SELECT PROJECT UNDERTAKEN BY STUDENTS FOR THE ACADEMIC YEAR 2018-19

Sr. No.	Project Title
1	Design a comprehensive employee experience program for the employees of Tata Steel Kalinganagar
2	Feasibility and research on running an app based loyalty program for customers. Design the program with functionality of the app and method for redemption of points
3	Enable Success for New Sales Officers through data based training customisation at Godrej Consumer Products
4	Fine Arts - TG Understanding & Market Estimation
5	Influencer marketing - identify potential for influencer based marketing, build relationships with prominent influencers and run a pilot program and provide roadmap for conductive campaigns with influencers
6	Market Intelligence - Market potential and roadmap for AG expansion for key GM and MRO segments such as - specialty chemicals, LED, Oil & Gas etc and competition benchmarking by segments
7	Recommend a strategy for business through depots going forward
8	Reduce the order taking time for the TSI in Fevicryl selling outlets
9	Measure and improve the effectiveness of Fevicryl Art Corner (FAC) outlets. The FAC program is a year-long dealer engagement program which is run specifically at key Fevicryl selling outlets. The project is to understand the merits and shortcomings in the existing model and bring out the best practices to make it a more effective one.
10	Bus Segment and Electrification
11	Understand and recommend product design and pricing for residential developments that fall under the jurisdiction of ITP (Integrated Township Planning) for Godrej Properties
12	India B Brand Strategy - Portfolio & Potential
13	1. To manage the production, stakeholder approval & release of all the packaging related artworks for Glucon-D & Nycil post acquisition by ZydusWellness 2.To monitor the ongoing Nycil Medical Program in UP & Maharashtra and to

	revamp the mechanics and the marketing content AV
14	Strategic Evaluation & Recommendations on Bajaj Corporate campaign i.e The World's Favourite Indian Campaign at Organisational Level
15	Option Pricing and FX2.1 Margining Methodology
16	Technology Transition in off-grid Solar PCU
17	Redefining Onboarding and Recruitment experience of candidates using Design Thinking principles.
18	Developing and Validating the Marketing Mix to Establish WD 40 as a DIY Household Brand.
19	Identify ways to embed learning in Level 2 managers of Godrej Consumer Products in India
20	Liquidity Coverage Ratio and Interest Rate Risk in Banking Books
21	Lithium ion vs Lead Acid Technologies for Data Centre Applications
22	Go to Market Strategy for Renal product launch
23	Deeper Understanding and Develop implementation strategy for Consulting physicians
24	Conversion of Unicorn Customers to BAL
25	Talent Acquisition
26	Oncology in Government Schemes and Institutes
27	"End-to-end optimisation of Ranitidine hydrochloride process cycle for meeting customer demand through comprehensive gap analysis"
28	Rewards and Recognition
29	Assessment of Returns to be Provided for commercial deposits raised by an airport operator
30	Enhancing Fevicol consumption in Rural Markets- Observations, Analysis and Recommendations
31	Market study [Key products/ Business models/ Financials] for Cloud Hosting /
32	"Conversion of Authorised Service Dealerships To Branch".
33	How to increase output of PP Jodi's?

34	Forecasting Intermodal & Positioning Costs involved in Shipping Cycle
35	Comparative analysis of indirect modes of distribution in cigarette industry in North Bengal
36	Market Research & Analysis for Soft Ferrite Market, Manganese-Zinc based and Nickel-Zinc based products for Indian and International Markets.
37	Evaluation and Redesign of shopfloor incentive scheme at Ranjangaon.
38	Improvement in Inventory accuracy
39	Lithium ion vs Lead Acid technologies for Data Centre Applications
40	Design and Implement OffRoad-Bajaj Auto's flagship event
41	Career Profiling(Career dossiers, Learning Interventions and Career Pathing)
42	Enhancement of Distributor Operational Efficiency through Score Card
43	In depth understanding of Kids Market and consumer buying Behaviour , Build a Merchandise grid to support Age wise buying strategy
44	New Revenue Channel for Licensed Brands
45	Piloting service center for Fastrack bags.
46	Emerging B2B model in trade distribution
47	Storage battery market opportunities in offshore Oil and Gas Industry in India
48	MyAviva Customer Portal & Digital Kiosk - Increase Engagement via Personalization
49	Drive Customer engagement in our key markets where Digital as a medium can be leveraged to the maximum potential.
50	1. Capability Building Framework for Manufacturing Units across South Asia Region (SAR) 2. Defining and executing reverse mentoring in Technical division
51	Nangrow- Consumer Insights and digital communication
52	CRM onboarding and comparative analysis vis.a.vis Wooqer
53	Understanding the Auto Grooming Market Landscape and Recommend Where to Play and How to Win for Motomax
54	Scoping out the Usage of M SEAL Putty across end users and DIY Consumers

55	Development of e- module for technical training for the Copper business at Hindalco
56	BTL Activations
57	Behavioural study of Rajasthan Cattle funding portfolio delinquency
58	Evaluating the effectiveness and communication of PILs schemes across different stakeholders in Rurban/STI(Small Town India)
59	1) Production efficiency 2) Procurement of new machinery
60	Textiles Induction and On boarding Program and Mobility Support Framework
61	To analyze attrition and retention for ABFRL.
62	TSI & BDE Scorecard Review
63	1.) Consolidation of investment outlook/criteria for various class of Investors 2.) ICICI Bank positioning in debt syndication market against its major competitors and strategy to improve market share
64	Training Needs Identification and Implementation of Business Intelligence in the organisation
65	How to increase our share in SBR latex category in West Bengal (Kolkata)
66	Presales role in the area of development of GTM strategy and innovative customer acquisition strategy in Mechanical Engg areas.
67	Engine Business PFR reporting analysis and benchmarking process with global process
68	Listing the entry of overseas Material Handling Equipment companies in India and their impact on the Indian MHE industry
69	Tiger Creams was restaged in Nov'18. The project involves assessing the impact of restage and recommending way forward on disrupting the value creams market.
70	Contractor DSR role to be strong influencer to develop contractor loyalty, scheme participation, sales influence of luxury product and improve success of MS program
71	Competition and Market Benchmarking
72	Route-To-Market Strategy Implementation
73	Analysis and review of in-house contract expenses of last 3 years

74	Automation of Export Vendor Billings
75	Market Expansion of Power plus and creating a compeMarket Expansion of Power plus and creating a competitor strategytitor strategy
76	Phase 2 development of the Genie App
77	Develop a communication framework and learning tool to increase employee awareness around R and R framework
78	Develop a process of import RTV from SEZ plant leading to improved cash flow and consequent opportunity cost
79	New-Age GTM Rollout
80	Benchmark Loyalty programs of VCL/TML/FFPL and recommend the best Loyalty program and process for Retail Parts Channel
81	To develop business intelligence and data visualization tools to draw on insights into regulatory exceptions at the Market Regulatory Supervision desk at Barclays Global Markets, Mumbai
82	Improve the achievement of Supplies as per the customer required dates
83	Upgradation of HR Manual
84	Talent management
85	Business Process optimisation of Pre Trade Approval
86	Develop Sales Strategy for a Piramal Realty Pvt. Ltd. Project
87	Project PerformNext: Designing and implementation of Productivity matrix for Lifestyle Brands
88	Policy and performance management streamlining
89	Pride of being in Respiratory
90	MYRIAD Data Convergence and Adoption
91	Marketing- Gas Induction Impeller
92	Defining and executing Key Thought Leadership projects under CII-Tata Communications Centre for Digital Transformation program.
93	1. Recommendations in implementations of AI in operations process of telecom sector. 2. Creating Power BI dashboards for telecom accounts

94	Customer Research - Study of the applications of Wastewater Treatment and Technology
95	Understanding the scope for plumbing contractors
96	1. Evaluating merit in moving to role based pay instead of grade based pay for the bank? 2. Creating a rehire fitment automation macro
97	Skill Sector Opportunities in India
98	To study builder segment who undertake interior/furniture making & develop a module to engage builders and drive business development
99	(1) Understanding Hiring Manager Capability In Being Talent Magnet (2) Internal Mobility
100	Factory Cost Controller & Working Capital Management
101	1.Leveraging the Digital medium to establish connect with the Arch / ID and benchmarking against the best in class of the industry 2.Commercial proposition for Contractors' upgradation
102	To study wedding opportunity in different market
103	Create Channels on GVC App for Functional Academy (HR & IT, for SMCC and Finance if time permits)
104	Cloud Computing-Application Product Creation
105	Auto sequencing model of a production plan to optimize energy utilization
106	Analyse, study and suggest cost cutting measures in merchandise management.
107	Comparative Analysis of Public Private Partnership Models in Road Sector
108	Complete invoicing through ShipX
109	Credit Analysis of JPMorgan Counterparties
110	To improve GR2 Salesman Efficiency
111	Wealth Management
112	GTM strategy of cloud based services for FY20
113	TI India lab Equipment Forecasting Project
114	1. Morgan Stanley as employer of choice. 2. Employee experience

	3. India GIC explained 4. HR compliance - Maharashtra Shops and establishment act
115	Industry analysis of mineral sector of Australia, India, and Vietnam and financial statement analysis for the top three companies for the same countries.
116	Analysis, Validation of "Intermodal - Other Costs" & Savings Opportunity Identification for L&S Business
117	To study and understand the impact of expansion of capsule cigarette industry in the western states of India and find opportunities to leverage ITC's portfolio to garner further market share.
118	"Project Title: Focus Range Selling - Shift Unique Lines per Outlet in Mumbai Metro"
119	Create a Country wide tie-up for dealer staff hiring (Sales & Service)
120	Shortage free engine free % compliance till 1300 op sequence for NVKQ/KV engines
121	Network Space Opportunity in Business
122	1) Capacity utilisation across product queues to forecast resource hiring and cross-skilling 2) Incorporating ESG factors in financial decision making.
123	Validating and Integrating the metrics delivered by People Supply Chain and presenting it using POWER BI.
124	Study the AS-IS process and design the TO-BE process for SAP-APO implementation in FDY-IDY Polyester business
125	Reduction in Maersk incurred accessorial charges
126	1. Creating interventions for providing unique experience to GMCs in Mahindra and potential recruits on campus. 2. Developing the delivery model for GMC Career's framework.
127	Analyzing the effectiveness of the existing strategies and increasing the sales of HoReCa customers with a focus on Profitable categories
128	Create a business model for JIO cloud gaming and create a GTM for the same
129	Creating a structured L&D compendium and MIS for M&Q by mapping all the existing training.The training need identification and Training Effectiveness Process
130	Talent Assessment for mid and senior level management at UPL Ltd.
131	Develop a Prevention of Harassment program for the pan India country

	businesses
132	Career planning for Campus Recruits who have joined the firm in the past 3 years
133	Building a marketing launch plan for Jio World Centre
134	To study the As-Is process and design the To-Be process for POY SAP APO implementation
135	Mapping of Attributed Capital-Derivatives
136	Evaluating the feasibility of extending the HIT brand into other home care categories
137	1)Revamping Orientation Program 2) Fostering Mentoring Culture in the organization.
138	Channel Expansion in Mumbai Region
139	Digital Signage - The Market synergy from 2019 & beyond
140	Complete Invoicing through ShipX
141	Competitive Benchmarkeing and implementing new B2B marketing strategies
142	Product Control EMEA Structured Derivatives
143	Understanding the role of AI in making rewards decisions for the company
144	Management of market pilot of study table in North East
145	High Performance Benchmarking of the talent management practices (in the areas of performance,leadership and talent analytics and insights)
146	To improve the reach and market share of Mother Dairy products in Delhi
147	Electrical vehicle: benchmarking of electric vehicles battery and motors
148	Increase the reach and market share of Mother Dairy products in Educational Institutions in Delhi
149	Design of performance appraisal mechanism for blue collar employees, Absenteeism reduction strategy in blue collar employees
150	Digitalising Customer Communications and building Analytical Capabilities to drive performance
151	Exploring potential business for group B presses (small presses) and forged petrol engine crankshafts

152	Increase Numeric distribution of Rs10 Jelly shapes & Bites through Wholesale
153	Share Back Lending Process optimisation/ Capability Development Program
154	Project 1- prepare a model for ASA prediction for Fidelity's call centers. Project 2- establish a correlation between call volumes and VIX(Volitility index) across various Workplace Investments products.
155	Customer Notification of Change - Process Enhancement
156	Analysis of CEI dependence on Fidelity call centre operations parameters across all the product range and suggestions for increasing optimization
157	Digitization and Integration of Primary and Secondary Sales Databases
158	To drive the usage of the B2B application of ITC
159	To understand from Gastroenterologists about their service need gaps and expand the physical GutFit program to Gastroenterologists
160	SEO Recommendation & Implementation and SEM Experimentation
161	Design an entry strategy for protein based supplements
162	ROCE for Channel partners of B2C Product
163	PTPR - Evaluate End to End Customer Approach, Sales Pitch, Product Pitch, Site Securing, Site completion - Quality & Timeliness and Propose ways to improve customer delight and NPS
164	Project 1: Business Strategy to introduce Loungewear Category in Christy Project 2: Drive growth in Online sales of Christy
165	Identification of bottlenecks in the existing sales process and revamping it to facilitate sales effectiveness
166	Marketing Plan and Demand Generation for Channels in Each Region
167	The Next Wave
168	Employer Branding
169	GTM Analysis for banking and capital markets.
170	Scaling up Soap sales in the North and South Parganas district in West Bengal for Godrej Consumer Products
171	Drive Rural Efficiency in the General Trade Sales Channel for Godrej Consumer Products

172	Product Control
173	Brand Awareness Analysis (through social media)
174	Improve project's profitability in the south zone
175	Distributor Engagement Program
176	Improving Coverage,Increasing Sales Mix and Formulating Loyalty Program
177	Study of training needs across different organization in IT/Digital Industries and formulate a training plan for OneIT
178	Conduct a market research regarding the IV sets used along with Infusion pumps
179	To develop a differentiated campus strategy for NIVEA India
180	1. Optimisation of Contract Labour 2. Stabilization of Diploma Contract Workers at Patalganga Manufacturing Division
181	1. Standardising Employee Demise Process at Cisco 2. Employee Experience and Employee Engagement Best Practices
182	Product Innovation team SOP finalization & Roll-out
183	Impact of vacancies on the governance
184	Bridging the gap between causes of dissatisfaction of strategic clients and actual services rendered, flagging risks through prediction and preventing the same for new/existing clients
185	Development of market expansion strategy for Naval weapon systems & engineering systems for in international markets.
186	Create a channel partner program for MMR
187	Leveraging AI and digital to build the refreshed Godrej Industries selection and recruitment toolkit for business school campuses
188	Create a sustainable recommendation action plan to drive employee wellbeing in a high pressure environment
189	Develop a strategy for product/asset classes for 6 Encore Projects for Godrej Properties Limited
190	To build a marketing strategy for technical training modules provided by the Corporate Technology and Engineering Academy of Larsen and Toubro, and become the first-choice training provider by penetrating into the untapped ICs.

191	To segregate retail outlets in three categories and setting the permanent journey plan of the Sales Representative across Bangalore city.
192	To conduct Santoor Dealer Display Contest in Karnataka region
193	Leveraging use of technology in order to redesign current campus recruitment process
194	Driving Distribution For Advance Portfolio
195	Analyse potential corporate client base in Bangalore with dispersion for Mumbai Nasha & Delhi Nasha, To share the insight on the objections by clients & agencies and develop the data points for sale team to counter it back and win the sale for DN & MN .
196	Claims Collection and Bureau Process
197	Study and reduction of Claims Settlement Cycle
198	Strength analysis of vendors in services
199	Budget and Non-Budget approval framework
200	Construction benchmarking
201	Creation of Operations Health Dashboard
202	To reduce the cost of Operations/delivery for Pune
203	Creation of Operations Health Dashboard
204	Identify major gaps in our print-ad strategy for retail sector in Meerut that is making us lose out to digital-ads. Device practical, implementable plug-ins for these gaps.
205	Analysing Market Potential & Creating a Marketing Campaign to increase visibility of the Football academy.
206	Sensitivity Analysis And Stress Testing of FTE
207	One District One Product Scheme- A Marketing Strategy for Chikankari Industry of Lucknow in Uttar Pradesh
208	Build Compelling offer to key stakehokders - Dealers and Influencers
209	Creating a comprehensive plan to activate salons/barber outlets for Godrej Expert Rich Creme at Godrej Consumer Products
210	To design a framework for measuring the Return on investment of branding on different media for select product categories

211	To grow the Packaging Coating Market of AkzoNobel in India.
212	Research & Analysis of financial instruments and Customer acquisition strategy
213	E2E Logistics IT Infra enhancement
214	To study buying behaviour of premium interior emulsion customers, challenges and way forward for Dulux Velvet Touch. What are the key issues in decline in brand preference of VT amongst dealers, contractors and suggest a marketing plan to increase market share
215	1. Identify the competition's revenue and possibly the ROS numbers for 2018. 2. Identification of potential of marine paints with various fisheries across Konkan belt of Maharashtra.
216	To efficiently and effectively contribute to the Coatings division of the AkzoNobel India Pvt. Ltd. by the virtue of identifying potentially convertible construction projects in the Delhi NCR region and thereby bring delta impact to the topline.
217	To create a learning framework for Lenovo AP Ecommerce and Marketing
218	1. Improving the call answer rate on the LFN and standardization of call handling to improve NPS 2. End-to-end dashboard for sales