

**INSTITUTE OF MANAGEMENT,
NIRMA UNIVERSITY**

MBA-FT (2020-22)

Summer Internship Process

Carver Aviation Pvt. Limited



Report of Project on

**“Analysis Market, Customer Awareness & business development
using Integrated Marketing Strategies and Digital Platforms”**

By

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UNDER THE GUIDANCE OF

Organisational mentor **Ms Swati Choudhary**

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Date of submission: 12th July 2021

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AUTHORIZATION

This is to certify that this report, titled “Analysis of market, customer awareness & business development using Integrated Marketing strategies and Digital Platforms” is submitted by Ms. Amisha Gupta as a partial fulfillment of the requirement of MBA program at Institute of Management, Nirma University, Ahmedabad. It is an original work carried out at Academy of Carver Aviation Pvt. Ltd.

This report is formally submitted to company guide Ms. Swati Choudhary and Prof. Ashwini Awasthi, faculty guide at Institute of Management, Nirma University.

“This report is submitted as partial fulfillment of requirement for MBA program at Institute of Management, Nirma University, Ahmedabad”

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ACKNOWLEDGEMENT

In today's competitive environment, there is an existence race in which those who have the desire to succeed win. The Summer Internship Project serves as a link between theory and practise. I obtained the opportunity to complete my Summer Internship at Academy of Carver Aviation Pvt. Ltd because of this willingness.

First and foremost, I want to express my gratitude to Almighty God for providing me with the strength to pursue the correct route in life. I'd want to express my gratitude to Institute of Management, Nirma University in Ahmedabad for providing me with the chance to complete my SIP at Academy of Carver Aviation Pvt. Ltd. I am obligated to use this opportunity to express my gratitude to the institute for its tireless efforts in shaping us into excellent business persons and human beings.

Ms.Swati Choudhary, Digital Marketing Head at Academy of Carver Aviation Pvt. Ltd, deserves my heartfelt gratitude for providing me with valuable insights into the actual business world and for providing excellent learning opportunities during the Internship. Her persistent efforts to help us study have resulted in us learning for a better future, practical knowledge, and awareness of all aspects of the courses. Her unwavering support throughout the Internship enabled me to finish the assignment. I'd also want to express my gratitude to Prof. Ashwini Awasthi, our Faculty Guide, for all of his efforts in making our Internship a great learning experience and assisting us in addressing our difficulties during the SIP.

Mr. Dhruva Bhatia is also to be thanked for helping a lot. I'd also want to express my gratitude to Mr. Sumit Rathod, Offline Marketing Head, for being a source of inspiration and encouragement along the whole period of my internship.

Finally, but certainly not least, I am grateful to all of my instructors, friends, Carver Aviation family, and other contributions who have always been kind and encouraging during this adventure. I don't have any meaningful words to convey my gratitude, but my heart is still overflowing with gratitude for the kindness shown to me by everyone.

ABSTRACT

The job undertaken at Carver Aviation is as an intern for Marketing and sales for the company. It includes making use of various marketing strategies, tools and online platforms. I had to generate leads for the courses offered at the academy. For this purpose I had to directly interact with the prospects giving brief details, making them understand our value proposition, solving their queries and pitching in order to convince them to pursue the course of their interest.

I also set the value proposition for different target groups to be able to cater to their needs accordingly. The training sessions conducted by the company proved to be very helpful in this regard. Also, directly interacting with the prospects made it easy to understand them closely and better.

I also contributed towards conducting promotional event which served the purpose of generating more leads and increasing the brand recognition among the target group by providing them information. I worked upon promoting the event online through social media platforms. I sought to put up content, analyze the performance over the platforms and work towards improving the same to gain more visibility. I also used the social media platforms in identifying and grouping prospects based on various attributes.

I had to study the market closely and study the industry happenings. Also, competitor analysis was an important part. For this purpose I used data from various sources such as company websites, open source reports and insights, from few industry experts, social media, training sessions and also by directly collecting data from competitors.

As a part of the internship I also worked upon improving the online visibility of the company by generating backlinks, writing blog and improving the online customer experience.

Overall, marketing in this post-pandemic world turned out very differently but Carver Aviation, like most other companies, has done its best and put up efforts to adopt to the situation. It is doing great on the marketing front even in this next normal.



EXECUTIVE SUMMARY

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My project was in the marketing department of the Academy of Carver Aviation. The project I worked upon was “Analyzing market, Customer Awareness and Business Development using Integrated Marketing Strategies and Digital Platforms” This report will help in getting an idea about how marketing works in corporate and business world and how it is crucial for an organization’s objectives.

The main objective of the study is to understand the aviation industry, know the marketing tactics used based on varied customer needs. The report also emphasizes on the growing importance of digital mediums for marketing. The companies are relying more upon digital marketing in the post-pandemic world mainly because it is more effective in most cases and saves cost.

The most important findings from this internship are presented here. Customers in India are voracious consumers of information. Before purchasing a product, they get additional information about it. The prevalence of the internet in India is a major factor in this phenomena. The majority of Indians are stimulated by ads, but they do not complete the buying trip, particularly in high-priced purchases.

Chapter 1: INTRODUCTION TO THE STUDY

1. Purpose and Scope

1.1 PURPOSE-

- Based on the online survey, the report attempts to understand the various methods utilized on various platforms.
- The report's major goal is to learn about the numerous tactics that can be utilized to market a brand by focusing on a certain audience.
- The research also seeks to comprehend the various sorts of courses offered by Carver Aviation Pvt. Ltd.'s Academy.
- Understand various tools that can be used on digital platforms

1.2 SCOPE-

- The goal of the report is to look into customer service and marketing techniques.
- It gave me an opportunity to gain real exposure and apply my classroom knowledge in the practical business world
- It enabled me to understand that the implementation of same strategies can be different on a case to case basis. And in the post pandemic world, companies need to focus even more on their digital marketing
- This research aids in understanding and knowing how to interact with various types of consumers or clients, as well as how to create an effective online campaign.

1.3 OBJECTIVES

- To increase the awareness of Carver Aviation among the customers
- To generate leads through various online platforms and promotional activities
- To enhance the digital presence of the company and increase the audience engagement over online platforms

Chapter 2: INTRODUCTION

To begin, a 14-week summer internship program was required as part of the curriculum. When given the option, one may pick the field in which he or she was most interested. Because my interest and curiosity was in online or digital marketing, I chose to work with Carver Aviation. I chose Carver Aviation because it allows me to start small and learn as much as possible.

Because it is a thriving sector, digital marketing has experienced great growth and is likely to continue. This summer internship taught me all I know about digital marketing, including (business development process, content writing, social media)

2.1 Marketing over online platforms

It is the practice of promoting companies using digital distribution channels such as the internet, mobile phones, and other interactive media. The primary benefit of this type of advertising is its low-cost approach.

Chapter 3: ABOUT THE COMPANY

3.1 Introduction

ACAPL, which was founded on August 19, 1995, is one of India's most prestigious flying schools. Thousands of students have gone on to become pilots as a result of their training with Carver. In addition, the Academy offers instruction in the field of aircraft maintenance engineering (AME). In Pilot Training and AME, ACAPL provides advanced study opportunities. It has been certified to ISO 9001:2008 and is DGCA (Director General of Civil Aviation, Government of India) authorised. The school is located in Maharashtra, India, in the rain shadow area of Baramati. The school's infrastructure is superb, spanning 3,89,000 square feet in Baramati, and it has 11 aircraft, making it one of the largest training fleets in the country.

The Academy of Carver Aviation has built its own control tower and uses its own dedicated frequency of 129.25 for all flying operations. The DGCA-approved hangar has a floor space of 5000 square feet and can accommodate four aircraft at once. More work is being done to improve the system's ability to handle big aircraft weighing more than 5700 kg.

Academy of Carver Aviation has access to a 1,80,000-square-foot apron where its fleet may be parked. Apart from holding our fleet, this apron also serves as a parking facility for visiting civil and military aircraft.

Academy of Carver Aviation operates a 7700-foot asphalt runway with a 150-foot width and an 11/29 configuration. Carver Aviation has the ability to fly outside of watch hours, giving it the benefit of being able to fly at any time.



The below image represents the fleet size at the academy-



At Carver Aviation we have chosen Airmanship as our motto to continually remind us that we must reach an understanding of each element in the aviation environment namely Air Man Ship with a continuous emphasis on Flight Safety...

3.2 Mission

Our aim is to produce the optimum blend of aircraft manipulative skills, academic application, leadership and command character, all combined with a competent knowledge of business and aviation management.

3.3 Services offered at Carver Aviation

- Commercial Pilot License

The Academy of Carver Aviation Pvt. Ltd. (ACAPL) provides Commercial Pilot's Licence instruction for anyone interested in pursuing a career as a professional pilot in the aviation industry. Pilots who complete the CPL can seek for jobs with commercial airlines (domestic or international), charter firms, and corporations.

- Private Pilot License

The Academy of Carver Aviation Pvt. Ltd. (ACAPL) offers a Private Pilot's Licence training for people who have always desired to fly an aeroplane but weren't sure how.

- Aircraft Maintenance Engineering

The Directorate General of Civil Aviation (DGCA), Government of India, has approved Carver Training and Services Pvt. Ltd (CTSPPL) to provide an Aircraft Maintenance Engineering Licence. The purpose of the AME course is to educate trainees in the mechanical and avionics streams of engineering.

- Multi engine endorsement

The CPL is the foundational licence for anybody wishing to pursue a career as a professional pilot. Most airlines, on the other hand, hire pilots who have a multi-engine endorsement on their licence. A minimum of 10:45 minutes of instruction in a multi- engine aircraft is required by the DGCA. Multi engine Partenevia P68C aircraft are also part of ACAPL's 11-strong fleet. On Partenevia P68C aircraft, ACAPL has certified instructors and ME examiners to provide this instruction.

- Hours building

This is for aspiring pilots who, for some reason, could not complete their CPL or PPL. This is to enable them to complete their requirement of flying hours as per DGCA requirements.

- Re-Current Flying

There are different re-current flying services provided to students based upon different category of requirements.

3.4 USP of Carver Aviation

➤ Flying round the year

Carver Aviation is situated in a rain shadow zone, which allows them to fly all year. Carver Aviation is recognised for having the quickest training records in the industry. Good visibility is one of the most important aspects for safe flying circumstances, which may lead to safe takeoffs and landings. Flying training is mostly hindered by fog during the winters in northern India, and it is badly affected during the monsoons in southern India. However, because Baramati is located in the Rain Shadow Region, flying is possible all year.

➤ Infrastructure

Carver Aviation has its own control tower with a dedicated frequency (129.25) for communication during flight operations. The DGCA-approved hangar area is 5000 square feet and can accommodate four aircraft at a time, allowing for thorough inspections prior to flight.

➤ Tarmac Runway

Academy of Carver Aviation uses a 7700-foot asphalt runway with a 150-foot width. They have authorization to fly outside of watch hours, giving them the benefit of being able to fly at any time. As a consequence, we fly from dawn to dark for day flying and from twilight to dawn for night flying, as required by the DGCA.

➤ Accommodation

The hostel has 30 twin-sharing rooms that are well-equipped with essential necessities. The hostel has its own restaurant, and transportation between the base and the hostel is also provided.

➤ Simulators

For instrument training and rating, Carver Aviation offers DGCA approved single engine and multi engine simulators in-house. Carver Aviation has three cirrus II simulators on site, each with a full visual and radio stack.

3.5 Key Competencies of the Company

- **Instructors with prior pilot experience-** The institution includes instructors with prior aviator experience. Instructors with a lot of experience will bring a lot of value to your instruction.
- **Infrastructure that is cutting-edge-** It would make your training look like a breeze. Accommodation and transportation are also provided by the institute. The hostels and classrooms are both well-equipped and decorated. The institute also includes high-tech simulators that can assist you become trained in less time.
- **Large Fleet size-** The institute's fleet is comprised of more than 8 operational aircraft. It also has a designated runway of 7700 feet and an ATC tower with a dedicated frequency. In addition, I have access to a large hangar area.
- **Round the year Flying-** Flying for a Year! You may fly all year due to the institute's position in a rain-shadow zone. Furthermore, the institute has received clearance for night-time flying, which means you may fly during the day as well as at night.
- **Trained many successful aviators-**The institute, which was founded in 1995 and has been delivering outstanding services since since, is home to many successful airline pilots. It has taught a number of ambitious pilots who have gone on to become successful aviators for a variety of airlines.
- **100% Placement Assistance-** The academy will offer you with training to help you ace the placement rounds and will keep you up to date on new and possible job opportunities in the sector. Airline corporations seldom come to flying schools to recruit students.
- **No entrance exam-** This is an added advantage for the aspiring pilots as they can directly get into the academy and start their training to be able to quickly complete it. Many of the competitors on the other hand, do have entrance exams for admissions.
- **Fast pace of Flying-** Due to various factors such as large fleet, strategic location etc, the academy is able to complete the training of student pilots in much less time.

3.6 Objective of the Company

Carver Aviation's logo represents its goal of producing an aviator with the best combination of aircraft manipulative skills, academic application, and leadership abilities.

It is also the following-

- To provide a flying programme that will assist in achieving objectives.
- In 20 months, provide a Commercial Pilot License.
- By delivering on-the-job training, we can provide practical knowledge.

3.7 Company Details

Founder	Marc Carvalho
CEO	Leena Marc Carvalho
Date of establishment	19th August 1995
Company Sub Category	Non-Govt Company
Class of Company	Private
Approval	DGCA Approved
Certifications	ISO 9001-2008
No of Aircrafts	8 (single & multi engine)
Type of aircraft	Cessna 172, Cessna 152, P68C
No of Instructors	6
Aircraft Profile	Cessna 172- VT-RDX VT-FTV VT-LEO VT-HOT VT-ICE

	<p style="text-align: center;">VT-SEX</p> <p style="text-align: center;">Cessna 152- VT-ALI</p> <p style="text-align: center;">Multi-engine- Partenavia P68C</p>
Chief Flight Instructor	Mr. Vivek Agarwal

3.8 Main Competitors

- i. Madhya Pradesh Flying Club



- ii. Bombay Flying Club



- iii. Indian Aviation Academy



- iv. Indira Gandhi Rastriya Uran Akademi



- v. Chimes Aviation Academy



Chapter 4: SWOT ANALYSIS

SWOT analysis

4.1 Strengths

- 25 Years of experience in the industry
- 18-20 months training completion
- Large fleet size
- Control tower having designated frequency
- Active presence on social media
- Customer-to-customer cross-marketing assist in client retention and avert consumer loss to competitors
- No entrance examination
- Good alumni network

4.2 Weaknesses

- Calling the consumer is sometimes delayed because they have enrolled in another academy.
- Lesser number of student's intake compare to the applications receive
- In comparison to competitors, there are fewer courses.

4.3 Opportunities

- By adding new courses to their repertoire, Carver Aviation can increase their revenues
- Enhance the number of aircraft in the fleet to increase CPL intake capacity.
- Increasing its advertising operations on social media channels through aviation influencers

4.4 Threats

- High maintainance costs
- Advances in technology among rivals may have an impact on Carver Aviation's success

Chapter 5: Work at Carver Aviation

5.1 Project description

5.1.1 Project Title

Analyzing market, customer awareness & business development using Integrated Marketing strategies and Digital Platforms

5.1.2 About the Project

My work as an intern in the company involves understanding and studying the ongoing marketing strategy of the company which includes the services being marketed, the target groups, social media strategy, sales strategy, brand positioning and offline marketing approaches used by the company. Then I have to do competitor analysis to understand the strategies and industry wise best practices used by them. After analyzing the competitors, industry trends and target customers, I have to devise new approaches to market the company which can give tangible results in the form of increased sales, also assisting to implement them. As an intern, I have to also directly deal with the target customers and prospects and manage the customer touch points of the company. Apart from this, my project also involves assisting, organizing and executing various activities such as webinars, email marketing, social media campaigns and promotion, lead management, digital marketing such as SEO and paid advertising. My role as an intern at Academy of Carver Aviation Private Limited broadly incorporates market research and execution, content marketing, client communication and digital marketing.

5.2 Objectives

- To generate new leads for the company
- To increase conversion, thereby increasing sales
- Improve the social media presence of the company
- Enhance the digital marketing strategies used

5.3 Deliverables

- Working on Search Engine Optimization of the company's website & Google Ads
- Content creation for social media platforms of the company
- Organizing marketing campaigns, promotional activities and events
- Handling and improving the digital presence of the company on various social media platforms
- Researching and analyzing market trends, demand and competition
- Devising and presenting ideas and strategies to increase sales and brand awareness
- Managing and improving the productivity of campaigns
- Identifying new target groups
- Delivering seminars to target groups about our Product/Services

5.4 Proposed tasks

The first task that I was given was to understand about the industry, the services offered by the company. Thereafter, I had to know the target group for the different services offered by the company, by interacting with the prospects and knowing their needs and requirements. I had to directly deal with the potential customers, manage their needs, market the company and the services to them, maintain their data and also manage customer relations of the company through different media. Directly dealing with the prospects enabled me to understand the target market closely which proved to be very helpful in other activities as well. I got to know the real importance of knowing the needs of the customers.

In this duration of my internship, I also performed competitor analysis to study the competitors of the company. I identified and benchmarked the industry-wide best practices.

Learning from this were on identifying the gaps in marketing and other practices related to the product, identifying the best practices across industry and adopting or devising strategies or propose changes based on the same.

As a part of the internship I also contributed in the ideation, planning, organizing, managing and promoting a webinar. The purpose of this webinar was to increase the brand awareness, build authority, generate lead and improve sales conversion rate. This enabled me to learn how to attract potential customers by addressing their pain points and gave me practical knowledge of managing marketing activities and a live event.

Further, I contributed towards the social media marketing and email marketing for the company. I took part in brainstorming about the core message that needed to be spread and then formulating relevant tactics and execute the required steps to finally achieve the set objective.

Further tasks that I will be working upon are conducting an online seminar, managing client interaction, email automation and social media. The main focus is going to be around generating leads and improving sales conversion rate.

5.5 Tasks Performed

i. Cold Calling

This mainly included calling the prospects to provide them information and pitch to them according to their latent need. We had different prospects with different characteristics. I needed to identify them and pitch to them the right service with the right value proposition. I identified that people mainly wanted more information about the services and the industry. I resorted to sell the idea of having a good career, lifestyle and a respectful job to people. They were more attracted to the benefits rather than the competencies, which shows the buyer behavior.

ii. Event organization and promotion

I assisted in organizing, promoting and managing three webinars of the company targeted at increasing customer awareness, brand recognition and lead generation.

iii. Email marketing

Emails are a great way to generate leads and provide information. Many of the people, specially those who are already having successful career, aspiring for becoming private pilot, were more interested in receiving information over mail because of their busy lifestyle. I used snovio to manage the email marketing.

iv. Social Media Marketing

I managed LinkedIn and Twitter pages of the company. These platforms were used in promotion of events other than marketing the company offerings. I had to have a deep understanding of the prospects needs and learnt about event promotion, which is quite different than sales pitch because the CTA is quite different. I used Hashtagify and Allhashtags for hashtag research.

v Improving Search engine ranking through blog and backlinks

In order to write a blog, I researched about the keywords, and the industry. The blog was aimed at resolving a popular query among prospects, is a career in aviation worth to pursue for them. I used google trends, Google Keyword Planner and SEMrush in this. I used social media platform to generate backlinks to improve rankings.

vi. Identifying prospects and collecting information

I also segmented the customer groups for Private Pilot License and collected their information from various sources.

vii. Competitor Analysis

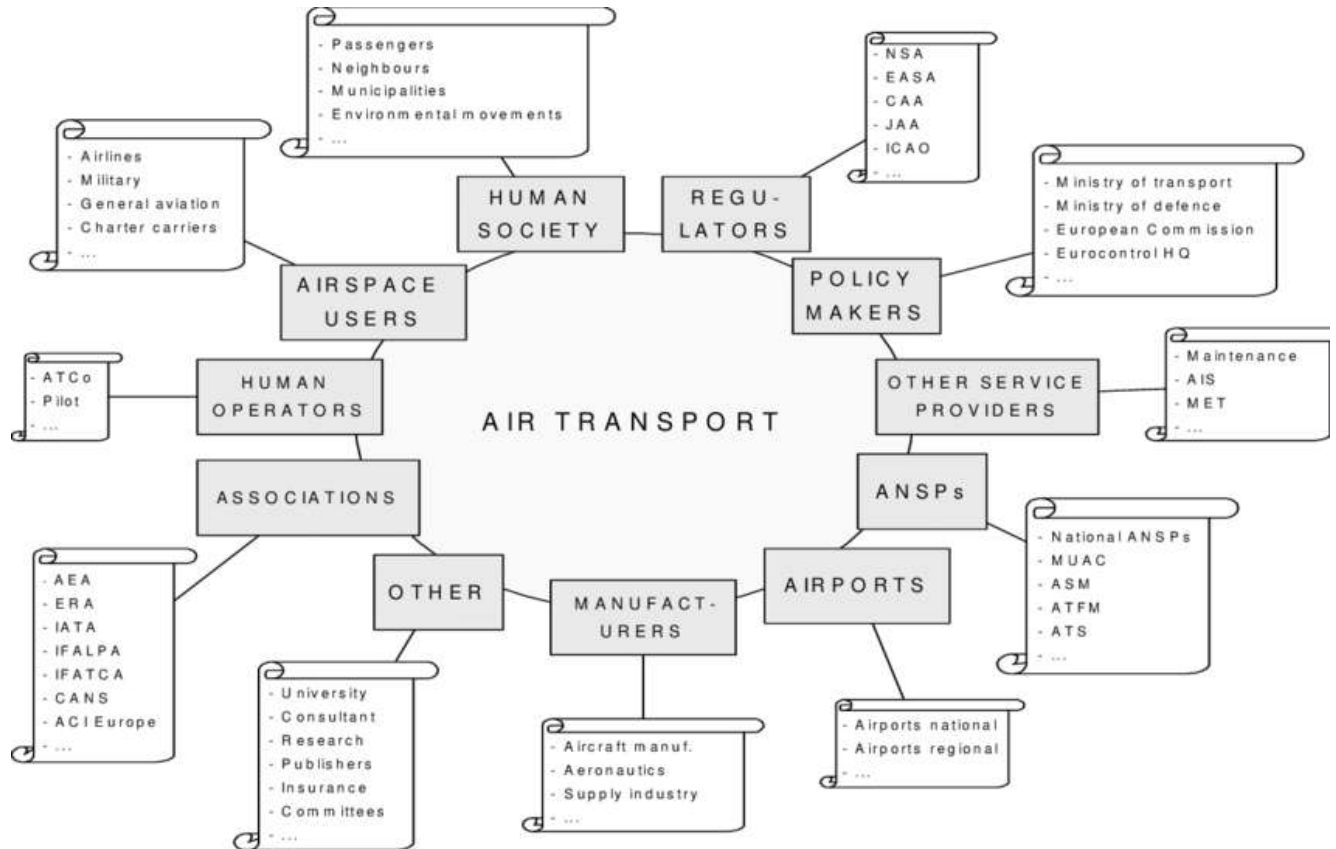
I was required to perform competitor analysis in order to understand what they are offering and what are their core competencies. It also gave me an understanding of the industry.

viii. Creating promotional content

I created media to be shared on social media platforms for attracting leads and increasing the engagement. I used Kapwing, Canva, Openshot and Inkscape for the same.

Chapter 6: INDUSTRY ANALYSIS

6.1 Classification of Industry



Source- <https://images.app.goo.gl/arVGTXWpwkNFtdJcA>

6.2 Porter's Five Forces Analysis

i. Threat of New Entrants:

Because of the high entrance and exit barriers, the threat of new entrants is minimal in this business of flying institutes. Entry into this business necessitates a significant upfront financial commitment, as well as competent human resource experts and extensive technical knowledge. Only those firms join the markets with the understanding that if they chose to quit, they would be obliged to face significant losses. Because aviation institutions benefit from economies of scale, operating on a consistent basis for a reasonable period of time makes them lucrative, and because the danger of new entrants is reduced, they may sustain or even expand in the market. Apart

from economic constraints, regulatory factors such as DGCA regulations and permission make new entrants tough to come by. As a result, Carver Aviation, which has been in business for almost 20 years, will not encounter this issue.

ii. Bargaining Power of Buyers

The considerable negotiating power of buyers in this business is mostly due to economic considerations. The purchasers are the parents of students enrolled in courses such as CPL, AME, and PPL, among others. Following a worldwide pandemic like as Corona, this business is likely to operate as a buyer's market, with few individuals interested in enrolling in such courses because to the exorbitant prices. The purchasers' comparison would be based on prices, yet there are very few decent aviation institutes.

There are a number of players that offer similar experiences through their courses. Buyers can use the infrastructure supplied by institutions as a point of reference when choosing a flying school. There are institutes such as Thakur Institute of Aviation Technology, IGRUA, IIA Group, and others that compete with Carver Aviation and give consumers other choices, boosting their negotiating power.

iii. Bargaining Power of Suppliers

Aviation businesses are among the industry's suppliers, offering students work possibilities when they complete courses like as CPL, AME, and others. For an aviation institute like Carver Aviation, fuel businesses and aviation firms that offer spare parts for maintenance are important suppliers. Supplier negotiating strength is considerable in this market since the number of craft and technology providers is restricted, and aviation institutes rely on them to provide fuel-efficient, swift, and well-designed aircrafts. The acquisition, maintenance, and operation of aeroplanes need a significant financial commitment. The focus on the aviation machine's safety when installing new components is a major need, therefore suppliers in this business produce more advanced parts, which raises the cost and supplier's power. However, owing to a scarcity of such specialists, airline businesses require a big number of Aircraft Maintenance Engineers, which may benefit Carver Aviation, who can offer AME professionals to the airline sector.

iv. Threat of Substitutes

Because Carver Aviation's courses are primarily aimed for students who have completed the 12th grade, other engineering institutions that provide a B.E. or B. Tech degree are excellent alternatives. Given that students in India often begin thinking about jobs after completing their 12th grade, a variety of different colleges offering engineering, medical, arts, and commerce degrees can serve as replacements for the education offered by Carver Aviation. Another issue for Carver is competing with engineering degree programmes, given that they only provide licencing programmes, putting them at a larger risk of replacements.

ix. Rivalry among Existing Players

In India, there is a lot of competition amongst these flying schools. Carver Aviation's major competitors in this sector are institutions like BIA, Thakur Institute of Aviation Technology, IGRUA, and others, which draw highly skilled students from all across the country. Because there are a limited number of competitors and they are focused around a few key players, the rivalry is intense. Because aviation academies have such large fixed expenses, exiting this industry is extremely tough. Furthermore, these Indian aviation institutions must follow DGCA standards and adhere to safety protocols. Because all of the successful competitors are active on social media, they strive to create interesting posts and videos. Many institutes have already adopted aggressive digital marketing methods for their entrance enrollment for the upcoming session of courses as a result of Covid-19.

6.3 Introduction of the industry

Aviation sector in India can be broadly categorized into Military and civil aviation. According to International Air Transport Association (IATA), the aviation industry in India is the fastest growing in the global aviation sector.

During the previous three years, India's civil aviation industry has become one of the country's fastest-growing industries. India has become the world's third biggest domestic aviation market, and likely to overtake UK as the world's third largest air passenger market by 2024.

6.4 Government Initiatives amid Pandemic

In 2020, the COVID-19 pandemic had a tremendous influence on the Indian aviation business, with major airlines laying off personnel, sending them on leave without pay, or cutting their salaries due to losses and difficult circumstances.

The loss data of India's two main airlines may be used to estimate the impact of this disruption. IndiGo's net losses in the first and second quarters of current fiscal year were 2,884 crore and 1,194 crore, respectively. SpiceJet lost 600 crore and 112 crore in the first and second quarters, respectively.

Meanwhile, the government has allowed special international passenger flights under the Vande Bharat Mission since May, and air bubble arrangement with roughly 24 nations have been created since July. In India, however, the international flights as per schedule stands cancelled.

Some of the initiatives taken by government pertaining to the airline industry are:

- The Ministry of Civil Aviation (MoCA) proposed 392 routes in the UDAN 4.1 bidding process in March 2021, when the Government of India launched the 'Azadi Ka Amrit Mahotsav (India@75)'.
- To encourage MRO firms to instal up facilities at its airports, the Airport Authority of India proposes to remove royalty and provide large savings on leasing fee.
- Following Prime Minister Narendra Modi's successful introduction of seaplane service between the Statue of Unity at Kevadiya in Gujarat's Narmada region and the Sabarmati Riverfront in Ahmedabad in October 2020, the government plans to open 14 additional water aerodromes around the country.
- The Government of India declared in November 2020 that it plans to boost the total number of authorised domestic flights to 75 percent of pre-COVID-19 levels, anticipating a surge in passenger numbers over the festival and holiday seasons.
- The Government of India approved Rs. 108 crore (US \$ 14.73 million) for the upgrade and development of the Jagdalpur, Ambikapur, and Bilaspur airports in Chhattisgarh under the UDAN plan in September 2020.

- The government reduced the customs duty on components or parts for aircraft manufacture by public sector entities of the Ministry of Defence from 2.5 percent to 0 percent in the Union Budget 2021-22.
- The Indian government enlarged the scope of 'Krishi Udaan' in the Union Budget 2021-22, aligning it with Operation Green Scheme, which provides a 50 percent air freight subsidy for agri-perishables to the North East states and four Himalayan states/UTs. The increased product coverage will help to enhance the 'Krishi Udaan' programme and promote air freight transit from these states.
- The Indian government approved the construction of a new greenfield airport at Hirasar, Gujarat, in February 2019, at a cost of Rs. 1,405 crore (US\$ 194.73 million).
- The Regional Connectivity Scheme (RCS) is now operational.

6.5 Market Size

In FY20, India's passenger* traffic totaled 341.05 million. Between FY16 and FY20, it expanded at a compound annual growth rate (CAGR) of 11.13 percent. Domestic passenger traffic reached 274.50 million in FY20, up 12.91 percent from the previous year. International passenger traffic was 66.54 million in FY16, up 5.01 percent from FY16 to FY20.

From FY16 to FY20, freight traffic increased at a CAGR of 5.32 percent, from 2.70 million tonnes (MT) to 3.33 MT. Freight traffic is predicted to expand at a 7.27 percent compound annual growth rate (CAGR) to reach 4.14 MT in FY23.

From 1.60 million in FY16 to 2.59 million in FY20, aircraft movement increased at a CAGR of 9.56 percent. Domestic aircraft movement climbed at a CAGR of 9.83 percent from FY16 to FY20, while foreign aircraft movement climbed at a CAGR of 3.57 percent. During FY20, India's domestic and foreign aircraft movements increased to 2,155 thousand and 433 thousand, respectively.

The Indian government has been attempting to increase the number of airports to accommodate the growing aviation traffic. India had 153 operating airports as of 2020. By FY40, India plans to increase the number of operational airports to 190-200.

Furthermore, the sector's growing demand has increased the number of planes in service. By

2027, the number of planes is predicted to reach 1,100.

6.6 Future of the Industry

Given that air travel is still expensive for the bulk of the country's population, including roughly 40% of the upwardly mobile middle class, India's aviation business remains mostly unexplored with tremendous potential prospects.

Stakeholders in the sector should work with policymakers to adopt efficient and sensible policies that would help India's civil aviation industry grow. India would be well positioned to fulfil its aim of being the third-largest aviation market by 2020 with the appropriate regulations and a constant focus on quality, cost, and passenger interest. By 2021, Indian travellers' spending is estimated to reach Rs. 9.5 lakh crore (US\$ 136 billion). By 2038, India would require 2,380 additional commercial jets due to increased demand for air travel.

Chapter 7: KEY FINDINGS

7.1 Findings

1. The majority of industries are beginning to recognise the value and potential of digital marketing.
2. In client service, I discovered that persuading customers is a challenge since they have a thorough understanding of the course and must also explain why we are superior to others.
3. It's simpler to approach clients if you send them an E-mailer with course information first, then contact them.
4. It enables us to truly correlate our expenditure to activity and only pay for what we do.
5. It provides a variety of channels via which a certain community may be reached.

7.2 Benefits of effective Marketing Strategy

1. A higher level of brand recognition.
 2. More conversion opportunities
 3. Increased conversion rates
 4. Marketing expenditures were reduced.
 5. Improved Search Engine Positioning
- Customer Insights Have Been Improved.
7. There is more traffic.

Chapter 8: CONCLUSION

The successful completion of the internship demonstrates that digital marketing is in charge of the current situation and future of marketing. Digital marketing is more than just posting ads on social media or on other websites. It's all about promoting through many platforms. In order to establish a brand, marketers must effectively employ these components to reach out to each of your target audiences.

Brands must have a presence on the internet. Because clients have a strong preference for digital media. Furthermore, today's clients are avid information searchers, and digital media is the sole medium via which companies and customers may interact.

Brands may interact with their customers and target groups by providing relevant information and following social media trends. This can lead to brand loyalty. Digital marketing is cost-effective since it allows you to trace every penny spent on advertising and gain insight into your target demographic.

Because the market has migrated to digital platforms, the relevance of digital marketing has risen as a result of the present pandemic condition. Companies such as Netflix, Zoom, and Google Meet have used the lockout as a chance to raise brand awareness and have witnessed substantial growth during the lockdown.

This study, in my opinion, will be beneficial to future marketers in terms of understanding marketing and planning future tactics. It will also be helpful in understanding the aviation industry.

Chapter 9: KEY LEARNINGS

1. Learned about India's digital marketing difficulties and prospects.
2. Learn about SEO, social media marketing, and email marketing, among other things.
3. Whether the need is little or large, it is critical to fulfil each and every one of the client's requirements.
4. Learned how to pitch clients over the phone and in person.
5. Digital marketing is a collaborative effort.
6. How to communicate with elders in a formal manner and in a variety of methods to get things done.
7. You can learn more from your competition than they can from you. Always be on the lookout for weaknesses in your competitors.
8. I have a corporate feeling, which provides me with a wonderful exposure.
9. I was able to apply the theoretical ideas learned in first-year marketing.
10. The most essential takeaway from SIP is the need of balancing work and personal life. To be able to strike a balance between personal and professional responsibilities.