



Summer Internship Report 2021



Submitted to: Dr. Aditya Sharma

Submitted by:

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Date of Submission: 12th July, 2021

Acknowledgment

I, Pradhyum Sharma, would express my sincere gratitude to Mr. Atul Pandey, Assistant Manager-Marketing at Maier+Vidorno (M+V), Gurugram for providing me the opportunity to work on this project for 8 weeks and be a part of the organization. I also wish to convey my thanks towards Mrs. Verity Corbett and Miss Vishakha Mundra, my mentors at the organization who gave me invaluable insights, suggestions and feedbacks as and when required for my project.

Finally, I thank Almighty God for giving me strength and blessings to carry out my internship successfully even through the difficult times of a pandemic.

I thank my faculty mentor Dr. Aditya Sharma for being always available to solve any doubts and problems and his keen interest in our welfare.

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Executive Summary

I pursued my Summer Internship at Maier+ Vidorno, Gurugram. Maier+Vidorno is a German Business Consulting firm having branch offices in Germany, Japan and USA. They have 4 offices in India- Delhi, Chennai, Pune, Bangalore. The firm is into India Entry Services like company formation, payroll management, recruitment, sales order management, etc.

My role in the company was that of a Marketing intern. Fortunately, I also explored other parts of the organization as well like CRM, ERP, Business Development, Digital Marketing and Analysis.

This internship played a vital role in shaping my interpersonal skills and etiquettes. The internship provided enough opportunities to network with people from different domain and this made me realize how different functions of an organization depend on other functions.

The top-level management at the organization was very approachable and they guided me immensely. I got to learn and contribute a lot as my reporting managers were kind enough to let me experience thing out of my job description. The virtual mode of the internship was a completely new experience for me. It was challenging but a definitely a valuable learning experience.

Overall, an MNC with a complete foreign work culture and a virtual internship came as a blessing in disguise for me. My colleagues were friendly enough to ask about my progress time and again and have been helpful every time.

PART A

Profile of the organization

Organization name- Maier + Vidorno

Maier + Vidorno is a management consulting firm that helps companies enter or expand in the Indian market. Entering a new market is always a challenging task especially one as diverse and difficult as India. M+V proves to be a one stop solution for all the management needs of companies looking to expand or enter the Indian market. The company is a SME (Small & Medium Enterprise). It offers a 360° solution to UK and European companies who want to Enter & Expand in India. M+V offer pragmatic and tailored operational management services, perfect if you are preparing to enter the Indian market or have already invested. M+V has a team of 175 employees – Experts in Finance & Accounting, Supply Chain & Order Execution, Human Resource, IT & ERP; all supported by our in-house recruitment and consulting team.

To succeed in India a company needs a well thorough plan and operational excellence right from the start – and for this it needs a partner it can trust who really understands India.

M+V is represented with three corporate registrations,

- Maier Vidorno GmbH
- M+V Marketing & Sales (P) Ltd.
- M+V Market Development Services (P) Ltd.

With 20 years of experience along with 150 experts and 4 office and support centers across the country, M+V has successfully worked with 1500 clients all over the world. The company operates from Delhi NCR, Bangalore, Chennai and Pune in India. The company's annual turnover is around INR 60 million.

Let M+V make India simple for you!

Whenever you speak to international companies about India as an investment destination you hear the same things about regulation, complexity etc. Our services have all been developed to take these challenges off

your hands so that you can concentrate on building market share and making the most of India's great potential.

How can M+V support your business in India?

M+V bring Global standards to India in all our service modules:

M+V Basic Corporate Services: Accounting, Taxation, Company Secretary & Payroll.

M+V Integrated Supply Chain: Purchase & Sales Order Execution, Import, Warehousing, Logistics, Invoicing, Collection & Documentation.

M+V After-Sales: Nationwide network of qualified Engineers and Spare Part Management for maintenance & repair.

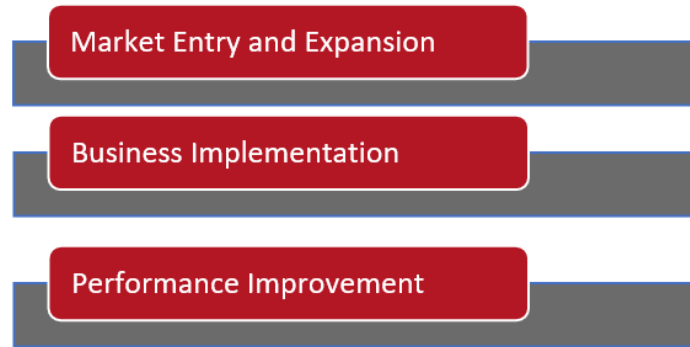
M+V Management: Internationally experienced Senior Managers – just when you need them. Rent a CFO, HR Management, Sales Performance Management, Strategic Advisory (Board Membership & Governance), Resident Director & Authorized Signatory, and Dealer/Distributor Performance Management.

M+V Business Consulting: Your trusted advisor for your investments in India. From your first day onwards, M+V can accompany your India venture. M+V support you in knowledge creation, planning and decision making; and M+V support you in the implementation of the plan you decide upon.

M+V also enjoys the support of a vast network. The picture below showcases a few of them.



Services Offered



M+V offers the below services for brands and companies:

- **Market Entry & Expansion** – Right from market research to recruitment to manufacturing set up M+V is the right partner to help you enter the Indian market.
- **Business Implementation** – M+V also helps in all the administration and implementation needs of the company. This gives businesses the opportunity to focus on their sales while, M+V takes care of everything else.
- **Performance Improvement** – Leaving no stone unturned M+V also takes care of the business problems and challenges.
- **Recruitment** - Our Executive Search team will find the right people for you in India. What makes us unique is that M+V work with many of the people M+V recruit for years afterwards as M+V support their back offices. This means M+V have built real understanding of the personality traits; skill sets and company structures that work best for foreign companies in almost every industry in India. M+V know the salary you need to pay and what is likely to motivate – or demotivate – your India team.
- **Manufacturing Set-Up** - India is an exciting market, and “Make in India” has incentives for foreign and local companies to manufacture in India. Setting up a local production unit in India needs local knowledge, and our holistic approach provides that knowledge at every step. M+V acts as your on-site construction manager in India and manages all aspects of setting up the factory – Technical and Commercial.

M+V goal is to help foreign companies be commercially successful in India and protect the interest of shareholders. Every time M+V do this M+V get another successful reference.

Competitors

- ❖ **Sannam S4** – Established in 2008, Sannam S4 aims to help international companies to explore, enter and expand in the Indian market. It has also established and operates US Business Centers, that work towards improving & promoting trade and investments between India and US.



- **Tecnova** – Tecnova India started operations in the year 1998. They work with the goal of making their clients successful along with making them happy. They help companies enter the Indian market, expand & grow and also monitor their performance.



- **Invest India**-Established in 2006, it is a non-profit venture that works as an investment promotion and facilitating agency. The services offered by them include business planning & advisory, strategy & implementation and a long-term partnership.



- **IndiaConnected** – Founded in 2014 IndiaConnected helps Dutch and Flemish countries that want to enter & expand into the Indian market. Right from market entry, production, sales, recruitment, cultural training to corporate restructuring and back-office service, IndiaConnected does it all for its clients.

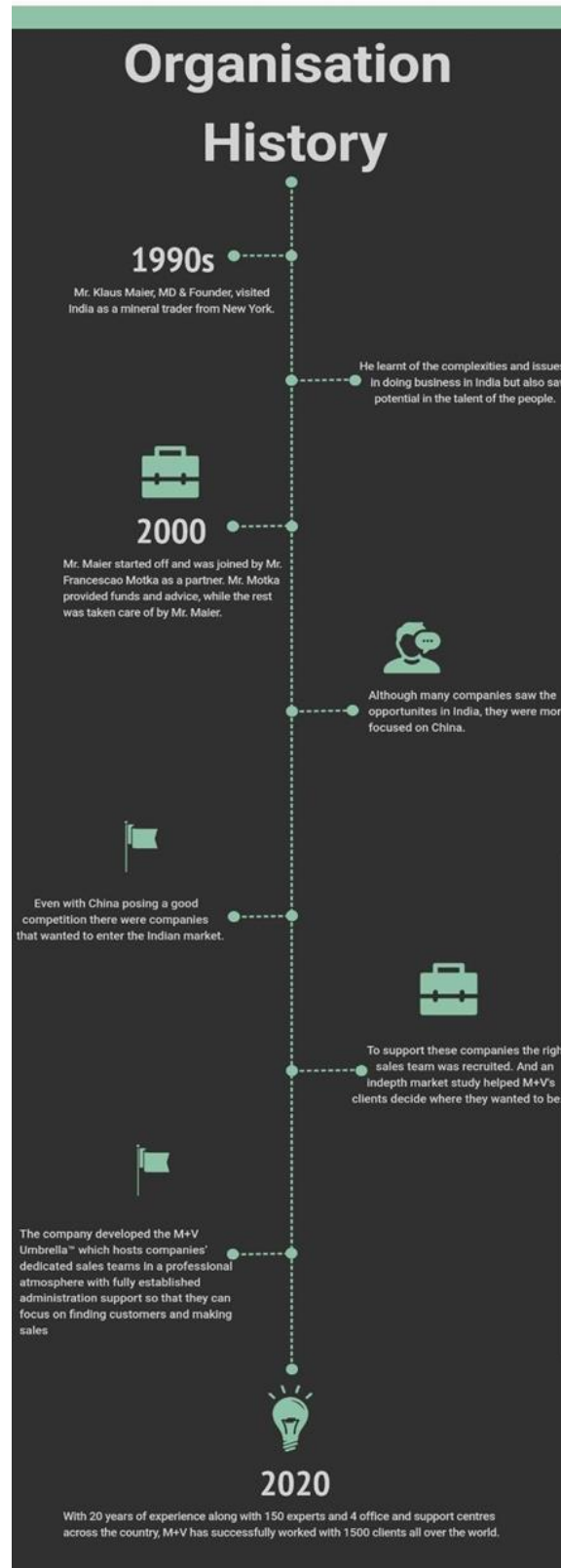


INDIACONNECTED

- **Dr. Wamser + Batra** – Founded in 2007 it has two Indian subsidiaries, Dr. Wamser + Batra India Pvt. Ltd. and WB Trade and Services Pvt. Ltd. It works to help European and other international companies to enter & expand into the Indian market. Till date they have catered to around 300 clients in their successful endeavors.



Organization History



Klaus Maier, the founder and Managing Director, visited India in 1990s as a mineral trader from New York. He travelled across the country visiting mines and suppliers and found the vast dynamic world of making business deals in India interesting. Working for the subsidiary of a foreign company he learnt first-hand how confusing and complex Indian business can look from the outside, yet he also saw that the country had so many talented people trying to make the most of their opportunities.

He started off in 2000 with his savings, a desk and a phone. Luckily, Klaus also had expert advice from Francesco Motka who had been the head of Schenker in Delhi and came in as a partner. He provided funds and advice and left the rest to Klaus and he spent the first few months talking with all companies in Germany who were contemplating expansion to India to see what help they needed. Many companies saw the opportunities, but were much focused on China at that time where growth was increasing year on year and the government made entry easy for foreigners.

There were still enough companies who saw India as an opportunity for expansion, though. Either they were already established in China or looked at India as a strategic balance to competition in China. Every service M+V developed was designed to solve a problem of one of these companies. And when the company found more companies with the same problems, they developed the service to be as efficient as possible. To support these companies, M+V set up a recruitment team who could look beyond CVs and find the right sales team for the right customer.

M+V also undertook snap shot and in-depth market studies for customers looking at the market, its potential and their competition and helping them decide where to be.

The company developed the M+V Umbrella™ which hosts companies' dedicated sales teams in a professional atmosphere with fully established administration support so that they can focus on finding customers and making sales.

Every year M+V met more companies who were doing well but could do better, or were facing frustrations because of the sheer scale of India – and the scale of the bureaucracy back then.

Size of the organization

The company is a SME (Small and Medium Enterprise), having offices in Delhi-NCR, Pune, Chennai, Bangalore in India and other countries like USA, Japan and Germany.

The Indian head office in Gurugram (Delhi-NCR) has a staff of 170 executives employed in different domains like Sales and Order Management, IT and ERP, Digital Marketing, Business Development, Recruitment, HR, Legal Advisory, Accounts, Customer Relationship Management and Corporate Services Department.

The company's annual turnover is around INR 60 million.

PART B

Research Based Project

Aim: To prepare a competitor report for internal improvements and analysis.

Introduction: In this highly competitive world, it is very important that you know your competitors and what efforts they are putting in. By doing this you can strategize to be ahead of them by planning ahead of time. You can also learn from their good work and their mistakes.

One of the tasks assigned to me by the reporting manager was to prepare a competitor analysis report for internal analysis.

Objective: To understand what online activities are being carried out by the competitors, and to learn from their campaign and posts. To find out the best performing companies and analyze what was working for them whether it was their quality of content or the frequency of their activity?

Utility: The present project has enormous utility. The research would help us analyze competitor's performance versus ours in terms of the kind of content being put online and the engagement being generated from the same.

Methodology: The methodology used here was that of primary research and numerous free tools available online.

Tools like:

- MOZ (www.moz.com)
- Alexa (www.alex.com)
- Seositecheckup (www.seositecheckup.com)
- Seoptimizer (www.seoptimizer.com)
- Semrush (www.semrush.com)
- Owler (www.owler.com)
- Similarweb (www.similarweb.com)

These tools help in extracting information about the company, establishment, CEO Scores, Revenues, Employees and competitors.

Some of the identified competitors of the company were:

- Tecnova
- Invest India
- India Connected
- FICCI
- IFCCI
- IGCC
- Sannam S4
- Dr Wamser + Batra

PART C

Learnings from the summer internship

Working at M+V was a great learning experience. The working environment is very good with employees that are extremely dedicated and motivated. The digital marketing team is not just handling social medias but is also committed to develop new business.

Initially I was given the task of data research and data entry. It was a tedious as well as a boring task, but it was important for further analysis and decision making and that kept me motivated. M+V is a big organization and has a lot of potential. Some of my personal suggestions to the company are:

1. M+V must come up with new products like M+V Umbrella™
2. Recognize the potentials of the internal employees and motivate them to work efficiently.
3. With respect to the high attrition rates, M+V should plan to provide compensation at par with other firms.
4. Clients are mostly satisfied with M+V's services but still, it can do better with experienced managers.

I am very happy to implement the strategies I have learned in the first year of the MBA course, which I obtained through marketing management - and strategic management courses. The B2B market differs a lot from B2C market. Here are the features I encountered in the project:

- The buying behavior of the B2B market is completely different from the B2C market. There is a refined and professional enclosure in the B2B market. This is done by considering the profit margin.\
- I also learned the various digital marketing tool and that how sitting in India you can develop business across the globe by just your content

One of the biggest parts of my learning in the internship was networking with different people and managing under different reporting managers.

I also benefited from the internship in developing my soft skills. The importance of being well prepared in advance and always having data to support my claim becomes apparent. I also learned the etiquettes of working in a corporate, working with C-Level Executives and communication.

Overall, the internship further strengthened my decision as to what I want to pursue over the course of time and also gave some big learnings.

Tasks performed during internship

Writing and uploading content on Blogger platform – I wrote blogs and updated them on the Blogger platform. The blogs were about the podcast series being conducted by M+V, the webinars and events organized by the company and also the webinars company participated in. It was kept updated with all the activities of the organization.

- During my internship I have worked on numerous tasks assigned to me. They ranged from the Marketing domain to CRM and also Business Development. These tasks have helped me understand the nuances of a B2B market.
- Off-Page content posting for branding – I was also involved in the off-page content posting for the purpose of branding. I was regularly posting on platforms like Reddit, My Space, Plurk, Tumblr, We Heart It.
- Event promotion – I also worked on promoting the events that were being organized by the company. This also included targeting the people with a probable interest in the event and make them aware of the event.
- Video Summary – I also wrote summaries for videos posted on company's social media platforms like YouTube.
- Data base management – The company maintains a detailed database. I was required to contribute to it through primary research and use of different tools.
- Primary research for industry – For all the current and ex customers of the company I did a thorough research of the industry they belonged to and place them in their main and sub- category of the industry classification.
- Event cover story – I would also cover the events that were either being organized by M+V or the events that M+V participated in.
- Primary research for data – I was required to collect data for different needs and the way to achieve that data was primary research. This made me value patience and the benefits of primary research. It was a time taking task but necessary for further analysis and decision making.
- Preparing Weekly Newsletter- I was responsible for regular monitoring of Covid related news and select them for M+Vs weekly newsletter.
- Data Sorting- I filtered out necessary data out 16000+ queries on excel.
- Article for PSSK and Associates- I was required to write the relevant articles for the new website of PSSK and Associates including taxation and government regulations.

Annexure

- Article for PSSK and Associates- I was required to write the relevant articles for the new website of PSSK and Associates including taxation and government regulations.

Main Tab	Sub Topics in main tab	Who will write	Files	Who Will review	Content there or not	Banner Images Sugg
About Us		PS		SK	Yes	
Audit & Assurance						
	Statutory Audit	VM		SK		
	Internal Audits	VM		SK		https://www.shutterstock.com
	Tax & GST Audits	VM		SK		https://www.shutterstock.com
	Management Audits	VM		SK		https://www.shutterstock.com
	Forensic Audit	VM		SK		https://www.shutterstock.com
Tax Advisory						
	Planning & Advisory	PS	https://mvindia-my.sharepoint.com	SK		canva
	Cross Boarder Transactions	PS	https://mvindia-my.sharepoint.com	SK		https://www.shutterstock.com
	Transfer Pricing	PS	https://mvindia-my.sharepoint.com	SK		https://www.shutterstock.com
Compliance						

- Data Sorting- I filtered out necessary data out 16000+ queries on excel.
- Preparing Weekly Newsletter- I was responsible for regular monitoring of Covid related news and select them for M+Vs weekly newsletter.

Article Header	Category	Summary	Link
COVID-19 impact: Govt widens scope of Emergency Credit Scheme to help small businesses	Social Work	The govt widened the net of the Rs 3 lakh crore Emerg	https://www.businesstod
UST extends a helping hand amidst the COVID-19 pandemic in India	Social Work	UST, a leading digital transformation solutions compan	https://www.aninews.in/r
From Delhi to Tamil Nadu: Here is a look at states that are easing Covid restrictions	Travel	From Delhi to Tamil Nadu — several states have annou	https://indianexpress.com
COVID-19: Air India announces waivers for those holding domestic, international tickets	Travel	Due to uncertainty in travel plans amid Covid, Air India	https://www.livemint.com
Covid-19 has unlocked new opportunities for the Indian pharma sector: Sudarshan Jain	Sector Speci	Sudarshan Jain, secretary-general, Indian Pharmaceuti	https://indianexpress.com
Second COVID-19 wave to drag India's ready-made garments sector growth to 15-20% this fiscal: Report	Sector Speci	We see India's ready-made garments (RMG) sector gro	https://economictimes.in
Second Covid-19 wave not to impact India's agri sector in any way: Niti Aayog	Sector Speci	Niti Aayog Member (Agriculture) Ramesh Chand on Su	https://timesofindia.india
Logistics sector poised for growth, but buy stocks selectively: Analysts	Sector Specific		
Indian economy will grow at 8.3% in 2021, says World Bank	Economy		https://www.business-sta
COVID-19 impact: Economic recovery will start in June; speed up from July, says NITI Aayog VC	Economy		https://timesofindia.india
RBI announces additional measures to mitigate impact of second Covid-19 wave	Economy		https://www.businesstod
Second COVID-19 Wave Credit Impact Manageable For Most Companies: Report	Economy		https://www.hindustantir
World Bank approves \$500 mn program to help boost India's MSME sector	Business		https://www.ndtv.com/bu

- Off-Page content posting for branding – I was also involved in the off-page content posting for the purpose of branding. I was regularly posting on platforms like Reddit, My Space, Plurk,

Tumblr, We Heart It.

Sites	Login	Aval	Diwali	Posting	status															
https://www.reddit.com/user/maiervidorno/	YES	password	username:maie	Postings d	Diwali Pos	Sales back JV India Pc	Employee	BIS registr	BIS chemi	Selling in l	6th May e	Sudhir Rac 7 insight								
https://myspace.com/maiervidorno	YES	done	email.dm@mv	done	done	done	done	done	done	done	done	done	done	done	done	done	done	done	done	done
https://www.plurk.com/maiervidorno	YES	done		done	done	done	done	done	done	done	done	done	done	done	done	done	done	done	done	done
http://www.bibsonomy.org/user/maiervidorno	YES																			
https://www.diigo.com/user/maiervidorno	YES	done		done	done	done	done	done	done	done	done	done	done	done	done	done	done	done	done	done
http://www.scoop.it/u/maier-vidorno	YES	done		done	done	done	done	done	done	done	done	done	done	done	done	done	done	done	done	done
https://lockerdome.com/maiervidorno	YES	couldn't fi	pass:mvindia@2017	couldn't figure out how to post an image																
http://list.ly/list/1ei0-maier-plus-vidorno	YES	done		done	done	done	done	done	done	done	done	done	done	done	done	done	done	done	done	done
https://www.google.com/bookmarks	YES	asking for verification		asking for verification																
https://disqus.com/by/maiervidorno/	YES	it's a discussing site	no option to post	it's a discussing site	no option to post	pictures														
https://www.diigo.com/profile/maiervidorno	YES	done		done	done	done	done	done	done	done	done	done	done	done	done	done	done	done	done	done
https://maiervidorno.tumblr.com/	YES	done		done	done	done	done	done	done	done	done	done	done	done	done	done	done	done	done	done
https://weheartit.com/maiervidorno	YES	account blocked		account blocked																

- Data base management – The company maintains a detailed database. I was required to contribute to it through primary research and use of different tools.
- Bookmarking- I was responsible for bookmarking of articles on sites like Tumblr, Stumbleupon, Scoopit etc.



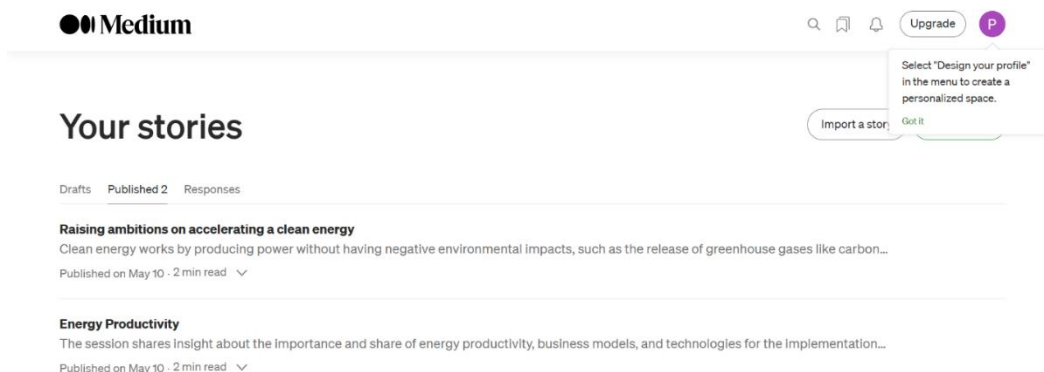
- Prepared Podcast and uploaded on various podcast channels like JioSaavn, Apple Podcast, etc

Episode No. 7 Part 2: Building a winning team in India	16:53	2	0	Published on 6/18/21	...
Episode No. 7 Part 1: Building a winning team in India	19:47	2	0	Published on 6/16/21	...
Episode No. 6 Part 2 : Trade in India - Diverse Customers, Diverse Opportunities	11:11	1	0	Published on 6/11/21	...
Episode No. 6 Part 1 : Trade in India - Diverse Customers, Diverse Opportunities	12:04	3	0	Published on 6/9/21	...
Episode No. 5 Part 2 : Selling in India - This is how Dr. Oetker does it!	15:30	8	0	Published on 6/4/21	...

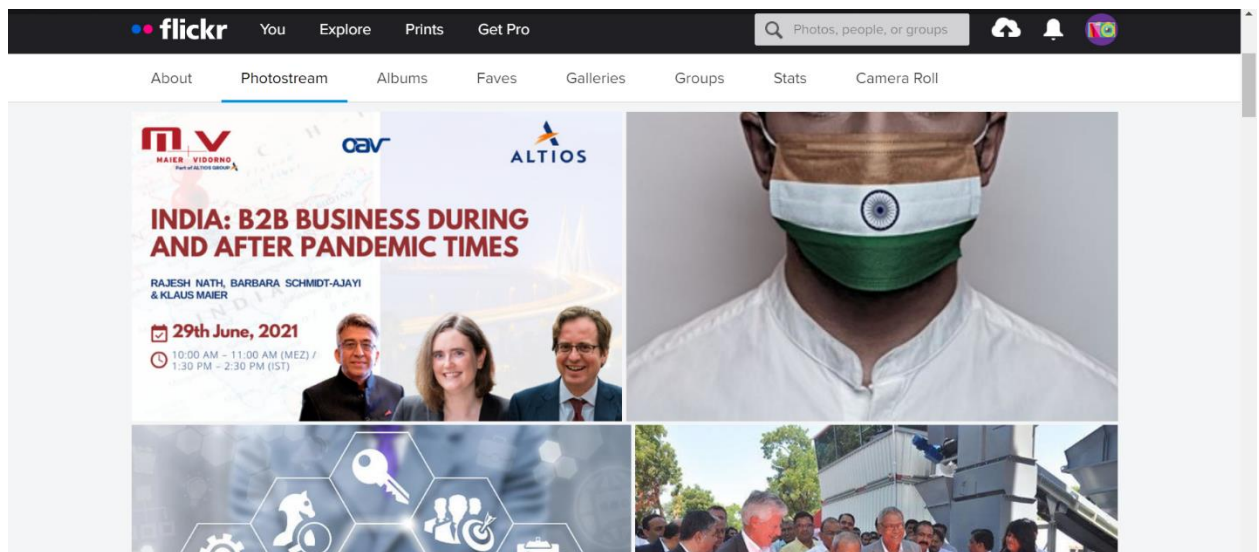
- Page Ranking- Analysis of Webpages by their Page Authority and Domain Authority.

1	International Publications	Rates (INR)	PA	DA	Link
2	Net News Ledger	4,000	52	56	https://www.netnewsledger.com/
3	London Daily Post	10,000	42	53	https://londondailypost.com/
4	America Daily Post	10,000	27	53	https://www.americadailypost.com/
5	LA Progressive	10,500	55	66	https://www.laprogressive.com/
6	Business Deccan	7,500	41	55	https://businessdeccan.com/
7	The Ukraine Business Journal	6,500	38	64	http://www.theubj.com/
8	California Herald	10,500	33	53	https://www.californiaherald.com/
9	America Reporter	8,000	34	55	https://www.theamericanreporter.com/
10	Seekers Time	7,500	41	55	https://www.seekertime.com/
11	Big Times Daily	8,000	42	57	https://www.bigtimedaily.com/
12	NY Weekly	14,500	37	65	https://nyweekly.com/
13	IB Times Singapore	11,000	48	73	https://www.ibtimes.sg/
14	Influencive	6,000	47	51	https://www.influencive.com/
15	Thrive Global	5,500	59	81	https://thriveglobal.com/
16	Disrupt Magazine	5,000	34	37	https://disruptmagazine.com/
17	Ventz Magazine	6,000	51	60	https://ventzmagazine.com/
18	Time Business News	6,000	44	42	https://timebusinessnews.com/
19	BO Herald	7,000	66	86	https://www.bostonherald.com/
20	Market Watch	7,000	75	92	https://www.marketwatch.com/

- During my internship I have written numerous blogs on Medium, Bloggers.com for company's SEO.



- Website Analysis- Checking for Working and non- working pages of all the possible webpages of the website.
- Data Sorting- For the people who have not registered for events on the website and enrolling them on gotowebinar page.
- Working on Canva for the purpose of Podcast posters and Linked News carousel ideas.
- Attending Webinars and writing event report and summaries for the same.
- Image Sharing Websites- Discovering New Image sharing websites like flickr, photobucker, etc., posting images and submitting the database for the purpose of SEO.



- Sent 2000+ requests on LinkedIn for the event of “India: B2B Business during and after pandemic times”.
- Industry Update- I have written 17 industry updates (covid impact) using current data available and also posted it within respective industry on the website.

Industry Update

Name	Date modified	Type	Size
Packaging industry	5/25/2021 3:00 PM	Microsoft Word Doc...	15 KB
Machine industry	5/25/2021 3:29 PM	Microsoft Word Doc...	16 KB
Chemical Industry	5/25/2021 3:42 PM	Microsoft Word Doc...	16 KB
Agriculture Industry	5/27/2021 11:36 AM	Microsoft Word Doc...	15 KB
Automotive Industry	5/27/2021 11:51 AM	Microsoft Word Doc...	15 KB
E-commerce Industry	6/2/2021 4:06 PM	Microsoft Word Doc...	38 KB
Education Industry	6/3/2021 11:45 AM	Microsoft Word Doc...	39 KB
Entertainment Industry	6/3/2021 1:06 PM	Microsoft Word Doc...	40 KB
Metal and Mining Industry	6/8/2021 12:10 PM	Microsoft Word Doc...	15 KB
Industrial Equipment Industry	6/8/2021 12:10 PM	Microsoft Word Doc...	14 KB
Water and Waste Water Treatment Industry	6/8/2021 4:21 PM	Microsoft Word Doc...	15 KB
Healthcare Industry	6/11/2021 11:38 AM	Microsoft Word Doc...	38 KB
Professional services sector	6/11/2021 3:49 PM	Microsoft Word Doc...	38 KB
IT Industry	6/14/2021 3:01 PM	Microsoft Word Doc...	37 KB
Transportation Industry	6/14/2021 3:50 PM	Microsoft Word Doc...	37 KB
Retail Sector	6/15/2021 3:36 PM	Microsoft Word Doc...	16 KB
Consumer Industry	6/29/2021 12:05 PM	Microsoft Word Doc...	16 KB

- Youtube description- I have written YouTube descriptions of over 105 and updated 40+ descriptions on Youtube.

The screenshot displays the YouTube Studio 'Video details' page. On the left, a sidebar shows 'Channel content' with a video thumbnail and a 'Details' button. The main area contains the video title, a description, and a list of hashtags. On the right, there are controls for video quality (SD, HD) and visibility (Public).

Video details

UNDO CHANGES SAVE

Description

For a long time, India was largely associated with outsourcing. However, this has changed. In this exclusive online interview, Jan Linssen, Managing Director of ARS Traffic & Transport Technology, describes his many years of business experience in India. Moreover, he provides valuable insight into how his company made the move from outsourcing its software development to selling its own software solutions in India. Additionally, Linssen talks about the challenging situation in pandemic times, necessary product customization for the Indian market, and gives interesting tips for foreign companies who want to sell high-end products or services in India.

#technology #ceointerview #androidappdevelopment #TrafficControl #mobileappdevelopment #transport #software #SellingInIndia #EaseOfDoingBusiness #NewIndia #Indiameansbusiness #salesmanagement #SellingInIndia #MaierVidorno #MarketEntry #MarketExpansion #consulting

Video link
<https://youtu.be/gLWwBvSCotU>

Filename
1048495681_268108500000060164_162028

Video quality
SD HD

Visibility
Public

Learnings and Suggestions

Working at M+V was a great learning experience. The working environment is very good with employees that are extremely dedicated and motivated. The digital marketing team is not just handling social medias but is also committed to develop new business.

Initially I was given the task of data research and data entry. It was a tedious as well as a boring task, but it was important for further analysis and decision making and that kept me motivated. M+V is a big organization and has a lot of potential. Some of my personal suggestions to the company are:

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One of the biggest parts of my learning in the internship was networking with different people and managing under different reporting managers.

I also benefited from the internship in developing my soft skills. The importance of being well prepared in advance and always having data to support my claim becomes apparent. I also learned the etiquettes of working in a corporate, working with C-Level Executives and communication.

Overall, the internship further strengthened my decision as to what I want to pursue over the course of time and also gave some big learnings.

Declaration

I, Pradhyum Sharma, hereby declare that this report is my original work and is not copied from anyone/anywhere. If found similar to other sources, I shall take complete responsibility of the action, taken thereof by, the institute.

Signature:  _____

Name: Pradhyum Sharma

Roll No.: 201233

Batch: MBA – FT (2020-2022)

Date: 12th July 2021