic property listings catalog with advanced search capabilities. Secure user authentication ensures personalized access and data privacy. The agent management module facilitates handling listings and inquiries, while the CRM component enhances customer engagement. Transaction management features include payment processing and reporting. Detailed property profiles provide essential information, and analytical tools generate performance reports. Integration with third-party services further enhances functionality. REMS significantly improves operational efficiency, customer satisfaction, and business growth in the real estate sector..

Keywords: Real Estate, Property Management, CRM, Agent Management, User Authentication, Payment Processing, Web Application.

46.CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEM

Student Name: Mr.Ramkrishana Wale
Guide Name: Prof. Suraj Hingane

ABSTRACT:

The Customer Relationship Management (CRM) System is a vital tool for businesses to manage interactions with customers across sales, marketing, and service channels. This paper presents a comprehensive CRM solution designed to enhance customer engagement and satisfaction. Key features include customer data management, sales pipeline tracking, marketing campaign management, and customer service ticketing. Secure user authentication ensures data integrity and privacy. Integration capabilities allow seamless connectivity with existing systems and external services. The system provides analytical tools for data analysis, enabling businesses to derive insights and make informed decisions. Developed as a web application, it ensures accessibility and scalability.

Keywords: CRM, Customer Management, Sales, Marketing, Service, Data Analysis.

47. COLLEGE MANAGEMENT SYSTEM

Student Name: Ms. Suchita Khatate
Guide Name: Prof. Suraj Hingane

ABSTRACT:

The College Management System offers an integrated solution to streamline administrative and academic operations within educational institutions. This web-based application encompasses functionalities such as student record management, course registration, attendance tracking, and grading. It facilitates seamless communication between faculty, students, and administration, enhancing collaboration and efficiency. Additionally, the system provides tools for faculty management and administrative tasks, optimizing resource allocation and decision-making processes. Developed with scalability and user-friendliness in mind, the College Management System aims to modernize educational management practices, improving overall productivity and student outcomes.

Keywords: College Management, Student Records, Course Registration, Attendance Tracking, Grading, Faculty Management.

48. ANALYSIS OF CUSTOMER SATISFACTION SURVEY OF SERVICES RENDERED.

Student Name: Mr. Devanand Yadav
Guide Name: Prof. Suraj Hingane

ABSTRACT:

The E-learning Platform offers a comprehensive online education solution, providing learners with access to diverse course content and interactive learning experiences. This web-based platform serves as a Learning Management System (LMS), facilitating course creation, delivery, and assessment. Features include user authentication, ensuring secure access for students and instructors, and accessibility options for diverse learner needs. The platform fosters student engagement through multimedia content, discussion forums, and collaborative tools. Assessment modules enable educators to evaluate student progress effectively. With a focus on scalability and user-centric design, the E-learning Platform aims to democratize education, making high-quality learning resources accessible to learners worldwide.

Keywords: E-learning, Online Education, Learning Management System (LMS), Course Content, Student Engagement, Assessment, User Authentication.

49. ONLINE EXAMINATION SYSTEM.

Student Name: Mr. Khushal Shetty
Guide Name: Prof. Suraj Hingane

ABSTRACT:

The Online Examination System redefines assessment methodologies by providing a secure and user-friendly platform for conducting exams online. With advanced user authentication and stringent security measures, it ensures the integrity of the examination process. Additionally, its automated grading system simplifies evaluation tasks. Developed as a scalable web application, it offers accessibility and flexibility for educational institutions seeking efficient examination management solutions.

Keywords: Online Examination, E-learning, Assessment, User Authentication, Security, Automated Grading.

50. ONLINE VOTING SYSTEM

Student Name: Ms. Aishwarya Hatmode
Guide Name: Prof. Suraj Hingane

ABSTRACT:

The Online Voting System presents a novel approach to democratize the electoral process through secure and accessible online voting mechanisms. Emphasizing voter privacy and authentication, it employs robust security protocols to safeguard against fraud and manipulation. Leveraging blockchain technology ensures transparency and tamper-resistance. Developed as a web application, it facilitates seamless participation, allowing voters to cast their ballots remotely with ease. This system aims to enhance electoral inclusivity while maintaining the integrity and trustworthiness of democratic procedures. Through its innovative features and adherence to stringent security standards, the Online Voting System signifies a significant step towards modernizing electoral practices and fostering civic engagement in the digital age.

Keywords: Online Voting, Election, Security, Authentication, Accessibility, Transparency, Voter Privacy, Blockchain

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Abhinav Education Society (AES) was established in 1999 with a mission to impart quality education in all spheres of life. It is registered under Society's Registration Act 1860, and Public Charitable Trust Act 1950. All of us are looking forward to make India prosperous. This dream will come true only when the organization grows. Abhinav Education Society has a zeal to grow. It is an institution which is progressive and futuristic. It is promoting high Quality education by employing innovative methodologies to promote learning.

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The Summer Internship Project Conference is intended to create an interactive platform for students, and research scholars for sharing views on latest developments in management and the impact of changing economic scenario on different sectors of business and industry. It is expected that the conference outcome and recommendations will provide insightful directions for effective policies, plans and strategies in the near future for economic and business practices across the globe. It will also highlight upon the current global threats, risks and opportunities we all have gone through and are still striving hard to recover.



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