## SELECT PROJECT UNDERTAKEN BY STUDENTS FOR THE ACADEMIC YEAR 2019-20

| Sr. No. | Project Title |
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| 1 | Analysing digital cold leads and finding ways to improve their conversion |
| 2 | Communication scripts testing for better customer experience and positive brand image |
| 3 | Re-define the role of Fiama Hand wash for consumers living through the COVID-19 crisis. |
| 4 | Analyse review and transform end to end sales operations on Guwahati town with focus on beat planning outlet frequency market supply and SDP performance analysis |
| 5 | Expanding Market Footprint of BD Foley Catheter in India |
| 6 | Small Scale Market |
| 7 | Exploring potential of Schindler Mod T Solutions in Pune |
| 8 | Business Plan for ERP as a SaaS product targeting MSMEs. |
| 9 | Assess opportunities in car lubricants for Bridgestone India and frame a business and marketing strategy |
| 10 | Increase in Digital Self Service Channel Penetration |
| 11 | Playbook for Instore execution in Modern Trade |
| 12 | Leveraging Digital for B2B business of Tubes in a post COVID world |
| 13 | Proposing a effective methodology of local lead generation and DFC engagement + knowledgement enhancement |

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| 14 | Research Projects and presentations, Preparation of artifacts for project kick-off |
| 15 | Churn Prediction Model |
| 16 | Discovering and recommending technology led best practices and partnerships that can increase and enhance Aviva India's digital customer engagement |
| 17 | A comprehensive analysis of Dial-a-ford and related services. |
| 18 | Increasing the ROI of AHLC marketing investments |
| 19 | Opportunity assessment for smart home devices in Indian appliance market. Identify key categories in home appliances where IoT enabled devices can create disruption. Quantify the size of the market for such opprtunity. |
| 20 | Competitive Analysis of Haldiram |
| 21 | Project 1 - Dealer Survey to understand satisfaction levels with PIL Servicing & to understand market trends post Covid scenario. <br> Project 2 - Dealer & WSS Survey in Periphery Areas to understand the Oppurtunities & Challenges |
| 22 | A comprehensive analysis examining the Indian Grease market, focusing on key trends, developments, challenges, business opportunities, and major suppliers. Explore market opportunities and challenges for TATA Bearings |
| 23 | Understanding the digital journey of motorcycle customer purchase and mapping it to the sales funnel |
| 24 | Improving Customer satisfaction surveys in EI Business |
| 25 | Build Condition Awareness around Tooth Sensitivity |
| 26 | Analyzing data and designing Customized to Order product upgrade options and merch actions for increasing conversions. |
| 27 | Understanding MCM channel utilization vs competition(ex HCP preference form emails/ video content ,SMS, etc) |

| 28 | Quality Rejection Analytics |
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| 29 | To develop a strategy for increasing the base for number of part lines purchased by distributors. (All distributors must purchase min > 1000 Part lines every Qtr.) |
| 30 | Design Internal forecasting dashboard that helps improve forecast accuracy for E-commerce at Godrej Consumer Products Limited |
| 31 | Creating Digital Customer Journey for GPs, PAeds, and ENTs for AI. |
| 32 | Formulating a comprehensive strategy to scale up Yippee! Noodles in Meghalaya & Arunachal Pradesh |
| 33 | To Explore and Accelerate the relevance of the Air freshener Category in living spaces of Indian Households. |
| 34 | Setup an alternate GTM - Telecalling |
| 35 | Prepare a strategy for boosting revenue from the TATA Steel Aashiyana portal from existing 300 Cr in Fy20 to 600 Cr in Fy21 |
| 36 | Putting in place a DIY Platform for Dealer onboarding and empanelment in near real-time basis |
| 37 | Market research and solutioning for active bids at that time |
| 38 | Improve Lead Conversion in Skilled Waterproofers Program |
| 39 | Online Lead Generation & Management |
| 40 | Understand and map customer usage and attitudes in the liver tonic category |
| 41 | Marketing Analytics - Process Improvement |
| 42 | New Business Model Development- Distributor Feeder Model |
| 43 | Benchmarking Best Practices Across Globe to scale up Digital Sales |

| 44 | Premium Customer experience in Company Owned & Dealer Operated (CODO) Showrooms. |
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| 45 | Drive online conversions while working on lower marketing funnel and design a strategy of 6 months plan for collecting and targeting 1p audience |
| 46 | Building a strong consumer brand in Vitamin D segment |
| 47 | Creating a blueprint for linkages between activations and supply chain in the modern trade channel. |
| 48 | Himalayan GTM : Increase Effectiveness and Efficiency |
| 49 | Ideate and launch HealthRx website which will not only have company information but will also be the website (web version) for HealthRx app. |
| 50 | Design and Management of the Website |
| 51 | Customer Acquisition Strategy |
| 52 | Consumer Marketing Insights |
| 53 | Impact Of Covid 19 on Automotive sector and way forward |
| 54 | 1. Trade Loyalty Programs<br>2. PIL Portfolio Design for selling on Ecom |
| 55 | User Marketing Strategy & Implementation for Dr. Fixit |
| 56 | Net Promoter System - Analytics for Motorcycles and Probiking |
| 57 | Project 1-Marketing Communication Analytics using MCQ tool<br>Project 2- Alternative Channels Of Marketing Engagement |
| 58 | Project 1 - Digital Connect Program for Joineries<br>Project 2 - Customer Value Mapping against competition for Joineries |
| 59 | Develop and Implement strategy for success of growth brands on E-commerce for GCPL |

| 60 | Understand online consumer behavior, assess competitors and formulate the execution strategy for tyre services e- commerce leveraging |
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| 61 | Develop a GTM for direct to consumer channel liaisoning with partner companies who have direct to consumer channels |
| 62 | Assessing Market Potential of exports of Organic Pigments |
| 63 | Understanding and evaluating emerging channels of distribution in WEST. Suggest how to leverage these channels to increase distribution footprint and develop a cost optimized model |
| 64 | Channel Segmentation for 2 and 3 wheelers in Nigeria |
| 65 | Analytics on past sales incentive data and recommendations for changes in incentive policy along with the automation of the incentive calculation process for Godrej Properties Limited. |
| 66 | Prepare a high-level business plan for Managed Security Service delivery for enterprises |
| 67 | Service Sales Project (liable to change- as of now) |
| 68 | Formulate a Go-to-market strategy for Wills Navy Cut with the objective of establishing a national footprint in the premium segment |
| 69 | Synerge Open UI Re-engineering |
| 70 | Increasing engagement rate in social media platforms through social media marketing strategy |
| 71 | Determining EV Drivers Preferences for Charging Infrastructure & Revamp Tata power Digital Presence to increase customer engagement |
| 72 | Developing a PAN-India Real Estate Pricing model and an automated inventory classification system. |
| 73 | 1. Assessing the pilot launch of Bluefix in Chennai<br>2. Estimate opportunity size of double sided tapes in Pune |

| 74 | Critical Analysis of Preventive Maintenance Strategy and Optimisation Measures in FMC |
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| 75 | Assess the impact of Covid-19 in servicing and demand of OTC products at pharmacist and showcase the best alternative models to best service the pharmacist channel |
| 76 | Competitive Intelligence Dashboard |
| 77 | Evaluating brand performance on Key Social Media Platforms for the B2B2C brands R\|Elan and Recron Certified. Analysing our performance on social media and deriving insights to maximise effectiveness and optimize return on investments. |
| 78 | Standardization of Dealer Digital Footprint |
| 79 | Transforming marketing of content in the hyper-digital world |
| 80 | GTM Strategy for Netsavvies Webinar |
| 81 | Streamlining Digital Platforms for customer touchpoint & Enhancing Capabilities of Internal Team. with Becton Dickinson and Company |
| 82 | New World Order for CPG Industry |
| 83 | To study different kinds of Agency Sales Models in the industry, analyze best practices and recommend a model for Aviva Retail Agency Distribution |
| 84 | Studying inverter battery and HUPS market and recommend sales and marketing strategy |
| 85 | Process Improvements in Marketing Analytics |
| 86 | Cracking North East |
| 87 | MIN-MAX inventory setting based on Secondary sale potential, assessment of Demand supply management |
| 88 | Formulate the National expansion strategy for Cinthol outside its core markets at Godrej Consumer Products Limited |

| 89 | Trade Marketing / Activation Models Evaluation + Activation Catalogue and Effectiveness. |
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| 90 | Impact (Quantitative and Qualitative) of value created by Technology assets across the organization |
| 91 | Expansion of Madura Central trade in Eastern India |
| 92 | Identify growth levers for REACH market and suggest ways to leverage the same to build a sustainable business model. |
| 93 | Improvement of Operations Excellence Processes which could drive partner capability and customer connections |
| 94 | Market Research and solutioning for active bids at that time |
| 95 | Establish new consumption occasions for Sunfeast Dark Fantasy - Online & Offline |
| 96 | Post COVID Consumer Behaviour Analysis |
| 97 | Development of a market insights MIS tool / dashboard for BSVI Commercial Diesel Engine which maps all the OEM's and provides monthly insights @ OEM, Application, engine & component level |
| 98 | Unlock Opportunities and Identify Growth drivers to further accelerate Scotch Performance for Diageo Brands in Karnataka |
| 99 | Driving same store growth in retail, wholesale, spokes- analyse perfect store data and plan for how to leverage post lockdown |
| 100 | Evaluate and Recommend alternate channel engagement/service plan for GI Prima across digital community platforms and ecommerce |
| 101 | Industry Trends |
| 102 | Measure effectiveness of GSK Competitive Sales Call Model Taking GSO as behavioral observation to Prescriber conversion count. |

| 103 | Find Ways & Means to Optimize Trade spends in General Trade Channel |
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| 104 | E-commerce strategy and business planning for Passenger Cars customers |
| 105 | Sales for tuition packages, getting maximum business from leads |
| 106 | Understanding the consumer behavior and competition trends for the sleep disorder market (Insomnia only) Knowledge, attitude and practices for different cohorts. |
| 107 | Evolution of Quality Engineering Offering Development |
| 108 | Comparative analysis of the product portfolio of SBI LIFE vis a vis top life insurance companies |
| 109 | Improving the efficiency of a new product launch process |
| 110 | Corporate Vending -Food |
| 111 | Benchmarking the best financial practice within the Industry |
| 112 | Understanding of key levers of sourcing and supply chain for spices and pulses |
| 113 | Custom Credit Underwriting for HNIs and Ultra-HNI Clients |
| 114 | Developing a predictive pricing model for Tata steel recycling business. |
| 115 | Analysis of Spend data in procurement using AI |
| 116 | BI reporting using various analytics techniques |
| 117 | Analyse and Explore Cost Saving Opportunities and Suggest Process Improvements |
| 118 | Plan a strategy to increase ROCE of Godrej Pune Properties to 20% by FY23 |
| 119 | SLA/OLA Optimization for all processes and Finalize approach for Transactional Pricing |
| 120 | 1. Impact of IMA and capital floor within FRTB |

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| | 2. Risk based P&L attribution |
| 121 | Value-at-risk (VaR) Methodologies |
| 122 | Business Restructuring |
| 123 | Financials and non-financials benchmarking with global and national players |
| 124 | Data COE set-up -Automation of Manual Process |
| 125 | Contractor Performance Evaluation |
| 126 | People Academy: Re-skilling Workforce |
| 127 | Account Based Marketing - Opportunity Identification |
| 128 | Conversational ROM Estimator |
| 129 | Project Management for Vendor Master Data Audit Prep |
| 130 | To create a dashboard for the Travel and Entertainment spends database |
| 131 | Impact of COVID-19 on the Telecom Sector |
| 132 | Opportunity Assessment of Soaps and Detergent Manufacturing |
| 133 | Trust Your Supplier - Supplier Qualification & Risk Managementisk Management |
| 134 | To advise Senior Management and the Board of Fiat on the sale of its Robotics business to a Strategic Buyer |
| 135 | Launching TCMS PPP for Projects Business Completing P1 |
| 136 | Automation of Bank Reconciliation |
| 137 | To frame a monitoring report for intraday risk management. |

| 138 | Procurement Data Analytics |
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| 139 | Freight Process Re-Engineering |
| 140 | Understanding the car lubricants, assess the business opportunity for Bridgestone India Pvt. Ltd., and form a business and marketing strategy |
| 141 | Prepare a Buy Side Pitch for Maruti Suzuki India |
| 142 | Banking & Financial Industry Regulatory Changes & Challenges in European Region 2019 & 2020. |
| 143 | Process Assessment for ATR and OTC Bots for Automation opportunities. |
| 144 | Understanding the car lubricants, assess the business opportunity for Bridgestone India Pvt. Ltd. and form a business and marketing strategy |
| 145 | 4 Projects: Under Internal Audit Team: 1. S4HANA impact assessment on existing Financial reporting controls 2. Building analytics models for identifying exceptions in Journal voucher postings Under Corporate Development and M&A Team. 3. Finding a strategic partner in China 4. Finding a suitable Russian Company for divestment |
| 146 | Optimum mix for transport vendors to find the optimum cost |
| 147 | HR best practices and Productivity Analysis in BFSI Sector |
| 148 | NextGen Commercial Integrations |
| 149 | To create and implement an end to end automated offboarding process |
| 150 | Enhancing employee experience and benchmark sales structure |
| 151 | Develop a Career Framework for the Organization & Design a Launch Plan to Embed the Career & Development Tools |
| 152 | 1.Leveraging Design thinking to build Talent and Learning interventions by a pull based learning enabled by technology, design and culture levers |

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| | 2.Leveraging Predictive HR analytics to drive Talent retention and engagement (EWS Enhancement + HR Dashboards) |
| 153 | Attracting Diverse Talent to Tata Steel Limited |
| 154 | Develop a learning module covering critical must-knows of the role for Area Executives in the Modern Trade Channel |
| 155 | Designing Recruitment and Hiring playbook for Lenovo India Pvt. Ltd. |
| 156 | To create a holistic employee engagement framework focusing on Officers Club as a lever |
| 157 | Onboarding Design and Early Attrition Analysis and Mitigation plan |
| 158 | 1. Benchmarking study: Identification of HR best practices across Industry in the areas of Talent Management, Learning & Development, Leadership Development, Diversity & Inclusion and Employer Branding<br>2. Conceptualization and implementation of People Development Conference 2020 |
| 159 | To map employee processes to identify Moments that Matter and recommend ways in which we can impact those moments that matter to enhance overall employee experience |
| 160 | Next Gen Learning & Development |
| 161 | 1. Create a framework and platforms for driving a culture of Peer-to Peer and Social Learning among Supervisors of India country businesses staff aimed at enhancing their Supervisory Capability.<br>2. To increase the effectiveness of communication and uptake of various key messages / information by the employees in context of COVID-19 |
| 162 | Induction Module -Frontline Sales Team and re-design R & R Program |
| 163 | Digital Learning stickiness |
| 164 | Roadmap to increase the proportion of employee referrals in hiring & Preparing for workplace after COVID - Digitizing the talent value chain |

| 165 | Design the capability framework and learning modules for Godrej Professional at Godrej Consumer Products Limited |
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| 166 | To re-create Employee Engagement strategies in these current scenarios & To benchmark D&I practices across different industries |
| 167 | Build campus market intelligence methodology that will help get real time insights on key talent groups and smart campus targeting |
| 168 | 1. Company Culture Audit for Great Place to Work.<br>2. Learning Experience Platform Evaluation.<br>3. Shadowing of Project Manager.<br>4. Content Development of Global Newsletter. |
| 169 | 1. Connecting Employees to GPL's Purpose: Helping employees connect with the Purpose Statement and how they can link it to their work and impact on customers.<br>2. Identifying measures to make employees at site engaged and productive by drawing up a scalable engagement plan across all GPL sites |
| 170 | Time rules standardisation and simplification |
| 171 | Stepping up Marico's Stature and Relationship in B Schools & Identify focus areas for disability suited for Marico |
| 172 | To develop a learning organization tool as a Central Repository |
| 173 | Creating a High-Performance workforce for FAAS & Farm Machinery |
| 174 | Redesign Org Induction Content & Policies at ABFRL level to create a One-ABFRL Experience |
| 175 | Digital Recognition Platform for AP using BI WW |
| 176 | Create a career value proposition and enable right career shifts for our people, aligning to the Next Generation Growth Model goals |
| 177 | HR Analytics and Productivity |

| 178 | Design, Deployment and Analysis framework implementation for the Annual Salary review Feedback for Employees and Line managers |
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| 179 | MD morale & motivation & Career management for CL 7 & above |
| 180 | 1. Company culture audit for GPTW<br>2.Online Learning experience platform evaluation |
| 181 | Role Definition for Critical Roles in the Manufacturing and Communication Business Unit |
| 182 | Making OLA benefits competitive amongst the new age companies and our employees (both existing employees and potential employees) |
| 183 | Early in Grade Impact 2.0 |
| 184 | Understand online consumer behaviour, assess competitors and formulate the execution strategy for tyre services e-commerce leveraging. |
| 185 | Strengthen Talent Management practices at ITC's Agri Business Division |
| 186 | Reinventing performance review process- MSGAI LABS PVT LTD. |
| 187 | Organisation Design & development and Leadership Capability Assessment for Reliance Retail |
| 188 | HR Transformation: Industry Trends & Human Capital Client Needs across five verticals |
| 189 | Advanced Onboarding Practices |
| 190 | Career navigation toolkit for commercial operations |
| 191 | Designing a 1 year Roadmap for Strategic Hires and Re-designing of Candidate Care, On-Boading, Induction & Functional Orientation |
| 192 | Employee Health Risk Mitigation |
| 193 | Manpower optimization at unit level |

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| 194 | 1. Use the voice of customer(NPS) to significantly enhance customer service<br>2. To measure productivity of employees across departments and functions in Aviva and benchmark with insurance sector. |
| 195 | Implementation of Blockchain Technology in Project Management and Opportunities for Cisco to enhance Connectivity in India |
| 196 | Synchronisation and development tool for machine shop in-house planning to reduce material planning downtime |
| 197 | Process assessment for Prague bots for Automation opportunities |
| 198 | Launching Shell branded Car Care in E-commerce space |
| 199 | Intelligent Analytics of Bulk Chemical Imports |
| 200 | Studying end to end supply chain |
| 201 | Analysis of Scaled Agile Model used in Spotify. |
| 202 | Develop a Digital SOP and document handler for Maintenance team |
| 203 | Logistics Planning for the export of Enrocin |
| 204 | Account based Marketing-opportunity identification |
| 205 | Deploying best in class Quality Culture in PCP2 |
| 206 | Market Analysis of AU Bank operations under Govt Business Domain - AU Small finance Bank |
| 207 | Collaborative Optimization Tender Analysis and Platform for Historical Commodity Best Price Strategy |
| 208 | Order Management System Improvement |
| 209 | Statistical Modelling & Data Visualization in Logistics |

| 210 | Review of reasons for invoice rejection and compilation of top issues vendor wise for 1 time communication for "pass thru businesses",and streamlining the process for invoice submission across vendors. |
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| 211 | Leverage Digitalization to Provide ROI for Channel Activations |
| 212 | Creating a quality audit framework for TOP5 critical process with sharper SLA TO ENHANCE PARTNER PROMISE DELIVERY |
| 213 | MRO Procurement Optimization |
| 214 | Develop negotiation strategy for negotiating (Rs/T) transport cost for all destinations to fetch best benefit of announced Gross Vehicle Weight Norm |
| 215 | Global Service Shop |
| 216 | MIS Improvement for OTIF Model |
| 217 | Strategies to improve energy usage at CBM fields |
| 218 | To Design an Inventory Dash-Board for TSK |
| 219 | Identify opportunities and threats for METRO in the B2B segment basis a comprehensive competetive analysis. |
| 220 | Project Management for the development of a B2B e-commerce application |
| 221 | Transitioning from Waterfall to Agile Model |
| 222 | Understand online consumer behaviour, assess competitors and formulate the execution strategy for tyre services e-commerce leveraging. |