

**FIRST INTERNATIONAL VIRTUAL INTERNSHIP/ RESEARCH PROJECT  
PRESENTATION COMPETITION, 2020 PRAKALP – 2020**

This report presents a summary of the first international virtual internship/ research project presentation competition organized by the Institute of Business Management and Research (IBMR), IPS Academy, Indore.

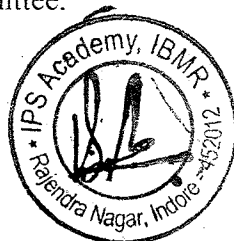
Today, the world has moved online and so has the larger education system. Earlier, we have seen globalization in trade. Today we are witnessing the same in the education sector. The technology and online platforms have revolutionized the traditional learning system to Collaborative Learning. The learning experience has transcended beyond classroom boundaries everywhere around the world. Such spiraling developments at the global level also necessitate that the institute also brings about such developments that are at par with their counterparts elsewhere in the world.

Since the last five years, the MRP committee of the institute had been successfully organizing the internship/ research project presentation competition at the national level. The objective of the contest was to encourage the students to undertake summer projects in earnest and take the fullest advantage of the opportunity in their overall development. It offered the participant an excellent prospect to share their work and learning from the Internship Projects.

This year, the MRP committee decided to organize the competition at the international level. With the educational institutes around the world closed due to the impact of the coronavirus, the committee decided to encourage the use of a virtual platform to connect students to the competition. And therefore, the idea of organizing the first international virtual internship/ research project presentation competition was imbibed. The aim of this move was to create an environment that fosters collaboration that allows inclusivity and promotes e-learning among the students.

Accordingly, the MRP committee conducted a meeting on 04 June 2020. In the meeting, it was proposed to conduct the internship/ research project presentation competition at an international level through online mode. A draft proposal for the same was finalized in the meeting. In the meeting, it was decided to place the proposal before the director of the institute Dr. Kushwaham for his perusal. He was further requested to get the same sanction by the president of the academy, Architect Achal Choudhary.

The proposal was duly appreciated and encouraged by the president and was sanctioned by him on 22 June 2020. Thereupon, the director of the institute, Dr. Kushwaha made a committee – 'Prakalp committee' under his chairmanship dedicated to organizing this event. The following faculty members were designated in the committee:



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S.No.	Name of the faculty	Position
1.	Dr. Sachin Mittal	Convenor
2.	Dr. S.P. Tripathi	Co-convenor
3.	Ms. Pallabi Mukharjee	Co-convenor
4.	Ms. Deepti Shastri Gupta	Member
5.	Ms. Priyanka Tanwar	Member
6.	Dr. Kshema Shrivastava	Member

After the formation of the Prkalp committee, Dr. Vivek Singh Kushwaha called a meeting of the committee as on 25.06.2020 to discuss and decide upon the key dates, prize, rules, evaluators and judges, evaluation criteria, promotion of the event and functional committees to be formed for organizing the event. The following was finalized for each of the points:

➤ **Key Dates:**

Start of submission of reports by the student: 5<sup>th</sup> July 2020

Submission deadline: 15<sup>th</sup> July 2020.

Initial screening of reports: 10<sup>th</sup> July to 19<sup>th</sup> July 2020.

Announcement of candidate finalized for the first round of presentation and screening: 20<sup>th</sup> July 2020.

The first round of presentation and screening: 22 July, 23 July, and 24 July 2020.

Announce shortlisted candidates for the final round: by 23<sup>rd</sup> and 24<sup>th</sup> July (or earlier if possible).

Final Presentation round: 25<sup>th</sup> July 2020.

➤ **Prizes:**

The virtual internship/ research project presentation competition was backed up by a total prize of Rs. 40,000– Rs. 10000 for each category:

- 1st Winner per category Rs. 6000/-
- 2nd winner per category Rs. 3000/-
- 3rd winner per category Rs. 1000/-

Further, an E-certificate would be provided to every participant who would be selected for presentation and will duly take part in the presentation.



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## ➤ Rules

Internship project/research project should be related to any one or more of the following areas:

- Finance
- Marketing
- Human Resource
- Information technology and data analytics
- International business
- Business economics
- General management (this will cover all the major areas other than above)

Postgraduate and undergraduate students who have prepared the project report between the time period July 2018 to June 2020 can participate in the competition.

The contest is open to global contestants worldwide.

The internship or the research report the summary of the same is to be submitted in pdf format in the English language.

Participants retain rights to their submissions.

The registration fees per participant (to be paid upon by the candidate after confirmation of his/her finalization for the first round of presentation and screening) was Rs. 200/- (for Indian participant) and US\$ 5/ Rs. 350/- (for the international participant).

The presentation would be organized on the ZOOM Virtual platform. The meeting ID and password of the sessions would be sent to the participants on their e-mail id provided by them at the time of registration.

## ➤ Functional Committee to be formed for organizing the event

The following functional committees were formed and assigned a specific task for the smooth organization of the event:

S.No.	Name of the functional Committee	In charge	Specialized Members
1.	Resource/ Judge Committee	Dr. Vivek Singh Kushwaha Dr. Sachin Mittal	Dr. S.P.Tripathi Ms. Pallabi Mukharjee Ms. Deepti Shastri Gupta
2.	Registration committee	Dr. Kshema Shrivastava	Dr. Amit Kumar Dr. Shailesh S. Thakur Dr. Arpan Shrivastava Mr. Saket Rathi.



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3.	Admin and IT team	Dr. Mansi Kukreja Dr. Nidhi Jhavar	Mr. Sanju Mahawar Ms. Madhuri Gehi Mr. Lokesh Solanki Mr. Ajay Joshi
4.	E-certificate and memento committee	Ms. Deepti Shastri Gupta Ms. Priyanka Tanwar	Mr. Lokesh Solanki Ms. Shalini Singh

### ➤ **Evaluators and Judges**

It was decided the for evaluation four major specialization areas were finalized:

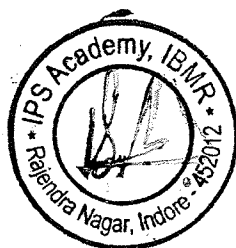
- Finance
- Marketing
- Human Resource, information technology, and data analytics.
- General Management, International Business, and Business Economics.

The following persons would be assigned as in-house evaluators for the screening of reports as well as the first round of presentation and screening:

Name of the faculty	Area/ Stream
Dr. Mansi Kukreja, Dr. Shailesh Singh Thakur Dr. Gagan Bhati, Dr. Jaya Nema. Dr. Ketan Mulchandani	Finance
Dr. Amit Kumar Dr. Anurag Dilraj Dr. Neha Sahu Dr. Ruchi Mehra	Marketing
Ms. Kiran Gehani Mr. Sanju Mahawar	Human Resource, information technology, and data analytics.
Dr. Tarannum Syed Dr. Arpan Shrivastava Dr. Kalicharan Modak	General Management, International Business, and Business Economics.

For the final round, the committee decided to appoint a panel of judges consisting of experienced industry experts and eminent subject specialists from various national and international management institutes to get a sound and fair judgement.

Dr. Vivek Singh Kushwaha, Dr. Sachin Mittal, and Dr. S.P. Tripathi suggested a few names for jury members for the final presentation round to be held on 25 July 2020. The committee discussed the same and out of these name following persons were finalized to act as a judge:



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Name of the expert/judge	Institute/ Industry	Panel/ Specialization
Dr. NailaAaijaz	Professor – School of Business (SAP with SCM & HR),Centennial College, Totonto, Ontario, Canada.	Finance
Mr. Ajit Kaushal	Financial Expert	
Dr. Masood H. Siddiqui	Professor - Jaipuria Institute of Management, Lucknow (Decision Sciences & Business Analytics )	Marketing
Mr. Vipin Sharma	Managing Director & Co-founder, Consultant at Veracity World, Coldwell Banker, Dubai.	
Dr. Mukesh Vyas	HR Advisor and Consultant, Corporate Head, HR (Pratibha Syntex LTD.)	Human Resource, information technology, and data analytics.
Dr. Neha Pathak	Dean of Undergraduate Programs Hult International Business School, London	
Dr. Girish Agrawal	Retired Professor, (Associated as Professor with Institute of Rural Management Anand, Indian Institute of Management Indore and ICFAI Business School Indore)	
Mr. Yatish Mathur	VP Operations, Force Motors	

The **resource/judges committee** was further requested to obtain the consent from the above-mentioned judges either through telephonic conversation or via e-mail as per convenience.

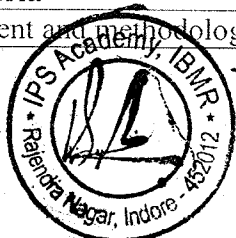
### ➤ Promotion of the Event

It was decided to promote the entire event through the institute's official website and various social media platforms. The registration committee was assigned the task of sending e-invitation to all the colleges – national as well as international for inviting entries for Prakalp 2020. Dr. S.P.Tripathi was assigned the task to finalize the brochure for the event to be floated along with the invitation mails. It was further decided to promote the brochure of the event through the website of the institute, its social media pages, and wats app status of the faculties. The in-house faculties were requested to promote the event through word of mouth publicity and their networks.

### ➤ Evaluation Criteria

The project evaluation would be based on the following criteria:

S.No.	Particular	Criteria	Marks
1	Project Report	Content and methodology adopted	10



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2		Presentation of the report (in-depth coverage, adequate interpretation, ability to interpret)	10
3	Presentation	Quality of Presentations (coherent speaking, contents in ppt)	10
4		Techniques (logical presentation, smooth transitions, well designed, engaging slides & time mgt)	10
5		Queries handled	10
	TOTAL MARKS		50

It was further decided that each of the evaluators/ judges would give their individual and unbiased judgement for every participant of their panel. Thereupon, a sum of all the marks obtained by the participant given by each evaluator/judge would be considered while deciding upon the rank obtained by that participant. The same procedure was decided to be followed for both preliminary screening and final round of presentation.

### **DETAILS OF THE EVENT**

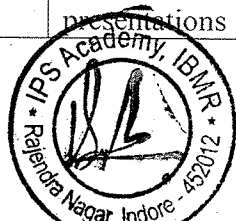
A total of 223 reports were received out of which 17 were international entries from various countries like Nepal, Bangladesh, Indonesia, Dubai, Malaysia, Kenya, Poland, the USA, Canada, France, and the UK. The national entries were received from various cities all over the country. The reports of the candidates were duly segregated by the registration committee as per the specialization and sent for evaluation to the respective evaluators.

After preliminary screening of these project reports, 95 participants are being called for the first round of presentations. The presentation sessions were bifurcated and organized on the virtual platform – ZOOM as per specialization. Accordingly, four meeting sessions as per specialization beginning at 11:00 AM to 04:00 PM were organized as on 22 July and 23 July 2020. The candidates were duly sent the zoom meeting ID and password for their respective presentation sessions on their e-mail id duly registered with Prakaalp 2020.

Out of these 95 candidates, only 65 registered and appeared for the presentation. Out of these 65, three presentations were team presentation (team of two participants) whereas remaining were individual candidates. Accordingly, overall, 62 presentations were held on 22 and 23 July. Out of these, 49 were selected for the final round of presentation which was held on 25 July 2020.

**The specialization wise bifurcation for the same is as follows:**

Specialization	Total number of presentations held in	Total number of presentations held in
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	the preliminary round (22 & 23.07.2020)	the final round held on 25.07.2020
Finance	15	13
Marketing	13	13
Human Resource, information, technology, and data analytics.	13	13
General Management, International Business, and Business Economics.	21	10
<b>TOTAL</b>	<b>62</b>	<b>49</b>

The entire event of 25 July 2020 was arranged on the virtual platform ZOOM. The event was divided into three parts – the inaugural ceremony, the presentation sessions (four separate sessions for each specialization), and the valedictory session. The zoom meeting ID and password for the inaugural and valedictory sessions were mailed to all the judges and dignitaries, in-house faculties, and participants. Whereas, the zoom ID and password for the presentation session was mailed to the session moderators, judges, and participants as per their respective specialization.

The Inaugural ceremony of the final event dated 25 July 2020 began at 10: 30 AM. Dr. Vivek Singh Kushwaha initiated the event with Sarasvati Vandana. Thereupon, he welcomed all the guests and dignitaries. Nirag Shah (Global Sales Manager, Eaton, USA) was the keynote speaker and Dr. Sangeta Jain, Director, IMS, DAVV was the guest of Honor in the inaugural ceremony. Ms. Pallabi Mukharjee was the overall moderator of the event. Mr. Sanju Mahawar was the technical coordinator for the event. Dr. Satyakam Dubey presented the vote of thanks for the session.

The inaugural ceremony was followed by the presentation sessions from 11:15 AM onwards till 04:15 PM. Following faculties were appointed as the session moderators for the event:

<b>Specialization</b>	<b>Moderator Name</b>
Finance	Ms. Deepti Shastri Gupta/ Mr. Shailesh Singh Thakur Dr. Tarannum Syed.
Marketing	Dr. Arpan Shrivastava Dr. Neha Sahu
Human Resource, information technology, and data analytics.	Ms. Kiran Gehani Dr. Ruchi Mehra.
General Management, International Business, and Business Economics.	Ms. Madhuri Gehi Dr. Heena Upadhyaya

The Valedictory session began at 04:30 PM. All the judges express their gratitude and congratulated the institute for successfully organizing such a grand event on a virtual platform and that too without any technical breakdown. The judges were impressed by the quality of analysis and clarity of presentation by the outstanding young budding professionals. The closing remarks were



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given by the president of the academy, Architect Achal Choudhary followed by the announcement of the winners of the competition.

### **Winners of the competition**

#### **Specialization - Finance**

Position	Name of the Candidate	Institute
First	DevanshiSoni&Hinal Patel	National Institute of Cooperative Management, Gandhinagar.
Second	HamsiniDharmavaram	Jaipuria Institute of Management, Indore
Third	Harleen Kaur Tinna	IBMR, IPS Academy, Indore

#### **Specialization - Marketing**

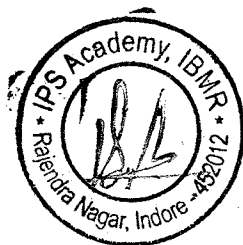
Position	Name of the Candidate	Institute
First	Urjaa Bhatnagar	IMT Nagpur
Second	Saransh Agrawal	IBMR, IPS Academy, Indore
Third	Chinmay Mohan Acharya	Indira Institute of Management, Pune,Maharashtra.

#### **Specialization – Human Resource, information technology and data analytics.**

Position	Name of the Candidate	Institute
First	Manisha Khande	IBMR, IPS Academy, Indore
Second	Arvinder Kaur Sangha	IBMR, IPS Academy, Indore
	Anubha Saxena	IBMR, IPS Academy, Indore
Third	Muskan Mittal	Jaipuria Institute of Management, Indore

#### **Specialization – General Management, International Business and Business Economics.**

Position	Name of the Candidate	Institute/ University
First	Payal Garg	Central University of Haryana
Second	Sita Ram Garg	Central University of Haryana
Third	Mansi Gupta	IBMR, IPS Academy, Indore



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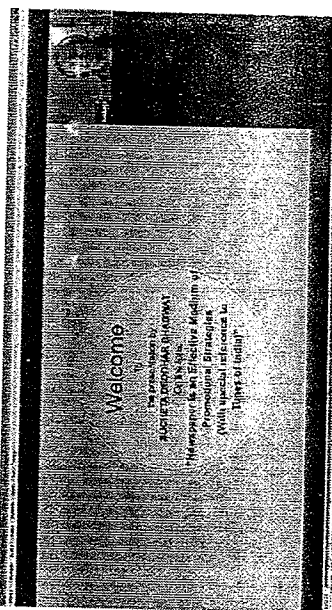
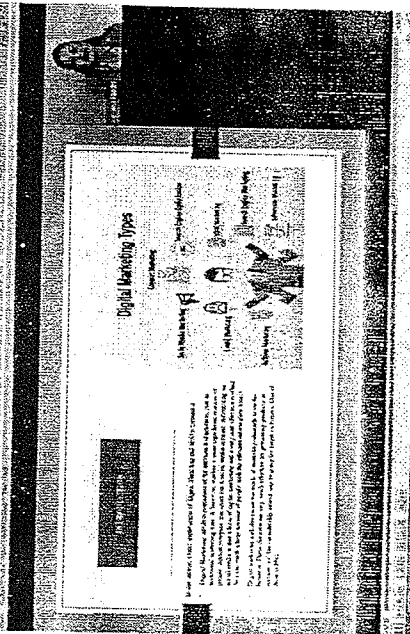
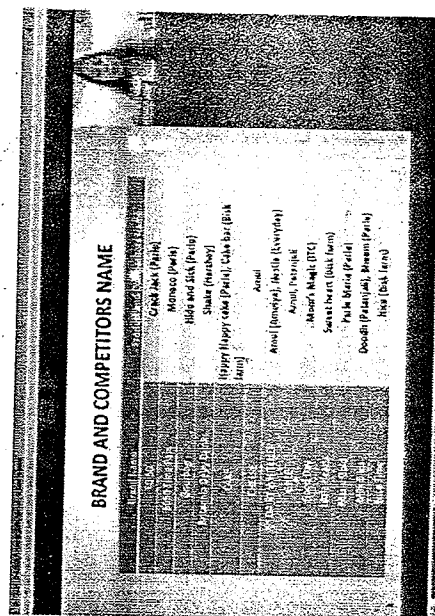
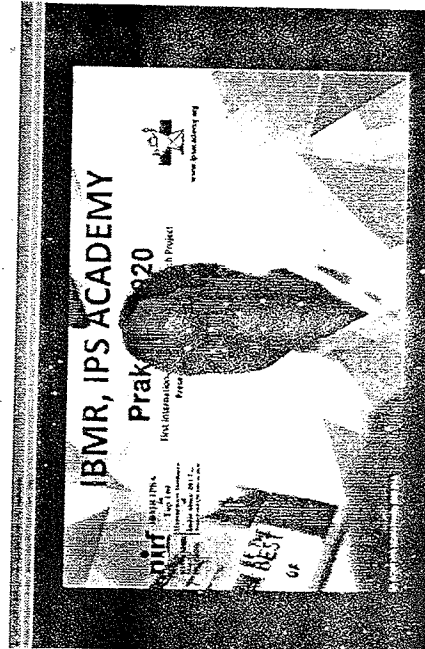


## ZOOM meeting screenshots - Final round of presentation

Time: 11:15AM to 04:15 PM

## Session: Marketing

**Meeting coordinator/ co-coordinator: Dr. Arpan Shrivastava/ Dr. Neha Sahu**  
**Judges: Dr. Masood H. Siddiqui & Mr. Vipin Sharma**



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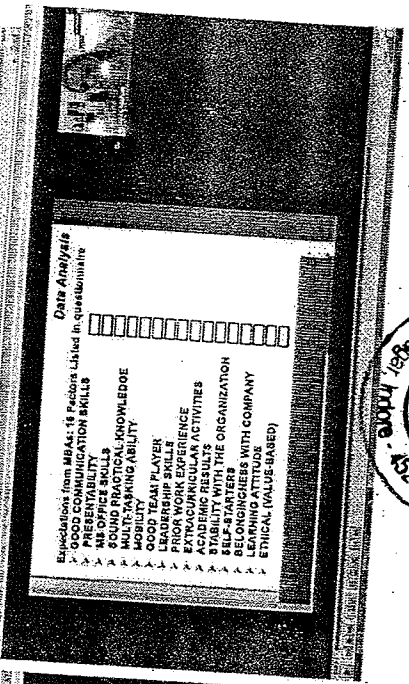
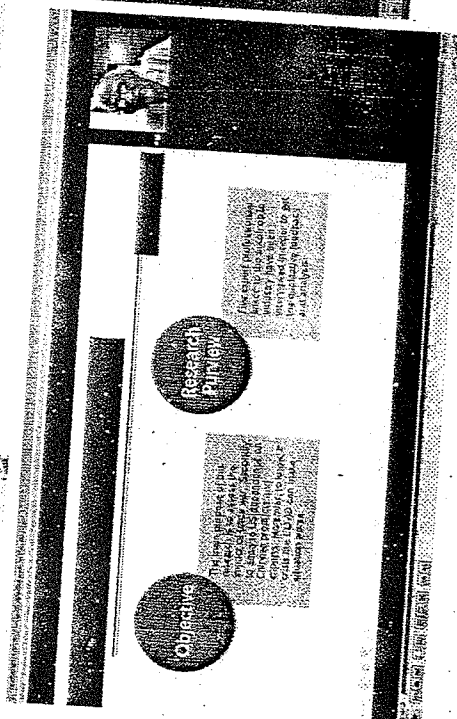
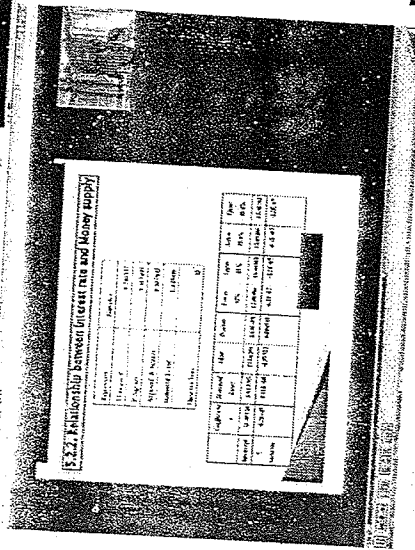
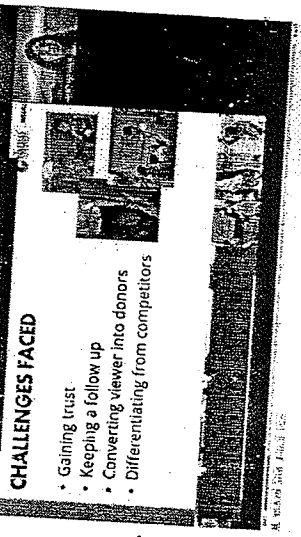
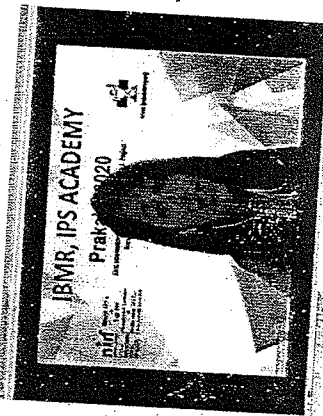
Date : 25/207/2020

Time: 11:15AM to 04:15 PM

Meeting coordinator/ co-coordinator: Ms Madhuri Mehtani/ Dr. Heena Upadhyaya

Judges: Mr. Yatish Mathur & Dr. Girish Agrawal

Session: GM, IB & BE



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PRESENTATION COMPETITION, 2020 PRAKALP - 2020**

**ZOOM meeting screenshots - First round of presentation and screening**

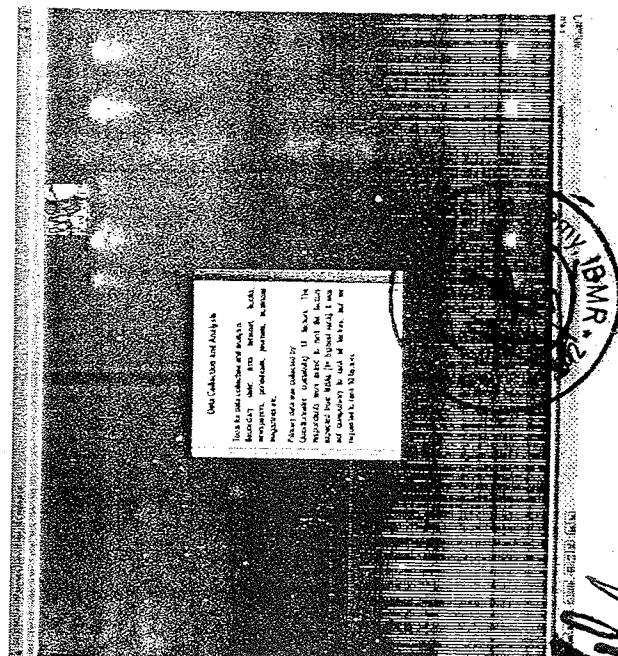
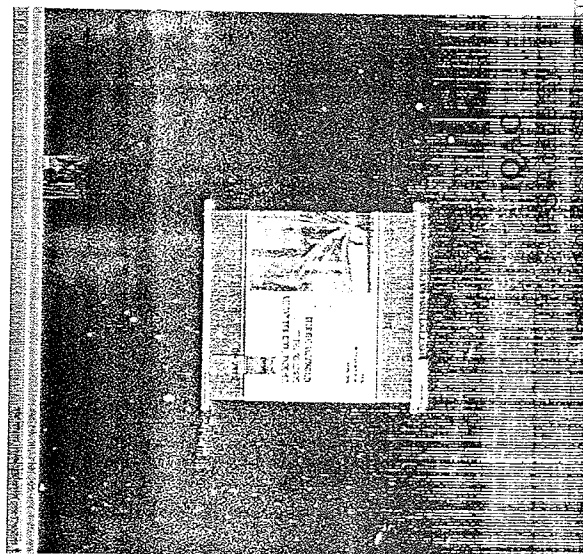
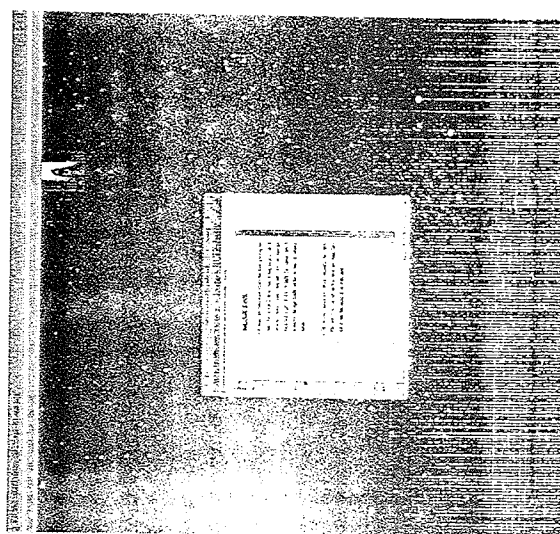
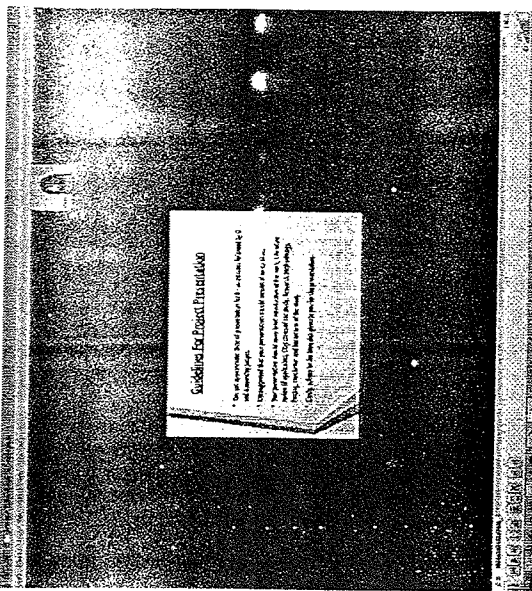
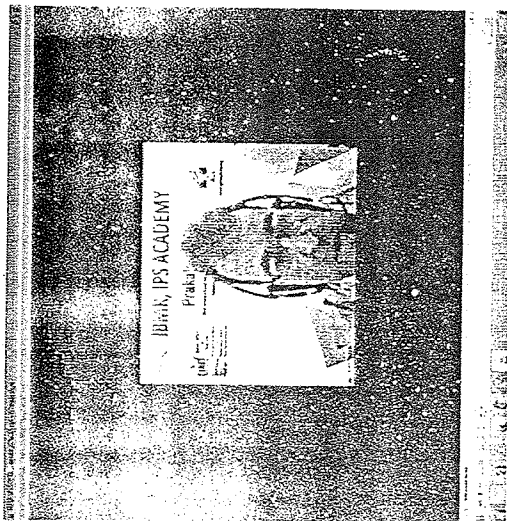
Date : 23/07/2020

Time: 11:00AM to 04:00 PM

Session: Finance & GM

Meeting coordinator: Dr. Tarika Nandedkar

Evaluators: Dr. Ketan Mulchandani & Dr. Kalicharan Modak



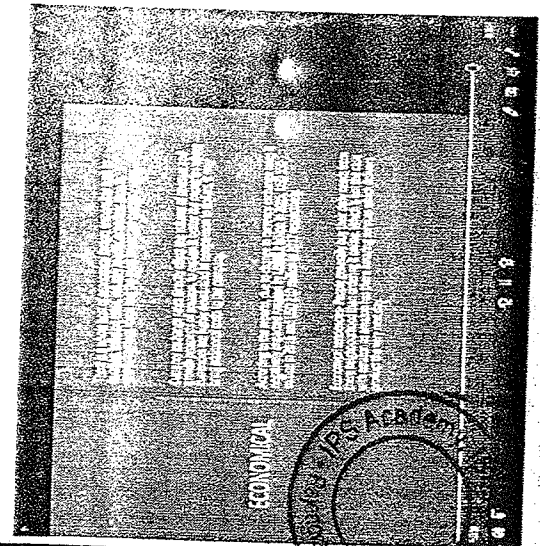
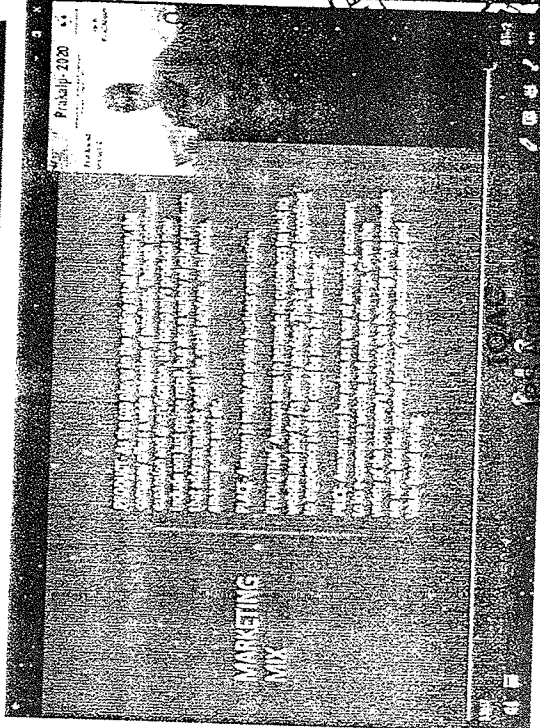
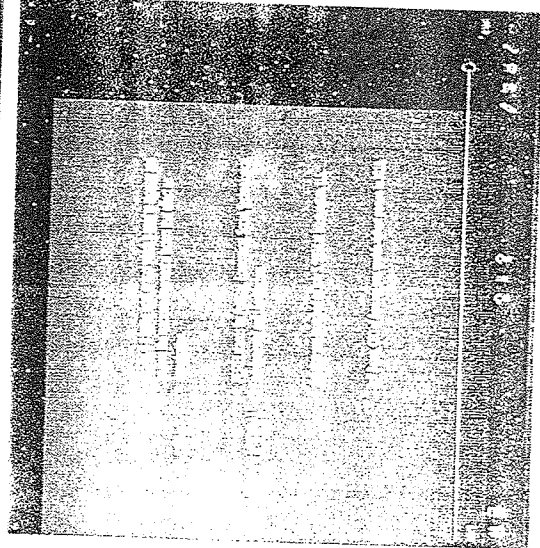
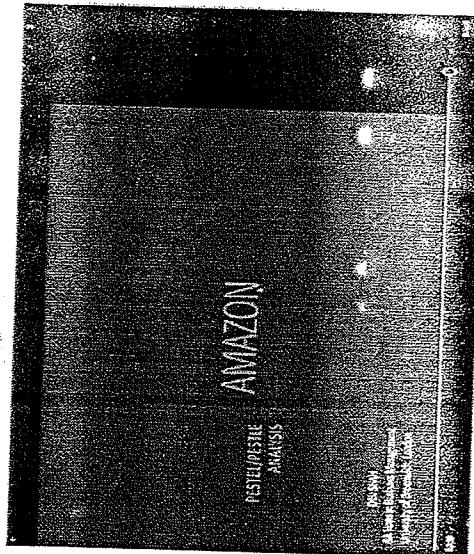
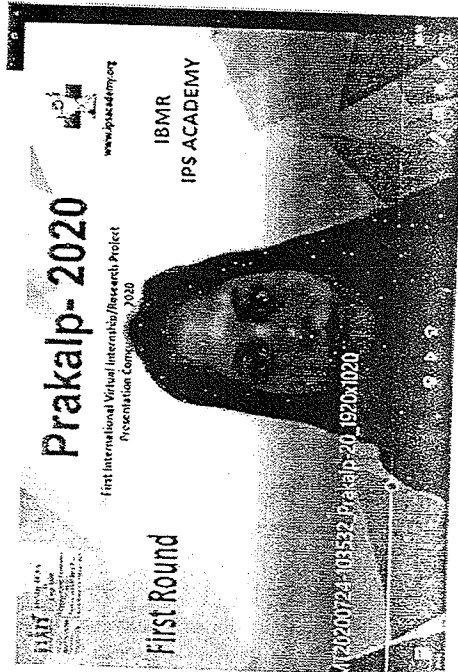
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**ZOOM meeting screenshots - First round of presentation and screening**

Date : 23/07/2020      Time: 11:30AM to 01:30 PM      Session: General Management

Meeting coordinator: Dr. Heena Upadhyaya      Evaluators: Dr. Neha Sahu & Dr. Shailesh Singh Thakur

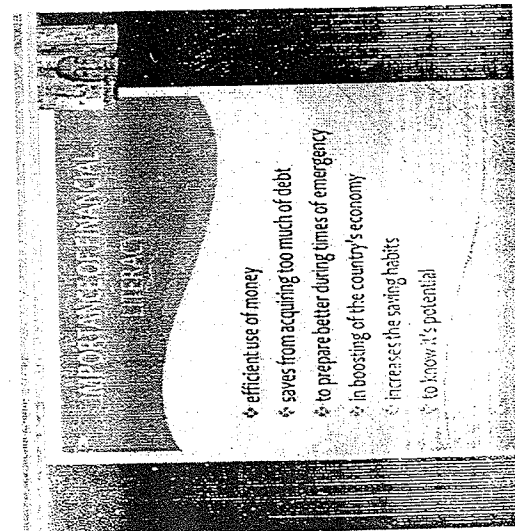
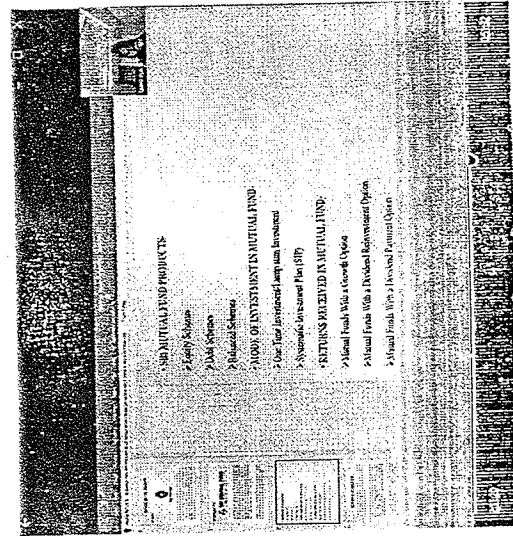
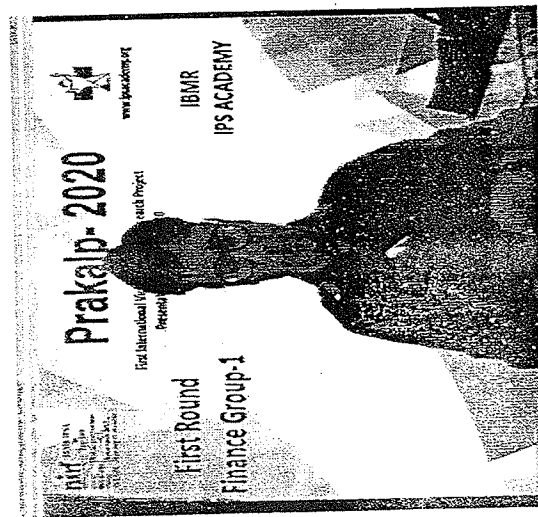


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## ZOOM meeting screenshots - First round of presentation and screening

Date : 22/07/2020

**Meeting coordinator:** Ms. Deepthi Shastri Gupta



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# FIRST INTERNATIONAL VIRTUAL INTERNSHIP/ RESEARCH PROJECT PRESENTATION COMPETITION, 2020 PRAKALP - 2020

**ZOOM meeting screenshots - First round of presentation and screening**

Date : 22/07/2020

Time: 11:00AM to 04:00 PM

Meeting coordinator: Mr. Saket Rath

Session: Marketing 2

Evaluators: Dr. Neha Sahu & Dr. Ruchi Mehra

**OBJECTIVE OF STUDY**

- RESEARCH NAME: Analysis & design investigation of digital marketing strategy of an e-commerce company. The study aims to identify the key factors influencing the success of digital marketing strategy of an e-commerce company. The study also aims to identify the key factors influencing the success of digital marketing strategy of an e-commerce company.
- RESEARCH OBJECTIVE: The main aim of this project is to analyze the digital marketing strategy of an e-commerce company and to identify the key factors influencing the success of digital marketing strategy of an e-commerce company.
- RESEARCH DESIGN: The research design is a descriptive research design. The research design is a descriptive research design. The research design is a descriptive research design.
- RESEARCH METHODOLOGY: The research methodology is a qualitative research methodology. The research methodology is a qualitative research methodology. The research methodology is a qualitative research methodology.
- RESEARCH LIMITATIONS: The research limitations are the limitations of the study. The research limitations are the limitations of the study. The research limitations are the limitations of the study.

**CONCLUSION / KEY LEARNINGS**

THINGS LEARNED FROM THE INTERVIEW

- General Industry Knowledge: The interviewees provided valuable insights into the current state of the industry, including market trends, challenges, and opportunities.
- Company Specific Insights: The interviewees provided detailed information about the company's operations, products, and services, as well as its internal processes and culture.
- Key Learnings: The interviewees highlighted several key learnings, including the importance of customer feedback, the need for continuous innovation, and the value of a strong brand identity.

**Findings & Conclusion**

The findings of the study indicate that digital marketing is a highly effective strategy for e-commerce companies. The study also found that customer feedback is a crucial factor in the success of digital marketing. The conclusion of the study is that e-commerce companies should focus on improving their digital marketing strategy to achieve long-term success.

**Chapter 4 OBJECTIVE OF STUDY**

- Following are the objectives of this study:
  - To study the awareness and preference of customers towards the digital marketing of e-commerce.
  - To find the factors influencing the preference of digital marketing of e-commerce.
  - To analyze the impact of digital marketing on the sales of e-commerce.
  - To determine the factors affecting the success of digital marketing of e-commerce.

**HYPOTHESIS**

H1: There is a significant positive relationship between the awareness of digital marketing and the preference of digital marketing.

H2: There is a significant positive relationship between the factors influencing the preference of digital marketing and the success of digital marketing.

H3: There is a significant positive relationship between the impact of digital marketing and the sales of e-commerce.

H4: There is a significant positive relationship between the factors affecting the success of digital marketing and the success of digital marketing.

**Factor Analysis**

Component	Initial Eigenvalues	Extraction Sums of Squares	Component Matrix	Rotated Component Matrix	Total Variance Explained
1	11.411	129.129	0.832	0.832	12.500
2	3.211	36.121	0.578	0.578	3.750
3	1.889	21.401	0.431	0.431	2.500
4	1.211	13.733	0.345	0.345	1.667
5	0.889	10.000	0.289	0.289	1.250
6	0.611	6.889	0.211	0.211	0.833
7	0.444	5.000	0.167	0.167	0.625
8	0.333	3.750	0.125	0.125	0.469
9	0.222	2.500	0.083	0.083	0.313
10	0.111	1.250	0.042	0.042	0.156
11	0.056	0.625	0.021	0.021	0.078
12	0.028	0.313	0.011	0.011	0.039
13	0.014	0.156	0.006	0.006	0.020
14	0.007	0.078	0.003	0.003	0.010
15	0.004	0.039	0.002	0.002	0.005
16	0.002	0.020	0.001	0.001	0.002
17	0.001	0.010	0.000	0.000	0.001
18	0.000	0.005	0.000	0.000	0.000
19	0.000	0.002	0.000	0.000	0.000
20	0.000	0.001	0.000	0.000	0.000
Total	20.000	225.000	1.000	1.000	20.000

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**FIRST INTERNATIONAL VIRTUAL INTERNSHIP / RESEARCH PROJECT  
PRESENTATION COMPETITION, 2020 PRAKALP - 2020**

**ZOOM meeting screenshots - First round of presentation and screening**

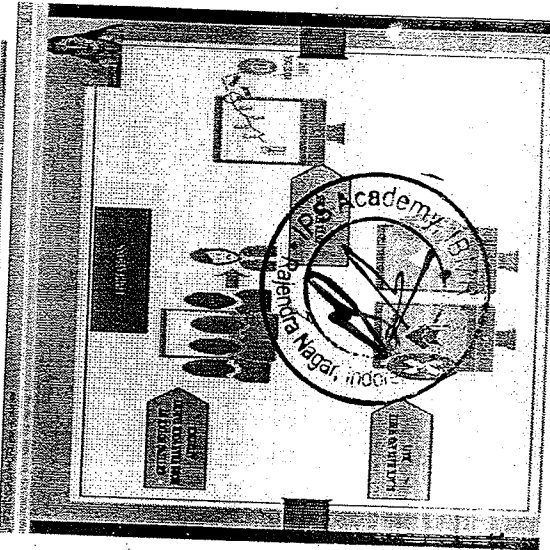
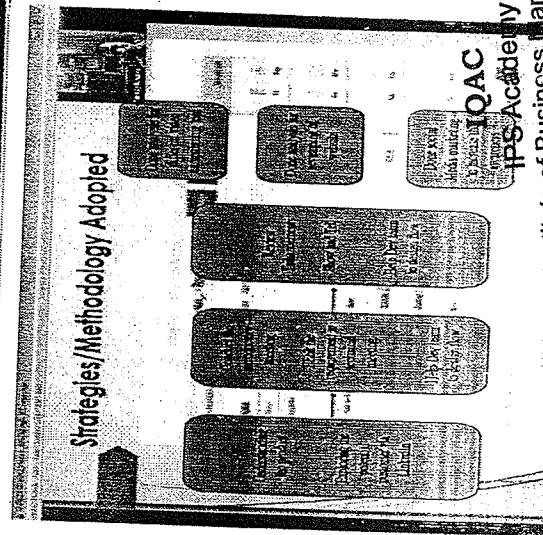
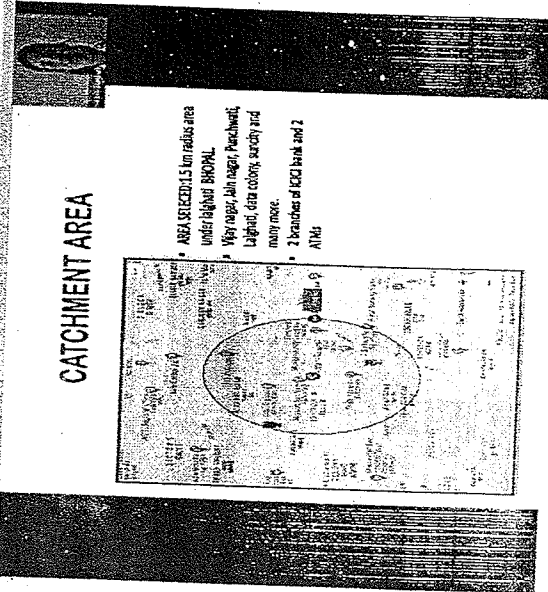
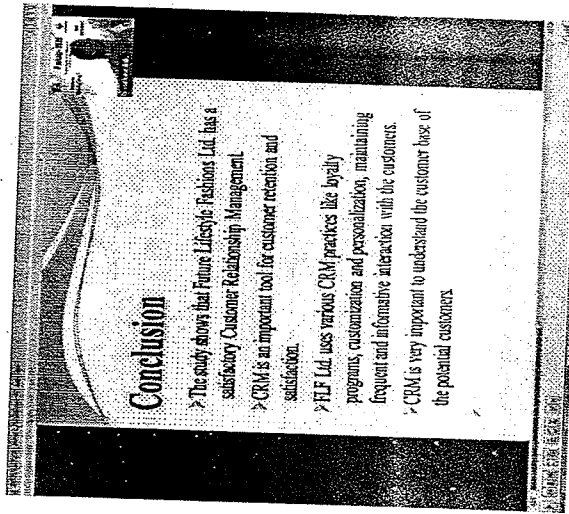
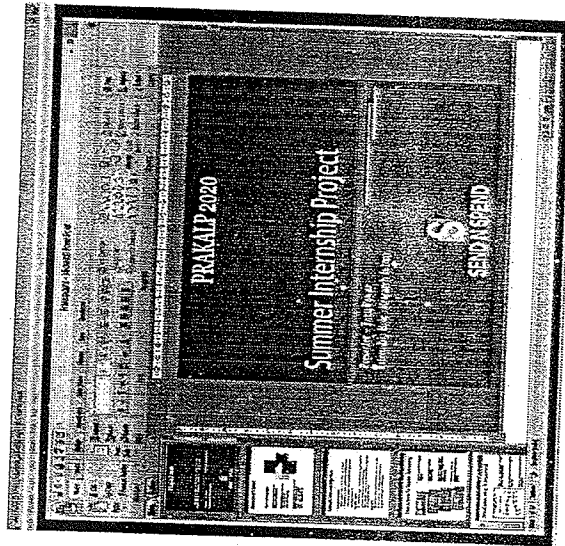
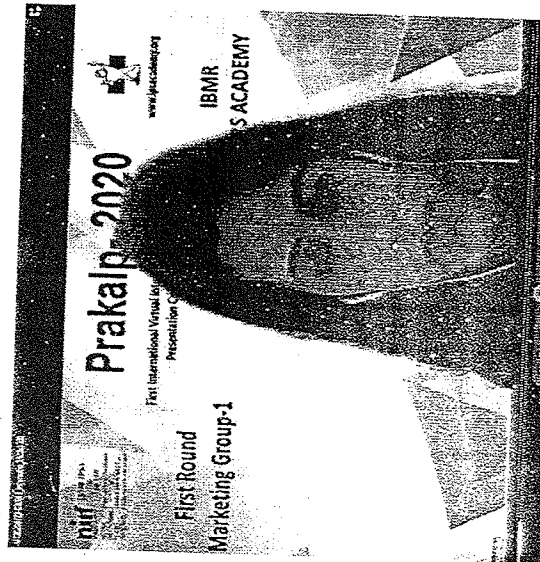
Date : 22/07/2020

Meeting coordinator: Ms. Madhuri Gehi

Time: 11:00AM to 04:00 PM

Session: Marketing 1

Evaluators: Dr. Amit Kumar & Dr. Anurag Dilraj



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