“The most valuable asset of a 21st century institution will be its knowledge workers and their productivity.”

- Peter Drucker (1909-2005)
It gives me great pleasure to place before you the 20th PGDM Batch of the Assam Institute of Management. They would graduate by the 1st week of May, 2015.

Assam Institute of Management’s PGDM programme is well recognized by its recruiters for the quality of design, contents and pedagogy. The programme has received National A and State A *** grading from CRISIL, the reputed rating organisation. The participants for this AICTE approved programme are carefully selected through written test conducted at national level, followed by GD, written assignment on GD topic and viva.

The programme follows a trimester pattern with strict adherence to a time bound Academic Calendar with very heavy and continous workload and limited number of holidays. The Programme continously stresses on the participant’s self development and improvement of their communication ability with focus on case discussion and other real life inputs. The institute organises regular interactions with industry through industrial visits, guest lectures and networks with institutions and organisations of repute on national and global basis.

The Assam Institute of Management, promoted by Government of Assam, is one of the few institutes in the country and lays equal emphasis on Management Research, Consultancy and Training apart from providing Management Education in a very cost effective manner.

We take utmost care in moulding our students to meet industry requirements. They are also imbied with among human values and richness of character.

We sincerely hope that prospective employers will examine the enclosed profile and consider our graduates from the placement point of view. We assure that we shall arrange the campus placement process in the most professional manner and organisations would find the experience mutually satisfying.

Dr. Nripendra Narayan Sarma
Director AIM and ONGC Chair Professor
**Faculty Profile**

**DR. NRI PENDRA NARAYAN SARMA**,  
B.A (GU), MBA (GU), FDP (IIM, Indore)  
Director & ONGC Chair Professor  
Industry Experience: 3 Years  
Academic Experience: 22 Years

**PROF. SUREN TALULDER**,  
M.Sc. (GU), M.Phil (GU)  
Diploma in Photogrammetry (HRS, Dehradun)  
Controller of Examinations  
Academic Experience: 43 Years

**DR. GOVRANGA KUMAR SHARMA**,  
B.Sc. (GU), DIRPM  
(RPICM, Bharatiya Vidya Bhawan), MIRPM (Nagpur University), Ph.D (NU), FDP (IIM Ahmedabad)  
Assistant Professor  
Industry Experience: 13 Years  
Academic Experience: 21 Years

**PROF. SANJIB RAJ**,  
B.E (Electronics) NIT Surat, MBA (IGNOU) Delhi  
Assistant Professor  
Industry Experience: 20 Years  
Academic Experience: 6 Years

**DR. SINMOY GOSWAMI**,  
B.E. (Mechanical Engineering)  
Assam Engineering College  
M.B.A. (Marketing) Tezpur University,  
Assistant Professor  
Industry Experience: 1 Year  
Academic Experience: 7 Years

**PROF. SHAZEED AHMED**,  
B.Com (GU)  
MBA (GU) B.Ed. (GU)  
PGDDE (IGNOU) MA (IGNOU)  
Assistant Professor  
Industry Experience: 6 Years  
Academic Experience: 8 Years

**DR. IRFAN ULLAH**,  
B.Sc (Economics), B.Com (GU)  
MBA (GU), FDP (IIM Ahmedabad), Assistant Professor  
Industry Experience: 2 Years  
Academic Experience: 9 Years

**PROF. KARABI GOSWAMI**,  
B.Com (Accountancy), GU, Assistant Professor  
Industry Experience: 7 Years  
Academic Experience: 4 Years

**DR. MREEISHI AGARWAL**,  
M.Sc (Rural Development), NEHU, Assistant Professor  
Academic Experience: 9 Years  
Field Experience: 1 Years
PROGRAMME DESIGN AND PEDAGOGY

The Post Graduate Diploma in Management (PGDM) programme of the institute is structured in line with the IIMs. It follows the trimester system, which, apart from the IIMs, very few management institutes in India follow.

FIRST YEAR
The first year focuses on introducing the students to basic management concepts, providing fundamental business knowledge skills and perspective for their self-development. All papers are compulsory.

SUMMER TRAINING
At the end of the first year, the students are required to undergo summer placement of 8-10 weeks in leading and reputed business organisations. During the phase, they are expected to get exposure to corporate culture and observe the dynamics of organisational functioning. They generally work on project, which addresses some specific problem areas in the organisation. AIM is one of the few institutes in India where summer placement is a graded exercise.

SECOND YEAR
In the second year, the students study core subjects in areas, which are of universal relevance to management. They build upon the foundation of the basic curriculum and develop expertise in their respective areas of interest. Emphasis is given to imbibe proper values and cultures on part of the students. A grand project in the final term is the culmination of the unique business learning experience the students undergo. Through this project, the students try to integrate their diverse learning experiences into one complete whole.

PEDAGOGY
The faculty employs a mix of learning tools to provide conceptual knowledge and build skills. Apart from lectures, case studies, project assignments, field studies, individual visits, interaction with professionals are frequently reported to.

Classroom learning is meant primarily for theoretical and conceptual inputs or knowledge. The teaching method combines lectures and discussions, role plays, simulations, audio-visual in class presentations. Group exercises and group presentations help in developing inter-personal skills. Eminent personalities from the industry and academics are regularly invited to deliver lectures on current issues. Classroom lectures are complimented by leading edge teaching materials, which are constantly updated. Courses are tuned towards research and analysis.

The non-classroom learning process undertaken by AIM is one of the most comprehensive and unique features of its PGDBM programme. The effort is to provide suitable stimuli into non-classroom learning through environmental interactions so as to facilitate development of right attitudes, logical and analytical skills and knowledge upon which the students can base their self development.

LEADERSHIP AND INTERPERSONAL SKILLS
A special emphasis is laid on imparting leadership and interpersonal skills to the students. Managers must communicate a unifying vision to those they lead in an environment of rapid and constant change. AIM students are required to undertake specific project activities, which are graded, through which such skills are developed and honoured.
### ACADEMIC PROGRAMME STRUCTURE

#### 1st Year: 1st Trimester

<table>
<thead>
<tr>
<th>CODE</th>
<th>PAPERS</th>
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<tbody>
<tr>
<td>101</td>
<td>Management: Evolution, Principles &amp; Relevance (MEPR)</td>
</tr>
<tr>
<td>102</td>
<td>Principles of Marketing (MM1)</td>
</tr>
<tr>
<td>103</td>
<td>Information Technology &amp; System – I (ITS1)</td>
</tr>
<tr>
<td>104</td>
<td>Accounting Finance for Managers (AFM1)</td>
</tr>
<tr>
<td>105</td>
<td>Statistics for Management (QM1)</td>
</tr>
<tr>
<td>106</td>
<td>Managerial and Developmental Economics (MDE)</td>
</tr>
<tr>
<td>107</td>
<td>Written Analysis and Communication (WAC)</td>
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<td>108</td>
<td>Term end VIVA</td>
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#### 1st Year: 2nd Trimester

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<tbody>
<tr>
<td>201</td>
<td>Information Technology &amp; System – II (ITS2)</td>
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<tr>
<td>202</td>
<td>Marketing Management (MM2)</td>
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<tr>
<td>203</td>
<td>Production and Operations Management-I (POM1)</td>
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<tr>
<td>204</td>
<td>Accounts &amp; Finance for Managers (AFM-2)</td>
</tr>
<tr>
<td>205</td>
<td>Organisational Behaviour (OB)</td>
</tr>
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<td>206</td>
<td>Operations Research (OR)</td>
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<td>207</td>
<td>Written Analysis and Communication (WAC)</td>
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#### 1st Year: 3rd Trimester

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<tr>
<td>301</td>
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<td>302</td>
<td>Research Methodology (RM)</td>
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<td>303</td>
<td>Financial Management (FM)</td>
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<td>304</td>
<td>Production &amp; Operations Management–II (POM2)</td>
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<tr>
<td>305</td>
<td>Personnel Management &amp; Industrial Relations (PMIR)</td>
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<tr>
<td>306</td>
<td>Information Technology &amp; System – III (ITS3)</td>
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<td>307</td>
<td>Written Analysis and Communication (WAC)</td>
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#### 2nd Year: 4th Trimester

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<th>CODE</th>
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<tbody>
<tr>
<td>401</td>
<td>Project Management (PM)</td>
</tr>
<tr>
<td>402</td>
<td>Summer Internship Programme (SIP)</td>
</tr>
</tbody>
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#### Specialisation Areas

- 411 Sales, Distribution & Retail Management (SDRM)
- 412 Marketing of Services (MS)
- 413 Integrated Marketing Communication (IMC)
- 421 Banking & Insurance Management (BIM)
- 431 Talent Management and Organisational Development (TMOD)
- 432 Industrial Jurisprudence & Grievance Resolution (IJGR)
- 433 Strategic Human Resource Management (SHRM)
- 441 Advanced Planning and Control of operations (APCO)
- 442 Product Design and Development (PDD)
- 443 New Trends in Operations in Operations Management (NTOM)

#### 2nd Year: 5th Trimester

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<tbody>
<tr>
<td>501</td>
<td>Resource, Environment and Energy Management (REEM)</td>
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<tr>
<td>502</td>
<td>Corporate Strategy &amp; Planning (CSP)</td>
</tr>
</tbody>
</table>

#### Specialisation Areas

- 514 New Dimensions in Marketing (NDM)
- 521 Corporate Taxation & Public Finance (CTPF)
- 522 Investment Management (IM)
- 523 Corporate Financial Strategies (CFS)
- 534 Applied Human Resource Management (AHRM)
- 543 Services Operations Management (SOM)

#### 2nd Year: 6th Trimester

<table>
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<tr>
<th>CODE</th>
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<tbody>
<tr>
<td>601</td>
<td>Social and Ethical Issues in Management (SEIM)</td>
</tr>
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<td>602</td>
<td>Supply Chain Management (SCM)</td>
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<tr>
<td>603</td>
<td>Quality Management (QLM)</td>
</tr>
<tr>
<td>604</td>
<td>Law for Managers (LM)</td>
</tr>
</tbody>
</table>
STUDENT PROFILE

AGNIJEETA BANIK

Date of Birth: 9-Oct-92
Graduation Stream: B.Com(HR)
Specialisation: Marketing, HR
SIP Organisation: IOCL
Topic of SIP: Implementation of Total Productive Maintenance in IOCL Guwahati Refinery
Topic of Grand Project: Consumer Behavior towards Patanjali product in Guwahati
Permanent Address: Quater no. B1, CDA Complex, Udayan Vihar, Narengi, Guwahati, Assam
Contact No.: 8876747063
Email id: agnijeeta999@gmail.com

AKSHAY BISHWAMITRA

Date of Birth: 13-Feb-92
Graduation Stream: B.Com (Commerce)
Specialisation: Finance, Marketing
SIP Organisation: Hindustan Coca Cola beverages pvt ltd
Topic of SIP: A study on Horizontal expansion possibilities of Hindustan Coca-Cola Beverages Pvt. Ltd in Lakhimpur District, Assam
Topic of Grand Project: Risk return analysis of stock of IOCL
Permanent Address: K.B road, Dist-Lakhimpur. Pin- 787001
Contact No.: 9706761513
Email id: abishwamitra@gmail.com

AMARJYOTI DAS

Date of Birth: 22-Sep-88
Graduation Stream: BCA
Specialisation: Operations, Marketing
SIP Organisation: Hindustan Coca Cola beverages pvt ltd
Topic of SIP: Exploring ways to increase numeric distribution of Kinley package drinking water and achieve 70% numeric distribution
Topic of Grand Project: A study on layout desing of some selected hospitals in Guwahati with special emphasis on visual communication
Permanent Address: Q.no EL S3 B,Borbari Rly Colony,Naliapool,Dibrugarh, Assam, pin -786001
Contact No.: 8486846684
Email id: amarjddy8@gmail.com

AMRIT KUMAR RAI

Date of Birth: 4/10/1988
Graduation Stream: BBA
Specialisation: Operations, Marketing
SIP Organisation: Big Bazaar, guwahati
Topic of SIP: Customer relationship management in terms of customer overall shopping experience and retention of customers loyalty through payback loyalty programme
Topic of Grand Project: A study on supply chain management practices of pork in Guwahati
Permanent Address: Hokonguri tea estate, barhapjan, tinsukia, pin- 786150
Contact No.: 7399953006
Email id: amrit.ra188@gmail.com
<table>
<thead>
<tr>
<th>Name</th>
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<th>Topic of Grand Project</th>
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<tbody>
<tr>
<td>ANANYA KAUSHIK</td>
<td>7-Feb-92</td>
<td>B.Com (Finance major)</td>
<td>Marketing, HR</td>
<td>IOCL</td>
<td>Implementation of Total Productive maintenance in IOCL Guwahati Refinery</td>
<td>Impact of Online Marketing</td>
<td>House No.-61, Bye Lane-6, C.P. Baruah Road, Pub Sarania, Chandmari Colony</td>
<td>8486725313</td>
<td><a href="mailto:ananyadolly09@gmail.com">ananyadolly09@gmail.com</a></td>
</tr>
<tr>
<td>ANGSHUMAN SHARMA</td>
<td>16-Jan-91</td>
<td>B.Com (Management)</td>
<td>Marketing, Finance</td>
<td>Gargya Group</td>
<td>A study on Low Cost Branded &amp; Non Branded Undergarments for Ladies &amp; Gents in the Urban and rural market of Assam-with special emphasis to dealer and distributor of undergarments</td>
<td>Financial statement analysis of commercial banks operating in Assam</td>
<td>Bishnu nagar, Dimoruguri, Nagaon, Assam</td>
<td>9707269077</td>
<td><a href="mailto:angshuman.sharma.100@gmail.com">angshuman.sharma.100@gmail.com</a></td>
</tr>
<tr>
<td>APARAJITA BHUYAN</td>
<td>2/23/1988</td>
<td>Bac in Hotel Science</td>
<td>Marketing, HR</td>
<td>Tata Technologies Limited, Pune</td>
<td>Flexibility study of 360/180 degree performance appraisal in Tata Technologies Limited</td>
<td>To Study the impact of low cost small cars on two wheelers market</td>
<td>Pachanijar, Kampur, Nagaon, Assam, pin-782426</td>
<td>9859000409</td>
<td><a href="mailto:bhuyan.aparajita@gmail.com">bhuyan.aparajita@gmail.com</a></td>
</tr>
<tr>
<td>APURBA KUMAR SARMA</td>
<td>6/21/1989</td>
<td>BBA</td>
<td>Finance, Marketing</td>
<td>IFB Industries Ltd.</td>
<td>A study on consumer behavior towards IFB Microwave with compare to LG Microwave</td>
<td>A study on “Savings after retirement” base on the population of Guwahati</td>
<td>H.NO 98, South Sarania, Ulubari, Guwahati, Kamrup, Assam, 781007</td>
<td>8011797780</td>
<td><a href="mailto:sapurba02@gmail.com">sapurba02@gmail.com</a></td>
</tr>
</tbody>
</table>
ARIFA RAHMAN

Date of Birth: 4-Jun-90  
Graduation Stream: B.COM  
Specialisation: Finance & Marketing  
SIP Organisation: ATLANTA ENERGY PVT. LTD.  
Topic of SIP: Exploring usage of solar energy in petrol pumps of Sonitpur district under Atlanta Energy Private Ltd  
Topic of Grand Project: Issues and challenges of distribution of life insurance in guwahati city  
Permanent Address: C/O - Fazil Rahman, W/N-01, Cotton Road, Tezpur, Sonitpur, Pin-784001, Assam  
Contact No.: 9706245629  
Email id: arifa.rahman1990@gmail.com

ARUN JYOTI BORAH

Date of Birth: 3/20/1989  
Graduation Stream: B.E Computer Sc. & Engg  
Specialisation: Marketing, Operation  
SIP Organisation: ITC LTD, Guwahati  
Topic of SIP: Understanding opportunities & challenges for Engage & deviding strategy to be market leader in deodorant industry in NE  
Topic of Grand Project: A study on design of Motorcycle Helmet: Application of Quality Function Deployment(QFD) for design ideation  
Permanent Address: vill- Bishnupur(Mayang Block), PO- Jagibhakatgaon, Morigaon, Assam, 782411  
Contact No.: 8255072482  
Email id: aryan4591@gmail.com

BANAJIT CHOWDHURY

Date of Birth: 1/31/1986  
Graduation Stream: B.A LLB (Hons)  
Specialisation: Marketing, Hr  
SIP Organisation: Narayana Super Speciality Hospital  
Topic of SIP: A study on the operational activities of the HR dept of Narayana Super Speciality Hospital  
Topic of Grand Project: Motivating Medical Representatives operating in Guwahati city. An analytical study of incentive methods used for employee motivation.  
Permanent Address: H No.15, Flat No.#A, Basundhara apartment, Dispur, Wireless, Bye Lane -1, Guwahati 06, Assam  
Contact No.: 9435570940  
Email id: banajitchowdhury31@gmail.com

BHAGYASHREE PATHAK

Date of Birth: 7/8/1990  
Graduation Stream: B.Com(management)  
Specialisation: Finance, Marketing  
SIP Organisation: Qconnect  
Topic of SIP: demographic Behaviour of peoplein guwahati city with regards to mobile theatre  
Topic of Grand Project: A study on consumer behaviour regarding branded clothes in guwahati city  
Permanent Address: Birubari kalaguru path Jonakpur house no. 21 Ghy -16  
Contact No.: 9864804442  
Email id: koko_08@rediffmail.com
BHASKAR JYOTI DAS

Date of Birth: 12/31/1990
Graduation Stream: B.Com (management)
Specialisation: Marketing, Finance
SIP Organisation: ING Vysya Bank
Topic of SIP: A MARKET STUDY OF BUSINESS BANKING CUSTOMER TOWARDS BUSINESS LOANS OFFERED BY BANK WITH RESPECT TO ELECTRICAL AND ELECTRONIC MARKET IN GUWAHATI AREA
Topic of Grand Project: A market study on consumer buying behaviour towards toothpaste brand
Permanent Address: Vill: hahachra samaguri, po: samaguri, ps: samaguri, dist: nagaon (assam) pin: 782140
Contact No.: 9706601381
Email id: mr.bhaskarjyoti@gmail.com

BIKALPA BORA

Date of Birth: 10/12/1991
Graduation Stream: B.Com (Finance major)
Specialisation: Finance, Marketing
SIP Organisation: IFB Industries Ltd.
Topic of SIP: A study on the performance of Front Loading Washing Machines with special preference to IFB and to dealer policies and perceptions
Permanent Address: House no-3, taranga path, krishnanagar, japorigog, Rehabari, Suhagpur, A.M.Road, Opposite Apsara Cinema Hall, Near Hatigarh, Karbipath, p.o: Bamunimaidan, house no:34, Circle colony, p.o - Chapakhowa, Sadiya, Dist.- Tinsukia, Pin- 786157, Assam
Contact No.: 8749856336
Email id: debashiskhargharia@gmail.com

DEBASHIS KHARGHARIA

Date of Birth: 10/3/1990
Graduation Stream: B.E (Electronics and Telecommunication Engineering)
Specialisation: Marketing, Finance
SIP Organisation: Trenton Consultancies
Topic of SIP: A Study For Developing a Marketing Strategy for a Mid-Sized Hospitality Facility in Guwahati with Special Reference to Aster @ The Asian
Topic of Grand Project: A Study On Consumer Buying Behavior With Respect To Smartphone In Guwahati
Permanent Address: H/N-2, Homeopathic College Road, Baghorbori Tiniali, Panajabari, Guwahati, Assam, Pin- 781037
Contact No.: 9864934034
Email id: borabikalpa@gmail.com

DARSHAN SARMA

Date of Birth: 11/19/1991
Graduation Stream: BCA
Specialisation: Finance, Marketing
SIP Organisation: Qconnect
Topic of SIP: demographic Behaviour of people in guwahati city with regards to mobile theatre
Topic of Grand Project: A study on consumer buying behavior of LCD camera in Guwahati city
Permanent Address: Railway Qr No 27/A, East Gotanagar Maligaon GHY-781011
Contact No.: 9854689889
Email id: sarmadarshan@gmail.com
<table>
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<th>Name</th>
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<tbody>
<tr>
<td>DEEPAK DEORI</td>
<td>6/25/1991</td>
<td>BCA</td>
<td>Marketing, Operation</td>
<td>IFB Industries Ltd.</td>
<td>A Comparative study on customers perception towards IFB Front Loading washing machine in guwahati city</td>
<td>A Study on Consumers perception on e-commerce</td>
<td>Railway Qr No 27/A, East Gotanagar Maligaon GHY-781011</td>
<td>9401102144</td>
<td><a href="mailto:debashiskhargharia@gmail.com">debashiskhargharia@gmail.com</a></td>
</tr>
<tr>
<td>DHRITISHMAN MEDHI</td>
<td>12/1/1989</td>
<td>B.E (Electronics &amp; Telecommunication)</td>
<td>Marketing, Operation</td>
<td>TVS Motors Company LTD</td>
<td>Sales Development of authorised dealers of TVS Motors Company Ltd</td>
<td>A study on design of Motorcycle Helmet: Application of Quality Function Deployment(QFD) for design ideation</td>
<td>Hatigarh, Karbipath, p.o: Bamunimaidan, house no:34, Guwahati, Pin:781021</td>
<td>8876309385</td>
<td><a href="mailto:mail2medhi@gmail.com">mail2medhi@gmail.com</a></td>
</tr>
<tr>
<td>DHRUBAJIT DAS</td>
<td>11/20/1990</td>
<td>B.Com(management)</td>
<td>Marketing, Finance</td>
<td>ATLANTA ENERGY PVT. LTD.</td>
<td>A STUDY ON THE VIABILITY OF SOLAR ENERGY SOLUTION KIT IN FUEL STATIONS OF SONAPUR, GUWAHATI AND NALBARI AREA WITH SPECIAL REFERENCE TO ATLANTA ENERGYS PRIVATE LIMITED (A ENERGYS PVT. LTD).</td>
<td>Advantages of Tea produced in Assam: It’s Impact on Consumers' Buying Behaviour*</td>
<td>House no-3, taranga path, krishnanagar, japorigog, guwahati-781005</td>
<td>9706143745</td>
<td><a href="mailto:dhrubajitdas51@gmail.com">dhrubajitdas51@gmail.com</a></td>
</tr>
<tr>
<td>GARIMA GOSWAMI</td>
<td>2/8/1993</td>
<td>B.Com(Accountancy)</td>
<td>Finance, Marketing</td>
<td>HCL Infosystems Pvt. Ltd.</td>
<td>A Comparative Study of Nokia Smartphone vis-a-vis with other competing brands in rural Kamrup</td>
<td>A study on banking post liberalisation— with specific reference to Assam</td>
<td>Rehabari, Suhagpur, A.M. Road, Opposite Apsara Cinema Hall, Near Arya Hospital, H/N-10</td>
<td>9577505846</td>
<td><a href="mailto:garimagoswami88@gmail.com">garimagoswami88@gmail.com</a></td>
</tr>
</tbody>
</table>
**GAUTAMRAJ KASHYAP**

**Date of Birth:** 7/14/1991  
**Graduation Stream:** B.Com(Hons.)  
**Specialisation:** Marketing , Finance  
**SIP Organisation:** PepsiCo India Holdings Private Limited (Frito-Lay Division)  
**Topic of SIP:** A study on Consumer’s awareness on Green Banking initiatives in select banks with special reference to Guwahati city  
**Topic of Grand Project:** A study on Consumer's awareness on Green Banking initiatives  
**Permanent Address:** SBI staff residential complex, Hno D/3, Samannay path, Kundil nagar, rajgarh road, byelane-12, house no. 42-B, Guwahati-781022  
**Contact No.:** 9706908669  
**Email id:** kashyapgautamraj@gmail.com

**GITASHREE NEOG**

**Date of Birth:** 2/17/1990  
**Graduation Stream:** BE(Electrical Engineering)  
**Specialisation:** Marketing, Operations  
**SIP Organisation:** PepsiCo India Holdings Private Limited (Frito-Lay Division)  
**Topic of SIP:** A Critical study on Assam Silk with special reference to Design  
**Topic of Grand Project:** A detailed study of traditional snacks of Guwahati market with special emphasis to Branded undergarments  
**Permanent Address:** Kundil nagar, rajgarh road, byelane-12, house no. 42-B, Guwahati-781007  
**Contact No.:** 9706109869  
**Email id:** gitashreeneog@gmail.com

**HIMADRI PHUKAN**

**Date of Birth:** 10/31/1988  
**Graduation Stream:** B.E.(ELECTRONICS AND COMM.)  
**Specialisation:** MARKETING,OPERATION  
**SIP Organisation:** GARGYA GROUP  
**Topic of SIP:** A Study on Low Cost Branded & Non Branded Undergarments for Ladies and Gents in the Urban and Rural Market of Assam with special emphasis to Branded undergarments  
**Topic of Grand Project:** A study on Low Cost Branded & Non Branded Undergarments  
**Permanent Address:** hn 15 c/o bhadreswar deka satyapur path ,bhagadattapur, near beltola bazar, Guwahati 781028  
**Contact No.:** 8822321128  
**Email id:** hemangdo@rediffmail.com

**JAYSHREE NATH**

**Date of Birth:** 9/30/1990  
**Graduation Stream:** BA(economics)  
**Specialisation:** Finance, Marketing  
**SIP Organisation:** United Bank of India  
**Topic of SIP:** Consumer Perception about UBI  
**Topic of Grand Project:** Risk and return analysis of HDFC bank pvt ltd  
**Permanent Address:** ACN path, digboi, po/ps digboi, dist-tinsukia, pin-786171, Assam  
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JOKY MD FAROOK

Date of Birth: 27.11.1987
Graduation Stream: B.Sc-IT
Specialisation: Finance, Marketing
SIP Organisation: Kansai Nerolac Paints
Topic of SIP: A study on different brand's of Paints among Builders & Contractors in Guwahati City.
Topic of Grand Project: A Study on Student's and Parent's Satisfaction in Schools covered under SSA in Guwahati City
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JONTY MAZUMDER

Date of Birth: 2/5/1992
Graduation Stream: B.COM(Management)
Specialisation: HR, MARKETING
SIP Organisation: INDIAN OIL CORPORATION LIMITED
Topic of SIP: Implementation of TPM in Guwahati Refinery
Topic of Grand Project: User's perception regarding use of paper bag: A study among retailers of Guwahati City
Permanent Address: C/O- Jasim Mazumder, vill-saidpur part-1, M.H.C ROAD, Silchar, Assam
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JUGAL KISHOR DAS

Date of Birth: 12/31/1988
Graduation Stream: B.Tech(Applied Electronics and Instrumentation)
Specialisation: Operations, Marketing
SIP Organisation: ATLANTA ENERGY PVT. LTD.
Topic of SIP: A Study on Installation of Solar kit to the fuel stations that automatically switches between solar-grid-battery to provide stations uninterrupted operations and huge savings on electricity and diesel bills.
Topic of Grand Project: Managerial perspectives of packaging-insights from customer survey.
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JYOTIKUMAR GOSWAMI

Date of Birth: 11/13/1991
Graduation Stream: B.Com(Management)
Specialisation: Finance, Marketing
SIP Organisation: PepsiCo India Holdings Private Limited (Frito-Lay Division)
Topic of SIP: A detailed study of traditional snacks of Guwahati market with special reference to Lehar
Topic of Grand Project: A Study Of the impact of macro economic factors on The Indian Capital Market
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KAUSTAV NARAYAN GOSWAMI

Date of Birth: 4/20/1991
Graduation Stream: B.Com (Accountancy)
Specialisation: Marketing, Finance
SIP Organisation: Qconnect
Topic of SIP: Demographic Behaviour of people with regards to mobile theatre
Topic of Grand Project: A study on consumer preference on fairness cream among male and female in Guwahati area
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Date of Birth: 10/31/1988
Graduation Stream: B.E.(ELECTRONICS AND COMM.)
Specialisation: Marketing, Operations
SIP Organisation: GARGYA GROUP
Topic of SIP: A study on Low Cost Branded & Non Branded Undergarments for Ladies and Gents in the Urban and Rural Market of Assam with special emphasis to Branded - undergarments
Topic of Grand Project: A Critical study on Assam Silk with special reference to Design
Permanent Address: H no 15 c/o bhadreswar deka satyapur path ,bhadagattapur, near beltola bazar,guwahati 781028
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Date of Birth: 3/28/1990
Graduation Stream: B.Com(Management)
Specialisation: Marketing, Operations
SIP Organisation: TVS Motorcycle
Topic of SIP: A study on Students’ Behaviour towards a reality show based on scientific modelling/design ideation with special reference to Indradhanu Rengoni TV
Topic of Grand Project: A Study on Customers’ Satisfaction related to After Sales Services of DTH(Direct To Home) Services
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DEBANSHU PAUL

Date of Birth: 7/1/1989
Graduation Stream: B.Com (Management)
Specialisation: Marketing, Finance
SIP Organisation: Stellar Information Technology Ltd.
Topic of SIP: A study on Students’ Behaviour towards a reality show based on scientific modelling/design ideation with special reference to Indradhanu Rengoni TV
Topic of Grand Project: A Study on Consumers’ Satisfaction related to After Sales Services of DTH(Direct To Home) Services
Permanent Address: H.no 2-108/4/64/1, street no.3 BL Nagar, Boduppal, Hyderabad
Contact No.: 8486447010
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<table>
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<tr>
<th>Name</th>
<th>Date of Birth</th>
<th>Graduation Stream</th>
<th>Specialisation</th>
<th>SIP Organisation</th>
<th>Topic of SIP</th>
<th>Topic of Grand Project</th>
<th>Permanent Address</th>
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<tr>
<td>KUNAL SHARMA</td>
<td>7/1/1989</td>
<td>B Tech (Mechanical)</td>
<td>Marketing, Operation</td>
<td>Kansai Nerolac Paints</td>
<td>A comparative study on different brand of paints used among different institutions and by architects in Guwahati</td>
<td>A Study on Buying Behavior of Male Shoppers with respect to Branded Shirts</td>
<td>Krishanagar chandmari A.E.I road h.no - 29 Guwahati Assam- 781003</td>
</tr>
<tr>
<td>MANAS RABHA</td>
<td>4/6/1990</td>
<td>B.Tech (Information Technology)</td>
<td>Marketing, HR</td>
<td>Stellar Information Technology Ltd.</td>
<td>Market study and exploration of business opportunities of stellar data recovery servic business in guwahati city</td>
<td>Study on different motorbikes with reference to brand preferences among customers</td>
<td>H.no 2-108/4/64/1, street no.3 BL Nagar, Boduppal, Hyderabad 500092</td>
</tr>
</tbody>
</table>
Date of Birth: 2/19/1990  
Graduation Stream: BBA  
Specialisation: Marketing, Finance  
SIP Organisation: Frito-Lay  
Topic of SIP: A detail study of Morning cereal in Guwahati market with special reference to Quaker Oats  
Topic of Grand Project: Factors considered while buying a Financial Daily and Extent of Readers Satisfaction-A study amongst management Students and Professionals in Guwahati  
Permanent Address: C/O Bhabani Kalita, Balikata Para, Kamakhya Temple, PO-Kamakhya, Guwahati-781010  
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NAYAN KALITA

Date of Birth: 4/13/1991  
Graduation Stream: B.Com (Commerce)  
Specialisation: HR, Finance  
SIP Organisation: IOCL  
Topic of SIP: A comparative study of revenue budget and budget controlling mechanism of IOCL.  
Topic of Grand Project: An analytical study of different kinds of training in different banks of Guwahati city  
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NIHIRAKA DHADUMIA

Date of Birth: 4/15/1990  
Graduation Stream: Bachelor of Arts  
Specialisation: Marketing, Operations  
SIP Organisation: Nerolac  
Topic of SIP: A study on the paint market in Guwahati Division  
Topic of Grand Project: Operation strategy of ASTC  
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NILAM BISWAS
Date of Birth: 2/15/1989
Graduation Stream: Engineering (IT)
Specialisation: Operations, Marketing
SIP Organisation: Q-connect
Topic of SIP: Demographic Behaviour of people with regards to mobile theatre
Topic of Grand Project: To study the customer buying behaviour of people towards television in Guwahati city
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Date of Birth: 3/1/1991
Graduation Stream: B.Com (Management)
Specialisation: Marketing, Finance
SIP Organisation: ING Vysya Bank
Topic of SIP: An insight study on the competition of business loans & its services of various banks with respect to Pharmaceutical sector in Guwahati
Topic of Grand Project: A study in customers’ satisfaction related to Value Added Services (VAS) provided by different mobile network operators
Permanent Address: C/O Jiten Das, Jia Bhorolli Apartment (E-1), Navagiri Road, Chandmari, Guwahatiup
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Date of Birth: 6/25/1989
Graduation Stream: B.com
Specialisation: HR, Marketing
SIP Organisation: ATLANTA ENERGY PVT. LTD.
Topic of Grand Project: A Case study of Employer branding in Banking sector: A comparative study between SBI and ICICI Bank
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Date of Birth: 11/4/1991
Graduation Stream: B.B.A
Specialisation: Marketing, Operations
SIP Organisation: Rengoni TV
Topic of SIP: A study on sponsor’s prospective towards a proposed new reality show based on scientific modeling/design ideation with special reference to Rengoni TV
Topic of Grand Project: A study on commercialisation of socio-religious festivals in Guwahati- an exploratory study
Permanent Address: C/o Mr. Gopal Chetri, Hs No-41, gadhibasti tiniali, Silpukhuri, Chandmari, Guwahati, Assam 781003
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PRIYA PODDER

Date of Birth: 6/9/1990
Graduation Stream: B.Com (management)
Specialisation: Marketing, Finance
SIP Organisation: Hindustan Coca Cola beverages pvt ltd
Topic of SIP: A study on numeric distribution of packaged drinking water in Guwahati city with special reference to Kinley
Topic of Grand Project: A Study on personal finance practises among working women in Guwahati city
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Graduation Stream: B.Com (Finance & marketing)
Specialisation: finance, marketing
SIP Organisation: IFB Industries Ltd
Topic of SIP: A comparative Study on customer preference towards IFB product with respect to simens
Topic of Grand Project: a study on financial planning and location strategy of retail (kirana) outlet in Guwahati
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Date of Birth: 03.06.1991
Graduation Stream: B.E. (Biotechnology)
Specialisation: MARKETING, OPERATION
SIP Organisation: Amaze Realtors
Topic of SIP: A study of advertising activities: online, offline and event management procedures of Amaze and a study of consumer preference while buying a real estate project
Topic of Grand Project: A study on the growth of direct selling market
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RAKTIM GOGOI

Date of Birth: 11/5/1991
Graduation Stream: B.Com (Management)
Specialisation: finance, marketing
SIP Organisation: B&G
Topic of SIP: A Market study on Pantene shampoo in Guwahati city with special emphasis on Consumer behavior and Retail Management
Topic of Grand Project: Performance of Mutual Funds - An investor’s guide to investment in ICICI Mutual Funds
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RITURAJ BORAH
Date of Birth: 4/3/1988
Graduation Stream: B Tech (Information Technology)
Specialisation: Marketing, Finance
SIP Organisation: EXIDE INDUSTRIES LTD.
Topic of SIP: Market penetration and Distribution Related Issues of Batteries - A Study on sale of batteries in Jorhat, Golaghat and Sibsagar District with special reference to SF Sonic Brand
Topic of Grand Project: The Commercial SMS - A Study of response behaviour of cross-section of people of Guwahati City
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SABIR ALI
Date of Birth: 12/31/1987
Graduation Stream: B.Tech (Computer science)
Specialisation: ISS
SIP Organisation: To develop a comprehensive database of employees and execute specific HR measurements to increase organizational effectiveness
Topic of SIP: An analysis of grievances among the bank employees of Guwahati: Causes and Consequences
Topic of Grand Project: Recruitment and selection process of Meghalaya cement
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SAGAR KUMAR
Date of Birth: 1/2/1988
Graduation Stream: B. Tech. (Electronics and Communication Engg.)
Specialisation: MARKETING, OPERATION
SIP Organisation: Integrated Systems & Services
Topic of SIP: A study in ISS to redesign the content of its present website and to prepare a Code of Conduct Module
Topic of Grand Project: A study on consumer preference and satisfaction towards Telecom Service Providers in Guwahati
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Email id: ksgt32@gmail.com

SANGEETA PAUL
Date of Birth: 3/5/1990
Graduation Stream: B.Com (Accounting and Finance)
Specialisation: Finance, Marketing
SIP Organisation: Amaze Realtors
Topic of SIP: A Study on the use of Online Media for the promotion of Real Estate Business With Emphasis to Amaze Realtors
Topic of Grand Project: A Study on the Impact of Reforms in Life Insurance Sector
Permanent Address: C/O Swapna Paul, Ward no. 4, sonari town, p.o sonari, p.s sonari, pin: 785690 Dist. Sivasagar
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Email id: paul.sangeeta47@gmail.com
SANGEE TA PAUL
Date of Birth: 2/7/1991
Graduation Stream: B.A (ECONOMICS)
Specialisation: MARKETING, H.R
SIP Organisation: TOPCEM CEMENT
Topic of SIP: Recruitment and selection process of Meghalaya cement limited
Topic of Grand Project: Study on impact of television and newspaper advertisement of smart phones on consumer buying behaviour
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Date of Birth: 12/8/1991
Graduation Stream: B.COM (DELHI UNIVERSITY)
Specialisation: MARKETING, OPERATION
SIP Organisation: Greenwood Resort City Point Venture
Topic of SIP: The Business Scenerio of Greenwood Resort City Point
Topic of Grand Project: Problems and Prospects of Hand Sanitizer in Guwahati Market
Permanent Address: Flat 502,FP Appartment, A.M Road, ulubari, guwahati, Pin-781007 Kamrup
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SHIBARTHA ROY
Date of Birth: 12/21/1990
Graduation Stream: B.Com(Accountancy)
Specialisation: Marketing, Operations
SIP Organisation: Mott MacDonald
Topic of SIP: Financial Literacy and Inclusion Survey
Topic of Grand Project: A study on consumers perception towards Different Brands of Health Drinks in Guwahati Area
Permanent Address: C/O- Broja Gopal Roy, Vill+Po- Jakhalabandha, Dist- Nagaon, Pin- 782136
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Date of Birth: 1/30/1992
Graduation Stream: B.Com(Management)
Specialisation: Marketing, Finance
SIP Organisation: HCL Infosystems
Topic of SIP: A comparative study of various brands of mobile phone accessories in Guwahati market with special emphasis to Nokia gears
Topic of Grand Project: A study of risk rate analysis of State Bank of India stocks
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SUektANYA DAS
Date of Birth: 1/28/1990
Graduation Stream: B.E(Electronics)
Specialisation: Finance, HR
SIP Organisation: Trenton Consultancies
Topic of SIP: A study on developing a marketing strategy for Aster@The Asian Palace - A mid size hotel in Guwahati
Topic of Grand Project: Different elements of quality of worklife and their impact on the bank employees in Guwahati
Permanent Address: C/o Sharmila Das, Prime plaza Apartment, Principle J.B. Road, Chenikuthi, Guwahati
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Date of Birth: 11-Nov-91
Graduation Stream: B.com Accountancy
Specialisation: Operations, Marketing
SIP Organisation: Rengoni TV
Topic of SIP: A study on teachers’ perspective on new reality show based on scientific modeling/design ideation with special reference to Indradhanu Rengoni TV

Topic of Grand Project: A study on mats made from bamboo, coir and setal pathi with special emphasis on product differentiation
Permanent Address: C/O Md Ramez Uddin, H.No. 49, Satgaon, Pukhuripara, P.O. Udayan Vihar, Guwahati, Assam, PIN- 781171
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TRISHNA MEDI

Date of Birth: 26-May-91
Graduation Stream: B.B.A
Specialisation: Marketing, HR
SIP Organisation: Grameen Sahara
Topic of SIP: SWOT Analysis on Fabric, Exploring its Strength, Weakness, Opportunities and Threats

Topic of Grand Project:
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UDIT NARAYAN SARMAH

Date of Birth: 1/25/1991
Graduation Stream: B.Sc-IT
Specialisation: Rengoni TV
SIP Organisation: PepsiCo India Holdings Private Limited (Frito-Lay Division)
Topic of SIP: A study on the viewers’ perspective of a reality show based on scientific design and modeling ideation with special reference to Indradhanu Rengoni TV

Topic of Grand Project:
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Email id: uditnarayansarmah@gmail.com

VIJAY BHAKAT

Date of Birth: 12/20/1990
Graduation Stream: B.Com(Management)
Specialisation: Finance, Marketing
SIP Organisation: Qconnect
Topic of SIP: To study individual behaviour towards mobile theatre in Guwahati city

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Contact No.: 9854483689
Email id: vj007bhakat@gmail.com