



INSTITUTE OF MANAGEMENT,  
NIRMA UNIVERSITY  
**MBA-FT (2020-22)**

**Summer Internship Final Report**

**SUBMITTED TO** : Prof. Punit Saurabh

**SUBMITTED BY** : Mohit Sachanandani  
(Section-B)

**ROLL NO** : 201222

**SUBMISSION DATE** : 12th July, 2021

## **ACKNOWLEDGEMENT**

At the beginning of this report, I would like to extend my heartfelt and sincere obligation towards all the people who have helped me in this endeavour. Without their active guidance, help, cooperation & encouragement, I would not have made headway in the project.

To start with, I would like to thank Equinox Labs for providing me the opportunity to undertake this Internship and allowing me to explore the area of marketing, which will undoubtedly prove to be very beneficial to me in my future assignments, my studies and my career ahead. Especially considering the circumstances that we faced, I am beyond obliged to them for agreeing to conduct the internship remotely.

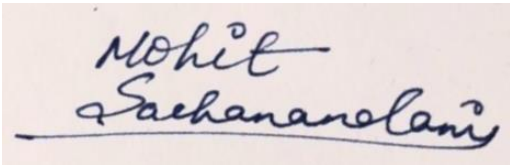
I wish to place on record my deep sense of gratitude to Mr. Ashwin Bhadri, CEO of Equinox Labs and Ms. Jaya Khemnani for their constant guidance, support and advice. Their faith in me boosted my confidence while doing different projects.

I am also grateful to my faculty mentor, Prof. Punit Saurabh, for his guidance and support in the completion of my project. I would also like to acknowledge, my gratitude towards my family, who have always supported me morally, emotionally as well as financially. Last, but not least, I express my sincere gratitude to all my friends who directly or indirectly helped me to complete this project report.

## UNDERTAKING

I, Mohit sachanandani, hereby declare that this project submitted to the Institute of Management, Nirma University is my original work, done under the guidance Mr. Ashwin Bhadri, Ms. Jaya Khemnani, Equinox Labs and Prof. Punit Saurabh, Faculty, Institute of Management, Nirma University.

This project work is submitted in the partial fulfilment of the requirements to be awarded the degree of Masters of Business Administration. I also declare that this project has neither been submitted to any other universities nor done by any other student earlier for the award of degree, diploma, associate-ship or any other similar title.

A photograph of a handwritten signature in black ink on a light-colored background. The signature reads "Mohit Sachanandani" in a cursive script, with a horizontal line drawn underneath the name.

MOHIT SACHANANDANI

ROLL NO.20122

MBA FT (2020-22) INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY

## About the Company:



**Equinox Labs Pvt. Ltd.** is a leading FSSAI Approved & NABL Accredited Food, Water & Air Testing Lab with 15+ years of experience. It has a PAN-India presence and they are also Industry Leaders in Food Safety Auditing and FoSTaC Training. Mr Ashwin Bhadri is the CEO of Equinox Labs. The company has its Head Office in Navi Mumbai and two more offices at Bengaluru and Gurugram.



Company's Purpose is as follows:

**‘Improving Lives by Ensuring Quality and Innovation’**

Competency, expertise and proficiency in Food, Water & Environment testing is their forte.

The company uses latest technology to deliver best in class services for a 360° approach to Safety & Compliance. They have delivered 50,000+ solutions in Testing and Compliance and have trained 40,000+ people on Food Safety, FSSAI & Environmental

safety. The organization has also teamed up with several Food SMEs & conglomerates, along with Corporate for ensuring complete Safety and Health Management.

### **Project title:**

Digital Marketing (tools and techniques for lead generation)

### **Department:**

There are various departments at Equinox Labs like Finance, Marketing, Hr, Testing and Auditing. I am a part of the Marketing department.

Under the Marketing department, I used to work as a Digital Marketing intern and was a part of the lead generation team. The head of the marketing department is Ms. Jaya Khemnani and the Assistant Manager is Mr. Amit Upadhyay. All the interns report to the assistant manager.

### **Tasks assigned:**

Tasks assigned to me include the following:

#### **1. Social Scavenging:**

This includes generating marketing leads from social media platform Instagram.

#### **2. Food manufacturing companies:**

In this task, we have to generate leads from food manufacturing companies, state wise and district wise.

#### **3. Product Claim, LinkedIn profile connections:**

Here, we have to generate leads from LinkedIn profile. It is to be done by connecting with people on LinkedIn and sharing Company profile and information with them.

#### **4. Facebook:**

Marketing leads are to be generated using Facebook.

For the above tasks, I have to first find out and search for the appropriate and effective marketing tools which will make the above mentioned tasks smooth.

## LEAD GENERATION:

From Instagram, I generated 3000 raw leads from food manufacturing companies and 1070 leads from Instagram profiles of hotels, cafes, restaurants, etc.

I generated 43 verified leads from LinkedIn. I generated 1810 leads on Facebook through Facebook profiles of hotels, restaurants, outlets, etc. Bulk leads were generated using Zero In tool.

I covered 3 states, West bengal, Uttar Pradesh and Andhra Pradesh for lead generation through food manufacturing companies. This includes approximately 5000 cities and towns.

Sr no	D	E	F	G	H	I	J	Uj
64	F&B	Food manufacturers	Food manufacturers	Ayoub Khan Spices	062872 82687	ayoubkhanspices@gmail.com	Delhi	Uj
65	F&B	Food manufacturers	Food manufacturers	Behnam Brand	9121534929	kabulispices@gmail.com		Uj
66	F&B	Food manufacturers	Food manufacturers	Jalaram Dry Fruits	070215 76247	jalaram.dryfruits@gmail.com		Uj
67	F&B	Food manufacturers	Food manufacturers	Mangalmurti spices	098224 21891		Mumbai	Uj
68	F&B	Food manufacturers	Food manufacturers	Spices and Dryfruits	9076767634	shaikhmajid1986.ms5@gmail.com		Uj
69	F&B	Food manufacturers	Food manufacturers	Picklee	093720 77818	dsda@pickley.in		Uj
70	F&B	Food manufacturers	Food manufacturers	Dhanashree udyog	961 9 154 140	dhanashreegr@gmail.com	Mumbai	Uj
71	F&B	Food manufacturers	Food manufacturers	Rohinis	098400 38662	sales@rohinis.com	Chennai	Uj
72	F&B	Food manufacturers	Food manufacturers	Valsi foods	078710 27299	valsifoodproducts@gmail.com	Tamil Nadu	Uj
73	F&B	Food manufacturers	Food manufacturers	Aissavaryam Natural Products	098650 99956	tamilshamera@gmail.com	Tamil Nadu	Uj
74	F&B	Food manufacturers	Food manufacturers	Prakriti Organics	094431 82526		Tamil Nadu	Uj
75	F&B	Food manufacturers	Food manufacturers	SPS Modern RICE MILL	090470 48878	spriceindustries@gmail.com	Tamil Nadu	Uj
76	F&B	Food manufacturers	Food manufacturers	Sri Sadayappa Mordern Rice Mill	070103 51051	yapparavi@yahoo.com		Uj
77	F&B	Food manufacturers	Food manufacturers	Meenu Brand	9524160646			Uj
78	F&B	Food manufacturers	Food manufacturers	Rim Rice Premium Basmati	098994 09296		Delhi	Uj
79	F&B	Food manufacturers	Food manufacturers	BM Spices		udh@bmspices.com	Delhi	Uj
80	F&B	Food manufacturers	Food manufacturers	Shiv bhog basmati rice	094662 10004	nitishbansal02@gmail.com	Haryana	Uj
81	F&B	Food manufacturers	Food manufacturers	Meera foods	093565 21386		Punjab	Uj
82	F&B	Food manufacturers	Food manufacturers	Jeenu Masala Drink	971 55 645 1198	trading@alareeb.ae		Uj
83	F&B	Food manufacturers	Food manufacturers	Sulten sumo		manisha.monad@gmail.com		Uj
84	F&B	Food manufacturers	Food manufacturers	Handyman Multigrain Pops	077569 00953	hari@bhavanishankarimpex.com		Uj
85	F&B	HoReCa	Restaurant	Snack Me	099005 33600	snackme.btm@gmail.com	Bangalore	Uj
86	F&B	Food manufacturers	Food manufacturers	Shreejee Honey India	095863 22535		Ahmedabad	Uj
87	F&B	Food manufacturers	Food manufacturers	Balaji Frozen Foods	093244 72586	balajifrozenfoods51@gmail.com		Uj
88	F&B	Food manufacturers	Food manufacturers	MB'S Kitchen	099871 15116	milindbhanshali@gmail.com		Uj
89	F&B	Food manufacturers	Food manufacturers	Shreyas Agro Foods Ltd		info@shreyasagro.com		Uj
90	F&B	Food manufacturers	Food manufacturers	KrishnaKishore Agrotech pvt ltd	076976 29369	sales@krishnakishoreapl.com		Uj
91	F&B	Food manufacturers	Food manufacturers	Bhikharam Chandmal Bhujawala	093412 51552	bhikharamchandmalbtr@gmail.com		Uj

LinkedIn leads - Fnb and corp

docs.google.com/spreadsheets/d/1pctP7JCbAUbv7RmGYQpIKRnzypAzhbHV0pKJ2PObOM/edit#gid=1640168102

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A1	A	B	C	D	E	F
41	40	June	Thanul patel	Belaji wafers pvt ltd	Quality Assurance Officer	Madhya Pradesh
42	41	June	Suresh Kumar P	The Akshaya Patra Foundation	ty & Food Safety/ISO 22000/ FSSCI/ EHS/Supplier Quality Man	Bangalore Rural, Karnataka
43	42	June	Dushyant Gautam	Food velly	Quality Control Manager	Uttar Pradesh, India
44	43	June	Prakhar kaushal	Mrs. Bedcra Food Specialities Ltd.	Quality Assurance/Controller executive	Ludhiana, Punjab, India
45	44	June	Frojis Hans	Florentines Nz	Food Safety and Compliance Manager	New Delhi, India
46	45	June	Sudipta Roy	Godrej Group	Quality Assurance Specialist	Kolkata, West Bengal, India
47	46	June	Gopa Sarkar	Ola Foods	Food Safety, Quality Assurance	Gurgaon, Haryana, India
48	47	June	Yamish Kaul	Kerry	Director Food Safety	Gurgaon, Haryana, India
49	48	June	Mohd Imran Khan	VARUN BEVERAGES LIMITED	Assistant Manager & Food Safety	Allahabad, Uttar Pradesh, India
50	49	June	Ashwini MS	Qlam	Food Safety and Nutrition,	Bangalore Urban, Karnataka
51	50	June	Praveen Pandey	Whole Foods (Dreamcann Foods Private Limited)	Quality Assurance Manager & Food Technologist	Delhi, India
52	51	June	Rahul Singh	Licious - Born to meat	Quality Assurance Manager	Mumbai, Maharashtra, India
53	52	June	Pankaj Sharma	Burger King Corporation	Sr. Manager Quality Assurance / Food safety	Delhi, India
54	53	June	Pooja Kumari	morarka organic foods	Quality control manager	Noida, Uttar Pradesh, India
55	54	June	ravindranadh velugula	Hector Beverages	Quality Manager at Hector Beverages	Mysuru, Karnataka, India
56	55	June	Sunil Apte	Mondelēz International	Section Manager Micro and Food Safety	Mumbai, Maharashtra, India
57	56	June	Nagendar Vempa	NEKKANTI SEA FOODS LIMITED	Food Safety Manager	Nagari, Andhra Pradesh, India
58	57	June	Ankit Sharma	The Akshaya Patra Foundation	Deputy Manager Food Safety & Quality	Alwar, Rajasthan, India
59	58	June	MRITUNJAY SINGH	AI Maha Foods International Pvt Ltd	FOOD SAFETY & QUALITY ASSURANCE,	New Delhi, Delhi, India
60	59	June	Siju G Nair	Abad Food Services	Quality Assurance Manager	Ermakulam, Kerala, India
61	60	June	Pranav Joshi	Danone India	xperienced Quality & Food, Co-Manufacturing, NPD, profession	Chandigarh, Chandigarh, India
62	61	June	Rakesh Yadav	General Mills	Manager Quality & Food Safety	Nask, Maharashtra, India
63	62	June	Ganesh Yadav	Tasty Bite Eatbles Ltd.	Assistant Manager-Food safety and quality Assurance	Pune, Maharashtra, India
64	63	June	Shailesh Bhonsle	Gils Food Products Pvt.Ltd	Manager, Quality Assurance	Pune, Maharashtra, India
65	64	June	Shivani Sikanwar	Mondelēz International	Assistant Manager Quality & Food Safety	Pune, Maharashtra, India
66	65	June	Pooja Kumari	morarka organic foods	Quality control manager	Noida, Uttar Pradesh, India
67	66	June	Ranjeet kumar	Nilon Enterprises Pvt.Ltd	Sr. Manager Quality Assurance	Jalgaon, Maharashtra, India

Zero in leads - Google Sheets

docs.google.com/spreadsheets/d/1I3A0rTROWYxhCfIUS-rkawGmVT-KL-elbn97LwTyFO/edit#gid=0

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A1	A	B	C	D	E	F	G	H	I
6	Atish	Akkalwar	Xpressbees (Busyb Pune	atish.akkalwar@xpressbees.com	Assistant Manager Administration and Facility				
7	Prasad	Mundhe	artizen Bengaluru	prasad.mundhe@artizen.in	Asst. General Manager - EHS				
8	Sagar	Khairnar	NASH Industries (I) Pune	sagar.khairnar@nashindia.com	Manager, HR				
9	Ghansham	Deochake	Infosys Pune	ghansham.deochake@infosys.com	HSE Manager				
10	Deepak	Beniwal	Anheuser-Busch In Sonpat	deepak.beniwal@ab-inbev.com	Manager- EHS (Safety & Environment)				
11	Vipul	Shukla	Philips Pune	vipul.shukla@philips.com	Supplier Quality Manager for operations				
12	Arko	Ghosh	BECIS - Commercia Pune	arko.ghosh@be-cis.com	Safety Manager				
13	Swapnil	Mujumdar	Emerson Innovatio Pune	sm@indiamart.com	Manager - Environment, Health & Safety				
14	Jyoti	Tudu	Eaton	jyotitudu@eaton.com	Assistant HSE Manager				
15	Chaitali	Kulkarni	Sodexo Pune	chaitali.kulkarni@sodexo.com	Assistant Manager HSE				
16	Santosh	Jagtap	Godrej Properties   Pune	santosh.jagtap@godrejproperties.com	Regional Sr. Manager - EHS				
17	Vivek	Ghatge	Lear Corporation	vghatge@lear.com	General Manager EHS				
18	Alok	Polke	Panchshil Realty Pune	alok.polke@panchshil.com	Deputy General Manager, Facility Management				
19	Bhushan	Katkar	Philips Pune	bhushan.katkar@philips.com	Factory Maintenance Manager				
20	Kiran Slcr	Kudlingar	BMC Software Pune	kiranslcr_kudlingar@bmc.com	Real Estate and Facilities Head -India and APAC				
21	Prasad	Joshi	Amazon Pune	pjoshi@amazon.com	Environmental Manager				
22	Bimlesh	Kumar	Rane Group Chennai	bimlesh.kumar@ranegroup.com	Group EHS Head - General Manager				
23	Avinash	Bhandarkarr	ESDS Software Sc Mumbai	a.b@esds.co.in	Admin and Security Head				
24	Girish	Yadav	PPG Asian Paints	girish.yadav@ppgasianpaints.com	Country EHS Manager				
25	Birender	Phartiyal	AFCONS Infrastructure Limited - A	birender.phartiyal@afcons.com	HSE Manager				
26	Kakon	Purkayastha	Johnson & Johnsi Mumbai	kpurkayastha@its.jnj.com	EHS leader( FMCG - Fem Care, Wound care, Powder and ORSL)				
27	Rajendrakumar	Patil	Asian Paints Mumbai	rajendrakumar.patil@asianpaints.com	Head- Corporate Safety				
28	Vikas	Gambhir	Mondelēz Intern: Mumbai	vikas.gambhir@mdiz.com	Environment, Health and Safety Manager				
29	Pushkar	Tiwari	Tata Projects Navi Mumbai	pushkart@tataprojects.com	Assistant Manager HSE				
30	Chaitali	Kulkarni	Sodexo Pune	chaitali.kulkarni@sodexo.com	Assistant Manager HSE				



A1	Date									
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9	03/05/2021	8	the cheese co	9069364364	info@thecheese.co.in	Uploaded				
10	03/05/2021	9	a brisk whisk	8287925122		Uploaded				
11	03/05/2021	10	sita ram foods		info@sitaramefoods.in	Uploaded				
12	03/05/2021	11	andhra pickels and more		picklesandmore66@gmail.com	Uploaded				
13	03/05/2021	12	mahaxmi sweet pickles	7348888382		Uploaded				
14	03/05/2021	13	jandhyala pickles	9581582754	jandhyalapickles@gmail.com	Uploaded				
15	03/05/2021	14	home made pickles		oorinchefoods@gmail.com	Uploaded				
16	03/05/2021	15	spicy chicken pickle	8928346204	spicychickenpickle@gmail.com	Uploaded				
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18	03/05/2021	17	jampani pickels	9985574967		Uploaded				
19	03/05/2021	18	pvr non veg pickles	8498887988	pvrpickles@gmail.com	Uploaded				
20	03/05/2021	19	home food company	9959499966		Uploaded				
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24	03/05/2021	23	maa,s pickels		amfoods14@gmail.com	Uploaded				
25	03/05/2021	24	martban pickels	9897492776	gulatiharpa@gmail.com	Uploaded				
26	03/05/2021	25	picklekart.in	9321633042	care@picklekart.in	Uploaded				
27	03/05/2021	26	the honey co		contact@thehoneyco.in	Uploaded				
28	03/05/2021	27	pickle shickle		pickleshickle1@gmail.com	Uploaded				
29	03/05/2021	28	nomad food project		nomadfoodproject@gmail.com	Uploaded				
30	03/05/2021	29	tulasi pickles	9550066990	info@tulasipickles.com	Uploaded				
31	03/05/2021	30	carnivore	7838330776	anil.dsenterprises.co.in	Uploaded				
32	03/05/2021	31	swissnaturen	9876018727	devika_ahluwalia@cfpl.net.in	Uploaded				
33	03/05/2021	32	meatzza	8882134800		Uploaded				
34	03/05/2021	33	indiyum foods	8287872225	support@indiyumfoods.com	Uploaded				
35	03/05/2021	34	molsi,s	9449868000	mail@bolas.co.in	Uploaded				

## TOOLS:

Following is the list of tools discovered by me for smooth functioning of lead generation and digital marketing process:

### 1. Whappext

Whappext is a WhatsApp Marketing Software that allows us to send bulk WhatsApp messages. Using it, we can put our advertisement campaigns on autopilot mode as it has the auto-responder feature. It supports all major types of multimedia like images, videos, docs, etc. There is no restriction for sending media files. We can share our business details easily using any of these formats.

### 2. WhatsApp bulk

Everyone is aware that we need to save the contact number of a person if we want to message them on WhatsApp. This tool allows us to send messages to millions of WhatsApp users without saving their contact numbers. We can also import contacts in the form of .txt or .csv

This tool supports multiple languages and multimedia formats, making it ideal for communication purposes.

### 3. Adobe

With the help of Adobe, we can create digital magazines, eBooks, and interactive documents online. It can draw people's attention through audio, video, slideshows and



animations. InDesign feature makes it easy to manage our design elements and quickly deliver immersive experiences in different formats.

#### **4. Socialoop**

This tool helps in managing social media posts, blog posts, and bulk uploading. Using this, we can schedule posts to publish at a specific date and time of our choice.

#### **5. SearchMen**

It gives full visibility into our key SEO statistics with reports and metrics. We can run a/b tests to find out if our SEO tactics and strategies are working efficiently or not. It allows one click sharing of reports and facility to add comments for stakeholders/team members. It provides keyword suggestions based on competitor and market place analysis.

#### **6. Canva**

It is a preferred choice of marketing teams to create visual content which can be used in various marketing campaigns. Best thing about this tool is that it offers professional design templates and allows us to create beautiful graphic content even if we lack hardcore graphic design skills.

#### **7. Hootsuite**

This tool is among the top rated social media management softwares providing marketers the ability to manage all social media campaigns. We can easily plan, create and schedule all our social media campaigns.

#### **8. SocialOomph**

This tool provides free and paid productivity enhancement solutions and services for social media users. Users can schedule updates, find people to follow, and monitor social media activities on Facebook and LinkedIn.

#### **9. Sendfox**

It is the most affordable newsletter solution. Sendfox is an email marketing tool. It allows us to create, schedule, and automate unlimited customized emails. We can add the list of customers and we can send the mail at same time to a large number of people.

A1		tool name								
52	EmailOctopus	email marketing				<a href="https://emailoctopus.com/">https://emailoctopus.com/</a>				this tool is the low-cost email marketing platform providing the essential features busine
53	EXOD.AI	Ads				<a href="https://app.exod.ai/#/signup">https://app.exod.ai/#/signup</a>				EXOD.AI is Powerful tool for Facebook Ads automation platform to launch, manage anc
54	FlexClip	Video editing	amit12.equinox@amit@1998			<a href="https://www.flexclip.com/">https://www.flexclip.com/</a>				We can Level up your video with text animations, overlays, intros/ outros, and millions c
55	Uppbeat	Music				<a href="https://uppbeat.io/?rt=appsuno">https://uppbeat.io/?rt=appsuno</a>				We can use this tool for YouTube and social creators offering incredible music and zerc
56	SocialQ+	Social media	amit12.equinox@amit@1998			<a href="https://app.socialqplus.io/">https://app.socialqplus.io/</a>				We can Customize, preview, and schedule posts simultaneously across all major social
57	BeagleSecurity	Web development	amit12.equinox@Amit@1998			<a href="https://beaglesecurity.com/">https://beaglesecurity.com/</a>				Schedule automated penetration tests for your website and get tailored suggestion for f
58	Treasure	Cloud storage				<a href="https://treasure.cloud/">https://treasure.cloud/</a>				Connect multiple cloud storage accounts like Google Drive and iCloud into a secure inte
59	whappext	whatsapp marketing				<a href="https://whappext.com/">https://whappext.com/</a>				Put your campaigns on autopilot mode with the Support for all major types of multimediaNo res
60	Adobe	posterediting				<a href="http://www.adobe.com">www.adobe.com</a>				Create digital magazines, eBooks, and interacti M
61	snappmuse	music				<a href="https://snappmuse.com/">https://snappmuse.com/</a>				We can use this tool for YouTube and social creators M
62	socialOomph	soical media	mohit.equinox@Mohit@1998			<a href="https://www.socialoomph.com/">https://www.socialoomph.com/</a>				This tool is for social media post, blogs post, bul Schedule posts to publish at a specific date anc M
63	send fox	email marketing	mohit.equinox@Mohit@1998			<a href="https://sendfox.com">https://sendfox.com</a>				This tool broadcast the mail to all over custome over contact we can add the list of customers and we can se M
64	Hootsuite	Social media				<a href="https://www.hootsuite.com/">https://www.hootsuite.com/</a>				Hootsuite is among the top-rated social media r M
65	bulk whatsapp m	whatsapp marketing				<a href="https://www.softwaresuggest.com/shivneri">https://www.softwaresuggest.com/shivneri</a>				It allows you to send messages to WhatsApp users M
66	Dux-Soup Pro/Turbo					<a href="https://www.dux-soup.com/linkedin-au">https://www.dux-soup.com/linkedin-au</a>				This tool helps to generate automated linked in lead generation, send bulk inmail, sendin
67										
68	Group Collecto	Lead generation				<a href="https://groupcollector.com/">https://groupcollector.com/</a>				We can Collect new Facebook Group answers and save them into Google Sheet and email mar
69	Mobile monkey					<a href="https://mobilemonkey.com/">https://mobilemonkey.com/</a>				This tool provide a chat bot for facebook and other platforms and it also provide opportunity for l
70	Type form	Lead generation	amit12.equinox@Amit@1998			<a href="https://try.typeform.com/lead-generation/?">https://try.typeform.com/lead-generation/?</a>				This tool enables us to create beautiful forms and quizzes that make lead generation more pers
71	Wista	Lead generation	amit12.equinox@amit@1998			<a href="https://wista.com/product/tumstile">https://wista.com/product/tumstile</a>				it lets you collect emails and names from the visitors who watch your videos across your website
72	Datanyze	Lead generation				<a href="https://www.datanyze.com/">https://www.datanyze.com/</a>				This tool enables us to get contact information, including email addresses, direct dial and mobi
73	Find that lead	Lead generation				<a href="https://app.findthatlead.com/">https://app.findthatlead.com/</a>				using company's domain we can find email id

## Work culture:

- At Equinox, there is a proper sequence of delegating responsibilities and authorities (top to bottom) and reporting (bottom to top). All the tasks are performed in a professional manner.
- Innovation and creativity is given very high importance in the organisation. Pertaining to the current work from home situation, the company has adapted to online methods really well. There is transparency as the top management is frequently interacting with the middle and bottom level and constantly taking updates and reports of the functioning. Employees are free to discuss their issues and dilemmas with others ensuring an atmosphere of openness. Each and every person is cooperative and helpful which provides a sense of motivation.

## Learnings:

I received a lot of experiential learning from this summer project.

### **1. Marketing domain**

Got an opportunity to learn the importance of marketing in the success of an organization and how it contributes to achieving business goals. Social media holds an important position in digital marketing campaigns.

### **2. Communication**

Frequent interactions and meetings with peers, executives, managers and the CEO helps in polishing interpersonal skills, language use and provides confidence.

### **3. Time management**

It was mandatory to work for 8 hours per day. Daily reports of tasks completed in that time period are to be submitted. It is important to utilise each and every minute productively and for the betterment of the organisation you are working for.

### **4. Hardwork**

It is important to work hard, but smart work is more important. Using innovative tools and techniques will make your work easy and quick.