

1.3.3 – Number of students undertaking project work/ field work/ internships **109 Students**

The students of Bachelor of Commerce, Bachelor of Commerce – Logistics & Supply Chain Management, Bachelor of Business Administration and Bachelor of Arts undertake project work/ field work/ internships during their Fifth and sixth semester

In the academic year 2023-24 a total of 109 **students** did internship in various companies. The list is enclosed

1. Bachelor of Commerce – 65
2. Bachelor of Commerce – Logistics & Supply Chain Management- 7
3. Bachelor of Business Administration-30
4. Bachelor of Arts-7

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1.3.3 – Number of students undertaking project work/ field work/ internships **109 Students**

The students of Bachelor of Commerce, Bachelor of Commerce – Logistics & Supply Chain Management, Bachelor of Business Administration, Bachelor of Business Administration - Aviation and Bachelor of Arts undertake project work/ field work/ internships during their fifth and sixth semester.

In the academic year 2023-24 109 **students** did internship in various companies. The list is enclosed

1. Bachelor of Commerce – 65
2. Bachelor of Commerce – Logistics & Supply Chain Management - 7
3. Bachelor of Business Administration -21
4. Bachelor of Business Administration (Aviation) -9
5. Bachelor of Arts -7

Krishnarajapura village, Shivakote post, Bangalore-89
(NAAC Accredited)

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Department of Commerce – B.Com

INTERNSHIP – STUDENTS LIST

B.COM (General)- VI SEMESTER

Batch: Admitted in AY 2021-22, Completion in AY 2023-24

DATE: JUNE 28, 2024

SL.NO	STUDENT NAME	REGISTER NO.	TITLE	GUIDE
1	AKSHIT M A	U18CM21C0001	AN ORGANISATIONAL STUDY ON SHIVAPURI ENTERPRISES	MR. SHASHIKUMAR D
2	HEMANTH V H	U18CM21C0003	AN ORGANISATIONAL STUDY ON ASTER CMI HOSPITAL	MS. KAVITA MAHAR
3	NISARGA P	U18CM21C0005	AN ORGANISATIONAL STUDY ON OLDMAN LOGISTICS PRIVATE LIMITED	DR. NEHA KOUSAR
4	PAVAN T S	U18CM21C0006	AN ORGANISATIONAL STUDY ON YCRJ AND ASSOCIATES	MS. KAVITA MAHAR
5	C HARSHITH	U18CM21C0007	AN ORGANISATIONAL STUDY ON CLEAR WATER COMPANY	DR. NEHA KOUSAR
6	HARSHA VARDHAN DC	U18CM21C0008	AN ORGANISATIONAL STUDY ON ROYAL SOLAR HOT WATER SOLUTIONS	MS. KAVITHA S R
7	PRIYADARSHINI G	U18CM21C0009	AN ORGANISATIONAL STUDY ON ANANYA MOTOR DRIVINGSCHOOL	DR. NEHA KOUSAR
8	KUSUMA SM	U18CM21C0010	AN ORGANISATIONAL STUDY ON CUE ENTERTAINMENT	MR. NAVEEN KUMAR H S
9	SNEHA R	U18CM21C0012	AN ORGANISATIONAL STUDY ON SKM FINANCIAL SERVICES	MS. LAKSHMI R
10	VARSHINI R	U18CM21C0013	AN ORGANISATIONAL STUDY ON MEDIMPACT (GBT) INDIA PVT.LTD	MR. PUNEETHKUMAR H S
11	DEEKSHITHA R	U18CM21C0014	AN ORGANISATIONAL STUDY ON TENNECO FEDERAL – MOGUL GOETZE INDIA LIMITED	MS. KAVITA MAHAR
12	NIKHATH BANU S	U18CM21C0015	AN ORGANISATIONAL STUDY ON PROJWAL	MR. NAVEEN KUMAR H S


			NAYAKA ENTERPRISES PRIVATE LIMITED	
13	VARSHINI G	U18CM21C0016	AN ORGANISATIONAL STUDY ON YG CUTTING TOOLS CORPORATION PVT.LTD	DR. NEHA KOUSAR
14	VIJAY S	U18CM21C0017	AN ORGANISATIONAL STUDY ON T S FABRICS LIMITED	MR. VISHWANATHA S R
15	VISHNU S	U18CM21C0019	AN ORGANISATIONAL STUDY ON YG CUTTING TOOLS CORPORATION PVT LTD	MR. VISHWANATHA S R
16	ANANYA A	U18CM21C0020	AN ORGANISATIONAL STUDY ON ANANYA MOTOR DRIVING SCHOOL	MR. SHASHIKUMAR D
17	KARTHIK REDDY K R	U18CM21C0021	AN ORGANISATIONAL STUDY ON ROYALE SOLAR HOT WATER SOLUTIONS	DR. NEHA KOUSAR
18	LOKESH M V	U18CM21C0022	AN ORGANISATIONAL STUDY ON RELIANCE RETAIL LIMITED	MR. VISHWANATHA S R
19	DHANUSH A	U18CM21C0023	AN ORGANISATIONAL STUDY ON SRI HANUMAN ENTERPRISES	MS. KAVITHA S R
20	LIKITHA N	U18CM21C0026	AN ORGANISATIONAL STUDY ON YG CUTTING TOOLS CORPORATION PVT.LTD	MR. PUNEETHKUMAR H S
21	NAVYA B M	U18CM21C0027	AN ORGANISATIONAL STUDY ON ALEXIS GLOBAL PVT.LTD	MR. NAVEEN KUMAR H S
22	DHANUSH N	U18CM21C0028	AN ORGANISATIONAL STUDY ON ITC COMPANY	MR. PUNEETHKUMAR H S
23	SRINIVAS N	U18CM21C0029	AN ORGANISATIONAL STUDY ON MANUCHO MACHINES PRIVATE LIMITED	DR. NEHA KOUSAR
24	MAHENDRA RAJU S	U18CM21C0030	AN ORGANISATIONAL STUDY ON ITC LIMITED, BENGALURU	MS. KAVITA MAHAR
25	RAMYA D M	U18CM21C0031	AN ORGANISATIONAL STUDY ON KUMAR BUILDING SOLUTION PVT .LTD	MR. PUNEETHKUMAR H S
26	ABHISHEK D H	U18CM21C0032	AN ORGANISATIONAL STUDY ON SUPREME SOLAR PROJECTS PRIVATE LIMITED	MR. VISHWANATHA S R
27	NAYANADITHY A C R	U18CM21C0033	AN ORGANISATIONAL STUDY ON CLEAR WATER COMPANY	MR. PUNEETHKUMAR H S

28	CHANDANA A	U18CM21C0034	AN ORGANISATIONAL STUDY ON ITC LIMITED, BENGALURU	MR. VISHWANATHA S R
29	AKASH T M	U18CM21C0040	AN ORGANISATIONAL STUDY ON MAHESH AIR TRAVELS	DR. NEHA KOUSAR
30	DHANUSH D S	U18CM21C0042	AN ORGANISATIONAL STUDY ON SRI HANUMAN ENTERPRISES	MS. KAVITHA S R
31	HEMANTH R	U18CM21C0043	AN ORGANISATIONAL STUDY ON YG CUTTING TOOLS CORPORATION PVT.LTD	MS. KAVITA MAHAR
32	RAKESH A	U18CM21C0047	AN ORGANISATIONAL STUDY ON DECATHLON SPORTS INDIA PVT.LTD	MR. VISHWANATHA S R
33	S CHARAN RAJU	U18CM21C0048	AN ORGANISATIONAL STUDY ON CUEQ ENTERTAINMENT	MS. KAVITHA S R
UEQ	SINDHU MARRI	U18CM21C0050	AN ORGANISATIONAL STUDY ON EURO CLOTHING COMPANY	MS. KAVITA MAHAR
35	SAMBHASHIVA K	U18CM21C0051	AN ORGANISATIONAL STUDY ON DOMMINO'S PIZZA INDIA	MS. KAVITA MAHAR
36	YOGESH L	U18CM21C0053	AN ORGANISATIONAL STUDY ON MC DONALDS, BENGALURU	MS. LAKSHMI R
37	JAYANTH GOWDA K J	U18CM21C0054	AN ORGANISATIONAL STUDY ON DIGIPLIX TECHNOLOGIES	MR. NAVEEN KUMAR H S
38	ROHITH G	U18CM21C0055	AN ORGANISATIONAL STUDY ON SLV TOURS AND TRAVELS	MR. SHASHIKUMAR D
39	SNEHA M	U18CM21C0056	AN ORGANISATIONAL STUDY ON KARNATAKA COOPERATIVE MILK PRODUCERS FEDERATION LIMITED	MR. SHASHIKUMAR D
40	PRASHANTH R	U18CM21C0059	AN ORGANISATIONAL STUDY ON FETHERLITE PRODUCT LIMITED	MS. KAVITHA S R
41	ANUSH SHARMA L	U18CM21C0060	AN ORGANISATIONAL STUDY ON SRI HANUMAN ENTERPRISES	MS. LAKSHMI R
42	SOWJANYA N	U18CM21C0063	AN ORGANISATIONAL STUDY ON CUEQ ENTERTAINMENT	MS. LAKSHMI R
43	NAVEEN C V	U18CM21C0065	AN ORGANISATIONAL STUDY ON AIR TECH ENGINEERING, BENGALURU	MR. SHASHIKUMAR D
44	SUSHMA C	U18CM21C0067	AN ORGANISATIONAL STUDY ON YOTTEC	MS. LAKSHMI R

			SYSTEMS LLP	
45	SONU T M	U18CM21C0068	AN ORGANISATIONAL STUDY ON EURO CLOTHING COMPANY	DR. NEHA KOUSAR
46	SUMANTH S	U18CM21C0069	AN ORGANISATIONAL STUDY ON DOMINO'S PIZZA, BENGALURU	MS. LAKSHMI R
47	DARSHAN V	U18CM21C0071	AN ORGANISATIONAL STUDY ON DECATHLON, BENGALURU	MS. KAVITHA S R
48	AKASH H V	U18CM21C0072	AN ORGANISATIONAL STUDY ON CLEAR PREMIUM WATER	MR. PUNEETHKUMAR H S
49	MANOJ GOWDA K	U18CM21C0073	AN ORGANISATIONAL STUDY ON CUE ENTERTAINMENT	MR. NAVEEN KUMAR H S
50	SANJAY GOWDA S	U18CM21C0075	AN ORGANISATIONAL STUDY ON MANUCHO MACHINES PRIVATE LIMITED	DR. NEHA KOUSAR
51	YESHWANTH H R	U18CM21C0077	AN ORGANISATIONAL STUDY ON DOMMINO'S PIZZA, BENGALURU	MR. SHASHIKUMAR D
52	SHWETHA P	U18CM21C0078	AN ORGANISATIONAL STUDY ON AIRTECH ENGINEERING COMPANY	MS. KAVITHA S R
53	PUJARI ROHITH NAIK	U18CM21C0079	AN ORGANISATIONAL STUDY ON RELIANCE RETAIL LIMITED	MS. KAVITA MAHAR
54	CHAITHANYA G	U18CM21C0083	AN ORGANISATIONAL STUDY ON EURO CLOTHING COMPANY	MR. PUNEETHKUMAR H S
55	NAVEEN K	U18CM21C0084	AN ORGANISATIONAL STUDY ON SRI RANGA ENTERPRISES	MS. LAKSHMI R
56	PRUTHVIRAJ P	U18CM21C0086	AN ORGANISATIONAL STUDY ON MAHESH AIR TRAVELS	MR. PUNEETHKUMAR H S
57	GAGAN K	U18CM21C0092	-----DISCONTINUED-----	
58	DARSHAN S	U18CM21C0093	AN ORGANISATIONAL STUDY ON SRI HANUMAN ENTERPRISES	MR. NAVEEN KUMAR H S
59	NISHANTH VENKY H S	U18CM21C0095	AN ORGANISATIONAL STUDY ON RAIL WHEEL FACTORY	MR. VISHWANATHA S R
60	ABHISHEK S R	U18CM21C0096	AN ORGANISATIONAL STUDY ON MAHESH AIR TRAVELS	MR. NAVEEN KUMAR H S
61	MEGHANA H M	U18CM21C0102	AN ORGANISATIONAL STUDY ON EURO CLOTHING COMPANY	MS. LAKSHMI R
62	AKHILESH YADAV M	U18CM21C0103	AN ORGANISATIONAL STUDY ON DOMMINO'S PIZZA, INDIA	MS. KAVITHA S R

63	CHARAN KUMAR G	U18CM21C0104	AN ORGANISATIONAL STUDY ON DECATHLON SPORTS INDIA PRIVATE LIMITED	MR. SHASHIKUMAR D
64	RAKSHITHA HK	U18CM21C0105	AN ORGANISATIONAL STUDY ON BIMAL AUTO AGENCY INDIA PVT.LIMITED	MR. SHASHIKUMAR D
65	BHARATH H S	U18CM21C0106	AN ORGANISATIONAL STUDY ON SRI MARUTHI PHARMAAS	MR. NAVEEN KUMAR H S


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Department of Commerce – B.Com (L&SCM)

INTERNSHIP – STUDENTS LIST

B.COM (L&SCM)- VI SEMESTER

Batch: Admitted in AY 2021-22, Completion in AY 2023-24

DATE: JUNE 28, 2024

SL.NO	STUDENT NAME	REGISTER NO	TITLE	GUIDE
1	MANIDEEP M	U18CM21C0035	AN ORGANISATIONAL STUDY ON ASTER CMI HOSPITAL, HEBBAL	MR. ASHOKA G
2	RITHESH GOWDA S	U18CM21C0037	AN ORGANISATIONAL STUDY ON ASTER CMI HOSPITAL, HEBBAL	MR. ASHOKA G
3	KIRAN SM	U18CM21C0041	AN ORGANISATIONAL STUDY ON DECATHLON SPORTS PVT.LTD	MR. ASHOKA G
4	SRI GANESH M	U18CM21C0074	AN ORGANISATIONAL STUDY ON EURO CLOTHING CO	MR. ASHOKA G
5	SREEKANTH KUMAR M	U18CM21C0090	AN ORGANISATIONAL STUDY ON MAHESH AIR TRAVELS	MR. ASHOKA G
6	MAKANI RAJAN KISHORBHAI	U18CM21C0094	AN ORGANISATIONAL STUDY ON CUE ENTERTAINMENT	MR. ASHOKA G
7	VISHNU PRASAD K U	U18CM21C0099	AN ORGANISATIONAL STUDY ON HARDCASTLE RESTUARANTS PRIVATE LIMITED	MR. ASHOKA G


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Department of Business Administration – BBA(General)

**INTERNSHIP – STUDENTS LIST
BBA (General)- VI SEMESTER**

Batch: Admitted in AY 2021-22, Completion in AY 2023-24

DATE: JUNE 28, 2024

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3	CHARAN K	U18CM21M0004	AN ORGANISATIONAL STUDY ON MORE EVENTZ(SAHAKARNAGAR)	DR. ASHOK MAMMEN V
4	KOUSHIK GOWDA	U18CM21M0005	AN ORGANISATIONAL STUDY ON SONAROME PVT LTD	DR. ASHOK MAMMEN V
5	LIKHITH U	U18CM21M0006	AN ORGANISATIONAL STUDY ON HPN TRADERS	DR. ASHOK MAMMEN V
6	LIKITHA PATNAIK	U18CM21M0007	AN ORGANISATIONAL STUDY ON CMI ASTER HOSPITAL	DR. ASHOK MAMMEN V
7	MOHAMMED SHOAB	U18CM21M0008	AN ORGANISATIONAL STUDY ON HARD CASTLE RESTAURANT PVT LTD / MCDONALD'S	DR. ASHOK MAMMEN V
8	KAVYASHREE M R	U18CM21M0014	AN ORGANISATIONAL STUDY ON HUBNER INTERFACE SYSTEM (INDIA) PRIVATE LIMITED	DR. ASHOK MAMMEN V
9	POOJITHA G	U18CM21M0015	AN ORGANISATIONAL STUDY ON RAGHUNATH P SILKS AND SAREES	DR. ASHOK MAMMEN V
10	ANANYA J	U18CM21M0016	AN ORGANIZATIONAL STUDY ON INSTANT ENGINEERING SOLUTIONS	DR. ASHOK MAMMEN V
11	YASHO KEERTHI	U18CM21M0017	AN ORGANISATIONAL STUDY ON HUBNER INTERFACE SYSTEM (INDIA) PRIVATE LIMITED	PROF. SRINIVASA H
12	ABHIMAN R	U18CM21M0019	AN ORGANISATIONAL STUDY ON RUDRAM FOREX PVT LTD	PROF. SRINIVASA H
13	SINDHUSHREE	U18CM21M0020	AN ORGANISATIONAL STUDY ON RAGHUNATH P SILKS AND SAREES	PROF. SRINIVASA H

14	OMKAR S PUJARI	U18CM21M0021	AN ORGANISATIONAL STUDY ON HARD CASTLE RESTAURANT PVT LTD / MCDONALD'S	DR. ASHOK MAMMEN V
15	SAI AJAY SIMHA H S	U18CM21M0028	AN ORGANIZATIONAL STUDY ON BANGALORE INSTITUTE OF AVIATION AND LOGISTICS	DR. ASHOK MAMMEN V
16	SAI ARJUN SIMHA H S	U18CM21M0029	AN ORGANIZATIONAL STUDY ON INSTANT ENGINEERING SOLUTIONS	PROF. SRINIVASA H
17	POLURU VENKATA SAI SUNANDAN	U18CM21M0034	AN ORGANIZATIONAL STUDY ON INSTANT ENGINEERING SOLUTIONS	DR. ASHOK MAMMEN V
18	RAKSHITHA L	U18CM21M0038	AN ORGANIZATIONAL STUDY ON PADUKONE DRAVID CENTRE FOR SPORTS EXCELLENCE	PROF. SRINIVASA H
19	SANJANA M	U18CM21M0039	AN ORGANIZATIONAL STUDY ON MORE EVENTZ (SAHAKARNAGAR)	PROF. SRINIVASA H
20	AJAY V BHAT	U18DM21M0002	AN ORGANIZATIONAL STUDY ON HUBER PROCESS CONTROL SYSTEM INDIA PRIVATE LIMITED	DR. ASHOK MAMMEN V
21	MADHUMITHA B	U18DM21M0026	AN ORGANIZATIONAL STUDY ON HUBER PROCESS CONTROL SYSTEM INDIA PRIVATE LIMITED	DR. ASHOK MAMMEN V


Class teacher / HOD


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Dr. N.S.A.M. First Grade College
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Bengaluru-560 089

Department of Business Administration – BBA (Aviation Management)

INTERNSHIP – STUDENTS LIST

BBA(Aviation Management)- VI SEMESTER

Batch: Admitted in AY 2021-22, Completion in AY 2023-24

DATE: JUNE 28, 2024

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2	BINVISHANKAR N S	U18CM21M0011	AN ORGANIZATIONAL STUDY ON BIA&L (BANGALORE INSTITUTE OF AVIATION AND LOGISTICS)	PROF. SHIVAKUMARA C
3	AKASHA V	U18CM21M0012	AN ORGANIZATIONAL STUDY ON BIA&L (BANGALORE INSTITUTE OF AVIATION AND LOGISTICS)	PROF. SHIVAKUMARA C
4	MEGANA C	U18CM21M0013	AN ORGANIZATIONAL STUDY ON BIA&L (BANGALORE INSTITUTE OF AVIATION AND LOGISTICS)	PROF. SHIVAKUMARA C
5	BHAVYASHREE	U18CM21M0023	AN ORGANIZATIONAL STUDY ON BIA&L (BANGALORE INSTITUTE OF AVIATION AND LOGISTICS)	PROF. SHIVAKUMARA C
6	DEEKSHITHA N	U18CM21M0026	AN ORGANIZATIONAL STUDY ON BIA&L (BANGALORE INSTITUTE OF AVIATION AND LOGISTICS)	PROF. SHIVAKUMARA C
7	GANGIESETTY SAI PRASAD SIDDA	U18CM21M0035	AN ORGANIZATIONAL STUDY ON BIA&L (BANGALORE INSTITUTE OF AVIATION AND LOGISTICS)	PROF. SHIVAKUMARA C

			LOGISTICS)	
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9	MANOGNA G	U18CM21M0040	AN ORGANIZATIONAL STUDY ON BIA&L (BANGALORE INSTITUTE OF AVIATION AND LOGISTICS)	PROF. SHIVAKUMARA C


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NITTE
EDUCATION TRUST

Dr. NSAM
FIRST GRADE COLLEGE

Krishnarajapura village, Shivakote post, Bengaluru -89
(NAAC Accredited)

DEPARTMENT OF ARTS


INTERNSHIP - STUDENTS LIST

BA - VI SEMESTER

Batch: Admitted in AY 2021-22, Completion in AY 2023-24

Date: June 28, 2024

SL. No	STUDENT NAME	RIGISTER NUMBER	COMPANY NAME	GUIDE
1	ANAND KUMAR V	U18CM21A0001	MIND AND BRAIN HOSPITAL	Ms.ANU P
2	SUMA N	U18CM21A0002	MIND AND BRAIN HOSPITAL	Ms.ANU P
3	SHASHIKUMAR H R	U18CM21A0003	MIND AND BRAIN HOSPITAL	Ms.ANU P
4	TEJAS S RAO	U18CM21A0004	THE MIND RESEARCH FOUNDATION	Ms.SHWETA SINGH
5	PRATHIMA P S	U18CM21A0006	MIND AND BRAIN HOSPITAL	Ms. ANU P
6	SHILPASHREE N	U18CM21A0007	MIND AND BRAIN HOSPITAL	Ms.ANU P
7	SRUSTHI C	U18CM21A0008	MIND AND BRAIN HOSPITAL	Ms.ANU P


HoD - Dept. of Arts


Principal.
PRINCIPAL
Dr. N.S.A.M. First Grade College
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Shivakote (P) Hesaraghatta Hobli,
Bengaluru-560 089

1.3.3 – Number of students undertaking project work/ field work/ internships

109 Students

Sample copies are enclosed:

AN INTERNSHIP REPORT ON AIRTECH ENGG, BENGALURU

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS OF THE BACHELOR
OF COMMERCE DEGREE COURSE OF
BENGALURU CITY UNIVERSITY



BY

Mr. NAVEEN C V

REGISTRATION NO.

U18CM21C0065

UNDER THE GUIDANCE OF

MR. SHASHI KUMAR

Assistant Professor

DEPARTMENT OF COMMERCE



Krihnarajapura village, Shivakoti post, BENGALURU-89

AN INTERNSHIP REPORT ON AIRTECH ENGG, BENGALURU

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS OF THE BACHELOR
OF COMMERCE DEGREE COURSE OF
BENGALURU CITY UNIVERSITY**



BY

Mr. NAVEEN C V

REGISTRATION NO.

U18CM21C0065

UNDER THE GUIDANCE OF

MR. SHASHI KUMAR

Assistant Professor

DEPARTMENT OF COMMERCE



Krihnarajapura village, Shivakoti post, BENGALURU-89




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FIRST GRADE COLLEGE

CERTIFICATE

This is to certify that the Internship Report Titled "AN INTERNSHIP WITH AIRTECH ENGG, BENGALURU" is carried out by NAVEEN CV student of VI Semester B.COM, bearing Register No U18CM21C0065 under the Guidance of MR SHASHIKUMAR D S , Assistant Professor, Department of Commerce. She has successfully completed her 4 weeks of internship. The student has attended the required guidance sessions held.

The Internship report is submitted to the Bengaluru City University in the Academic Year 2023-24, in partial fulfilment for successful completion of VI semester B.COM and award of Commerce Degree course of Bengaluru City University.


Prof. SHEKAR M
Head of the Department


Prof. Ragabendra R
Principal
PRINCIPAL
Dr. N.S.A.M. First Grade College
Sy. No. 21, Krishnarajapura Village,
Shivakote (P) Hesaraghatta Hobli,
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Internship Letter

Date: 22nd Nov 2023

Airtech Engg
3320/4 4th Cross 6th Main
Opp Camlin School
Vijayanagar RPC Layout
Bengaluru-560040

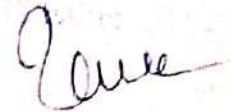
To Whom It May Concern

This is Certify that **Mr. Naveen CV, Son of Mr. Venkata Raju**, a Student of B.com. 6th Semester of **Dr NSAM FGC Bangalore** has Successfully Completed 20 Days of Internship Programme (**02-11-2023 to 22-11-2023**) in Our Firm as **Assistant Supervisor Trainee in Airconditioning Wing**, During the Period of Internship Programme he was found punctual, Hardworking & Inquisitive.

On Behalf of the firm, we wish Mr. Naveen CV All the Very Best in His Future Carrier.'

Sincerely,

For Airtech Engg



Umesh LV

Managing Director



NITTE
EDUCATION TRUST

Dr. NSAM
FIRST GRADE COLLEGE

CERTIFICATE BY THE GUID

This is to certify that the content of this report on "AIRTECH ENGG" carried out by NAVEEN CV, student of VI semester BCOM, bearing Register no U18CM21C0078 is a bonafide work carried out by the student under my supervision during the academic year 2023-24 in partial fulfilment for the completion of VI semester BCOM Degree of Bengaluru City University.

This Internship report is original work carried out by the said student and there is no plagiarism. This Internship report has not been submitted for the award of any other degree / diploma in this institution or any other institution.

PLACE: BANGALORE

DATE: 24/06/2024

A handwritten signature in black ink, appearing to read 'Shashikumar'.

SIGNATURE OF THE GUIDE
MR SHASHIKUMAR D S

ACKNOWLEDGEMENT

I deem it my privilege to thank **PROF.RAGAVENDRA R, the Principal of the College,** and **Mr. SHEKAR M, HOD,** Department of Commerce and the faculty members for providing me with guidance and support for the successful completion of the internship report. I owe a deep sense of guidance to my internship report **MR SHASHIKUMAR D S** , Assistant Professor of the Department of Commerce, Dr. NSAM First Grade College, for the guidance, cooperation and continuous support which have been vital for the completion of the internship report.

I will take pride and immense pleasure to express my gratitude to **Mr. UMESH L V,** for granting me permission to do the internship report, and for their ample support, and valuable guidance that has enabled me to complete this internship.

I would like to extend my gratitude to my Family and Friends for providing me the resources, support, inspiration, and encouragement, necessary to complete the internship report.

I also want to thank all of those who have been involved directly or indirectly in the completion of the internship report.

NAVEEN C V



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INTRODUCTION TO INDUSTRY

Service Sector in India

The service sector is also known as the tertiary sector. It is one of the three sectors of the economy, the other two being the primary sector (which includes agriculture, forestry, mining, and fishing) and the secondary sector (which involves manufacturing and construction).

The service sector in India encompasses a wide range of economic activities that provide intangible services rather than physical goods. The service sector in India includes:

1. Information Technology (IT) and Software Services
2. Business Process Outsourcing (BPO)
3. Financial Services
4. Healthcare and Medical Tourism
5. Education and Training
6. Telecommunications and Internet Services
7. Tourism and Hospitality

8. Entertainment and Media
9. Legal and Professional Services
10. Retail and E-commerce

Examples of the Service Sector

1. **Retail and Wholesale Trade:** This includes selling products to consumers (retail) and distributing products to retailers (wholesale).
2. **Hospitality and Tourism:** Services related to hotels, restaurants, travel agencies, and tourism destinations.
3. **Finance and Banking:** Services provided by banks, insurance companies, investment firms, and other financial institutions.
4. **Healthcare:** Medical services, hospitals, clinics, and healthcare professionals.
5. **Education:** Educational institutions, teachers, and educational support services.
6. **Information Technology and Software:** Software development, IT consulting, and tech support.
7. **Entertainment and Media:** Film, television, music, publishing, and digital media.
8. **Professional Services:** Legal, accounting, consulting, and other professional services.
9. **Transportation and Logistics:** Services related to the movement of goods and people, such as shipping, logistics, and transportation companies.
10. **Government Services:** Public administration, law enforcement, and regulatory agencies.

Role of the Service Sector in India

The service sector plays a crucial role in India's economy. Here are some key roles and contributions of the Service sector in India:

1. **Economic Growth:** The service sector accounts for most of the country's economic output. The services sector contributes over 50 percent to India's GDP.
2. **Employment Generation:** The service sector is a major source of employment in India. It provides jobs to 30.7% of the Indian population.
3. **Foreign Exchange Earnings:** Services like information technology (IT), business process outsourcing (BPO), and medical tourism have generated substantial foreign exchange earnings for India.
4. **Global Outsourcing Hub:** India is a global outsourcing hub, particularly for IT, BPO, and knowledge-based services.
5. **Knowledge-Based Economy:** The country produces many highly skilled professionals, including software engineers, doctors, engineers, and business analysts.
6. **E-commerce and Retail Growth:** The retail and e-commerce subsectors have experienced significant growth in recent years, driven by increasing consumer spending and digital transformation.
7. **Tourism and Cultural Exchange:** The tourism and hospitality sector contributes to cultural exchange and the growth of the country's reputation as a global tourist destination.

PROJECT REPORT ON
“A STUDY ON BRAND AWARENESS OF AIR INDIA SATS
COMPANY IN BENGALURU REGION”

Submitted to Bengaluru City University



In partial fulfilment for the award of BBA Aviation Degree

By

Mr. TEJAS YADAV M
Reg. No. U18CM21M0010

Under the guidance of

Mr. SHIVAKUMARA C
Assistant Professor,
Department of Management
Dr. NSAM First Grade College
Bengaluru.



Dr. NSAM
FIRST GRADE COLLEGE

Krishnarajapura Village, Bengaluru – 560 089

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Assistant Professor,
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Bengaluru.

Valued
Signature


 **NITTE** | Dr. NSAM
EDUCATION TRUST FIRST GRADE COLLEGE

Krishnarajapura Village, Bengaluru – 560 089

GUIDE CERTIFICATE

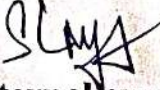
Certified that the Project Report entitled “A STUDY OF BRAND AWARENESS WITH SPECIAL REFERENCE TO AIR INDIA SATS IN BENGALURU REGION” is based on the original Project study conducted by Mr. TEJAS YADAV M, Reg.No: U18CM21M0010, of 6th Semester, Bachelor of Business Administration in Aviation Management student of this college, in partial fulfilment of the requirements of Bachelor of Business Administration in Aviation Management degree course, under Bengaluru City University and the said Project Report has been prepared although under my guidance.

This is further certified that this Project Report was not submitted earlier to any university/ institutions for award of any degree or diploma.


MR. SHIVAKUMARA C
Assistant Professor
(Internal examiner)

Place: Bengaluru

Date: 26-06-2024


(External examiner)

STUDENT DECLARATION

I, **TEJAS YADAV M**, Reg No: **U18CM21M0010**, a student of 6th semester, Bachelor of Business Administration in Aviation Management of Dr. NSAM Frist Grade college , do hereby affirm and declare that Project entitled “**A STUDY OF BRAND AWARENESS WITH SPECIAL REFERENCE TO AIR INDIA SATS IN BENGALURU REGION**”, has been prepared under the direct guidance of MR. SHIVAKUMARA C, Assistant Professor, Management Department in partial fulfilment of Bachelor of Business Administration in Aviation Management Degree Course under Bengaluru City University and also declare That this Project Report did not form any basis for award of any degree/diploma from any the university/institutions earlier.

Tejas.yadav.M

Mr. TEJAS YADAV M

Reg.No: U18CM21M0010

Place: Bengaluru

Date: 26-06-2024

ACKNOWLEDGEMENT

It is an immense pleasure to take up an opportunity to express my Project on “**A STUDY OF BRAND AWARENESS WITH SPECIAL REFERENCE TO AIR INDIA SATS IN BENGALURU REGION**”. First of all, I thank the management of our college and Principal **Mr. RAGHAVENDRA R** for all owing to do my Aviation Specialization Project. My special thanks to our Head of the Department of Commerce and Management **Dr. ASHOK MAMMEN** for his tremendous support and assistance.

Further, I thank to my project **Mr. SHIVAKUMARA C**, Assistant Professor for his valuable advice, guidance and encouragement.

Tejas.Yadav.M
Mr. TEJAS YADAV M
Reg.No: U18CM21M0010

Place: Bengaluru

Date: 26-06-2024

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CHAPTER – 1

INTRODUCTION

The aviation industry, a marvel of modern engineering and logistics, plays a pivotal role in connecting the world. From its nascent stages with the Wright brothers' first flight in 1903 to today's advanced aircraft capable of intercontinental travel, the aviation industry has undergone a remarkable transformation. This introduction delves into the multifaceted aspects of the aviation industry, exploring its history, significance, technological advancements, economic impact, regulatory environment, environmental concerns, and future prospects.

HISTORICAL OVERVIEW

Early Beginnings

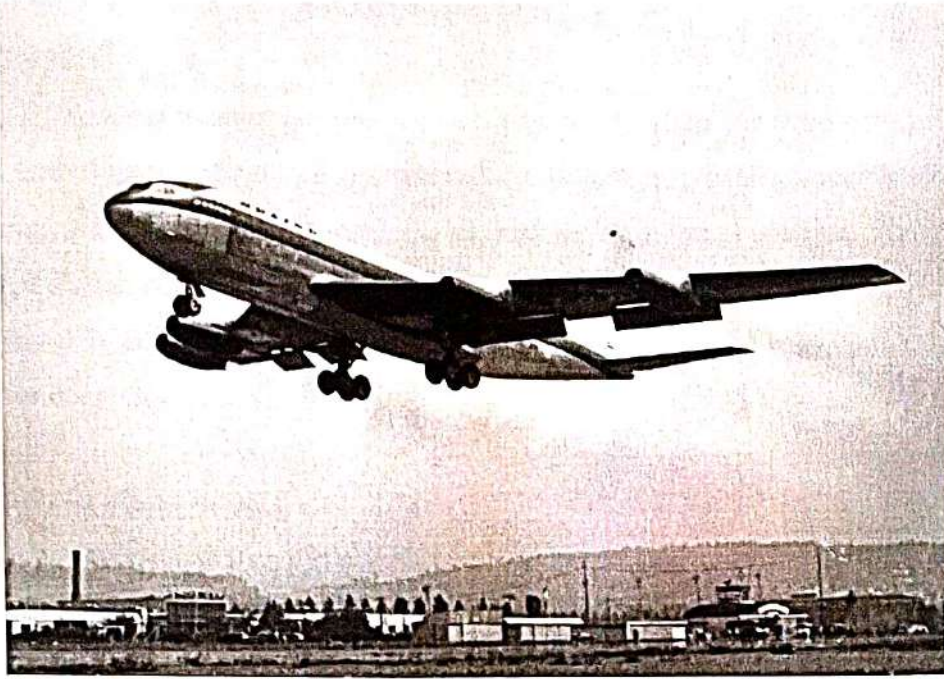
The dawn of aviation is marked by the Wright brothers' successful powered flight on December 17, 1903, in Kitty Hawk, North Carolina. This historic event laid the foundation for modern aviation. Early pioneers like Alberto Santos-Dumont, who flew the first public flight in Europe in 1906, and Louis Blériot, who crossed the English Channel in 1909, contributed significantly to the rapid development of aviation technology.

The Golden Age of Aviation

The period between the two World Wars, known as the Golden Age of Aviation, witnessed significant advancements in aircraft design and performance. The development of more powerful engines, aerodynamic improvements, and the advent of all-metal aircraft, exemplified by the Douglas DC-3, revolutionized air travel. The establishment of commercial airlines, such as Pan American World Airways and Imperial Airways, facilitated the growth of international air travel.

Post-World War II Era

World War II acted as a catalyst for technological advancements in aviation. The war effort necessitated rapid innovation, leading to the development of high-performance aircraft, jet engines, and advanced navigation systems. Post-war, these technologies were adapted for commercial use, resulting in the emergence of jet airliners like the Boeing 707 and the Douglas DC-8, which dramatically reduced travel times and made air travel accessible to the masses.



SIGNIFICANCE OF THE AVIATION INDUSTRY

Economic Impact

The aviation industry is a major contributor to the global economy. It supports millions of jobs worldwide, both directly and indirectly, through its vast supply chain, which includes aircraft manufacturing, airport operations, maintenance, and air traffic management. The International Air Transport Association (IATA) estimates that the industry contributes approximately \$2.7 trillion to global GDP. Additionally, aviation facilitates international trade and tourism, which are crucial for economic growth.

Connectivity and Globalization

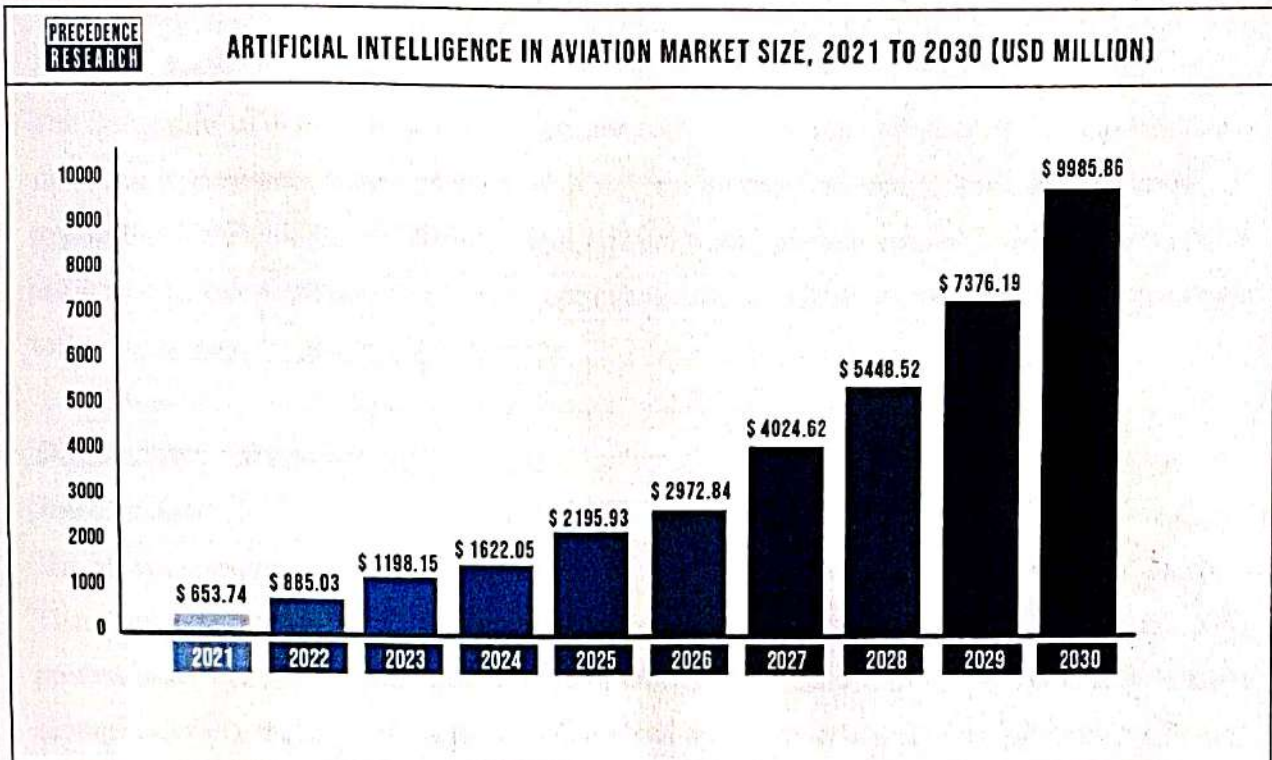
Aviation is the backbone of globalization. It connects remote regions, enables the rapid movement of people and goods, and fosters cultural exchange. The ability to travel across continents in a matter of hours has transformed business practices, allowing companies to operate on a global scale and promoting international collaboration. Air travel has also played a significant role in the growth of global tourism, enabling millions of people to explore new destinations and cultures.

National Security

Aviation is integral to national security. Military aviation ensures the defense of national airspace, while surveillance and reconnaissance aircraft provide critical intelligence. Additionally, air transport is essential for the rapid deployment of troops and supplies in times of conflict or disaster. The strategic importance of aviation in national security cannot be overstated.

TECHNOLOGICAL ADVANCEMENTS





Aircraft Design and Materials

The evolution of aircraft design and materials has been driven by the quest for greater efficiency, safety, and environmental sustainability. Advances in aerodynamics, such as winglets and blended wing bodies, have improved fuel efficiency and reduced emissions. The use of lightweight composite materials, like carbon fiber-reinforced polymers, has further enhanced performance and durability.

Propulsion Systems

Propulsion technology has seen remarkable progress since the advent of the jet engine. Modern turbofan engines, such as the GE90 and the Pratt & Whitney GTF, offer significant improvements in fuel efficiency and noise reduction. The development of alternative propulsion systems, including electric and hybrid-electric engines, promises to revolutionize the industry by reducing reliance on fossil fuels and minimizing environmental impact.

Avionics and Navigation

Advancements in avionics and navigation systems have enhanced the safety and efficiency of air travel. Modern aircraft are equipped with sophisticated flight management systems (FMS), autopilots, and communication systems that enable precise navigation and efficient route planning. The implementation of satellite-based navigation systems, such as the Global Positioning System (GPS), has further improved accuracy and reliability.

infrastructure, air traffic management systems, and fleet expansion will be necessary to support the anticipated growth in air travel.



OVERVIEW OF THE INTERPRETATION

In a recent survey on brand awareness for AIR INDIA SATS, five respondents provided insights through a set of ten questions, revealing varied levels of familiarity and perception about the company. Respondents 1 and 4 emerged as highly familiar with AIR INDIA SATS, showcasing comprehensive knowledge of its services such as ground handling, cargo operations, and airport lounges. Their responses indicated a strong brand presence and effective communication, as they rated the brand's quality and customer service as high, instantly recognized the brand, and were very likely to recommend its services. These respondents also reported frequent usage of the services, driven by positive experiences and satisfaction.

In contrast, Respondents 2 and 5 demonstrated moderate familiarity, with a basic understanding mainly focused on ground handling services. Their perception of the brand quality was moderate, and while they recognized the brand, it required some prompting. Both respondents rated the customer service as good and were somewhat likely to recommend AIR INDIA SATS, indicating satisfactory experiences but also suggesting room for enhancement. Their occasional use of the services points to a potential for increased engagement through targeted marketing and improved service offerings.

Respondent 3 stood out with no familiarity with AIR INDIA SATS, reflecting a significant gap in brand reach. This respondent had no knowledge of the services offered, could not recall the brand, and therefore did not provide ratings for customer service or likelihood to recommend. This lack of awareness underscores the need for broader marketing efforts to enhance visibility and attract new customers. For AIR INDIA SATS to convert such unfamiliar respondents into potential customers, it is essential to establish a strong initial presence and effectively communicate the range and quality of its services.

When considering the sources of brand awareness, respondents 1 and 4 primarily learned about AIR INDIA SATS through word of mouth and professional connections, supported by advertisements. This suggests that the company's reputation and networking efforts within certain circles are effective. Meanwhile, Respondents 2 and 5 cited online searches and social media as their primary sources of awareness, highlighting the importance of maintaining a robust digital presence. Respondent 3, however, had no source of awareness, emphasizing the need for comprehensive outreach strategies across various platforms to bridge this gap.

INTERNSHIP REPORT ON THE MIND RESEARCH FOUNDATION

Submitted to the Department of Arts, Dr. NSAM First Grade College, affiliated to Bengaluru City University in partial fulfilment of the requirement for the award of

BACHELOR OF ARTS BENGALURU CITY UNIVERSITY



Submitted by

Tejas S Rao

U18CM21A0004

Under the Supervision of
Ms. Shweta Singh
Department of Arts
Dr. NSAM First Grade College
Krishnarajapura village, Bengaluru-89



Krishnarajapura village, Shivakote post, Bangalore-89

CERTIFICATE OF INTERNSHIP



THIS IS TO CERTIFY THAT

TEJAS S RAO

of Dr. NSAM First Grade College, Bangalore has successfully completed his internship
at The Mind Research Foundation from 05/03/2024 to 05/04/2024.

During the course of the Internship, he was exposed to different processes that involved in
history taking, research, understanding counseling skills and their applicability. He was
observed to be very professional and had remarkable interpersonal skills, punctuality and
hard work during his period of internship.

We wish him all the very best for his future endeavors!


DR. VISHWAKIRTI CHABHRA

Founder


SAMPADA FOTEDAR

Psychologist (Mentor)



Krishnarajapura village, Shivakote post, Bangalore-89

COLLEGE CERTIFICATE

This is to certify that **Tejas S Rao**, bearing the register no. **U18CM21A0004** has successfully completed **100 hours** of internship at **THE MIND RESEARCH FOUNDATION** for the academic year 2023-2024.

This internship report on **THE MIND RESEARCH FOUNDATION** is submitted by the candidate to Bengaluru City University for the academic year 2023-2024, in partial fulfilment for successful completion of VI Semester BA and award of Bachelor of Arts of Bengaluru City University.

Prof. Arun Kumar
HOD, Arts

Prof. Raghavendra. R
PRINCIPAL
Principal
Dr. N.S.A.M. First Grade College
Sy. No. 21, Krishnarajapura Village,
Shivakote (P) Hesaraghatta Hobli,
Bangaluru-560 089

Place: Bengaluru

Date:



NITTE
EDUCATION TRUST

**Dr. NSAM
FIRST GRADE COLLEGE**

Krishnarajapura village, Shivakote post, Bangalore-89

SUPERVISOR'S CERTIFICATE

This is to certify that the content of this report on **THE MIND RESEARCH FOUNDATION** carried out by **TEJAS S RAO** student of VI semester BA, bearing Register No. **U18CM21A0004** is a bona fide work carried out by the student under my supervision during the academic year 2023-24 in partial fulfilment for the completion of VI Semester BA, of Bengaluru City University.

This internship embodies the results of his/her own work and it is a record of the candidate's personal efforts. This work has not been submitted anywhere else nor has it formed the basis for the award of any other degree or diploma to the candidate.

Place: Bengaluru

Date:

Ms. Shweta Singh
Supervisor, Assistant Professor,
Department of Arts



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**Dr. NSAM
FIRST GRADE COLLEGE**

Krishnarajapura village, Shivakote post, Bangalore-89

DECLARATION BY THE STUDENT

I hereby declare that this Internship report is an original record of my experience at **The Mind Research Foundation.**

The organization study was carried out by me, in partial fulfilment for the successful completion of the VI Semester BA of Bengaluru City University. I further declare that this internship report has not been previously submitted for any degree/diploma to any university /college /institute.

Place: Bengaluru

Date:

Tejas
TEJAS S RAO
(Name)

ACKNOWLEDGEMENT

In the pursuit of success lies the dedication to one's duties. However, integral to this endeavour are those who work diligently behind the scenes, contributing to its realization and advancement. Though they may not directly share in the rewards of success, their invaluable assistance ensures that the tasks undertaken are completed with excellence.

I would like to express my sincere gratitude to Prof. Raghavendra. R, Principal of NSAM First Grade College, for his unwavering support throughout the completion of this internship report.

I extend my deepest thanks to Mr. Arun Kumar, HOD & Assistant Professor of the Department of Arts, for his invaluable support, insightful suggestions, and constant encouragement during the preparation of this report.

A special mention of gratitude goes to Ms. Shweta Singh, Assistant Professor in the Department of Arts, for her expert guidance, thoughtful mentorship, and steadfast support which were instrumental in completing this report.

I am deeply thankful to Ms. Sampada Fotedar, Counselling Psychologist at The Mind Research Foundation, for her consistent guidance, support, and supervision during my internship.

Finally, I extend my thanks to the Almighty, my friends, family, and all others who have extended their helping hands, directly or indirectly, at various stages of this journey.

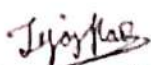
Thank you.

TEJAS S RAO

Application for Internship

1.	Name of the candidate (in block letters)	TEJAS. S. RAO
2.	Gender	Male
3.	Programme and Year/ Semester in which studying	B.A (Psychology and Journalism) 3 rd Year
4.	Email ID of the Student Phone/Mobile No's	lia061.tejasrao@gmail.com / +91 80506 97480
5.	Name of the Supervisor	Shweta Singh
6.	Email ID and Contact Number of the Supervisor	shweta.singh@nitte.edu.in / +91 91086 83129
7.	Name and address of the Institution	Dr. NSAM First Grade College Mylappanahalli, Shivakote Post, Hobli, Hesaraghatta, Bengaluru. Karnataka 560089
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10.	Present mailing address of the Student	#36, 3 rd floor, Prethi Nilayam, 6 th main, 6 th cross, S. K Garden, Benson Town Post, Bengaluru – 560046
11.	Address and person to be contacted in case of emergency along with phone number	B. Sridhar Rao, +91 96328 18668 #36, 3 rd floor, Prethi Nilayam, 6 th main, 6 th cross, S. K Garden, Benson Town Post, Bengaluru – 560046

Date:


Signature of Student

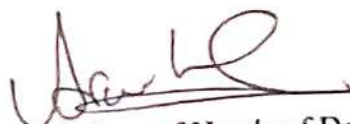

Recommendations of Heads of Department

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