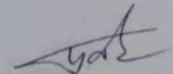


CERTIFICATE

This is to certify that the work entitled "Study of Social media marketing and its impact on consumer purchasing decision" has been carried out by LAXMAN Roll No. 23001701060.

Date:

Place:



Dr. Parveen Kumar

Assistant professor

Department of Management Studies,

J.C BOSE University of science & technology



To Whom it May Concern

25.07.2024

This letter is to certify that Mr. Laxman has successfully completed his internship program with Ameya Commercial Projects Pvt. Ltd. His internship period was from 10.06.2024 to 24.07.2024. He was working with Sales and Marketing department and actively involved in the project and tasks assigned to him.

During the span, we found him punctual and reliable person. His learning powers are good and he picks up quickly. His feedback and evaluation proved that he learned strongly. Moreover his interpersonal and communication skills are brilliant.

We wish him a bright future.

Ameya Commercial Projects Pvt. Ltd.

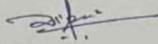


Authorized Signatory

CERTIFICATE

This is to certify that the work entitled, "The Impact of Artificial Intelligence in Education Sector with Respect to Students" has been carried out by "Monika" under my direction and supervision.

Date: 24 July 2025
Place: Faridabad


Mr. Vikas Kumar
Assistant Professor
Department of Management Studies,
J.C. Bose University of Science and Technology

2

GSTIN: 06ABLCS1969D1Z5
CIN: U25999HR2023PTC113101

9718508721
9891066721

SONIYA FORGE TECH INDIA PVT. LTD.



(AN ISO 9001 : 2015 Certified Company)

(A House of All Type Components)

Plot No. 324, Sector - 68, IMT, Faridabad (Haryana) INDIA-121001
E-mail : info@soniyaforgitechindia.com, Website : www.soniyaforgitechindia.com

Date: 31/07/2024

Ref. No. 24-25/3107

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Ms. Monika has Successfully completed the internship in our Human Resource department as Intern from 10-Jun-2024 to 27-Jul-2024.

Ms. Monika manifested discipline and responsiveness during the Internship period and found to be honest, sincere and hardworking.

We wish success in future endeavors.

Thanking you,

(For Soniya Forge Tech India Pvt. Ltd.)



J.C. Bose University of Science & Technology ,YMCA
Faridabad, Haryana

CERTIFICATE

This is to certify that "Pooja" has submitted the project report titled "**A Study on Effectiveness of Sales Promotion Strategy by Maruti Suzuki**" of MASTER OF BUSINESS ADMINISTRATION degree examination.

Dr. Rachna Agrawal
(Project Guide)

3



29-Jul-2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Pooja Sain** Student of **J.C. Bose University of Science and Technology, Faridabad**, has undergone the internship from Escorts Kubota Limited, Agri Machinery Group.

During the training with us, the trainee showed keen interest in the training and completed the internship **11-Jun-24 to 31-Jul-24** under the guidance of **Mr. Madhukar shyam**.

Efforts put by the student were remarkable. The trainee was able to learn quickly, thoroughly, can quickly recognize and adjust to change. The performance during the said training was excellent and the trainee has been sincere, methodical and proactive in execution of said project.

We wish the student all success in the future endeavors.

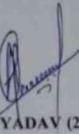
For Escorts Kubota Limited

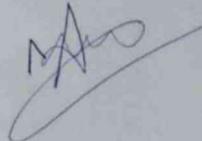

Manish Biswas
Lead-Human Resource

ESCORTS KUBOTA LIMITED
(Formerly Escorts Limited)
Registered Office: 15/5, Mathura Road, Faridabad
121 003, India Tel. +91-129-2250222
E-mail: escortsgroup@escorts.co.in Website: www.escortsgroup.com
Corporate Identification Number L74899HR1944PLC039088003, (Haryana), India

DECLARATION

I hereby declare that the project entitled "EXPLORING THE ETHICS OF USING AI IN ADVERTISING" submitted to the JCBUST, is a record of the original work done by me under the guidance of Dr. ASHUTOSH NIGAM, professor, JCBUST Faridabad, and this project work has not performed the basis for the award of any degree and similar project if any.


ADARSH YADAV (23001701004)



2

HONDA

Honda Cars India Limited
SPL-1, Tapukara Industrial Area
Khushkhera, Dist. - ALWAR
RAJASTHAN 301707
Email : corporate@hondacarindia.com
Tel. : 01493-522000, Fax : 01493-522006
Mobile : 9116630293, 9116630289

Date: 26.07.2024

PROJECT TRAINING CERTIFICATE

*This is to certify that **Adarsh Yadav**, student of J.C Bose University of Science and Technology, YMCA, Faridabad, has done training in IR Department from 11 June 2024 to 26 July 2024.*

The title of project was "Employee Engagement".

During training, his performance was found to be good.

We wish him all the very best for future endeavors.

For Honda Cars India Limited


Syed Javed
(GM & Div. Head – Associate Relations)

**J.C. Bose University of Science & Technology, YMCA,
Faridabad- 121006 (Haryana)**

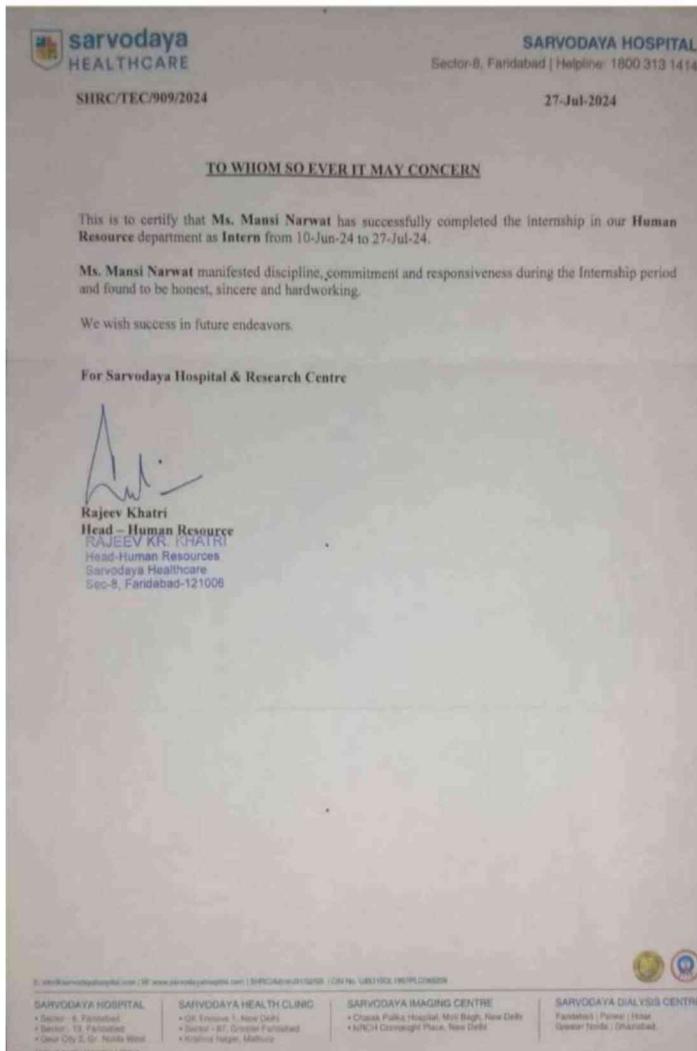
CERTIFICATE

This is to certify that the work entitled "**Study on Consumer Perception Towards Amul's Marketing Strategy**" has been carried out by **Mansi** under my direction and supervision.

Date: _____
Place: Faridabad

Mr. Vikas Kumar
Assistant Professor
Management Studies

2



CERTIFICATE

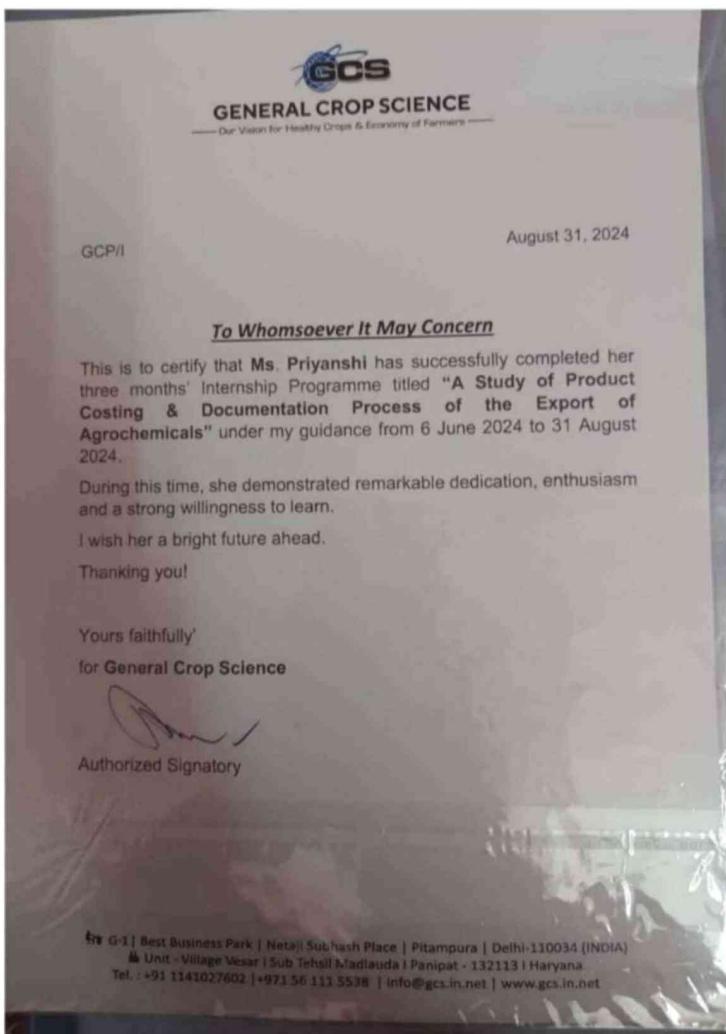
This is to certify that the project report entitled "A STUDY OF WORKING CAPITAL MANAGEMENT OF FMCG COMPANY SPECIAL REFERENCE TO NAGARIJUNA HERBAL CONCENTRATES LTD." has been carried out by Priyanshi under my direction and supervision.

24/07/2023

Date: 24/07/2023

Dr. Rupali Madan
Assistant Professor
Department of Management Studies,
J.C. Bose University of Science & Technology

Place: Delhi



Certificate from Mentor

Date:

TO WHOMSOEVER IT MAY CONCERN

This is to certify that the Major Research Project Report, Titled **A study on Marketing Strategies of Pizza Hut in Delhi** submitted by Mr. **Bablu** of Master of Business Administration 4th semester and has been duly completed under my guidance. this work has done in partial fulfillment of the requirement for the award of the degree of **MBA from JC BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY YMCA FARIDABAD** and has not been submitted anywhere in any university for the award of any degree to the best of my knowledge.



Signature of the Mentor



13/08/2024

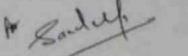
TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Bablu**, a student of MBA has successfully completed his training starting from 10 June, 2024 to 10 Aug, 2024 in our organization.

During the entire training program we found his behavior sincere and hard working.
This certificate is being issued to enable him for successful completion of his MBA Course.

We wish him best of luck in Future Endeavors.

For JCB India Ltd.



Authorized Signatory, R.O.D.
JCB INDIA LIMITED
BALLABGARH - 121 004
VITARAN - PUNJAB - INDIA

CERTIFICATE

This is to certify that the work entitled "Impact of Digital Payment on Personal Finance" has been carried out by **Bhoomika Dhingra**, Roll No. (23001701025) under my directions and supervision. The matter embodied in this project is done by the student and has not been submitted to any other University/Institute for the partial fulfilment of the required study.



Dr. Anushree Chauhan
Assistant Professor
Department of Management Studies
J. C. Bose University of Science and Technology, YMCA

3

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July 15, 2024

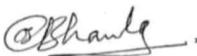
TO WHOM SO IT MAY CONCERN

This is to certify that **Ms. Bhoomika Dhingra** D/o **Mr. Parveen Dhingra**, Roll no. 23001701025 student of **MBA 3rd semester** at **J.C. Bose University of Science & Technology, YMCA, Faridabad** Trainee has undergone training in Thomson Press (I) Ltd, Faridabad from **June 03, 2024** to **July 19, 2024**. She has successfully completed her training.

Her conduct and performance were excellent during the training/dissertation work period.

We wish her a very bright future.

For THOMSON PRESS (I) LTD.


Ombir Singh
Training Cell

REGISTERED OFFICE: P.O. BOX 314, F-26, FIRST FLOOR, CONNAUGHT PLACE, NEW DELHI - 110 001
TELEFAX: 011-23417241
BRANCHES (Sales): DELHI, MUMBAI, KOLKATA
Website: www.thomsonpress.com



CERTIFICATE

This is to certify that the work entitled "AWARENESS AND VULNERABILITY OF COLLEGE STUDENTS TO FINANCIAL CYBER FRAUDS: A STUDY ON CYBERCRIME PREVENTION AND LITERACY" has been carried out by "Yashika" under my direction and supervision. The matter embodied has not been submitted to any other University/ Institute for the partial fulfillment of the required study.



Mr. Vikas Kumar

Assistant Professor

Department of Management Studies,
J C Bose University of Science and Technology

i



POOJA PLACEMENT SERVICES

ALL TYPE OF JOBS PROVIDER

Office : 2nd Floor, Opp. HDFC Bank, Dindholi Mod. Vill. Prithia, Palwal (HR)
E-mail : pooja placement01@gmail.com

Mob. : 09572802627
01275298627

Ref. No.

Date

DATE: 30-07-2024

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Miss. YASHIKA D/o MUKESH CHAUHAN, A Student of Master of business Administration of J.C. Bose University

Of Science and Technology, YMCA, Faridabad has Successfully completed her summer Internship in the field of H.R from 10-06-2024 to 25-07-2024 under the guidance of H.R Department.

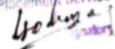
During the period of her Internship with us, she had been take guidance in different fields like recruitments of staff & workman s administration and Industrial relations with theirs individuals files making , E.S.I.C & E.P.F registration of our respective employees and staff. During her Internship tenure she was found to be Punctual, hardworking and diligent.

We wish her success in her life and career.

Thanking you.

For M/s Super Jet Enterprises

For Pooja Placement Service



AUTH. SIG.

CERTIFICATE

This is to certify that **Vanshika** has completed her project entitled "**INFLUENCE OF KEY DIMENSIONS OF EMOTIONAL INTELLIGENCE ON EMPLOYEE PERFORMANCE IN BANKING SECTOR**" under my guidance for the academic year 2023-2025. The matter embodied in this project is done by the student and has not been submitted to any other University/ Institute for the partial fulfilment of the required study.



Dr. Parveen
Assistant Professor
Department of Management Studies
J.C. Bose University of Science and Technology, YMCA



AGILE CAPITAL SERVICES

COMPLETION CERTIFICATE

Date: 04 Sep, 2024

This is to certify that

Ms. Vanshika

has successfully completed her Summer Internship with project title

"Finance"

Under the guidance of

Mr. Siddharth

Project duration
28 Jun, 2024 to 28 Aug, 2024

The internship assessment fulfils the stated criteria and student findings are her original work.

We hereby certify her work satisfactory to the best of my knowledge with an aggregate
Grade 65%

Location for internship-
New Delhi

We wish her all the best for future endeavours.

Warm Regards



(Authorized Signatory)
HR Department
Agile Capital Services Pvt. Ltd.

RG Trade Tower, Netaji Subhash Place, Pitampura, New Delhi- 110034
Email: info@agilecapitalservices.com
www.agilecapitalservices.com

CERTIFICATE

This is to certify that the report "A Study On Factors Affecting Investors Behaviour Towards Stock Market" submitted by Arun, bearing registration number 23001701015, of Department of Management Studies, JC Bose University of Science and Technology, Faridabad, Haryana is carried out under my supervision for partial fulfillment of the requirements for the course **Masters in Business Administration**.

Date: 24/09/25
Place: Faridabad


Dr. Rachna Agrawal

(Management Studies)



Date: 23.08.2024

Certificate of Internship

This is to certify that Mr. Arun, Student of Masters of Business Administration of JC Bose University of Science and Technology, YMCA, Faridabad, Haryana, has successfully completed a summer internship in the field of Digital Marketing from 25-06-2024 to 23-08-2024, under the guidance of Mr. Narender Kumar (Director).

During the period of his internship program with us he had been exposed to different process and was found Punctual, Hardworking and Inquisitive.

We wish him every success in his life and career.

Sincerely,



Narender Kumar

(Director)

VCODE Softwares (P) Ltd

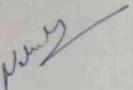
Gurgaon, Haryana

VCODE Softwares Private Limited

Regd. Office: Unit No 122C, FF, Tower B4, Spaze I-Tech Park, Sector 49, Gurgaon, Haryana-122018
Corporate Office: 2B8, Ground Floor, Tower B2, Spaze I-Tech Park, Sector 49, Gurgaon, Haryana-122018
(CIN- U72500HR2020PTC088493), Website- www.vcode.co.in, Email- info@vcode.co.in, Contact us- 9871240003

CERTIFICATE

This is to certify that the work entitled, "A Study on Job Satisfaction of Employee in Banking Sector" has been carried out by **Mr. Ronit** under my supervision and guidance, in partial fulfillment of the requirements for the degree of **Master of Business Administration** at **JC Bose University of Science and Technology, YMCA**. To the best of my knowledge, the content of this report has not been submitted to any other university or institute for the award of any degree or diploma.


Dr. Neha Goyal
Assistant Professor
Department of Management Studies,
JC Bose University of Science and Technology, YMCA

2

INSPLORE **INSPLORE TLS CONSULTANTS PVT. LTD.**
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COMPLETION CERTIFICATE

Date: 31 Aug, 2024

This is to certify that **Mr. Ronit** has successfully completed his **Summer Internship** with project title "**Marketing And Finance Strategies**" under the guidance of **Mr. Harsh Yadav**.

The duration of the project was from 21 Jun, 2024 to 21 Aug, 2024

The internship on evaluation fulfils all the stated criteria and student's findings are his original work.

I hereby certify his work **satisfactory** to the best of my knowledge with an aggregate grade: **59**.

Location for internship: New Delhi/Work from Home

We wish him all the best for future endeavours.

INSPLORE
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(Authorized Signatory)

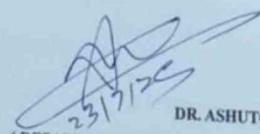
TEAM HR
Insplore Consultants Pvt. Ltd.

J.C. Bose University of Science and Technology, Faridabad

DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATE

This is to certify that MUNMUN Roll Number 23001701071, has completed the research project report titled ("INTERRELATION OF EMPLOYEE WELL BEING ON EMPLOYEE ENGAGEMENT") under my supervision in partial of the requirement for the award for the degree of MASTER OF BUSINESS ADMINISTRATION (MBA).



DR. ASHUTOSH NIGAM
(DEPARTMENT OF MANAGEMENT STUDIES)

4

INSPIRE **INSPIRE TLS CONSULTANTS PVT. LTD**
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COMPLETION CERTIFICATE

Date: 28 Aug, 2024

This is to certify that **Ms. Munmun** has successfully completed her **Summer Internship** with project title "**Finance and HR**" under the guidance of **Mr. Siddharth**.

The duration of the project was from 18 Jun, 2024 to 18 Aug, 2024

The internship on evaluation fulfils all the stated criteria and student's findings are her original work.

I hereby certify her work **satisfactory** to the best of my knowledge with an aggregate grade: **70**

Location for internship: New Delhi/Work from Home

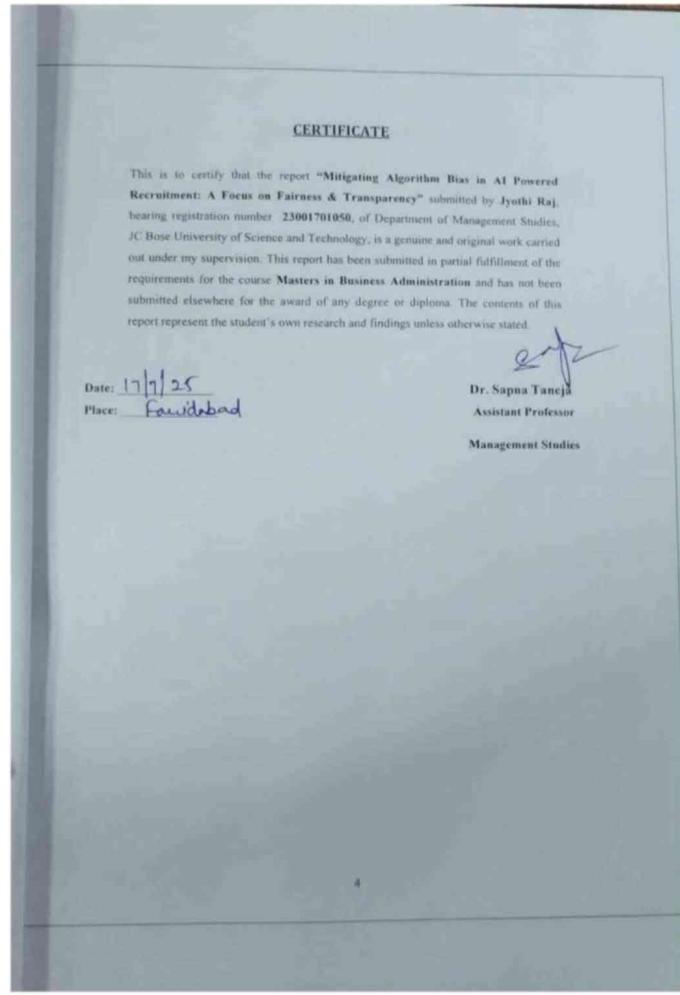
We wish her all the best for future endeavours.

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(Authorized Signatory)

TEAM HR
Insplore Consultants Pvt. Ltd.



CERTIFICATE

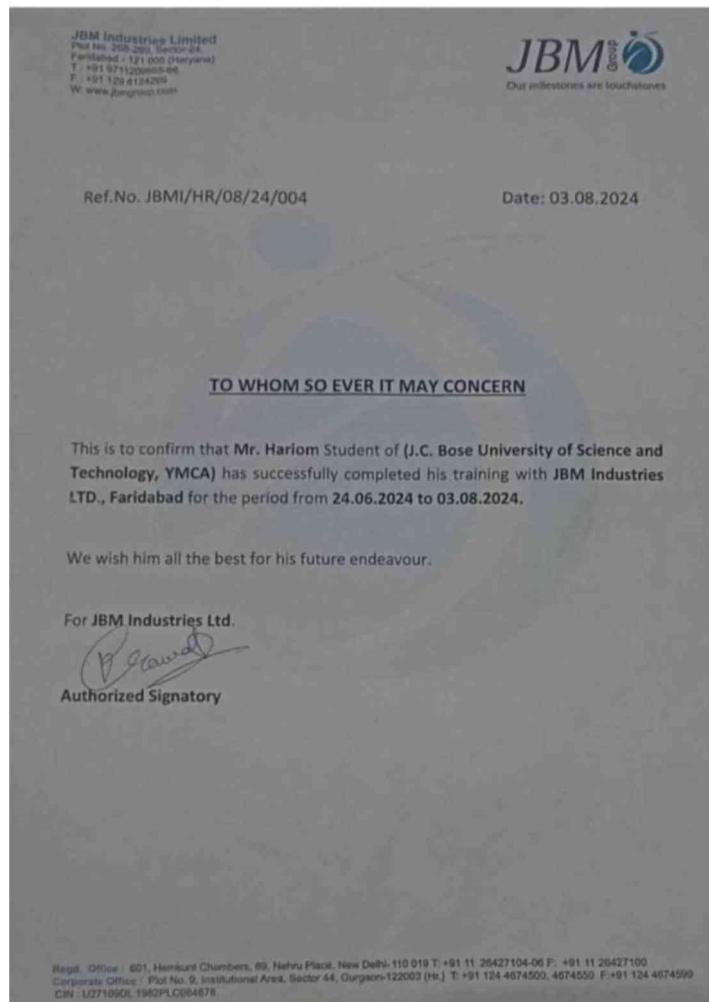
This is to certify that the report "**Perception of customer toward Hyundai and Tata EV Motors**" submitted by **Hariom**, bearing registration number **23001701043**, of Department of Management Studies, JC Bose University of Science and Technology.



Project Guide:

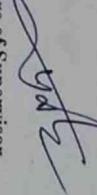
Dr. Renu Aggarwal
(Dept. of Management Studies)

3

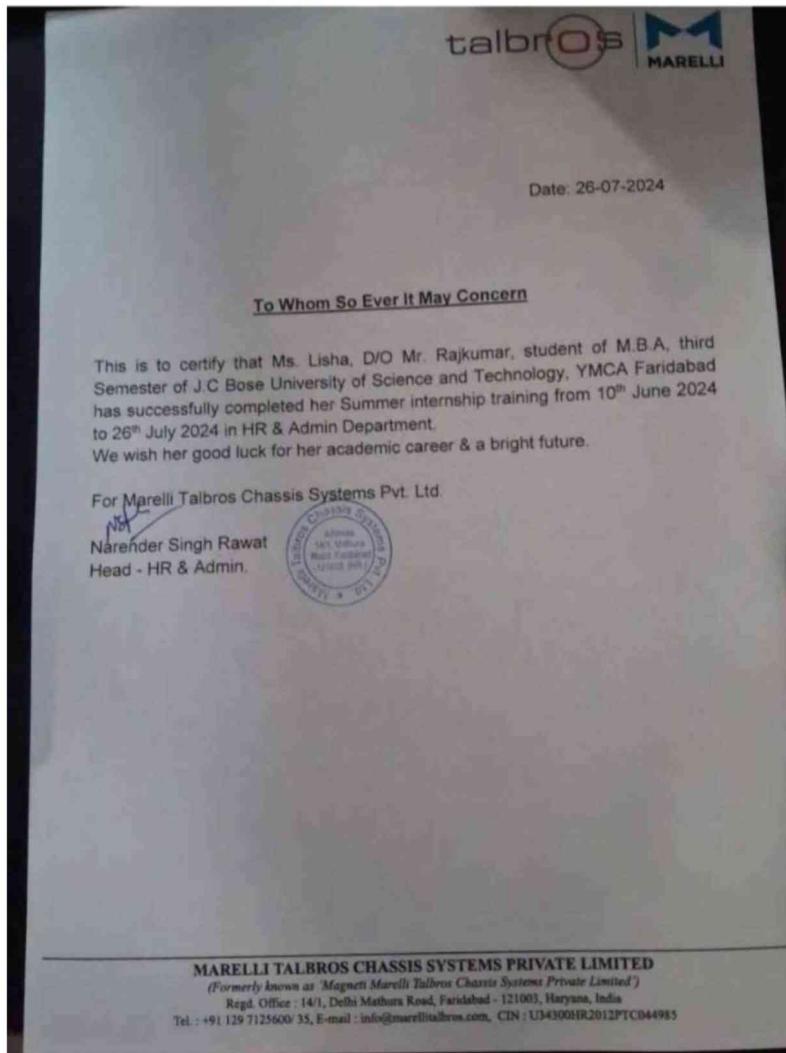
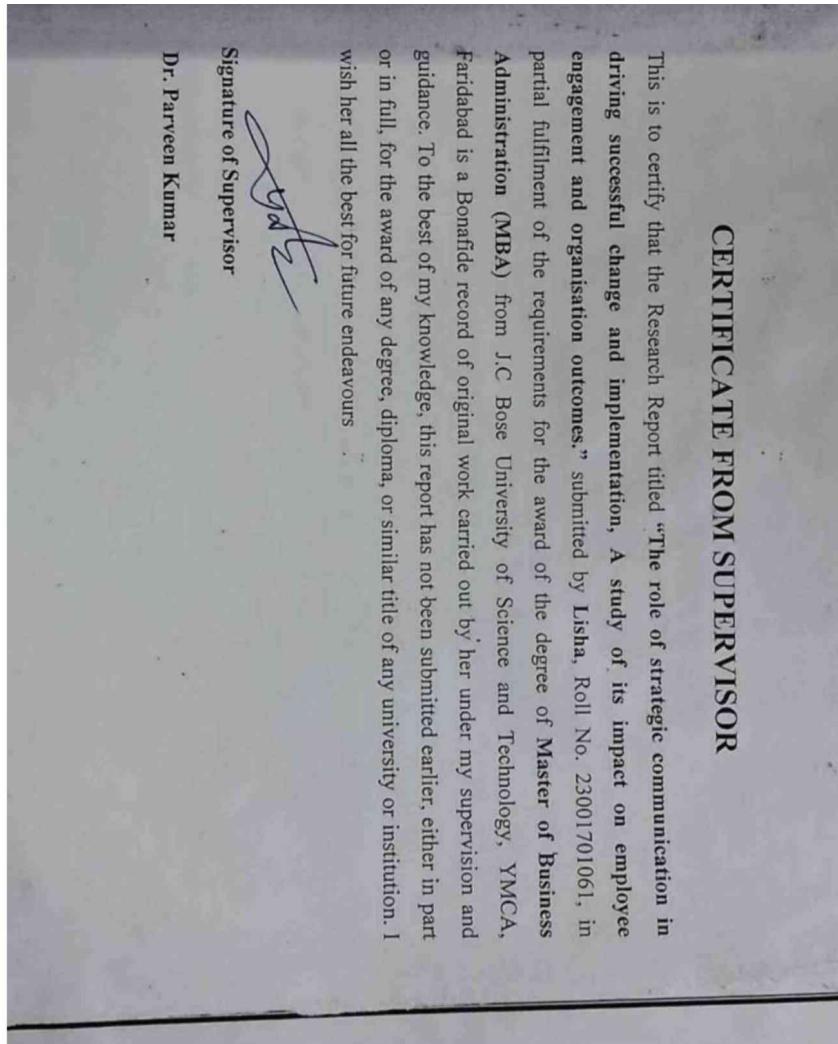


CERTIFICATE FROM SUPERVISOR

This is to certify that the Research Report titled "The role of strategic communication in driving successful change and implementation, A study of its impact on employee engagement and organisation outcomes," submitted by Lisha, Roll No. 23001701061, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) from J.C. Bose University of Science and Technology, YMCA, Faridabad is a Bonafide record of original work carried out by her under my supervision and guidance. To the best of my knowledge, this report has not been submitted earlier, either in part or in full, for the award of any degree, diploma, or similar title of any university or institution. I wish her all the best for future endeavours.


Signature of Supervisor

Dr. Parveen Kumar

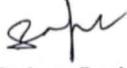


CERTIFICATE

This is to certify that the report "Impact of Digital Payment System on Indian Economy" submitted by Jatin soni, bearing registration number 23001701048, of Department of Management Studies, JC Bose University of Science and Technology, is a genuine and original work carried out under my supervision. This report has been submitted in partial fulfillment of the requirements for the course Masters in Business Administration and has not been submitted elsewhere for the award of any degree or diploma. The contents of this report represent the student's own research and findings unless otherwise stated.

Date: 18/7/25

Place: FBD


Dr. Sapna Taneja

Assistant Professor

Management Studies



INTERNSHIP COMPLETION CERTIFICATE

12 August 2024
Our Ref. No. MI/24/I/002

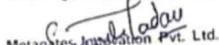
To whom it may concern:

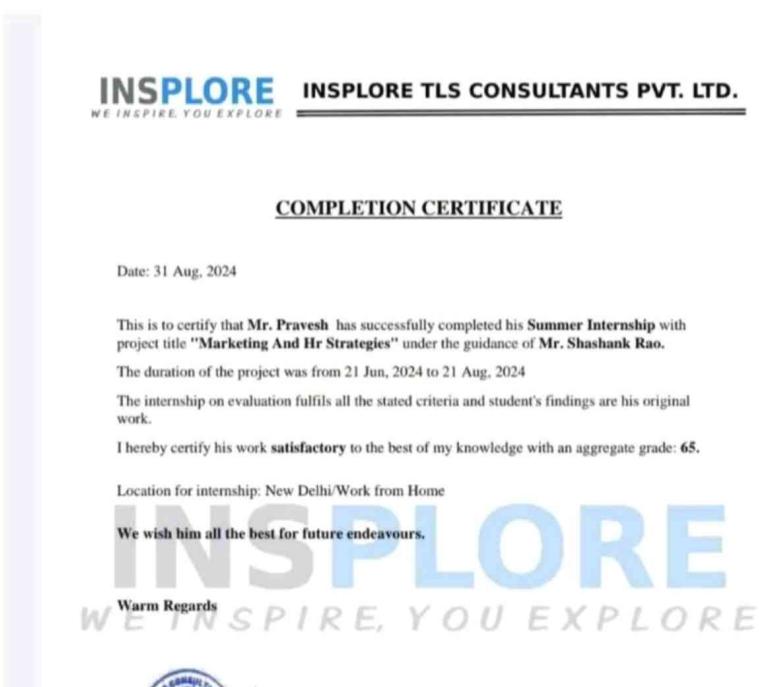
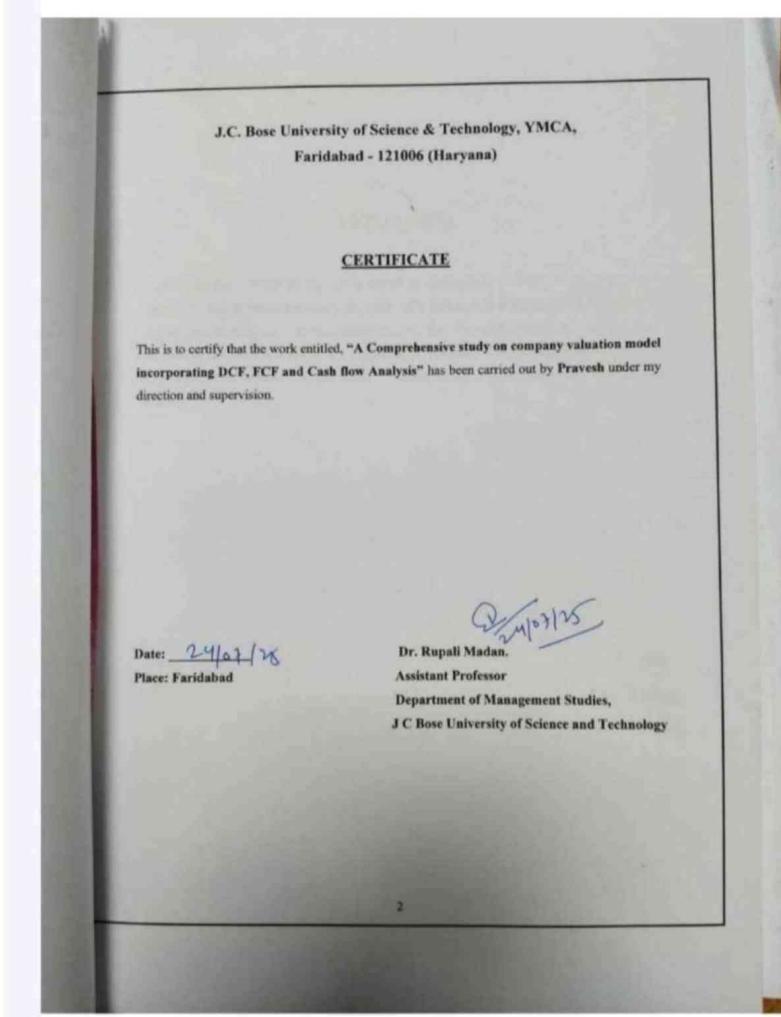
This is to certify that **Mr. Jatin Soni**, Student of **Masters of Business Administration** of **JC Bose University of Science and Technology**, YMCA, Faridabad, Haryana, has successfully completed a summer internship in the field of **Marketing** from **17-06-2024** to **12-08-2024**.

During the period of his internship program with us he had been exposed to different process and was found Punctual, Hardworking and Inquisitive.

We wish him every success in his life and career.

For: Metagates Innovation Pvt. Ltd.


Metagates Innovation Pvt. Ltd.
Authorised Signatory
Surender Yadav
Chief Executive Officer



(Authorized Signatory)

TEAM HR
Insplore Consultants Pvt. Ltd.

CERTIFICATE

This is certify that the work entitled "A Comprehensive Study on Impact of Effective Talent Acquisition on Organization Performance" has been carried out by Dixit under my direction and supervision.

Date: 17/7/2025

Place: Faridabad

Dr. Rajiv Sindwani

4



Date: July 27, 2024

LETTER OF RECOMMENDATION

TO WHOMSOEVER IT MAY CONCERN

I am pleased to write this letter of recommendation for Mr. Dixit, who recently completed his internship with us at Analytics Resource, Delhi. Dixit worked with us as an HR and Finance Intern from June 10, 2024, to July 26, 2024.

During his time with our company, Dixit contributed significantly to both the HR and Finance departments. He demonstrated a strong work ethic, a keen willingness to learn, and a high degree of self-motivation. His performance not only met but often exceeded our expectations. He was able to manage multiple tasks effectively and complete his assigned projects on time.

Dixit was particularly adept at taking initiative and quickly grasping new concepts, which enabled him to add value to our team. His proactive approach and positive attitude made him a pleasure to work with, and he consistently demonstrated professionalism and a commitment to quality in all his work.

Based on his performance, I am confident that Dixit has the skills, knowledge, and determination to succeed in his future endeavors. I highly recommend him for any role he chooses to pursue and wish him all the best in his future career.

With best wishes,

ANALYTICS RESOURCE


Neena

Founder

CERTIFICATE

This is to certify that the report "**IMPACT OF FINANCIAL LITERACY ON PERSONAL INVESTMENT DECISION**" submitted by **Karishma**, bearing registration number **23001701052**, of Department of Management Studies, JC Bose University of Science and Technology, is a genuine work carried out under my supervision. This report has been submitted in partial fulfillment of the requirements for the course **Masters in Business Administration** and has not been submitted elsewhere for the award of any degree or diploma. The contents of this report represent the student's own research and findings unless otherwise stated.

Date: 17/7/25

Place: Faridabad



Dr. Sapna Taneja
Assistant Professor

Department of Management Studies.

JBM Industries Limited
Plot No. 268-269, Sector-24,
Faridabad - 121 005 (Haryana)
T: +91 9711209605-06
F: +91 129 4124269
W: www.jbmgroup.com

JBM Group
Our milestones are touchstones

Ref.No. JBMI/HR/08/24/002

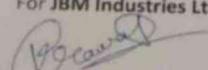
Date: 14.08.2024

TO WHOM SO EVER IT MAY CONCERN

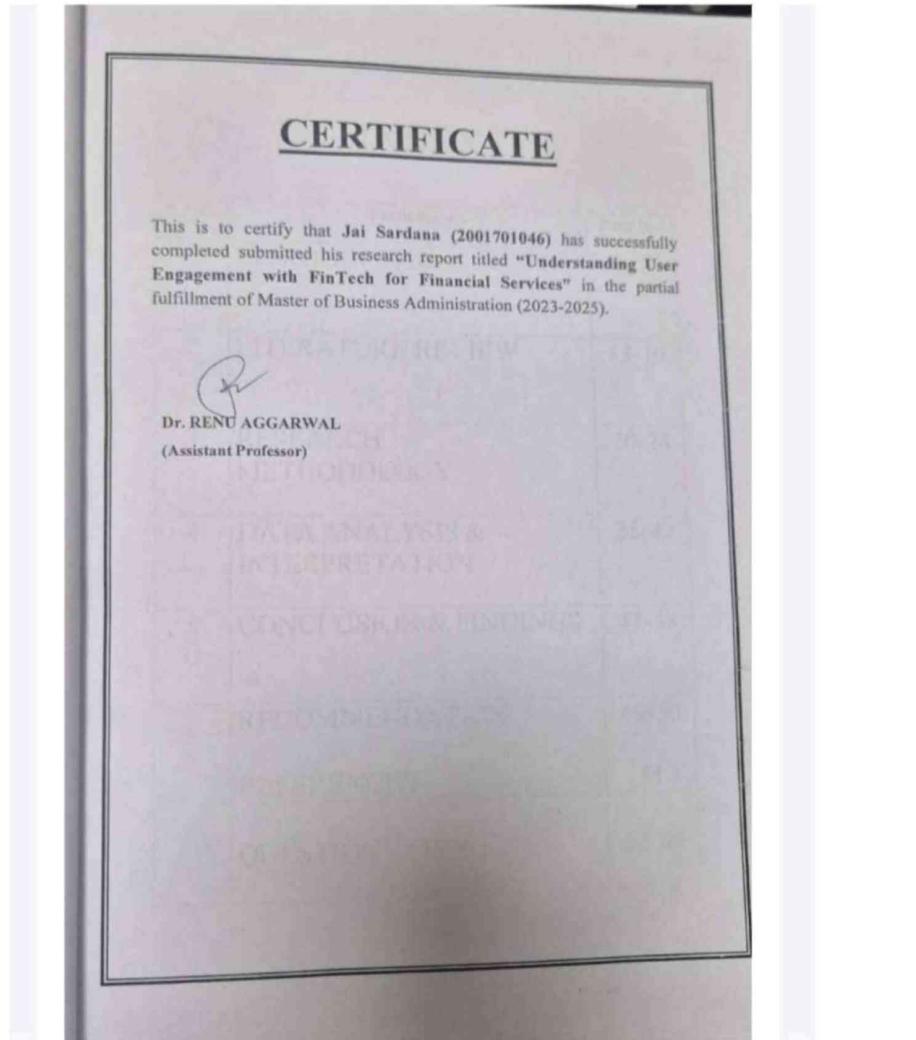
This is to confirm that **Ms. Karishma** Student of **(J.C. Bose University of Science and Technology, YMCA)** has successfully completed her training with **JBM Industries LTD., Faridabad** for the period from **24.06.2024 to 14.08.2024**.

We wish her all the best for her future endeavour.

For JBM Industries Ltd.



Authorized Signatory



CERTIFICATE

This is to certify that the work entitled "**Strategic Marketing Analysis: A Comparative Study of boat and How they out marketed JBL**" has been carried out by **Vishal Sharma** under my direction and supervision for the academic year 2023-2025. The matter embodied in this project is done by the student and has not been submitted to any other University/ Institute for the partial fulfilment of the required study.



Dr. Parveen Kumar

(Assistant Professor)

J C Bose University of Science and Technology

INSPIRE **INSPIRE TLS CONSULTANTS PVT. LTD.**
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COMPLETION CERTIFICATE

Date: 31 Aug, 2024

This is to certify that **Mr. Vishal Sharma** has successfully completed his **Summer Internship** with project title "**Marketing And Hr Strategies**" under the guidance of **Mr. Harsh Yadav**.

The duration of the project was from 21 Jun, 2024 to 21 Aug, 2024

The internship on evaluation fulfils all the stated criteria and student's findings are his original work.

I hereby certify his work **satisfactory** to the best of my knowledge with an aggregate grade: **61**.

Location for internship: New Delhi/Work from Home

We wish him all the best for future endeavours.

INSPIRE
WE INSPIRE, YOU EXPLORE



(Authorized Signatory)

TEAM HR
Insplore Consultants Pvt. Ltd.