



GANGA DEVI MAHILA MAHAVIDYALAYA

NAAC accredited grade 'B'
Lohiya Nagar, Kankarbagh, Patna
A constituent unit of Patliputra University, Patna



ICT/COMPUTING SKILLS (2022-23)

Activity: FactShala

Date: 20.09.23

FactShala training workshop by Minati Chaklanavis- a two hour media literacy training workshop to empower the students of GDMM on 20th Sept, 2023.

Through this workshop the participants learnt not only to verify information but also think critically. The workshop enriched the participants as they learnt the tools and techniques to handle their social media account smartly. Critical Thinking will help them develop their own concept and understanding of anything they read, hear or see.



Minati Chaklanavis
GANGA DEVI MAHILA MAHAVIDYALAYA
KANKARBAGH, PATNA-20



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Rishu Sheel
GANGA DEVI MAHILA MAHAVIDYALAYA
KANKARBAGH, PATNA-20



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Rishu Shrivastava
PRINCIPAL
GANGA DEVI MAHILA MAHAVIDYALAYA
KANKARBAGH, PATNA-20

**Ganga Devi Mahila Mahavidyalaya
Patliputra University, Patna
BBM Part III (session 2022-23)
Marketing/Management Project**

Sl No	Roll No	Name	Project Title	Guided by
1	2120740070002	Ritika	Marketing strategy of Puma Company ltd In	Nidhi Singh
2	2120740070001	Ekta Kumari	Strategic management at Asian Paints	Nidhi Singh
3	2120740070003	Divya Rani	Inventory management at Asian paints	Nidhi Singh

Asish
11/11/23

Co-ordinator
B.C.A.
G.D.M. MAHAVIDYALAYA
PATNA-20

A PROJECT REPORT

ON

"MARKETING STRATEGY OF PUMA COMPANY LTD IN"

Submitted by

RITIKA

(2020-2023)

OF

Ganga devi mahila mahavidyalaya



Under the Guidance of

Nidhi singh

Submitted to the

BACHELOR OF BUSINESS MANAGEMENT DEPARTEMENT

In partial fulfillment of the requirements

For the award of the

UNDER THE GRADUATE IN MANAGEMENT

ROLL NO:-2120740070002

Examined
R
nnyans
28-03-23

Examined
R
nnyans
28-03-23

Institute's certificate

Certified that this comprehensive project report titled "marketing strategy of puma company LTD" is the work of ms. Ritika who has carried out the reserch under my supervision. She was in constant touch with me. I also certify further, that to the best of my knowledge the work reported here is done not from part of any other project report.

Place : patna

Date _____

Nidhi Singh

(Nidhi singh)

Assistant professor

Mridula Sahay
28.3.23

. Co-ordinator
(*Mridula Sahay*) M.
G.D.M. MAHAVIDYALAYA
PATNA-20

Co- Ordinator
13.13.17

**A DISSERTATION REPORT
ON
"STRATEGIC MANAGEMENT AT ASIAN PAINT'S"**



**SUBMITTED BY
EKTA KUMARI (BBM 3rd YEAR)
SESSION(2020-2023)
ROLL NO-2120740070001**

**SUBMITTED FOR THE PARTIAL FULFILLMENT OF
THE REQUIREMENT OF BBM PROGRAMME FROM
(GANGA DEVI MAHILA MAHA VIDHYALAYA)
KANKARBHAG – 20**

Examined

Phana,
28.03.23

Examined

P. Singh
28.03.23

GUIDE BY: *Nidhi Singh*

PROF . NIDHI SINGH

CERTIFICATE BY INTERNAL GUIDE

This is to certify that the **EKTA KUMARI** has completed and submitted her dissertation report on "**STRATEGIC MANAGEMENT AT ASIAN PAINT'S**" under my guidance and supervision. He was in constant touch with me.

I wish him success in his entire future endeavors.


Project Supervisor


Head of Department

Appeared for the end of the 3rd years project viva-voice examination held on.....
B.B.M.
G.D.M. MAHABIDYALAYA
PATNA-20

Internal Examiner signature

External Examiner signature

A DISSERTATION REPORT
ON
"INVENTORY MANAGEMENT AT ASIAN PAINT'S"



SUBMITTED BY
SUPRIYA KUMARI (BBM 3rd YEAR)
SESSION(2020-2023)
ROLL NO -212074007003

SUBMITTED FOR THE PARTIAL FULFILLMENT OF
THE REQUIREMENT OF BBM PROGRAMME FROM
(GANGA DEVI MAHILA MAHA VIDHYALAYA)(PATLIPUTRA UNIVERSITY)
KANKARBHAG – 20

Extend.
Answer
28.03.23.

Examiner
A
monish
28.03.23

GUIDE BY: *Nidhi Singh*
PROF . NIDHI SINGH

CERTIFICATE BY INTERNAL GUIDE

This is to certify that the **SUPRIYA KUMARI** has completed and submitted her dissertation report on "INVENTORY MANAGEMENT AT ASIAN PAINT'S" under my guidance and supervision. He was in constant touch with me.

I wish him success in his entire future endeavors.

Nidhi Singh
Project Supervisor

Mridula Sahay
Head of Department

Co-ordinator

B.B.M.

Appeared for the end of the 3rd years project viva-voice examination held on.....

G.D.M. MAHAVIDYALAYA
PATNA-20

Internal Examiner signature

External Examiner signature