

Date: 17/04/2023

## To whom it may concern

**Subject: Completion of Core Course 14 Projects by ASPV students of Semester VI in 2021-22**

The undersigned hereby certifies that the students mentioned in the table given below have completed their Projects for the University of Calcutta B.A/B.Sc. Semester-IV Examination, 2022 in CC-14 course of Advertising, Sales Promotion and Sales Management (ASPV). These students are mentioned in the modified template of Metric 1.3.2 (for DVV compliance) as ASPV with pdf link of their projects stated alongside.

SL.NO.	REGISTRATION NO.	COLLEGE ROLL NO.	NAME	SUBJECT
1	013-1212-0271-19	19/BAV/0001	Sruti Halder	ASPV
2	013-1211-0265-19	19/BAV/0006	Aayushi Lahiri	ASPV
3	013-1211-0297-19	19/BAV/0012	Ayona Bhattacharya	ASPV
4	013-1211-0248-19	19/BAV/0016	Debjani Mitra	ASPV
5	013-1211-0261-19	19/BAV/0110	Nikita Gupta	ASPV
6	013-1211-0255-19	19/BAV/0147	Sayoni Das	ASPV
7	013-1211-0264-19	19/BAV/0213	Afia Imam	ASPV
8	013-1211-0257-19	19/BAV/0216	Sayani Biswas	ASPV
9	013-1212-0266-19	19/BAV/0261	Subhangi Sarkar	ASPV
10	013-1211-0267-18	BAV/18/0036	Sreya Das	ASPV
11	013-1211-0356-18	BAV/18/0233	Joshna Kashwani	ASPV
12	013-1211-0281-19	19/BSCV/0019	Annesha Manna	ASPV
13	013-1211-0278-19	19/BSCV/0024	Atmaja Bhaduri	ASPV
14	013-1211-0296-19	19/BSCV/0177	Sristi Roy	ASPV
15	013-1211-0275-19	19/BSCV/0178	Romi Mukherjee	ASPV
16	013-1211-0279-19	19/BSCV/0182	Ishika Roy	ASPV



Principal  
Gokhale Memorial Girls' College

CAMBRIDGE GREEN



*Home where luxury meets affordability*



জিএসটি পেরি  
লভেবল প্রাইস  
HIRA অসুবিধিত

- 6 টি ফ্লোর  
- Gr.+ 4 ডায়া  
- 192 টি ফ্ল্যাট  
- 2 এবং 3 BHK

- আত্মকাল নিয়ন্ত্রিত কমিউনিটি হল - বাসকন্ডুইট - সুইমিং পুল - এলি জিমন - কমার্শিয়াল টাওয়ার জিমন এবং সুইমিং পুল - ল্যান্ডস্কেপিং বাগান  
- ইন্ডোর গার্ডেন (পুল, ক্যাবল, লান্ডা বোর্ড) - বাসভাণ্ডার ফেলার অফিস - 24X7 লাইফলাইন হাউস হোল্ডিং - সিসিটিভি এবং প্রাক্ষিপ্ত বাসভাণ্ডার



+91 90739 32424 / +91 90739 52424

enquiry@cambridgegreenrealestate.com

## INTERNSHIP REPORT

SRUTI HALDER

GOKHALE MEMORIAL GIRLS' COLLEGE

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

ROLL NUMBER- 192013-13-0008

REGISTRATION NUMBER- 013-1212-0271-19

SEMESTER-5

2021



**GOKHALE MEMORIAL GIRLS' COLLEGE**  
**1/1 HARISH MUKHERJEE ROAD, KOLKATA-700020**  
**DEPARTMENT**  
**OF**  
**ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT**

**INTERNSHIP**  
**DURATION-4 WEEKS**

**CERTIFICATE**

*Certified that the internship report submitted by*

**SRUTI HALDER**

**ROLL NUMBER- 192013-13-0008**

**REGISTRATION NUMBER- 013-1212-0271-19**

*In partial fulfilment of the requirement envisaged in the regulations framed in regard to Core Course- 12 of Semester 5 Examination of the B.A/B.Sc Major (CBCS) three year degree course of Advertising, Sales Promotion and Sales Management of University of Calcutta is consistent with the said rules.*

*Nabanita Chakraborty*  
Course Coordinator 25/12/21

*A. Kar*  
Principal

Principal  
Gokhale Memorial Girls' College



## JOB DESCRIPTION IN DETAILS

I have specialized my area of work on Marketing department, under Mr. Somejit Saha [manager of Cambridge Real Estate]

I would like to give all the details of the work done by me during the internship period.

My project was on finding willing customer for the Real estate project. On my first few days I was sent to other growing competitive real estate projects. Other works I did during my internship period.

- Did site visit of competitors.
- Successfully showcased the apartment to prospective buyers.
- Kept notes of the incoming and outgoing building material.
- Helped new home owners choose their interior designing.
- Helped customers get the loan sanctioned by the banks which has approved our project, mainly State Bank of India, Punjab National bank, Canara Bank and LIC housing finance limited.
- Successfully interpreted the idea and concept of the homeowner to the workforce to deliver customer satisfaction.

I had to go through all of the above work mentioned. I was in charge of all the new customers coming down the project and who are willing to buy properties. Some family wanted different interiors and different structure of the apartment. My work was also to inform the workforce labours about the necessary changes in the apartment and also inform the project managers about the properties being sold and about the loan sanction from banks. And my last work was to make an internship report about all the works I have done in my internship period.

# CAMBRIDGE REAL ESTATE MANAGEMENT PVT. LTD.

23, BANAMALI NASKAR ROAD, BEHALA, KOLKATA - 700 060

M : 9051415343

For

Date

To  
Mr. Mr. Mr.  
Cambridge Management Pvt. Ltd.  
Kolkata

## Sub: Internship of Ms. Sruti Haider

Dear Sir,

We are exceptionally pleased to inform you that Ms. Sruti Haider has completed her internship with us from the 4<sup>th</sup> of October 2021 to 4<sup>th</sup> November 2021.

During the period of internship, Ms. Haider was given exposure to the Real Estate sector and successfully completed the tasks given to her in a timely, punctual manner. Some of her tasks are given below:

1. Surveying Competitors in the market
2. Maintaining of Journal of Raw Material
3. Helping New Home Owners plan their interior decoration
4. Helping Prospective Homeowners with all the information from our Bank and Finance
5. Helping in designing our Brochure
6. Helping in designing our Website

During her internship tenure, we found her to be quite eager to learn and are very pleased with her performance and wish her the able life ahead for her future.

Thanking you,

Cambridge Real Estate Management Pvt. Ltd.



AAYUSHI LAHIRI

ADVERTISING, SALES PROMOTION AND SALES  
MANAGEMENT

ROLL NUMBER- 192013-13-0006

REGISTRATION NUMBER- 013-1211-0265-19

SEMESTER 5

Gokhale Memorial Girls College

Session-2021



**GOKHALE MEMORIAL GIRLS' COLLEGE**

**1/1 HARISH MUKHERJEE ROAD, KOLKATA-700020**

**DEPARTMENT**

**OF**

**ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT**

**INTERNSHIP**

**DURATION-FOUR WEEKS**

**CERTIFICATE**

*Certified that the internship report submitted by*

**AAYUSHI LAHIRI**

**Roll :- 192013-13-0006**

**REGISTRATION NO. – 013-1211-0265-19**

*In partial fulfilment of the requirement envisaged in the regulations framed in regard to Core Course-12 of Semester 5 Examination of the B.A./B.Sc Major (CBCS) three year degree course of Advertising, Sales Promotion and Sales Management of University of Calcutta is consistent with the said rules.*

*Nabanita Chakraborty* 23/12/21  
**Course Coordinator**

**Principal**

Principal  
**Gokhale Memorial Girls' College**

## **JOB DESCRIPTION IN DETAILS**

The internship duration was for four weeks and I was responsible for handling the Social Media by developing and executing overall strategy for social media and digital marketing efforts for the Arth Early Learning Spaces. My work was to target customers through the use of social media. Developing a brand awareness and encouraging everyone why they should join Arth. I have played an active role in the engagement and growth of the organization's online presence. Scheduling and Updating day to day classes on Instagram. Taking pictures and videos and ultimately editing them for creating an appealing content. Improve and maintain website through updates, quality assurance checks and proofreading. I assist them in event preparation, design updates and other duties when needed.



# ARTH EARLY LEARNING SPACES

1992 年 4 月 22 日

TO WHOMSOEVER IT MAY CONCERN

November 14, 2021

This is to certify that **Aayushi Lahiri** has successfully completed her internship with Aar  
Early Learning Spaces during October, 2021

During the period she handled the role of a Social Media and Design Intern for our institute. It was a pleasant experience working with her and we loved having her on our team.

We wish her the best for her future.

With regards,

Ankur Agarwal

Academic Director

## Arth Early Learning Spaces



# The Watchdog

AYONA BHATTACHARYA

GOKHALE MEMORIAL GIRLS' COLLEGE

ADVERTISING, SALES PROMOTION AND SALES  
MANAGEMENT

ROLL NUMBER- 192013-13-0027

REGISTRATION NUMBER – 013-1211-0297-19

SEMESTER 5

2021-2022



**GOKHALE MEMORIAL GIRLS' COLLEGE**

1/1 HARISH MUKHERJEE ROAD, KOLKATA-700020

**DEPARTMENT  
OF  
ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT  
INTERNSHIP**

**DURATION-FOUR WEEK**

**CERTIFICATE**

*Certified that the internship report submitted by*

**AYONA BHATTACHARYA**

**ROLL NO. - 192013-13-0027**

**REGISTRATION NO. - 013-1211-0297-19**

*In partial fulfillment of the requirement envisaged in the regulations framed in regard to Core Course-12 of Semester 5 Examination of the B.A./B.Sc Major (CBCS) three year degree course of Advertising, Sales Promotion and Sales Management of University of Calcutta is consistent with the said rules.*

Nabanita Bhattacharya  
Course Coordinator 23/12/21

  
Principal  
Principal  
Gokhale Memorial Girls' College

## **Job description in details**

The shift assigned to me was from 9AM to 4:45PM. I was assigned copies of drafted articles to publish each day. The task consisted of me editing the contents of the article till the inbuilt website article-checker (YOAST) showed a good Search Engine Optimization (SEO) and readability score. It was crucial the article was predominantly worded in the present tense and had sentences no longer than 20 words.

I also had to select a featured image for the chosen news article. The image should, ideally, have good graphic resolution and should not be watermarked by any other organization. I was required to add keywords, tags, categories and then finally add article source and my name before publishing.

I was also required to write scripts of the afternoon and evening news bulletins with the top three articles published till then, all chosen and provided to me by the website administrator Ms. Hemantika Mukherjee. These scripts were then turned into podcasts by a Senior Editor, then read by an AI unique to the website and published on the website and on YouTube.

I was also required to share my published articles in an official WhatsApp group and also share the published articles on Twitter with the appropriate hashtags.





**THE  
WATCHDOG**  
NEWSPONT OF THE NATION



To  
Whomever this may concern

**Subject: Internship Completion Certificate**

This is to certify that Ms Ayona Bhattacharya, student of Advertising, Sales Promotion and Sales Management, Gokhale College, has successfully completed her internship with us as Junior Writer from October 4th to November 1st, 2021.

During her tenure, Ayona has actively participated in the creation of well-informed content for the news portal. She is a quick learner, and she is always open to criticism. She needs to work on the consistency of her performance.

It has been a pleasure working with Ayona and she will be a great asset to the company she joins. We wish her the best for her future.

Hemantika Mukherjee

Associate Editor-News and Features, The Watchdog

**Let's Connect**

f @ in @bythewatchdog  
✉ newspoint@thewatchdog.news

☎ +91 9830061816

📍 11C, Manohar Pukur Road  
Kolkata - 700026





**INDIA AT TRADING PVT LTD**

**INTERNSHIP REPORT**

**DEBJANI MITRA**

**GOKHALE MEMORIAL GIRLS' COLLEGE**

**ADVERTISING, SALES PROMOTION AND SALES  
MANAGEMENT**

**ROLL NUMBER – 192013-13-0001**

**REGISTRATION NUMBER – 013-1211-0248-19**

**SEMESTER 5**

**2021**



**GOKHALE MEMORIAL GIRLS' COLLEGE**

1/1 Harish Mukherjee Road, Kolkata – 700020

**DEPARTMENT**

**OF**

**ADVERTISING, SALES PROMOTION AND SALES  
MANAGEMENT**

**INTERNSHIP**

**DURATION – 4 WEEKS**

**CERTIFICATE**

Certified that the internship report submitted by

**DEBJANI MITRA**

**ROLL NUMBER – 192013-13-0001**

**REGISTRATION NUMBER – 013-1211-0248-19**

*In partial fulfilment of the requirement envisaged in the regulations framed in regard to core course – 12 of Semester 5 Examination of the B. A / B.SC Major (CBCS) three-year degree course of Advertising, Sales promotion and Sales Management of University of Calcutta is considered with the said rules.*

Dr. Unakrabi Chy 23/12/21  
**Course Coordinator**

  
**Principal**



## JOB DESCRIPTION IN DETAILS

As, I have specialized my area of work on HR and Admin Department, under Kingshuk Halder (Chief Operating Officer).

I would like to give all the details of the work done by me during the internship period.

As the internship was of four weeks and also my mode of work was offline. So, I had to go office regularly. My responsibilities include: to gather payroll data like working hours, leaves and bank accounts. To collect CV and other documents from the newly hired candidates. Scheduled and confirmed interviews with candidates via call and email respectively. I participated in organizing company events and conference meetings. Then addressed the queries and issues of workers when required. I took daily sales report from the salesmen and then recorded those reports in excel sheet. Attended the vendors meeting. I looked after the office administration and also the office attendance. Then I have also learnt about the digital marketing like how to make official websites, business cards. Also came to know about the company's HR Policies, and other HR related stuff.





India A.T Trading Pvt. Ltd.  
Phuspak Building, Flat no-2A, Second Floor.  
18/1 Deodar Street, Kolkata - 700019 West Bengal

November 20, 2021.

To  
The Principal,  
Gokhale Memorial Girls' College,  
Kolkata

SUB: INTERNSHIP OF Ms. DEBJANI MITRA

Dear Ma'am,

We are pleased to inform you that Ms. Debjani Mitra has completed her internship with us during the tenure of 4<sup>th</sup> October 2021 to 4<sup>th</sup> November 2021.

During the Internship Period, she was exposed to various activities in HR and Admin Department. We found her extremely inquisitive and hardworking, sincere and result oriented. She was very much interested to learn the functions of our core divisions and also willing to put her best efforts.

We wish her every success in her life.

Thank you.



*Kingshuk Halder*  
Kingshuk Halder,  
Head- HR.



We develop understanding

**INTERNSHIP REPORT**

**NIKITA GUPTA**

**GOKHALE MEMORIAL GIRL'S COLLEGE**

**ADVERTISING, SALES PROMOTION & SALES  
MANAGEMENT**

**ROLL NUMBER – 192013-13-0004**

**REGISTRATION NUMBER – 013-1211-0261-19**

**SEMESTER 5**

**2021**



**GOKHALE MEMORIAL GIRL'S COLLEGE**

**1/1 HARISH MUKHERJEE ROAD, KOLKATA - 700020**

**DEPARTMENT  
OF  
ADVERTISING, SALES PROMOTION & SALES MANAGEMENT**

**INTERNSHIP  
DURATION – FOUR WEEKS**

**CERTIFICATE**

*Certified that the internship report submitted by*

**NIKITA GUPTA**

**Roll No. – 192013-13-0004**

**Registration No. – 013-1211-0261-19**

*In partial fulfilment of the requirement envisaged in the regulations framed in regard to Core Course – 12 Semester 5 Examination of the B.A./B.Sc. Major (CBCS) three-year degree course of Advertising, Sales Promotion & Sales Management of University of Calcutta is consistent with the said rules.*

*Nabamita Chakrabarty*  
Course Coordinator

*24/12/21*

*Karpha*  
Principal  
Principal  
Gokhale Memorial Girls' College

## JOB DESCRIPTION IN DETAILS

I have done my internship in HR department, under Mr. Rohit Mathew (Vice President).

As the internship was of four weeks and also my mode of work was work-from-home. So, I was provided with a topic to work on that given topic. The name of the topic was "Employees Engagement Challenges In The Remote Work Era". I was told to search the draft points of the topic then prepare the word file and mail that file to the person in charge. Then Sir used to review that file and provide the feedback to me, like this every week I used to get the sub- topics, such as, the draft points that was finalised by sir after the review then I was told to search the causes and solution of that draft points, then prepare the file and mail that. Next, illustration of the causes and solutions of the draft points and then the same process. This was the last sub- topic I was told to work.





Webel IT Park, Module No. 208, Street No. 360,  
Newtown, AA-1D, Kolkata, West Bengal 700160

## CERTIFICATE OF COMPLETION

This certificate is presented to

**NIKITA GUPTA**

in recognition of her hard work and dedication in completing the  
HR INTERNSHIP

on

**Employee Engagement Challenges In The Remote Work Era**

from 4<sup>th</sup> October 2021 to 8<sup>th</sup> November 2021 at Kolkata under the  
sponsorship of Rohit Mathew in accordance with all requirements of Triple A  
Solutions Pvt. Ltd..

Awarded this November 11<sup>th</sup> 2021.

Rohit F. Mathew  
Vice President

# **TATA STEEL**

 **WeAlsoMakeTomorrow**

**INTERNSHIP REPORT**

**SAYONI DAS**

**GOKHALE MEMORIAL GIRLS' COLLEGE**

**ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT**

**ROLL NUMBER: 192013-13-0002**

**REGISTRATION NUMBER: 013-1211-0255-19**

**SEMESTER 5**

**2021**



**GOKHALE MEMORIAL GIRLS'S COLLEGE**

1/1 HARISH MUKHERJEE ROAD, KOLKATA -700020

**DEPARTMENT  
OF  
ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT**

**INTERNSHIP**  
**DURATION- 4 weeks**

**CERTIFICATE**

*Certified that the internship report submitted by*

**SAYONI DAS**

**ROLL NUMBER: 192013-13-0002**

**REGISTRATION NUMBER: 013-1211-0255-19**

*In partial fulfilment of the requirement envisaged in the regulations framed in regard to Core Course- 12 of Semester 5 Examination of the B.A/B.Sc Major (CBCS) three year degree course of Advertising, Sales Promotion and Sales Management of University of Calcutta is consistent with the said rules.*

*Nabanita Bhattacharya*  
Course Coordinator *23/12/21*

*Gokhale*  
Principal

Gokhale Memorial Girls' College

## **JOB DESCRIPTION IN DETAILS**

I have specialized my area of work on HR Department, under Ms. Sushmita Singha Roy [Sr. Manager HRBP Commercial Functions (FP M&S)]

I would like to give all the details of the work done by me during the internship period.

My project title was "Contract Staff MIS Generation." I was given this project work because the organisation faced an issue with the contract vendors. On my very first day I was told to study about The Contract Labour Act which includes the minimum wage rate of the employees, duties of the contractor and the employer, welfare and health contract labour, penalties and procedure etc. My next work was to do a detailed study of the contract vendors and their compliance documents of the employees. The documents includes:

- Salary wage sheet
- Provisional fund challan
- Attendance sheets
- ESI Compliance documents
- ECR Compliance documents
- Bank Document Receipt

I had to go through all the above documents of all the contract vendor employees from the month of January 2021 to October 2021. My work was to check the compliance documents which are submitted, not submitted or pending. I was told to make an excel sheet with the following attributes of the documents and mark it as "SUBMITTED or NOT SUBMITTED." If the documents were not submitted then I was supposed to find out and write the reason for its delay in submission. I also had to make another excel sheet where I had to fill the box green if the documents are submitted, red if the documents are not submitted and yellow if the documents are pending. For the month of October, I checked if the puja bonus and puja exgratia were paid on time and if there was delay for the payment and note for how many days the payment was being delayed. My next work was to discuss with the administrative members about the contract vendors and had to do a detailed research about the contract vendors which were: where the vendors are defaulting, why the vendors are being delayed for the submission of the compliance documents, why they are responding so late that the order had to get renewed and etc. I was supposed to find out the problems facing by the organisation with the vendors by discussing with the administrative department. The administrative department shared their views about the vendors and the processing method. After gathering the data and doing a researched study I was told to give some recommendations so that the problems can be solved. And my last work was to write an inference report about the flow of my work as an intern and how I have done my work throughout the internship.





S/HRM/159

12 NOV 2021

TO WHOM IT MAY CONCERN

This is to certify that *Ms. Sayoni Das* a BA Major Student from Gokhale Memorial Girl's College, Kolkata, has successfully completed a project in HRM-M&S, Project on "**Contract Staff MIS Generation**", under the guidance of Ms. Sushmita Singha Roy, Sr. Manager HRBP Commercial Functions (FP M&S), from 20<sup>th</sup> September 2021 to 30<sup>th</sup> October 2021.

We wish her all success.

**Kinkini Das**

**Head HRBP Commercial Functions (Steel M&S & GSP)**

Attendance	Project Involvement	Project Presentation	Overall Performance	Project Extension
Regular	B	B	B	No
( A – Excellent, B – Good, C- Average, D – Poor )				

**TATA STEEL LIMITED**

Marketing & Sales Division Tata Centre 43 Jawaharlal Nehru Road Kolkata 700 071 India  
Tel 91 33 22887051 9251 3061 1951

Registered Office Bombay House 24 Homi Mody Street Fort Mumbai 400 001 India  
Tel 91 22 6665 8282 Fax 91 22 6665 7724

Corporate Identity Number L27100MH1907PLC000260 Website [www.tatasteel.com](http://www.tatasteel.com)

2021

# INTERNSHIP REPORT



PERFECT PRINTERS

A ROYALTY PRINTING  
HOUSE

AFIA IMAM

GOKHALE MEMORIAL GIRLS' COLLEGE

ADVERTISING, SALES PROMOTION

AND SALES MANAGEMENT

ROLL NO. – 192013-13-0005

REGISTRATION NO. – 013-1211-0264-19

SEMESTER - 5



# GOKHALE MEMORIAL GIRLS' COLLEGE

1/1 HARISH MUKHERJEE ROAD, KOLKATA – 700020

**DEPARTMENT  
OF  
ADVERTISING, SALES MANAGEMENT AND SALES PROMOTION**

**INTERNSHIP**

**DURATION – 4 WEEKS**

**CERTIFICATE**

Certified that the internship report submitted by

**AFIA IMAM**

**ROLL NO. – 192013-13-0005**

**REGISTRATION NO.- 013-1211-0264-19**

*In partial fulfillment of the requirement envisaged in the regulations framed in regard to core course – 12 of Semester 5 Examination of the B.A / B.Sc Major (CBCS) three year degree course of Advertising Sales Promotion and Sales Management of University of Calcutta is consistent with the said rules.*

*Nabavita Chakraborty*  
Course coordinator 23/12/21

*Alkapali*  
Principal  
Principal  
Gokhale Memorial Girls' College



## **JOB DESCRIPTION IN DETAILS**

I have completed my four weeks internship in a roto printing company PERFECT PRINTERS where I was under designing and marketing department. So I learned how to design packets or pouches etc in corel draw and photoshop for printing. I learned how colours play an important role in designing. As a marketing intern I have collected orders from the clients, surveyed clients for new orders and also collected their feedbacks.. I had also approached to new clients for orders. This was my main tasks. I had made business card for the company.

Apart from this I had listed required materials for production, paid wages to the workers. I had made and managed social media pages and had registered their company on google. Intern life can be tough, and one gets a short time to make a lasting impression. However, it is a great opportunity to gain experience, make friendships and learn. So I have work hard and enjoyed my internship.



## ORGANIZATION CERTIFICATE



100% Satisfaction  
100% Quality  
100% Delivery

Date: 24/1/2021

## INTERNSHIP COMPLETION CERTIFICATE

This is to certify that Miss. Afa Imam has successfully completed her Marketing and Design Internship at Perfect Printers. We found her to be diligent, hardworking and sincere.

We wish all the best for her future endeavor.



Malla Sadash Kumar  
Malla Emdoush Imam  
Proprietor



Candid Communication™

## INTERNSHIP REPORT

SAYANI BISWAS

GOKHALE MEMORIAL GIRLS' COLLEGE  
ADVERTISING, SALES PROMOTION AND SALES  
MANAGEMENT

ROLL NO: 192013-13-0003

REGISTRATION NO: 013-1211-0257-19

SEMESTER 5 - 2021



# **GOKHALE MEMORIAL GIRLS' COLLEGE**

1/1 HARISH MUKHERJEE ROAD, KOLKATA – 700020

## **DEPARTMENT OF ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT**

### **INTERNSHIP DURATION - FOUR WEEKS**

#### **CERTIFICATE**

Certified that the internship report submitted by

**SAYANI BISWAS**

**ROLL NO – 192013-13-0003**

**REGISTRATION NO – 013-1211-0257-19**

In partial fulfillment of the requirement envisaged in the regulations framed in regard to Core Course-12 of Semester 5 Examination of the B.A/ B.Sc Major (CBCS) three year degree course of Advertising, Sales Promotion and Sales Management of University of Calcutta is consistent with the said rules.

*Nabanita Chakrabarty*  
Course Coordinator

23/12/21

*Principal*  
Principal

Principal  
**Gokhale Memorial Girls' College**

## **JOB DESCRIPTION**

The internship duration was for one month, so in general multiple tasks were assigned to me and I performed the tasks according to their preferences. I learned a lot of things that is how things exactly work in an organization.

From the day one I was assigned with tracking the newspapers for their clients. There I was asked to follow the newspaper properly to find out media coverage of their clients. And this was the first and foremost thing for me in the office as my daily routine. Apart from this I was told to gather information about the ad rates on various media channels and make an excel sheet for that. Also I made the dossier or report of their clients and the top news stories on weekly basis. I was in the scanning section also, for scanning the news coverage of their clients. I worked in the design department also for making poster for one of their client.

I went to few events as PR assistant/ representative interne. There I was taking media registration and was delivering press releases and press kits in the media registration desk. I was also assigned to make press releases for few events. And lastly I promoted the organization's official handles on social media for generating public reach.





**TO WHOM IT MAY CONCERN**

This is to certify that **Ms. Sayani Biswas** has successfully completed her Internship Programme from 4<sup>th</sup> October, 2021 to 5<sup>th</sup> November, 2021 at Candid Communication, Kolkata in the field of Public Relations.

During this tenure we found her sincere and hardworking

We wish her a great career ahead



*Swati Chakrabarty*

Authorized Signatory

PR & EM CANDID COMMUNICATION PRIVATE LIMITED

**PR & EM CANDID COMMUNICATION PRIVATE LIMITED**

MERLIN INFINITE BUILDING, DN-51, 12<sup>th</sup> Floor, Unit - 1207,  
SECTOR - V, Salt Lake, Kolkata - 700 091

Phone 033 - 4071-5643, Telefax 033 - 4071-5643

e-mail :- [info@candidcommunication.net](mailto:info@candidcommunication.net) | Web : [www.candidcommunication.net](http://www.candidcommunication.net)



**UNIVERSAL TRIBES**

Empowerment & Upliftment of Tribal Art

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[universaltribes@gmail.com](mailto:universaltribes@gmail.com)

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## **INTERNSHIP REPORT**

**SUBHANGI SARKAR**

**GOKHALE MEMORIAL GIRLS' COLLEGE, KOLKATA**

**ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT**

**ROLL NUMBER: 192013-13-0007**

**REGISTRATION NUMBER: 013-1212- 0266-19**

**SEMESTER 5**

**2021**



GOKHALE MEMORIAL GIRLS' COLLEGE  
1/1 HARISH MUKHERJEE ROAD, KOLKATA-700020

DEPARTMENT  
OF  
ADVERTISING, SALES PROMOTION AND SALES  
MANAGEMENT  
INTERNSHIP

DURATION-FOUR WEEK

CERTIFICATE :

Certified that the internship report submitted by

**SUBHANGI SARKAR**

**Roll No. :-192013-13-0007**

**REGISTRATION NO.:- 013-1212-0266-19**

In partial fulfilment of the requirement envisaged in the regulations framed concerning Core Course-12 of Semester 5 Examination of the B.A./B.Sc Major (CBCS) three-year degree course of Advertising, Sales Promotion and Sales Management of University of Calcutta is consistent with the said rules.

*Nabamita Chakrabarty* 23/12/21  
**Course Coordinator**

*Alkapla*  
Principal  
**Gokhale Memorial Girls' College**  
**Principal**



# JOB DESCRIPTION

**About The Internship.** Selected intern's day-to-day responsibilities include:

- Design and update job descriptions.
- Source potential candidates from various online channels (e.g. social media and professional platforms like StackOverflow and Behance) free job portals, and professional platforms
- Craft recruiting emails to attract passive candidates.
- Sourcing potential candidates from various social media handles,
- Screen incoming resumes and application forms.
- Interview candidates (via phone or video). as per business requirements
- Maintaining 25+ sales and marketing interns
- Act as a consultant to new hires and help them onboard.
- conducting orientation sessions. Regularly mentoring and managing the hired candidates.
- Prepare and distribute daily assignments.
- Advertise job openings on the company's careers page, social media, job boards, and internally.
- Provide shortlists of qualified candidates to hiring managers.
- Roll out offer letters to selected candidates, and answer queries about compensation and benefits.
- Monitor key HR metrics, including time-to-fill, time-to-hire, and source of hire.
- Participate in job fairs and host in-house recruitment events.
- Collaborate with managers to identify future hiring needs.
- completing the daily given tasks and reporting to HR managers is a must
- conducting daily meetings for new hires, and be always available for his/her team during their internship
- Motivating teams and helping them to achieve their targets, collecting reports from the team and submitting them to HR managers, and helping the organization for future hiring by sharing new ideas

## **QUALIFICATION REQUIRED :**

- are available for part- time (in-office) internship / work from home
- can start the internship between 1<sup>st</sup> Nov'21 and 31<sup>st</sup> Nov'21
- are available for duration of 1 months
- are from any part of the country
- have relevant skills and interests

## **Perks**

- An opportunity to continue the internship
- Certificate of internship completion
- Certificate Letter of recommendation
- Certification of Excellence
- A performance based stipend of Rs 1000/-



# CERTIFICATE

## Certificate of Experience Aarambh 5.0



HR Internship  
It is certified that

**Subhangi Sarkar**

was working with us as an **HR Intern** from **1st October, 2021 to 30th October, 2021**.  
We hope and pray for bright and good speed in his/her future life.  
(UTARYJOSHIRE020)

30.10.2021  
Awarded on



  
Rajat Raghatwan  
CEO

## CERTIFICATE OF APPRECIATION



This certificate is awarded to

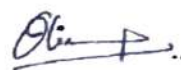
**Subhangi Sarkar**

For generating the lead during his/ her  
internship. We truly appreciate your effort and  
hard work.

Dated 03/10/2021



Shreya Tantia  
HR Manager



Olivia Veliyath  
HR Manager



Gokhale Memorial Girls' College

1/1 HARISH MUKHERJEE ROAD, KOLKATA – 700020

Department

Of

Advertising, Sales Promotion and Sales Management

Internship

Duration – 4 weeks

Certificate

Certified that the internship report submitted by

SREYA DAS

Roll No. - 182013-13-0010

Registration No. - 013-1211-0267-18

In partial fulfilment of the requirement envisaged in the regulations framed in regard to Core Course – 12 of semester 5 examination of the B.A. / B.Sc. Major (CBCS) three year degree course of Advertising, Sales Promotion and Sales Management of University of Calcutta in consistent with the said rules.

Course Coordinator`

Principal

## JOB DESCRIPTION IN DETAILS

- Learned about different departments of a newspaper company from gathering news to reach customers place.
- Learned about different size, name, price of newspaper advertisements.

Different types of advertisement like – Jacket, Solus, Banner, Classified display advertisement, Flyers, Text classified advertisement etc.

- Saw some award winning advertisements.

- Learned how to make advertisements.
- Made Whatsapp advertisement.
- Wrote some articles.
- Learned about various career opportunities.
- Learned about different parts of magazine from Pratidin Saradia magazine.
- I Learned how to promote events and planned a boutique opening ceremony.
- Printing process is very important part for a newspaper company. Printing is done with a metallic plate and CMYK ( cyan, magenta, yellow, key) colours. We got experience how CTP ( Computer To Plate) making process is done and how printing machine works. \_\_\_\_\_

## JOB TRAINING CERTIFICATE

This is to certify that Ms.Sreya Das,has successfully completed her Internship at Sangbad Pratidin from 04.10.2021 to 04.11.2021.

We found her sincere, hardworking and result oriented. She worked well as part of a team during her tenure.

We wish all the best for her future.



Name : Subhabrata Dasgupta  
Designation : General Manager - Marketing (East)  
Place : Sangbad Pratidin (H.O.-Kolkata)  
Date : 10.11.2021

SANGBAD PRATIDIN  
PRATIDIN PRAKASHANI PRIVATE LIMITED

CIN : U22100WB1992PTC054417, PAN : AABCP6207A, GSTIN : 19AABCP6207A1ZU

HEAD OFFICE : 20, PRAFULLA SARKAR STREET, KOLKATA- 700 072, PHONE 033 7190 7290 FAX : 033-2212-6031/6036, 2212-7977, E-mail : sangbadpratidin79@gmail.com

Web : <https://sangbadpratidin.in>

DELHI OFFICE : 1, BAHADUR SHAH ZARAF MARG, HANS BHAVAN ROOM NO. G-23 WING-1, NEW DELHI-110002 PHONE 011-2337 0578/0581 / 0587  
MUMBAI OFFICE : HRISHIKESH APARTMENT FLAT NO. 004 1<sup>ST</sup> FLOOR, VEER SAVARKAR MARG PRABHADEVI MUMBAI 400028 PHONE 022-2436-5342 TELE&FAX 022-2430-0132  
SILIGURI OFFICE : NILADRI SIKHAR BUILDING 6<sup>TH</sup> FLOOR, 15/1B, HILCART ROAD, SILIGURI, DARJEELING - 734001, PHONE : 0353-2526618, FAX : 0353-2521385  
BARJORA OFFICE : GHUTGORIA, KADASOLE, BARJORA, BANKURA - 722202. MOBILE NO : 9734753024 / 9732007330  
LUCKNOW OFFICE : BLOCK - A, FLAT NO. 1006, LA PLACE OFFICERS COLONY, SHAHNAJAF ROAD, LUCKNOW - 226001, TELEFAX : 0522-4240775, MOBILE NO : 9415105854, 8840180229  
E-mail : hemantmaitha@yahoo.com  
AHMEDABAD OFFICE : S-43, SATELLITE COMPLEX, OPP. MANSI CIRCLE, PREMCHANDNAGAR ROAD, SATELLITE, AHMEDABAD - 380015, MOBILE NO. 9825834802  
E-mail : indrasrnpal01@gmail.com





*Anar*

**INTERNSHIP REPORT**

**JOSHNA KASHWANI**

**GOKHALE MEMORIAL GIRLS' COLLEGE**

**ADVERTISING, SALES PROMOTION AND SALES**

**MANAGEMENT**

**ROLL NO.: 182013-13-0031**

**REGISTRATION NO.: 013-1211-0356**

**SEMESTER 5**

**2021**



# **GOKHALE MEMORIAL GIRLS' COLLEGE**

1/1 HARISH MUKHERJEE ROAD, KOLKATA- 7000 20

**DEPARTMENT  
OF  
ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT**

**INTERSHIP  
DURATION- 4 WEEKS**

## **CERTIFICATE**

Certified that the internship report submitted by

**JOSHNA KASHWANI**

**ROLL NO.- 182013-13-0031**

**REGISTRATION NO.- 013-1211-0356-18**

in partial fulfillment of the requirement envisaged in the regulations framed in regard to core course- 12 of semester 5 examination of the b.a / b.sc major (cbcs) three year degree course of advertising, sales promotion and sales management of university of calcutta is consistent with the said rules.

*Nabanita Chakrabarty*  
Course Coordinator 23/12/21

*[Signature]*  
Principal  
Gokhale Memorial Girls' College

## JOB DESCRIPTION IN DETAIL

As, I have specialized my area of work on Social Media Marketing Department under Bhagyashree Pandya (JUNIOR HR MANAGER),

I would like to give all the details of the work done by me during the internship period.

Jobs that were assigned to me:

- To handle some of their social media accounts.
- To promote Anar app through various social media platforms that are Facebook, Instagram, LinkedIn.
- To plan and make creative concepts such as posts, banners, videos, etc. for social media campaigns.
- To explain the concept of Anar to potential customers through personal interactions with them on various social media platforms.
- To explain them the features and benefits of the Anar platform.
- To convince them to download the app.



## **CERTIFICATE OF ACKNOWLEDGEMENT**

**THIS CERTIFICATE IS PROUDLY PRESENTED TO**

*JOSHNA KASHWANI*

**ANAR APP PRIVATE LIMITED**

**For your extraordinary service and dedication to your profession as Social Media Marketer for the tenure of one month. Congratulations for your utmost dedication.**

*Brandyo.*

Signature

*15/12/2021*

Date





**SANGBAD PRATIDIN**

**INTERNSHIP REPORT**

**ANNESHA MANNA**

**GOKHALE MEMORIAL GIRLS' COLLEGE  
ADVERTISING, SALES PROMOTION AND  
SALES MANAGEMENT**

**ROLL NUMBER: 193013-13-0004**

**REGISTRATION NUMBER: 013-1211-0281-19**

**SEMESTER – 5**

**2021**



# **GOKHALE MEMORIAL GIRLS' COLLEGE**

1/1 HARISH MUKHERJEE ROAD, KOLKATA-700020

**DEPARTMENT  
OF  
ADVERTISING, SALES PROMOTION AND SALES  
MANAGEMENT  
INTERNSHIP**

**DURATION- 4 WEEKS**

## **CERTIFICATE**

*Certified that the internship report submitted by*

**ANNESHA MANNA**

**Roll No- 193013-13-0004**

**REGISTRATION NO.- 013-1211-0281-19**

*In partial fulfilment of the requirement envisaged in the regulations framed in regard to Core Course-12 of Semester 5 Examination of the B.A. / B.Sc. Major (CBCS) three years degree course of Advertising, Sales Promotion and Sales Management of University of Calcutta is consistent with the said rules.*

*N. Chakrabarty* 23/12/21  
Course Coordinator

*Raspha*  
Principal

Principal  
Gokhale Memorial Girls' College

## JOB DESCRIPTION

- Advertisements making- I made some advertisements on current affairs like I made ad on World Heart Day 2021 without that I had to make some ads on Durga puja and on some special events of Bangbad prashin newspaper
- Project making- I had to take different topics and make a project on that topic I did one project on "AMAR PUJA AMAR MOTO" It was an audio-visual presentation That's why I had to go to the field to capture video and organize it with my own script
- Share new ideas- it was another job role of mine, that is, sharing some new ideas on some events to our internship head I had to share ideas on promotions, on taglines, on copy writing etc.
- Content writing- writing on some topics was my work I had to write some contents on the topics what I was given, like I wrote a content on the topic 'LUCK'.

Besides doing these tasks I got to learn a lot of stupendous things which maximized my practical knowledge.



## JOB TRAINING CERTIFICATE

This is to certify that Ms. Annesha Manna, has successfully completed her Internship at Sangbad Pratidin from 04.10.2021 to 04.11.2021.

We found her sincere, hardworking and result oriented. She worked well as part of a team during her tenure.

We wish all the best for her future.

Name : Subhabrata Dasgupta  
Designation : General Manager - Marketing (East)  
Place : Sangbad Pratidin (H.O. - Kolkata)  
Date : 10.11.2021

SANGBAD PRATIDIN  
PRATIDIN PRAKASHANI PRIVATE LIMITED

CIN : U22100WB1992PTC054417, PAN : AABCP6207A, GSTIN : 19AABCP6207A1ZU  
HEAD OFFICE 20, PRAFULASARNAH STREET, KOLKATA - 700 072, PHONE 033 7100 7200 FAX 033 2212 6031/6036 2212 7977 E-mail sangbadpratidin79@gmail.com  
Web: <http://sangbadpratidin.in>  
DELHI OFFICE 1, BAHADUR SHAH ZARAF MARG, HANS BHAYAN ROOM NO. G-23 WING-1, NEW DELHI-110002 PHONE 011 2337 0576/0581 / 0587  
MUMBAI OFFICE HRUSHIKESH APARTMENT FLAT NO. 804 1<sup>ST</sup> FLOOR, VEER SAVARKAR MARG PRABHADEVI MUMBAI 400028 PHONE 022 2436 5342 TELEFAX 022 2430 0132  
SILIGURI OFFICE NILADRI SIKHAR BUILDING 6<sup>TH</sup> FLOOR, HSUB, HILCART ROAD, SILIGURI, DARJEELING - 734001, PHONE 0353-2520618 FAX 0353-2521165  
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LUCKNOW OFFICE BLOCK - A, FLAT NO. 1008, LA PLACE OFFICERS COLONY, SHAHMAJAF ROAD, LUCKNOW - 226001, TELEFAX 0522-4240775, MOBILE NO. 9415105854 8840180229  
AHMEDABAD OFFICE E-mail: [hemantkshah@yahoo.com](mailto:hemantkshah@yahoo.com)  
S 43, SATELLITE COMPLEX, OPP. MANSICIRCLE, PREMCHANDNAGAR ROAD, SATELLITE, AHMEDABAD - 380015, MOBILE NO. 9825034802  
E-mail: [androsenhuase01@gmail.com](mailto:androsenhuase01@gmail.com)





**ATMAJA BHADURI**

**INTERNSHIP REPORT**

**GOKHALE MEMORIAL GIRLS COLLEGE**

**ADVERTISING, SALES PROMOTION AND  
SALES MANAGEMENT**

**ROLL NUMBER- 193013-13-0002**

**REGISTRATION NUMBER- 013-1211-0278-19**

**SEMESTER 5- 2021**



# GOKHALE MEMORIAL GIRLS' COLLEGE

1/1 HARISH MUKHERJEE ROAD, KOLKATA-700020

DEPARTMENT

OF

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

INTERNSHIP

DURATION- 4 WEEKS

CERTIFICATE

*Certified that the internship report submitted by*

**ATMAJA BHADURI**

**Roll No- 193013-13-0002**

**REGISTRATION NO.- 013-1211-0278-19**

*In partial fulfilment of the requirement envisaged in the regulations framed in regard to Core Course-12 of Semester 5 Examination of the B.A. / B.Sc. Major (CBCS) three year degree course of Advertising, Sales Promotion and Sales Management of University of Calcutta is consistent with the said rules.*

*Nalini Chakraborty 23/12/21*  
COURSE COORDINATOR

*Arpita*

PRINCIPAL

Principal  
Gokhale Memorial Girls' College

## **JOB DESCRIPTION**

The period of internship was a very enlightening process for me as it involved a lot of learning and knowledge acquisition. The various subjects that I gained knowledge in are:

- Pre- press and its departments- it mainly involves scheduling of the advertisement spaces, collection of news and adjusting accordingly, decision of front page ads and news etc.
- Specifications of newspapers- area wise distribution of news and ads, distribution of news in specific sections like editorials, world, sports etc.
- Process of printing newspapers- color distribution of CMYK, how are the ads printed and the news printed.
- Various types of advertisements- text classified ad, classified display ad, display ad etc.
- Media planning- what parameters to keep in mind while selecting effective media, what are different types of media, which media will work best for a particular field etc.
- Prospects in the field of advertising- the various fields one can excel with knowledge in advertising like media planning, news reading, journalism etc.
- The whole process of preparation of newspapers from gathering news to printing it- how are news collected, which news is given preference, how are they framed with a hidden meaning sometimes etc.

# CERTIFICATE



## JOB TRAINING CERTIFICATE

This is to certify that Ms. Atmaja Bhaduri, has successfully completed her Internship at Sangbad Pratidin from 04.10.2021 to 04.11.2021.

We found her sincere, hardworking and result oriented. She worked well as part of a team during her tenure.

We wish all the best for her future.

Name : Subhabrata Dasgupta  
Designation : General Manager - Marketing (East)  
Place : Sangbad Pratidin (H.O.-Kolkata)  
Date : 10.11.2021

SANGBAD PRATIDIN  
PRATIDIN PRAKASHANI PRIVATE LIMITED

CIN : U22100WB1992PTC054417, PAN : AABCP6207A, GSTIN : 19AABCP6207A1ZU  
HEAD OFFICE : 20 PRATULLA SARKAR STREET KOLKATA - 700 072, PHONE 331/100 7233 FAX 033-2712-6331/6036, 2212-7977, E-mail: sangbadpratin74@gmail.com  
DELHI OFFICE : 1, BHADUR SHAH ZAKHAI MARG, HANS BHAVAN ROOM NO. G-73 WING-1, NEW DELHI-110002 PHONE 011-2337 0578/0581/0587  
MUMBAI OFFICE : PRESHNESH APARTMENT FLAT NO. 004 1<sup>ST</sup> FLOOR, VELH SAVARKHAN MARG PRASHADEVI MUMBAI 400029 PHONE 022-2436-5342 TELE & FAX 022-2430-0132  
BILGURU OFFICE : MILADRU SHIKHAN BUILDING 6<sup>TH</sup> FLOOR, 15/19, HILCART ROAD, SHIGURI DARJEELING - 734001, PHONE 0353-2529618 FAX 0353-2521365  
BARJORA OFFICE : CHUTIGORLA, KADASKALE, BARJORA, BANKURA - 722702 MOBILE NO : 9134753224/9732057339  
LUCKNOW OFFICE : BLOCK - A, FLAT NO. 1506, LA PLACE OFFICERS COLONY, SHAHJAHAN ROAD LUCKNOW - 226001 TELEFAX 0522-4243775, MOBILE NO : 9415105954, 8640180229  
AHMEDABAD OFFICE : 543 SATELLITE COMPLEX OPP. MAN'S CIRCLE, FREMCHANDNAGAR ROAD, SATELLITE A-MEDABAD - 380015, MOBILE NO 9825034802  
E-mail: indostreet1@gmail.com





**INTERNSHIP REPORT**  
**SRISTI ROY**  
**GOKHALE MEMORIAL GIRL'S COLLEGE**  
**ADVERTISING SALES PROMOTION AND SALES**  
**MANAGEMENT**

**ROLL NO. – 193013-13-0005**  
**REGISTRATION NO. - 013-1211-0296-19**  
**SEMESTER 5**  
**2021-2022**



# GOKHALE MEMORIAL GIRLS' COLLEGE

1/1 HARISH MUKHERJEE ROAD, KOLKATA - 700020

DEPARTMENT  
OF  
ADVERTISING, SALES PROMOTION AND SALES  
MANAGEMENT  
INTERNSHIP

DURATION - FOUR WEEKS

CERTIFICATE

Certified that the internship report submitted by

SRISTI ROY

ROLL NO. - 193013-13-0005

REGISTRATION NO. - 013-1211-0296-19

In partial fulfillment of the requirement envisaged in the regulations framed in regard to Core Course - 12 of Semester 5 Examination of the B.A. / B.Sc Major (CBCS) three year degree course of Advertising, Sales Promotion and Sales Management of University of Calcutta is consistent with the said rules.

*Subashita Bhattacharya*  
23/12/24  
Course Coordinator

*Principal*  
Principal  
Gokhale Memorial Girls' College

## Job description in details

1. Tendering- finding suitable tenders relating to security, fire ,peon and office stuff at Gem site and tender tiger.
- 2 Participating in the necessary bids by uploading all the important documents .
- 3 Checking whether the company has finally qualified in a bid .
- 4 To call the organisations after qualifying in a bid to check if they need any additional documents and any other formalities are there that needs to be fulfilled.
- 5 Creating proper client list for the organisation
- 6 To perform document verification of people who came for interviews.
- 7 Making of wages sheet for the manpower
- 8 Calculation of PF and ESI tax ,
- 9 Making of bank guarantee on behalf of the bank.
10. Writing cheques for payment of wages

# AMAL SECURITY AND FIRE SERVICES

Block No GA-160, 513 Rajdanga Main Road, Kolkata-700107/Banerjee  
House, 1, Deshyapriya Park Road, Kolkata-26

Mail ID : [amal@asfs.in](mailto:amal@asfs.in)

Contact us : 9903713260/033-24410475

2465/INTERN/2021/002

16<sup>th</sup> Nov 2021

INTERNSHIP CERTIFICATE

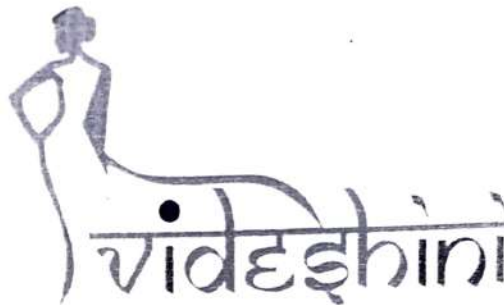
TO WHOM SO EVER IT MAY COME

WE HEREBY CERTIFY THAT

MEMBER

SHRIMATI  
(Sharmistha Chaudhury)  
Proprietor, ASFS





VIDESI LOOK WITH A DESI FEEL  
(Units of Fairplan Retail Private Limited)

**GOKHALE MEMORIAL GIRLS' COLLEGE**  
ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

**INTERNSHIP REPORT**

**NAME :- ROMI MUKHERJEE**

**ROLL NUMBER- 193013-13-0001**

**REGISTRATION NUMBER – 013 -1211- 0275 -19**

**SEMESTER 5**

**SESSION : 2021**



## **GOKHALE MEMORIAL GIRLS' COLLEGE**

1/1 HARISH MUKHERJEE ROAD, KOLKATA - 700020

### **DEPARTMENT OF ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT**

#### **INTERSHIP DURATION - FOUR WEEKS**

#### **CERTIFICATE**

*Certified that the internship report submitted by*

**Miss Romi Mukherjee**  
**Roll No. - 193013-13-0001**  
**Registration No. - 013 - 1211 - 0275-19**

*In partial fulfilment of the requirement envisaged in the regulations framed in regard to Core Course - 12 of Semester 5 Examination of the B.A. / B.Sc. Major (CBCS) three-year degree course of Advertising, Sales Promotion and Sales Management of University of Calcutta is consistent with the said rules.*

*Nabamita Chakrabarty*  
23/12/21  
Course Coordinator

*Dasgupta*  
Principal  
Gokhale Memorial Girls' College

## JOB DESCRIPTION IN DETAILS

The role is that of a Human Resources (HR) Intern.

- Help management find new, fresh, and experienced talents
- On boarding of new recruits i.e., preparing their professional email ids, training them on how to use the tools (G Suite, Slack and Monday.com) used for daily work and reporting
- Administrative tasks
- Attendance record and payroll management
- Maintain records of existing employees and also the newly hired ones
- Addressing the grievances of employees and motivating them
- Research and introduce a new and scientific way to recruit new employees and to handle existing ones effectively

### 1. Recruitment -

Building Job descriptions based on the management's needs, scanning the applications and shortlisting candidates by matching their CV/Resume with the job description.

#### Approach -

- Headhunt candidates by building a network on LinkedIn.
- Make use of Personal network, Monster.com, Naukri.com, Facebook Jobs and Alumni networks of the management. Help the management in suggesting interns for full time roles post their performance review.

### 2. Human Resource Management-

Onboarding and orientation of the new hirees. Provide them with training in google workspace. Manage the admin portal of Google Workspace - making new IDs, data migration, suspending ids, delete unused IDS. Monitored the performance of interns - checking weekly log sheets of the interns, checking reflective papers of the intern, and taking mid-term review meetings.



3. Conflict Management - peer counselling, resolving both personal and work-related issues of the client, restricting the formation of aggressive unions amongst the employees, maintaining a safe and healthy work environment for all. It is important to maintain friendly relations with all employees to better understand their problems related to work or life. Therefore, being emotionally intelligent is very important. All this is important to maintain a smooth and functioning of the business and also help increase the productivity of the employees.

4. Payroll Management - Finalise the payroll by preparing the payroll sheet at the end of the month. Attendance auditing using biometric data, security in and out register, and employee screen tracking software Time Doctor, evidence-based performance, and efficiency reviews. Calculating PF contributions, ESIC and Professional Tax to be paid by the employee for the purpose of creating the payroll sheet. Coordinate with the accounts department for finalizing the payroll and ensuring timely disbursement of salaries and wages every month.

#### **Achievements-**

Helped in the selection and hiring process of 6 employees.

Helped in finding 3 freelancers.

Successfully hired and managed remote employees.

#### **Notes -**

##### **Details of the recruitments made:**

Directly through employment portals-

A pattern master and a Merchandiser

Used my own network-

Content Writer, Senior Accounts Executive, E-commerce Manager and a Junior Accounts Executive.

Helped find Freelancers -

Photographer for ecommerce shoots

Content Writer-

Doodle Space (a subscription based graphic design services)





**Hyper  
mart**  
fashion bhi style bhi...

**FAIRPLAN RETAIL PVT. LTD.**

2, Bysack Lane, Ground Floor, Kolkata - 700 007(WB)

+91 93303 61559

miteshbhartia@fppl.in

CIN : U52609WB2020PTC235966 GST : 19AAECF0323J1ZT



**Videshini**  
VIDESI LOOK WITH A DESI FEEL



**Hyper mart**  
fashion bhi style bhi...

## CERTIFICATE OF INTERNSHIP

This certifies that

**ROMI MUKHERJEE**

has interned as a **Human Resource Manager and Recruiter** at Fairplan Retail Pvt. Ltd. (Hyper Mart and Videshini) for a period of 1 month from 1<sup>st</sup> October, 2021 to 31<sup>st</sup> October, 2021. We found Romi passionate, creative, an active team player, and dedicated to her work. She worked well as part of the team during her Employment. She has good communication skills, emotional intelligence, and leadership skills.

*We take this opportunity to thank her for all the contribution and wish her the best of luck for her bright future.*

Signature of the Director

FAIRPLAN RETAIL PRIVATE LIMITED

*Sourabh Jain*

DIRECTOR

(SOURABH JAIN)

Mobile No. - +919748269581



**GOKHALE MEMORIAL GIRL'S COLLEGE**

**INTERNSHIP REPORT**

**ISHIKA ROY**

**ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT**

**ROLL NUMBER- 193013-13-0003**

**REGISTRATION NUMBER- 013-1211-0279-19**

**SEMESTER 5**

**SESSION- 2021**



**GOKHALE MEMORIAL GIRL'S COLLEGE**

**1/1 HARISH MUKHERJEE ROAD, KOLKATA- 700020**

**DEPARTMENT**

**OF**

**ADVERTISING, SALES PROMOTION AND SALES MANAGEMNET**

**INTERNSHIP**

**DURATION- FOUR WEEKS**

**CERTIFICATION**

*Certified that the internship report submitted by*

**ISHIKA ROY**

**ROLL NUMBER- 193013-13-0003**

**REGISTRATION NUMBER- 013-1211-0279-19**

*In partial fulfilment of the requirement envisaged in the regulations framed in regard to Core Course-12 of Semester 5 Examination of the B.A/B.Sc Major (CBCS) three year degree course of Advertising, Sales Promotion and Sales Management of University of Calcutta is consistent with the said rules.*

*H. Chakrabarty 23/12/21*  
Course Coordinator

*Akshay*  
Principal

Principal  
**Gokhale Memorial Girls' College**

## JOB DESCRIPTION

The internship spanned over 4 weeks. I was made to observe how a newspaper organisation functions and learn about advertising. Since day one I started observing and learning how a newspaper organisation works. I learned about the various departments of the organisation, the interdepartmental relationships, the structure of a newspaper, different type of ads in them, how and where they are placed, how to determine ad budget, how different newspapers determine ad budget, how do brands choose suitable newspaper for their ads, media planning, difference in media planning strategies for different products, how to prevent wastage through correct media selection, the various organisation connected with newspaper agencies like the Audit Bureau of circulation, etc. I was shown a number of award winning ads and was shown why they were so successful and eye-catching. This involved the various theory of human perceptions such as Gestalts theory and their application. I went to the factory to see the whole process of how a newspaper is published from scratch. I was assigned to create a digital Whatsapp ad for World Heart Day keeping in mind the theories of perception that we had previously learned. I was assigned to write various articles on specified topics. I was assigned to make digital ads for Indian Oil for Dussehra. I was also assigned to come up with a marketing campaign for a newly opened saree shop.

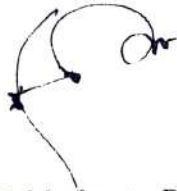


## JOB TRAINING CERTIFICATE

This is to certify that Ms.Ishika Roy,has successfully completed her Internship at Sangbad Pratidin from 04.10.2021 to 04.11.2021.

We found her sincere, hardworking and result oriented. She worked well as part of a team during her tenure.

We wish all the best for her future.



Name : Subhabrata Dasgupta  
Designation : General Manager - Marketing (East)  
Place : Sangbad Pratidin (H.O.-Kolkata)  
Date : 10.11.2021

SANGBAD PRATIDIN  
PRATIDIN PRAKASHANI PRIVATE LIMITED

CIN : U22100WB1992PTC054417, PAN : AABCP6207A, GSTIN : 19AABCP6207A1ZU  
HEAD OFFICE : 20, PRAFULLA SARKAR STREET, KOLKATA - 700 072, PHONE 033 7100 7200 FAX: 033-2212-6031/6036, 2212-7977, E-mail : sangbadpratidin79@gmail.com  
Web : <https://sangbadpratidin.in>  
DELHI OFFICE : 1, BAHADUR SHAH ZARAF MARG, HANS BHAVAN ROOM NO. G-23 WING-1, NEW DELHI-110002 PHONE 011-2337 0578/0581 / 0587  
MUMBAI OFFICE : HRISHIKESH APARTMENT FLAT NO. 004 1<sup>ST</sup> FLOOR, VEER SAVARKAR MARG PRABHADEVI MUMBAI 400028 PHONE 022-2436-5342 TELE&FAX 022-2430-0132  
SILIGURI OFFICE : NILADRI SIKHAR BUILDING 6<sup>TH</sup> FLOOR, 15/1/B, HILCART ROAD, SILIGURI, DARJEELING - 734001, PHONE 0353-2526618, FAX : 0353-2521365  
BARJORA OFFICE : GHUTGORIA, KADASOLE, BARJORA, BANKURA - 722202. MOBILE NO. : 9734753024 / 9732007330  
LUCKNOW OFFICE : BLOCK - A, FLAT NO. 1006, LA PLACE OFFICERS COLONY, SHAHNAJAF ROAD, LUCKNOW - 226001, TELEFAX : 0522-4240775, MOBILE NO. 9415105954, 8840180229  
E-mail : hemanmailthil@yahoo.com  
AHMEDABAD OFFICE : S-43, SATELLITE COMPLEX, OPP MANSI CIRCLE, PREMCHANDNAGAR ROAD, SATELLITE, AHMEDABAD - 380015, MOBILE NO. 9825034802  
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