Birla Institute of Technology & Science (BITS), Pilani
Practice School Division
Practice School-I course (May 28th – July 23rd, 2024)

PS Chronicles (Finance & Management)

(A compilation of student experience during PS-I)

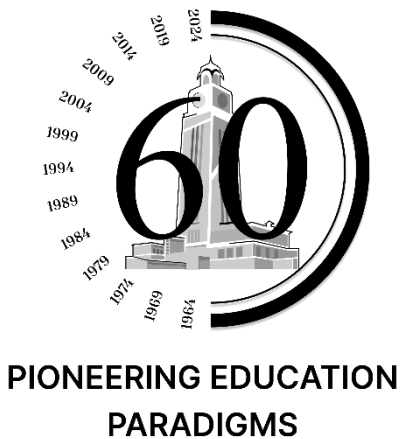Pilani Campus

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From the Desk of the Editor

It is my great pleasure to bring forth the 6th edition of the PS-I Chronicles. This edition features over 1059 articles from PS-I students sharing their experiences during summer 2024.

The basic premise behind the release of PS-I Chronicles is to document the PS-I learning experience of students keeping the below objectives in view.

➢ To provide more information on the learning experiences by immediate senior students and PS-I faculty about stations, and thereby enlightening the learning opportunity among the student community.

➢ To provide the faculty with the enhanced information about the type and nature of work carried out at the organization.

➢ To transform the knowledge gained at the organization into class room teaching and also to identify the scope of deepening the collaborations with organization.

The articles have been classified into six categories based on the industry domain.

➢ Chronicle 1: Information Technology

➢ Chronicle 2: Electronics

➢ Chronicle 3: Chemical, Mechanical, Cement, Textile, Steel, Infrastructure & others

➢ Chronicle 4; Health Care

➢ Chronicle 5: Finance and Management

➢ Chronicle 6: Government Research Labs

I would like to thank students for sharing their experiences during their stint at the organization. I would also like to thank Prof. Arun Maity, Prof. M. K. Hamirwasia and Dr. G Muthukumar for reviewing the articles and providing us the feedback. I would also like to extend my thanks to Mr. Om Prakash Singh Shekhawat, Mr. Shyam Sunder Saini and Mr. Varun Singh of the Practice School Division, of BITS, Pilani – Pilani Campus for their help in bringing out this edition of PS-I Chronicles.

I would be happy to receive any feedback regarding the Chronicles. Please feel free to email me at psd@pilani.bits-pilani.ac.in or at murugesan@pilani.bits-pilani.ac.in.

S. Murugesan

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PS-I station: 2dot0 farms - Electronics, Puttaparthi

Student

Name: JAYA SHASHANKA PYLA (2022A8PS0756H)

Student Write-up:

PS-I Project Title: AI CHATBOT FOR BIO CHAR

Short Summary of work done: Made a bot using python. running and function. embbedding of the chatbot in the official page is pending as is doesnt fit the "aesthetic" of the web page.

Objectives of the project: CREATE A CHAT BOT FOR BIO CHAR INFORMATION

Tool used: COMPILER

Details of Papers/patents: None

Brief description of the working environment: Enabled easy learning and continous motivation required for the task were given. The expectations of the company were met. They had expected us to get into biochar as a study and a way of living.

Academic courses relevant to the project: CP, ES

Learning outcome: PYTHON CODING

PS-I station: ABC Consultants Pvt. Ltd., Delhi

Student

Name: DRONA AGRAWAL (2022A1PS1290G)

Student Write-up:

PS-I Project Title: Overview of Oil and Gas Industry and Talent Acquisition

Short Summary of work done: The work mainly involved understanding of the Oil and Gas Industry and to look out for talent available in the sector to help companies that approach the firm recruit them. For this, the look out for the talent was done from a large pool of databases of the individuals which required use of both technical and managerial skills. Apart from this emphasis was also given to ESG (Environmental, Social and

Governance), which is a growing demand in the industries. The work was to look out for norms which companies could permanently incorporate into their system to promote ESG and play their role to achieve sustainability of the environment. I was given hold of an advanced software (details cannot be disclosed due to company policy) to look out for the candidate for the position of head of legal from a database consisting of millions of employees. Putting in the right keywords and filters as well as having patience was the key to work efficiently. I also created a database using excel about all the board of directors of PSUs in India. I mapped all their designation, background and the domain of the PSU they are associated with.

Objectives of the project: To get a brief overview of the oil and gas industry and to understand how talent acquisition is done

Tool used: Excel, Canva, PPT, Sixth Sense

Details of Papers/patents: None

Brief description of the working environment: I got to learn a lot of new things. I got to understand what real-world challenges in the industry are. I learned a lot of new skills both technical and behavioral. Special mention to the HR of the company, Ms. Nainy Singh. She allotted me the Oil and Gas vertical because of the domain I belong to (Chemical Engineering). Even though this wasn't a role at a core chemical company, I still got a fine experience of both, core and non-core.
I got to work closely with the main team of the vertical. It gave me great insight into how actually working professionals are and the principles each one of them operates. I am very grateful to each and every member of the team I got to work with.
All the projects and assignments that I was a part of turned out to be a great learning experience for me. It covered all the domains and skills required to work in such an esteemed organization. All projects were successfully completed in my capacity as an intern there, although some of them required greater professional attention further continued by my team members working in the vertical. I would also like to express my sincere appreciation to my mentor Ms. Namita Shirgaonkar, ABC Consultants, for her expert guidance and mentorship throughout the duration of this internship. Major learning outcomes were: 1. Understood the work culture in professional industries. 2. Understood how candidate mapping is done. 3. Learnt to use some new softwares. 4. Patience is must.

Academic courses relevant to the project: All the Chemical CDCs and my SOP project.

Learning outcome: Understanding ESG (Environmental, Social and Governance), Talent Acquisition, Candidate Mapping, Company Research, Energy Trends, Equipment Procurement, PSUs, Presentation Skills, Effective Communication, Professional Work Ethics.

Name: HARSH GUPTA (2022A3PS0418P)

Student Write-up:

PS-I Project Title: Semiconductor talent mapping

Short Summary of work done: PS-1 involved a lot of communication as the company manager did online meets with us for at least 3 hours every week. The work to be simply put, was to find suitable people on linkedin.

Objectives of the project: ABC is a talent recruiting firm. The job is simply to find people on linkedin and other social media.

Tool used: Linkedin, Zoominfo, naukri, google advanced search

Details of Papers/patents: NA

Brief description of the working environment: The working environment was good. The manager was very accessible and gave her important time. Working hours were also flexible. The company is famous and very old so expectations were very high. They mentioned the job role as data analyst so I expected an industry relevant data analysis project but my expectations weren't met when we were given HR work. The work was to find people on linkedin and put their names on an excel file. All tech stack required was Ctrl C/Ctrl V. The work didn't require any tech skills as such. Also it wasn't lite as the manager took me in an actual industry project and expected me to work as a full time employee. It also caused a little bit of tension b/w me and my manager. But I learnt that communication is very necessary and I made my manager understand my position as a student who needs to keep learning at priority and that I cannot commit 5-6 hours to the work that provides no learning to me. She did understand that but I still had to work around 2-3 hours daily. I wouldnt recommend this company as unskilled work taking time is worse than not being alloted any work(being took lite by PS1 company) or being alloted skilled work that takes time. The internship was online which was the only good thing. The only worse situation I could have been would be an offline PS1 with unskilled work that also took time.

Academic courses relevant to the project: NA

Learning outcome: Major learning outcome was communication, value addition, and learning linkedin.

Name: NISHIT ROSHAN (2022A7PS1176P)

Student Write-up:

PS-I Project Title: Data Analytics

Short Summary of work done: Contributed in the leadership hiring process for large companies in the business process outsourcing, knowledge process outsourcing vertical of the industry.

Objectives of the project: Leadership Hiring HR

Tool used: Naukri, Excel, LinkedIn RPS, Word

Details of Papers/patents: No

Brief description of the working environment: Helpful and supportive working environment. Strict working hours with no relaxation and sometimes was asked to work on Saturday and Sunday.

Academic courses relevant to the project: CP, DA

Learning Outcome: Communication, Data management, Workflow efficiency

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PS-I station: Amritatva Food Pvt. Ltd., Jaipur

Student

Name: NEERAJ KRISHNAN (2022B5A70837H)

Student Write-up:

PS-I Project Title: Content Creation: Blogging and Social Media Marketing

Short Summary of work done: This project details the content creation and development work during my internship at Amritatva. I wrote blogs to enhance the organization's online presence and collaborated on infographics and videos for Instagram. These efforts ensured a cohesive digital marketing strategy, maximizing outreach and promoting Amritatva's products and values. This internship developed my skills in content creation and digital marketing, contributing to the organization's online mark.

Objectives of the project: 1. Create content in the form of blogs, infographics and videos for the organization. Major objective was to increase the company's social media presence along with suggesting marketing strategies and providing regular content to the organization to keep their websites healthy.

Tool used: Adobe Photoshop, GPT-4

Details of Papers/patents: NA

Brief description of the working environment: Working environment was very supportive with weekly meetings that were targeted towards progress check and scheduled task completion every week. The meetings were also organized so we could voice our inputs directly to the organization. In addition to that, the PS-1 evaluatives such as GD and Seminar helped in developing fundamental speaking and presentation skills as well as in teamwork motivation.

Academic courses relevant to the project: CP

Learning outcome: Knowledge of creating various types of content.
Understanding and planning of content catered to advertisements.
Using various tools for creating and refining content.

PS-I station: B K Lohia and Associates, Faridkot

Student

Name: DEVANSH BAGHLA (2022B4A40954P)

Student Write-up:

PS-I Project Title: Valuation of Company

Short Summary of work done: Analyzed financial statements, assessed ongoing projects, and evaluated future prospects. Filed GST returns and calculated tax liabilities, gaining practical knowledge of taxation.Estimated future projections for companies, understanding the setup and licensing requirements for new industries.

Objectives of the project: Estimation of future projections of the company

Tool used: Excel

Details of Papers/patents: NA

Brief description of the working environment: Detailed insights into corporate financials and company valuation.
Practical knowledge of taxation.
Understanding of setting up new industries and the associated licensing requirements.

Academic courses relevant to the project: Fundamentals of finance and accounting, Derivatives and risk management.

Learning outcome: Knowledge about taxation, Valuation of Company

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PS-I station: Bid alert - IT, Guntur

Student

Name: NARENDRA NAIK (2022A1PS1555G)

Student Write-up:

PS-I Project Title: Instagram marketing and automation

Short Summary of work done: Initially we learnt about government tenders, tender bidding and application, and analysing a tender. We were then divided into tech(IT) and marketing departments. I was part of marketing team and was alloted Instagram marketing and automation.I learnt about SEP automation for scheduling auto posting, auto likes and comments. I understood the process to generate lead. I practically demonstrated scheduling and posting of content with the help of metricool software, auto likes and follow with IG bot, auto comments and lead management with manychat, lead extraction with growman extension. These were the major points I covered during PS-I.

Objectives of the project: Learnt about content creation, researching about different automation softwares for optimising SEO, lead extraction and lead management.

Tool used: Softwares and extensions- growman, manychat, metricool, IG bot, etc

Details of Papers/patents: Not applicable

Brief description of the working environment: It was good, faculty was helpful and understanding, Ajay sir who was our mentor has us deep insights about our projects and was really supportive. Colleagues were enthusiastic and believing in team work.

Academic courses relevant to the project: None

Learning Outcome: I learnt about SEP automation for scheduling auto posting, auto likes and comments. I understood the process to generate lead. I practically demonstrated scheduling and posting of content with the help of metricool software, auto likes and follow with IG bot, auto comments and lead management with manychat, lead extraction with growman extension.

Name: ACHINTYA RATHI (2022A7PS0105P)

Student Write-up:

PS-I Project Title: Web Scraping and web Automation of tender procurement websites

Short Summary of work done: Our work was based on 3 website one state tender procurement website one Government E-Marketplace portal and one railway tender website where we had to scrap data from these websites and extract them in csv with other relevant details of tender in the csv file with pdf extraction.We also leaned basic tender terms and how to read tender documents with important terms and also applying for a tender which is called bidding

Objectives of the project: Objective is to scrap all tender data and documents and export to a csv file in which details are readable

Tool used: Python-Selenium,Beautiful Soup,Requets,Tessacret for captcha reading and pymupdf for pdf extraction we also learned about applying for bid in GEM portal

Details of Papers/patents: NA

Brief description of the working environment: My was an online PS our faculty from the company were really good they helped us reaching the depth of tender documents while we learned about web scraping a tender website and also about automation process.Our company and Faculty in charge helped us a lot to make our PS a smooth experience for us.

Academic courses relevant to the project: C programming, OOPS

Learning outcome: Python and beautiful soup, Scrappy and selenium and pdf extraction process.

Name: AAYUSH VIJ (2022AAPS0566G)

Student Write-up:

PS-I Project Title: Web Scraping and automation

Short Summary of work done: It wasn't highly work loaded. Helped learn team coordination

Objectives of the project: Web Scraping and automation of tender website

Tool used: Python

Details of Papers/patents: NA

Brief description of the working environment: Online, Only 1 person interacted, Low communication.

Academic courses relevant to the project: Learning python basics and use of libraries with the help of AI

Learning Outcome: Use of a few python libraries

Name: PURNIMA PUNU (2022B2A80273G)

Student Write-up:

PS-I Project Title: WhatsApp Marketing

Short Summary of work done: I learnt types of tenders, tender bidding and also compared different sites providing facilities on WhatsApp marketing by trying each and every of them and suggesting the best of all option to the company.

Objectives of the project: To learn and do practical on various types of marketing and tenders.

Tool used: Business API, Chat bot, QR code generator, google doc

Details of Papers/patents: NIL

Brief description of the working environment: The working environment of the company is good.

Academic courses relevant to the project: Principle of Management

Learning outcome: Whatsapp marketing (Business API, Chat bots, Customer Relationship Management, SEO).

Name: AARYA JINDAL (2022B2A81100P)

Student Write-up:

PS-I Project Title: Web Scrapping and Tender Study

Short Summary of work done: At Bid Alert, a government tender consultancy service provider, our Practice School-I station significantly enhanced data storage and processing efficiency with an advanced web scraper. We developed a Python-based scraper due to its robust library support and user-friendliness, automating the extraction, filtering, and storage of vital tender data in Excel files. This automation streamlined our data collection, reduced manual intervention, and minimized errors. Our second task involved the Indian Railways e-Procurement System (IREPS), where we created a script to navigate the site, handle CAPTCHA verification, retrieve table data, and download PDFs, storing the data in CSV files. This improved our data collection efficiency. The third task automated tender information extraction from the Government e-Marketplace (GeM) using Selenium. The script automated browsing, searching, data extraction, document downloading, renaming by bid numbers, and saving data in CSV files, optimizing data management. We covered all stages of the web scraper development lifecycle, from requirements gathering to testing, focusing on selecting suitable Python libraries, addressing web scraping challenges, and ensuring data integrity. Our collaboration with Bid Alert highlighted Python's practical applications and benefits in web scraping, significantly improving operational efficiency and providing a flexible solution for ongoing data-driven needs.

Objectives of the project: To gain more experience in python libraries like beautifulSoup and to extract data from Gem website.

Tool used: Pyhton libraries - Beautiful Soup, Selenium, Numpy .

Details of Papers/patents: NA

Brief description of the working environment: Our working environment at Bid Alert was highly collaborative and technologically driven. We utilized advanced tools like Python and Selenium for web scraping, emphasizing automation to enhance efficiency and accuracy. Our team worked on diverse tasks, including data extraction from various government e-tender platforms, handling CAPTCHA verifications, and organizing data in Excel and CSV files. The environment fostered continuous learning, problem-solving, and innovation, ensuring the integrity and reliability of data. Regular feedback and teamwork were integral, allowing us to address challenges promptly and implement effective solutions to meet our data-driven objectives.

Academic courses relevant to the project: CP

Learning outcome: Learnt about Tenders and how to apply them and also learned about Web Scrapping.

PS-I station: Bid alert - Management, Guntur

Student

Name: KABRA ROHAN SANJAY (2022A1PS1040P)

Student Write-up:

PS-I Project Title: Marketing

Short Summary of work done: My objective was to learn about YouTube marketing. I conducted research on YouTube search engine optimization (SEO) and how its algorithms function. I focused on creating attention-grabbing titles and descriptions for the audience using various types of keywords. I also worked on producing both original and relevant content.

Objectives of the project: Apply for tenders through different portals. Through knowledge of details and certificates required for successful bidding of a tender. Different methods of marketing.

Tool used: Audacity, Microsoft clipchamp

Details of Papers/patents: No

Brief description of the working environment: I have grasped the concept of working online.

Academic courses relevant to the project: A marketing course should be added to humanities electives.

Learning outcome: I have extensive knowledge of marketing and promoting businesses, with a specialization in YouTube marketing. It was focused on promoting company through its YouTube channel.

Name: SETTUPALLI REVANTH (2022A2PS0853P)

Student Write-up:

PS-I Project Title: Payton

Short Summary of work done: Good

Objectives of the project: Build the portal of gem

Tool used: Payton code

Details of Papers/patents: NA

Brief description of the working environment: It's good, and we worked together

Academic courses relevant to the project: CP

Learning outcome: Backend

Name: ANURAG MOHAPATRA (2022B2A11687P)

Student Write-up:

PS-I Project Title: WEB SCRAPING AND DATA EXTRACTION

Short Summary of work done: During our PS at Bid Alert Guntur, we developed a Python-based web scraper and PDF data extractor to automate the collection of data from government tender websites. Utilizing tools like BeautifulSoup, Requests, Selenium, PyTesseract, and PyMuPDF, we efficiently gathered and processed tender information, overcoming challenges such as CAPTCHAs and dynamic content. The extracted data was then converted into Excel format, streamlining operations and minimizing manual labor. This project emphasized ethical data extraction practices and enhanced our expertise in web automation, OCR, and data management.

Objectives of the project: To develop and implement a robust web scraper and PDF data extractor for automating the collection of government tender information.
Tool used: We used the following tools: BeautifulSoup, Requests, Selenium, PyTesseract, PyMuPDF, and Pandas.

Details of Papers/patents: NA

Brief description of the working environment: During our PS at Bid Alert Guntur, we worked in an online environment collaborating virtually with team members and supervisors.At the PS, I experienced the true meaning of unity and teamwork. The team members were exceptional, fostering a collaborative and supportive environment that greatly enhanced our work. The faculty in charge, Phaneendra Kiran Chaganti Sir and Ajay Kumar Sir, the company official, were incredibly supportive and provided insightful guidance, making sure we stayed on track and met our objectives. They were understanding and helpful, offering valuable assistance whenever needed. Their approachable nature made it easy to address any challenges we faced. This positive and

cohesive work atmosphere not only facilitated our learning and productivity but also underscored the importance of effective communication and collaboration in achieving collective goals. The expectations from the company were to develop and implement a robust web scraper and PDF data extractor for automating the collection of government tender information.

Academic courses relevant to the project: In our project there was extensive use of coding. Therefore the knowledge that we had gained from Computer Programming course in the first year helped us immensely.

Learning outcome: At Bid Alert Guntur, we developed significant expertise in building a sophisticated web scraper and PDF data extractor using Python. We honed our skills in web scraping by utilizing BeautifulSoup and Requests to efficiently gather data from e-tender marketplaces, and automated web interactions using Selenium to manage dynamic content and CAPTCHAs. Additionally, we learned to use PyTesseract for Optical Character Recognition (OCR) to extract text from images and PyMuPDF for processing PDF files. This experience also enhanced our data management capabilities by converting extracted information into Excel format using Pandas. The project taught us to streamline operations, improve efficiency, and reduce manual labor, all while adhering to ethical standards. Furthermore, we developed problem-solving skills by tackling challenges such as CAPTCHA management, which is crucial for maintaining the automation flow. Overall, the PS underscored the importance of efficient data handling and analysis in improving operational efficiency.

PS-I station: Bonanza Portfolio Ltd., Mumbai

Student

Name: HARSHIT RUNTHALA (2022B2TS1536P)

Student Write-up:

PS-I Project Title: Analysis of Financial Market

Short Summary of work done: Bonanza Portfolio is a very good station for PS-1. We were inducted into different departments of the company like NON Banking Financial Company(NBFC), Compliance, Investment Banking and Portfolio Management System, This helps us to understand the financial market very well.

Objectives of the project: Introduction to Financial Market

Tool used: Excel

Details of Papers/patents: NA

Brief description of the working environment: Bonanza Portfolio is a very good station for PS-1. We were inducted into different departments of the company like NON Banking Financial Company(NBFC), Compliance, Investment Banking and Portfolio Management System. This helps us to understand the financial market very well.

Academic courses relevant to the project: Fundamental of Finance and Accounting, Derivative and Risk Management.

Learning outcome: The major learning outcome is that we are now equipped with basic knowledge and understand of financial market.

PS-I station: BookMyXperience, Delhi

Student

Name: ARYAN GIRI (2022B3AA0600P)

Student Write-up:

PS-I Project Title: Marketing and customer acquisition

Short Summary of work done: Here's a concise summary of your work done at Bookmyxperience: During my internship at Bookmyxperience, I focused on enhancing customer acquisition and implementing effective marketing strategies. My key responsibilities included: Establishing partnerships with bus operators to improve travel experiences with amenities like sanitizer stands and snacks. Conducting cost estimations with vendors in New Delhi for efficient procurement. Crafting personalized WhatsApp messages for over 80 experiences, improving customer engagement. Elevating social media presence on platforms like Reddit, Facebook, and Pinterest, utilizing Canva for graphic design and implementing SEO techniques to increase brand visibility and user engagement.

Objectives of the project: Marketing and customer acquisition

Tool used: canva,chatgpt, adobe firefly

Details of Papers/patents: NA

Brief description of the working environment: The working environment at Bookmyxperience was dynamic and fast-paced, characteristic of a growing startup. The company fostered a culture of innovation, requiring flexibility and adaptability to meet

changing market demands. Expectations were high, with a strong emphasis on proactive problem-solving, effective communication, and delivering high-quality results.

From the company, I was expected to establish strategic partnerships, engage with customers, and enhance the brand's digital presence. The collaborative atmosphere encouraged teamwork and continuous learning, providing ample opportunities to contribute ideas and take ownership of projects.

Throughout the internship, I gained invaluable insights into digital marketing, customer engagement, and the travel industry. I developed skills in graphic design, SEO, and vendor management while understanding the significance of creating memorable travel experiences for customers. The experience significantly enhanced my professional growth and adaptability in a startup setting.

Academic courses relevant to the project: POM

Learning Outcome: Content writing, communication, graphic designing.

Name: RISHABH SAHU (2022B5A71241G)

Student Write-up:

PS-I Project Title: Business Development and Product Operations.

Short Summary of work done: During my PS-I internship at Bookmyxperience, I focused on enhancing business development and project operations to support the company's rapid expansion and diversification of its product catalog. My primary responsibilities included managing backend data and products through an admin portal, contacting service providers to gather detailed information about their offerings, and ensuring accurate and comprehensive product listings on the platform. I worked closely with the onboarding team to streamline the process of integrating new experiences, ensuring they met the company's quality standards. This involved creating standardized templates and checklists to capture all necessary information quickly and accurately. Additionally, I collaborated with the tech team to resolve backend system challenges, optimizing the platform's performance and user experience. Operating in an agile startup environment, I adapted to various tasks and priorities, demonstrating flexibility and problem-solving skills. I played a key role in expanding Bookmyxperience's business into new states such as Meghalaya, Himachal Pradesh, Uttarakhand, and Goa, and later into Karnataka, Maharashtra, and Goa. This involved identifying potential service providers, establishing contact, and onboarding their unique experiences onto the platform. Moreover, I contributed to building strong relationships with service providers by maintaining regular communication and collecting feedback, ensuring their satisfaction and alignment with the Bookmyxperience brand. My work also included providing insights into backend operations, helping to devise solutions for technical difficulties and improve overall system efficiency. Through this internship, I gained valuable experience in business development, project management, technical collaboration, and

communication, contributing to Bookmyxperience's mission of offering unique and memorable travel experiences across India.

Objectives of the project: The project aims to enhance business development, streamline product operations, expand the product catalog, manage backend data, and build strong relationships with service providers for seamless integration of new experiences.

Tool used: Excell, Chatgpt.

Details of Papers/patents: None

Brief description of the working environment: The PS-I internship at Bookmyxperience was conducted online, with scheduled meetings and daily goals. I maintained frequent contact with my mentors, Mrs. Jyotsansa Grover, Mr. Arpit Sharma, and Ms. Aishwaria Kulkarni. The company expected me to manage backend data, streamline onboarding processes, and collaborate with the tech team. The flexible, structured environment helped me balance tasks effectively. I gained valuable skills in business development, project management, and technical operations, and improved my communication and problem-solving abilities. This experience provided deep insights into the travel industry and the importance of strong service provider relationships.

Academic courses relevant to the project: Principles of management

Learning outcome: During my internship at Bookmyxperience, I learned essential business development skills, managed backend data, and streamlined product onboarding processes. Collaborating with tech teams to resolve system challenges, I adapted to agile methodologies, ensured data accuracy, and expanded the product catalog into new regions. These experiences enhanced my problem-solving, communication, and project management skills.

PS-I station: Codelift Academy Pvt. Ltd., – Non-Tech, Rampur

Student

Name: SUYASH SHROTRI (2022A4PS1518H)

Student Write-up:

PS-I Project Title: Product Management and Enhancement

Short Summary of work done: In our project the first step was to think and brainstorm about the introduction of new features which would improve the products of Codelift

Academy, namely the Live Sessions and the CP-31 sheet. This enhanced our thinking process and our mentor Mr. Sudeep shaped the direction in which we had to think, providing his own guidance and expertise. To check if our ideas were effective or not we had to explain our thought process on how these ideas were going to achieve the key performance indicators(KPIs). We thoroughly examined our ideas and gave the best reasons for achieving those KPIs. These KPIs included increasing the user engagement and completion rate of the material at Codelift Academy.

Objectives of the project: 1) To enhance the CP-31 sheet of TLE Eliminators by introducing new features designed to increase user discovery and problem-solving activity. 2)To gamify the learning experience at TLE Eliminators to enhance engagement for both users and students.

Tool used: Google Docs, Microsoft Word

Details of Papers/patents: NA
Brief description of the working environment: TLE Eliminators is an EduTech platform designed to teach Competitive Programming to the students of tomorrow. It covers a variety of topics, and reaches out to students of all backgrounds and domains. There are many students successfully passing from the courses at this company who have landed jobs at big companies such as Google and other FAANG companies.
Under the Product Management team at this company led by mentor, Mr. Sudeep, we were tasked to 3 different projects, each catering to a different aspect of the Product Management system. These range from building on the already existing features and finding solutions to upcoming problems, to developing new features to better the learning experience for students.

Academic courses relevant to the project: OOPS, CP

Learning outcome: We were thinking like an actual product manager which created a sense of responsibility for us to work hard on the ideas that we were thinking. As a result we were able to give out our best ideas that would actually enhance the products.

Name: KAVYA GANATRA (2022A7PS0057H)

Student Write-up:

PS-I Project Title: Event Planning and Execution

Short Summary of work done: My main work was firstly to ideate various events, that could cater to our objectives and then once finalised to lay down a proper plan with logistics that acts as a blueprint for execution.

Objectives of the project: The main purpose of this project is to solve the issue of students leaving the TLE courses midway, due to lack of motivation, laziness etc., other reasons. The plan is to execute various events within the TLE community to help boost demotivated students, and on top of that increase engagement within community.

Tool used: Javascript, MS Word

Details of Papers/patents: None

Brief description of the working environment: Since, this was an online internship, working hours were flexible, we used to have pre-planned meets to ensure if the allotted task has been completed by deadline, and if not to resolve the issues. We had overall 6 courses in non-tech field. TLE has a lot of great members working there, inspiring us. All members of TLE community as well our PS-I Faculty were very supportive and easy to reach in case of any queries. Overall it's a nice environment and not too hectic PS. It allows you to brush up your non-tech skills and at the same time also provides you with surplus time to focus on other skills you want to enhance or just to enjoy your regular life.

Academic courses relevant to the project: OOPS, CP

Learning outcome: Mainly since it's a non-tech project, it helps you develop your soft skills such as communication, collaboration, leadership etc., and in terms of hard skills, event planning and management is the skill I improved upon, similar experience as to what we get from conducting events via clubs

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Name: ISHAAN THAKKAR (2022A7PS0378G)

Student Write-up:

PS-I Project Title: Tech-Documentation

Short Summary of work done: We were first given choices for our projects. Then i was alloted tech-documentation where i learnt about how production level code is written and also learnt javascript to further learn MERN stack and then learnt how to write a tech-doc.

Objectives of the project: Learnt how to write production level code and creating documentations for different types of users.

Tool used: MERN stack, Javascript

Details of Papers/patents: No patents.

Brief description of the working environment: My station was online, so company kept meetings in regular intervals and alloted us the work and they expectd from us to complete that work before the next meeting.

Academic courses relevant to the project: OOPS (UML Diagrams), Computer programming.

Learning outcome: Got to know about the difference between a normal word doc and a technical doc, how important is a tech-doc. Also leanrt MERN stack.

Name: SHASHWAT PANDEY (2022A7PS1299H)

Student Write-up:

PS-I Project Title: Competitive analysis

Short Summary of work done: Analysed the edtech market.

Objectives of the project: To create a report analysing the company's competitors

Tool used: MERN stack, Word

Details of Papers/patents: NA

Brief description of the working environment: Good environment to work

Academic courses relevant to the project: Marketing research

Learning outcome: Market analysis

Name: SHRAVAN SOMANI (2022A8PS0441H)

Student Write-up:

PS-I Project Title: Tech Documentation

Short Summary of work done: Learnt web development for the project as it was very useful during the entire project. Completed the Documentation of the website of the company. Discussed about there product, CP-31 sheet and how it could be improved. Started learning the integration of APIs into websites because we were planning to integrate CodeForces into the CP-31 sheet.

Objectives of the project: To complete the documentation of the website of the company and then discuss some ideas regarding other idea of the tech team of the company.

Tool used: JavaScript, ReactJS, NodeJS, MongoDB

Details of Papers/patents: NA

Brief description of the working environment: It was the first time for me to work actually in an industry. The exposure given by the PS was informative and I think this will be very useful for me for my future endeavours. I learnt how teamwork should be done. I learnt why deadlines are important. And how the expectations of the mentor are to be fulfilled by our work was a real task.

Academic courses relevant to the project: CP

Learning outcome: Learnt both frontend and backend web development. Developed team work abilities and how to work on edges and deadlines.

Name: LOKESH SATHISH (2022A8PS0732H)

Student Write-up:

PS-I Project Title: Competitor Analysis

Short Summary of work done: I conducted a comprehensive competitor analysis for TLE Eliminators in the EdTech market. This involved identifying key competitors, thoroughly analyzing their strengths, weaknesses, and market positions, and evaluating their product offerings, pricing strategies, and customer feedback. By studying these aspects, I identified critical gaps and opportunities in the market. Based on this analysis, I developed a set of features to be introduced in TLE Eliminators to enhance its competitive edge. These features are designed to address unmet needs in the market, differentiate TLE Eliminators from its competitors, and deliver unique value to our target audience.

Objectives of the project: Conduct a comprehensive competitor analysis of companies in the edTech market and come up with features to be introduced to the current product.

Tool used: None

Details of Papers/patents: Documented the ins and outs of TLE. Documented the competitor analysis of 4 edTech brands. Devised features to be introduced into TLE.

Brief description of the working environment: Good working environment. Expected punctuality and quality work.

Academic courses relevant to the project: CP, Prob & Stat.

Learning outcome: How to conduct SWOT analysis, identify competitors in the same or different niche, identify target audience, identify KPIs and identify financing plans.

Name: SULABH MITTAL (2022A8PS1256P)

Student Write-up:

PS-I Project Title: Tech Documentation

Short Summary of work done: I worked under tech documentation project and wrote an algorithm to integrate company's website with CodeForces website.

Objectives of the project: To integrate aTIE site and codeforces site

Tool used: JavaScript, MongoDB

Details of Papers/patents: None

Brief description of the working environment: The overall working environment was very good, all team members were very helpful. It was a great learning experience.

Academic courses relevant to the project: CP

Learning outcome: I learned about fetching API's and MongoDb

Name: SANGATI VENKATA AKASH REDDY (2022B3AA0850H)

Student Write-up:

PS-I Project Title: Setting up a Pipeline for Onboarding

Short Summary of work done: It was a new experience for me at Codelift Academy aka TLE Eliminators, where I worked with the lroblem they were facing with student Onboarding, it was great working on this project as it was a real time problem the startup is having that I was trying to solve. Even, the people at the company made us feel inclusive which made the overall experience even better.

Objectives of the project: To streamline the process of Onboarding into the TLE Eliminators online course.

Tool used: Google Docs

Details of Papers/patents: None

Brief description of the working environment: It was a welcoming and inclusive environment, key learnings being Developing and puting forward ideas in a structured approach. And approach to solve real time problems.

Academic courses relevant to the project: Principles of Management

Learning Outcome: 1. Working with professionals 2. Experience of Start-up and their problems 3. Root cause Analysis 4. Communication 5. Concept and need of a Pipeline.

Name: SAHAJ SETHI (2022B4AA0461P)

Student Write-up:

PS-I Project Title: Social Media Outreach

Short Summary of work done: Throughout the internship, I actively engaged in exploring and enhancing TLE Eliminators' social media presence. Key activities included:
•   Analyzing social media platforms and their engagement metrics. •   Developing strategies to increase visibility and interaction. •Implementing innovative ideas to engage the audience and foster community. •   Creating educational content for YouTube and planning free online classes and webinars. •   Conducting outreach to college coding clubs to establish potential partnerships.

Objectives of the project: •To understand the operations and philosophy of TLE Eliminators. •To enhance the company's visibility and engagement on various social media platforms. •To develop and implement strategies for increasing follower counts, engagement rates, and website traffic.

Tool used: Excel, Word

Details of Papers/patents: NA

Brief description of the working environment: Working environment was relatively stress-free, with flexible schedules for deadlines, mentor was supportive and very understanding of any personal concerns I had. However, regular contact with mentor is recommended so that project work goes on smoothly.

Academic courses relevant to the project: Soft Skills for Professionals, Technical Report Writing, Business Communication.

Learning outcome: The internship provided valuable insights into social media management, content creation, and community engagement. Key learnings include:
• 	Effective strategies for increasing social media engagement.
• 	The importance of user feedback and testimonials in shaping content.
• 	Techniques for fostering a collaborative and engaging community environment.
• 	Practical experience in developing educational content and planning marketing campaigns.

PS-I station: Commercial Consultancy Services (Flexsim), Bangalore

Student

Name: SHREYANSH KEDAWAT (2022A4PS0897P)

Student Write-up:

PS-I Project Title: Piston Factory Simulation Model

Short Summary of work done: Given the objective of the project, we were given an autocad drawing as a background image and certain parameter values for the model like: Number of machines: 5, Number of man: 1, Loading time: 6 sec, Unloading time: 4 sec, Machining Time (Processing Time): 68 sec, Max carrying capacity of man: 2, Max walking speed: 1.33 m/s. And after that we thought of different approaches to clear out the bottleneck, like operator should go first to initial queue, then to processors, and then to final queue, or otherwise, What happens when the number of operators are increased, or When operator's capacity is changed. Earlier, we just learnt about the Object Environment. After that we learnt the Process Flows, to improvise how the operator and every other activity functions in an order. We also set different visualisations such as colouring the flowitems inside the model environment or putting up Statistics on Dashboard like Processor's States - Pie Chart, Sink Throughput per Minute, or Operator's States. Further going, we learned about FlexScript and by basics of C learned, we applied some other logic to improve the model's output. At the end of the PS-I, we concluded with the model which gave the highest efficiency.

Objectives of the project: To analyse the assembly cell of the Piston factory to figure out the throughput, machines utilization and operators' utilization. To find out the bottleneck and to increase the line output by possible ways.

Tool used: FlexSim, Microsoft Excel

Details of Papers/patents: No

Brief description of the working environment: The PS is in Online mode, it requires a good amount of time to practice and learn about the software from youtube, official documents, or by reading answers from FlexSim Community.

In our case, there were 20 students registered, so 5 groups were formed. After the Introductory meet, different projects are distributed to each group. Thereafter progress meets occur every 2 weeks (or less) given a group. In total it may occur like 3 progress meets. In each meet, it is expected to cover some progress, regarding the possible way in which one can have increased sink input or according to project aim.

Dashboards are an important part of the software where a non-tech guy can also visually see the overall stats for the project, so improving it will be considered good habbit. There are three aspects which one can learn to clear bottleneck in broad sense are Object Model Environment, Processes Flows, Flexscript (generally not learned), or their combinations. To give more clarity, we get to know how to form different modelling logics by using the software and to imitate real world scenarios, which ultimately give varied results and we can choose amongst them which model has the highest efficiency.

Academic courses relevant to the project: Computer Programming CS F111, Engineering Graphics Bits F110, Probability and Statistics MATH F113

Learning outcome: Some of the key learnings during this internship are Flexsim itself, Problem Solving, Microsoft Excel, SQL, Time Management, Better insights to Data, Clear communication of Technical Information, etc.

Name: AADITHYA VENKATESH IYER (2022A4PS1011H)

Student Write-up:

PS-I Project Title: Discrete Event Simulation

Short Summary of work done: Our task was to model a 3-D simulation model of a production line and identifying bottlenecks and optimizing the model. We learnt about the flexsim software and understood the various resources, workstations involved in an assembly line/manufacturing plant. We learnt how it has real-life applications as it dealt with simulating processes of the real world events to have a better understanding of the various processes involved. Regarding our task, we were able to model the given scenario and produce the required production line along with identifying the bottleneck and providing ways to optimize the current model.

Objectives of the project: To make a 3-D simulation model of production line by using the flexsim software. To Find bottlenecks and optimize the model.

Tool used: Flexsim Software

Details of Papers/patents: N/A

Brief description of the working environment: Initially we did not know much about the software and we had lots of doubts regarding our tasks, but the PS station provided us with enough time and sufficient resources. These were really helpful as later on we were able to fully understand and appreciate our task. I would like to thank the members of Commercial Consultancy Flexsim for having the patience to clarify our doubts, have multiple progress meets. I would like express my gratitude to Prof. Sujith without whom the experience would not have been complete. His patience, guidance was really helpful.

Academic courses relevant to the project: Manufacturing Process, Engineering graphics, Probability and Statistics.

Learning Outcome: Problem Solving, Resource Management, Critical thinking, Analytic thinking.

Name: SAARTH CHAHAL (2022A4PS1296P)

Student Write-up:

PS-I Project Title: Order Processing Simulation Model

Short Summary of work done: This project uses FlexSim simulation software to optimize the production process of a selected industry component. By mapping the process and running simulations, we identified inefficiencies and proposed improvements. The findings highlight significant opportunities for enhancing efficiency and reducing costs, demonstrating the value of FlexSim in industrial optimization.

Objectives of the project: To analyze the order processing of the factory figure out the throughput, machine utilization, operators' utilization. To find out the bottleneck and to suggest ideas to remove the bottleneck.

Tool used: FlexSim Software

Details of Papers/patents: Nil

Brief description of the working environment: The internship was in an online mode. It was very well structured with regular meetings with our faculty and company mentor. We were encouraged to clarify our doubts, and things were explained very well. Our FIC and mentor were very supportive throughout the internship.

Academic courses relevant to the project: Engineering graphics, Probability and Statistics.

Learning outcome: Learnt to use a new software (FlexSim), learnt to analyze data and optimize work flow.

Name: SARAN K (2022A4PS1493H)

Student Write-up:

PS-I Project Title: Discrete Event Simulation

Short Summary of work done: Analysis of data and identification of bottlenecks in the factory production line setup. Efficiently removing or minimizing the bottleneck with respect to costs, human resources and labour, machine efficiency and limit, human limit, space constraints etc.

Objectives of the project: To analyse the production line of a factory and figure out any potential bottlenecks and hence, suggest ways to remove the same. The given problem statement contains the outline and details of a factory's production line. Our goal is to model the given factory's production line using Flexsim, a 3D modelling and simulation software, and analyse the results.

Tool used: Software - Flexsim

Details of Papers/patents: None

Brief description of the working environment: Working environment was very flexible and the mentor was immaculate in guiding the students. The work allotted was simple enough and could be broken into steps to be done gradually. Tougher tasks required additional learning, but sufficient resources were available in the form of youtube videos about Flexsim by both the official youtube handle of Flexsim as well as by other creators. Expectations were just that we do the stipulated work in the given time, regularly and report progress for every meet (usually held weekly). The progress report to be submitted for midsem and comprehensive evaluation had to be properly formatted and had to include sufficient details from and about our project.
Major learning outcomes include analysis of available data, learning to operate a completely new software in a completely different field, resource and time management, cost optimizations, simulation modelling, analytic thinking, and problem solving.

Academic courses relevant to the project: Engineering Graphics (BITS F110), Computer Programming (CS F111).

Learning Outcome: We were able to understand the working of a manufacturing facility/ assembly line.

We learnt about the Flexsim software and its uses.

Resource management, with a constraint on the number of machines and operators available, we were able to simulate the model with the given conditons.

Understanding supply chain management.

Analytic thinking and problem solving, with the given process sequence we were able to find the bottleneck, analyse it and provide methods for optimising the current model.

We are able to appreciate the software for its real life use, which helps in simulating a real life scenario to visualise various processes involved in a model.

Approaching the problem from a firm's perspective and understanding the economic investments required for any small change in the real world industry setup.

Name: ONKAR M DESHMUKH (2022A4PS1563P)

Student Write-up:

PS-I Project Title: Production optimization with identification of bottleneckings

Short Summary of work done: Did simulation of 2 factories' product flow and ensured minimal bottleneckings.

Objectives of the project: Our task was to simulate 2 factories production flow according to given resources and make sure that there were no bottle neckings at the end of the optimised solution to the problem statement.

Tool used: Flexsim

Details of Papers/patents: None

Brief description of the working environment: Nothing. I did my most of work in around 14 days and rest was just a little bit of additional changes that I kept on adding.

Academic courses relevant to the project: CP

Learning Outcome: We got to learn a little bit about supply chain.

Name: CHANDRAHARI SINGH CHAUHAN (2022B4A41081P)

Student Write-up:

PS-I Project Title: Simulation Modelling using Flexsim Software

Short Summary of work done: We were assigned respective workgroups and did work on our projects collaboratively. But also the weekly meets were kept to assess the progress. Yet the work I would say not very time consuing and I advise you to go for an offline PS if you have the idea about the work you would be learning should be adding to your knowledge and skillset in your respective field. Mostly PS-1 is lite but if you aer at a good station get the best out of it from the skills to the interactions with colleagues and officials there.

Objectives of the project: Pre-planning industry processes using simulation software to get a visual and more engaging run to asses all possibilties related to bottlenecks that may arise in the system.

Tool used: Flexsim (An Autocad owned Simulation Software))

Details of Papers/patents: Nil

Brief description of the working environment: In online its not much of a of a thing, We had access to all necessary tutorials and resources and provided Software access as well.

Academic courses relevant to the project: No prequisites (Kiowledge of Simulation in Operation Research would be helpful for Maths students).

Learning outcome: Learnt Flexsim Software just as we started Autocad in 1st year and building simulation model for a given scenario like factory production and transport. Also assessing the production, workforce, time graphs for comprehensive analysis.

PS-I station: Consulting & Beyond - Forecasting, Chennai

Student

Name: SONIT SRIVASTAVA (2022A2PS1716H)

Student Write-up:

PS-I Project Title: Optimizing Production Planning and Inventory Management in Garment Manufacturing

Short Summary of work done: The projects were based on several medium businesses and their issues in operations or efficiency. We were given a problem statement, from which we had to first come up with solutions that were altered according to the needs of the client. In the next phase we were given real time data of that firm, from which we had

to give detailed and tailored solutions, including dispatch optimization algorithms, cost reduction backed by calculations. After industry analysis we had to give our final report.

Objectives of the project: The project seeks to address several critical challenges faced by the client, including inefficient manual production planning, fluctuating yarn prices affecting inventory levels, quality issues leading to defects, and low sales order fulfillment ratios. In this preliminary phase, we have identified several strategic solutions that we plan to implement: 1. Production Planning Tool: Developing a tool using VBA in Excel to automate and optimize production schedules based on capacity and demand. 2. Inventory Optimization: Planning to implement Economic Order Quantity (EOQ) and Just-In-Time (JIT) inventory management techniques to minimize excess stock and adapt to fluctuating yarn prices. 3. Quality Monitoring Mechanism: Establishing a framework to identify and reduce defects promptly. 4. Cost Reduction Strategies: Enhancing production efficiency and plant capacity utilization to lower overall production costs. 5. Dispatch Optimization Algorithm: Designing a solution to streamline dispatch planning by considering packing requirements, transportation costs, and supplier locations.

Tool used: Excel, Power BI, Python, PowerPoint, VBA

Details of Papers/patents: NA

Brief description of the working environment: The work was fully remote, with frequent meetings with the mentor and the faculty in charge regarding the project. You can expect problem statements and data from the company and rest you have to come up your own solutions and learn or create any other software required in the report.

Academic courses relevant to the project: CP

Learning outcome: Business Consulting, Excel, Power BI, Data analysis and presentation skills.

Name: ADITYA BAVARVA (2022A4PS0521G)

Student Write-up:

PS-I Project Title: Shirt Manufacturing optimization

Short Summary of work done: I provided a user-friendly tool that automates production planning, optimizing schedules based on capacity, demand, and inventory levels for shirt manufacturing. I had to convert the client's current make to stock production planning tool to make to order . I delivered a plan to enhance production efficiency and optimizing plant capacity utilization, leading to reduced production costs. I had to present an inventory management strategy that minimizes excess stock while accounting for yarn price fluctuations and market demand.

Objectives of the project: To develop production planning tool and optimize inventory to improve production process.

Tool used: Excel, power BI

Details of Papers/patents: NA

Brief description of the working environment: Working experience was good. The mentor were always ready to help whenever needed.

Academic courses relevant to the project: Supply chain management and Inventory management.

Learning outcome: Learnt how to approach challenges in different ways and think about the various possible solutions.

Name: ADITYA SHIVA SHARMA (2022A7PS1159G)

Student Write-up:

PS-I Project Title: Forecasting sales for a retail garment chain

Short Summary of work done: We had to predict sales for the retail garment chain based on a real dataset containing the organisation's sales details for the preceding 11 months. We used tools like Python, MS Excel, MS PowerBI to analyse the data shared with us. Time Series Forecasting was undertaken to have a statistical background for our prediction.

Objectives of the project: To analyse sales that has taken place and accordingly predict sales for the future

Tool used: ARIMA, Time Series Forecasting, Python, MS PowerBI, MS Excel

Details of Papers/patents: None

Brief description of the working environment: Pretty good. The PS station does not take up too much time. Weekly effort of around 10 hours is more than sufficient for the task completion.

Academic courses relevant to the project: Introduction to CP.

Learning outcome: Time Series Forecasting, Python scripting, Data Analytics

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Name: ROHIT IYER (2022AAPS0358H)

Student Write-up:

PS-I Project Title: Sales Forecasting for Departmental & Retail stores.

Short Summary of work done: During my internship at the consulting firm, I worked on a project involving sales forecasting for department and retail stores. Given sales data from a retail store, I used a variety of forecasting techniques to predict future sales trends. I used Python to clean up data, preprocess it, and create advanced forecasting models. Power BI was used for its powerful visualization capabilities, which allowed me to construct interactive dashboards that emphasized critical findings and patterns. Excel was used as an extra tool for initial data analysis and validation of outcomes. My task entailed not only technical aspects, but also a thorough analysis of the findings, which was necessary for making educated commercial decisions. This project allowed me to bridge the gap between theoretical knowledge and practical application, contributing to the firm's strategic planning.

Objectives of the project: This project addresses the challenges of demand forecasting and reporting in retail and departmental stores. By implementing data-driven strategies and advanced technologies, it aims to enhance sales prediction accuracy and improve overall store management efficiency.

Tool used: Excel, Python, Power BI

Details of Papers/patents: Nil

Brief description of the working environment: The consulting firm had a lively and collaborative work atmosphere. The organization emphasized the importance of accuracy, attention to detail, and timely project delivery. I was encouraged to take the initiative and participate fully in team conversations, which instilled a sense of responsibility and ownership in my work. The positive environment encouraged ongoing learning and professional development. My teammates and mentors were friendly and supportive, which helped me improve my skills and attitude. During my PS-I, I discovered the value of excellent communication, both when presenting facts and while working with teammates. The experience taught me how to mix technical rigor with practical commercial considerations, which is an important component of consulting work. Overall, the internship was a thorough learning experience that provided me with both technical and soft skills necessary for a professional career.

Academic courses relevant to the project: CP

Learning outcome: My internship at the consulting firm gave me an important opportunity to apply academic knowledge in a real situation. I gained a thorough understanding of numerous forecasting approaches, such as time series analysis,

weighted moving averages, and regression analysis. Working with Python, Power BI, and Excel, I learned how to transform, visualize, and analyse data effectively. This experience considerably improved my technical skills and created a good foundation. Furthermore, I enhanced my ability to evaluate complicated data sets and generate relevant conclusions, which is an essential skill in any data-driven profession. The experience also helped me improve my professional communication abilities, as I often presented my results and analysis to the team.

Name: HARSHMAN SINGH CHADHA (2022B3A70465G)

Student Write-up:

PS-I Project Title: Case study - Optimizing Production Planning and Inventory Management for a shirt manufacturing company

Short Summary of work done: We basically had five challenges which the company was facing and we had to provide solutions for them. Stage 1 of the project was basically just analysing those problems and providing theoretical solutions for the same. In the post mid semester part, which was the stage two, We were given raw data from the company which included the sales, costs and other relevant information, Which we used to build excel models for production, planning, inventory management, quality, control, et cetera.

Objectives of the project: Guide a shirt manufacturer to overcome problems like high cost, manual inventory mgmt etc

Tool used: MS Excel

Details of Papers/patents: NA

Brief description of the working environment: The company was very helpful and approachable during the entire course of the project.

Academic courses relevant to the project: Market research

Learning outcome: Learnt how Production Planning models work, how manufacturing companies operate and about various manufacturing methods.

PS-I station: Fibre Glass Insulation, Bhopal

Student

Name: ANCHIT JOSHI (2022A1PS1668P)

Student Write-up:

PS-I Project Title: Optimizing Import & Export Strategies for Increased Efficiency and Profitability

Short Summary of work done: • Conducted a comprehensive analysis of the Fibreglass Insulation Company's import and export operations to identify areas for improvement and cost reduction. • Developed actionable recommendations to enhance efficiency, profitability, and global competitiveness, culminating in a detailed strategic report. • Proposed potential expansion strategies, leveraging data-driven insights to support the company's global reach and market presence.

Objectives of the project: The primary objective was to enhance the effectiveness, financial viability, and sustainability of the company's import and export operations.

Tool used: Microsoft Office

Details of Papers/patents: NA

Brief description of the working environment: The working environment was friendly and focused, with lots of opportunities to learn by doing. The company was supportive and helped me improve my technical and problem-solving skills. During PS-I, I learned how to apply what I studied, work in teams, and communicate better in a professional setting.

Academic courses relevant to the project: CP

Learning outcome: Improved technical skills, problem-solving, teamwork, communication, and understanding of real-world business processes.

Name: MANAN SETHI (2022B3A40529P)

Student Write-up:

PS-I Project Title: Exploring new market opportunities for fibre glass insulation products

Short Summary of work done: We analysed various potential markets and identified a few in which the products will be launched. We then developed a market entry strategy which included marketing tactics, pricing and product positioning for the same.

Objectives of the project: To identify new market opportunities for fibre glass insulation products and developing a market entry strategy for the same.

Tool used: 1. Excel 2. PowerPoint

Details of Papers/patents: None

Brief description of the working environment: The working environment was great. The mentors were available around the clock and were very happy to solve any problem we faced.
1. Gained practical experience in conducting market research.
2. Understood the process of developing a market entry strategy

Academic courses relevant to the project: Marketing Research - ECON F435

Learning outcome: 1. Gained practical experience in conducting market research.
2. Understood the process of developing a market entry strategy.

PS-I station: GMR Varalakshmi Foundation, Hyderabad

Student

Name: RITHVIK RAO METPALLY (2022A4PS1729H)

Student Write-up:

PS-I Project Title: Women and Child Care Centres

Short Summary of work done: Visited 4 villages covering 7 Anganwadis and convinced them to provide us with the data regarding the project objectives so that GMRVF can analyse the data and provide them with sufficient nutrition so that they can lead a healthier life.

Objectives of the project: Identification and analysis of anaemic pregnant and lactating women, adolescent girls, malnourished children by visiting 4 villages and 7 Anganwadis

Tool used: Microsoft ppt, word, Excel, Canva.

Details of Papers/patents:
https://1drv.ms/p/c/3b056ab5ed7799d5/EbJ56LpyL6hNnUkbY_DUxU4B8uxHXSspFSD qL-kWodMt_Q

Brief description of the working environment: We were given a room for the 10 inters from bits. AC available. Interactive staff. Healthy communication. Insightful conversations. We were simply expected to meet deadlines and complete the project without causing too much commotion. Mentioned about 85% attendance requirement by didn't really matter towards the end. Project slotted were not related to any branch but were rather more in the line of ngo work and CSR(corporate social responsibility).
For a couple of projects the mentors didn't have a clear plan as to what they wanted from the inters in detail and just vaguely overlooked the project but the rest were decent. Work was not hectic. Got to learn a lot a new things. Few problems faced were travelling(As it is near the airport), on field visits to villages and struggling to extract data from anganwadis as they were distrustful, lack of proper and frequent interaction with mentor as they were busy with their own work.

Academic courses relevant to the project: CP

Learning outcome: Excel, Word, Microsoft ppt, Communication skills on field.

PS-I station: Homified, New Delhi

Student

Name: HARSH YADAV (2022A1PS1610P)

Student Write-up:

PS-I Project Title: GTM strategy preparation

Short Summary of work done: I have prepared a broadcast calendar, vendor database toh source GAN chargers and prepared a GTM strategy for the company.

Objectives of the project: To prepare a go to market strategy of the product

Tool used: Excel, chatgpt

Details of Papers/patents: None

Brief description of the working environment: Overall environment and work culture was very good.

Academic courses relevant to the project: None

Learning outcome: How to analyse customer segments, identity potential customers and prepare a strategy for marketing and all so as to increase the business of the company.

PS-I station: Indian Red Cross Society, New Delhi

Student

Name: SHAIK ARFA ALI (2022A5PS1455P)

Student Write-up:

PS-I Project Title: Enhancing Digital Enagagement And Strategic Communication

Short Summary of work done: We aimed to enhance IRCS online presence by optimizing their digital platforms, creating engaging content and redesigning their annual reports , newsletters visually appealing and tried increasing outreach effectiveness.

Objectives of the project: Creating digital content for IRCS

Tool used: Canva, Figma, Instagram

Details of Papers/patents: None

Brief description of the working environment: Working environment was really good they treated us like we are much talented the people working there as we were from BITS Pilani.

Academic courses relevant to the project: Copywriting

Learning outcome: It boosted our public interaction skills, creativity and most importantly experienced how corporate life in short.

Name: SEHAJPREET SINGH SODHI (2022A8PS1250P)

Student Write-up:

PS-I Project Title: Disaster Management

Short Summary of work done: Basically there were two projects designated to us one was Relief Data Analytics and other was Vehicles Data Collections and Orgamisation.

Objectives of the project: To organize and verify data of 167 vehicles across India.

Tool used: GPT, Excel and Power BI.

Details of Papers/patents: NA

Brief description of the working environment: IRCS employees were really cooperative even our designated mentors used to especially come and let us know that skills we need to learn and how do they implement them.

Academic courses relevant to the project: Fundafin

Learning outcome: How does big organisations work?

Name: VARINAY AGARWAL (2022B2AB1704P)

Student Write-up:

PS-I Project Title: Finance

Short Summary of work done: I was assigned the task to prepare the multiple balance sheets for funds like Employee Gratuity Fund, Staff Provident Fund, Maternity and Child Welfare Fund Etc.

Objectives of the project: Preparation of the financials of the Indian Red Cross society

Tool used: Excel

Details of Papers/patents: No

Brief description of the working environment: The place had a decent work environment and everyone was really helpful.
Academic courses relevant to the project: Fundamentals of Finance & Accounts

Learning outcome: Preparation of Balance Sheet

Name: DINESH KUMAR (2022B4TS1516P)

Student Write-up:

PS-I Project Title: Analysis of Data of Disaster Management.

Short Summary of work done: We did the analysis of data using excel, number and AI tools like ChatGPT.

Objectives of the project: We had to do analysis of Relief Material dispatched from IRCS NHQ to other braches and to conclude whether it is being used for betterment of society or not.Secondly we had to do analysis of relief vehicles sent from IRCS to other location, how efficiently they are used and should more relief vehicles be deployed their or not.

Tool used: ChatGPT, Ms Excel, Mac Numbers, Power BI.

Details of Papers/patents: Nil

Brief description of the working environment: The company had a good working environment. Mentors were always ready to guide at any point we were stucked where.

Academic courses relevant to the project: CP

Learning outcome: Learnt to use various tools like ChatGPT, Excel, Number, Power BI in depth.

Name: RAVI SAINI (2022D2TS1551P)

Student Write-up:

PS-I Project Title: Disaster Management

Short summary of work done: 1. The "Relief Vehicle Data Collection and Analysis" project at the National Headquarters (NHQ) of the Indian Red Cross Society aimed to address the lack of comprehensive information regarding the status, usage, maintenance, and registration of approximately 167 vehicles allocated to the NHQ. This initiative, conducted by a team of interns under supervision, focused on gathering and analyzing data for Mobile Testing Vans (MTVs), ambulances, and blood collection vans distributed to state and district branches. 2. A thorough analysis of the relief supplies that the Red Cross has delivered over the last ten years can be found in the "Data Analysis Report on Relief Material Distribution (2014-2024)". Under the direction of Rina Ma'am and Tapash Sir, a group of committed interns carried out the project with the goal of identifying

distribution patterns, areas for efficiency, and possible enhancements to improve decision-making for upcoming distributions.

Objectives of the project: Data Analysis Report on Relief Material Distribution

Tool used: Excel, ChatGPT, Google sheets

Details of Papers/patents: No

Brief description of the working environment: During my PS-I project at the Indian Red Cross Society (IRCS) NHQ in Delhi, I experienced a professional and supportive working environment. The organization's commitment to humanitarian values and operational efficiency was evident in its structured approach to disaster management. The collaborative atmosphere fostered teamwork and encouraged innovative solutions to challenges encountered in the field.
Expectations from the Company:
The IRCS expected interns to contribute effectively to ongoing projects by employing analytical skills and providing actionable insights. We were anticipated to manage data collection, perform thorough analyses, and offer recommendations to enhance operational processes. Additionally, the organization sought our active participation in addressing logistical challenges and ensuring accurate data management for vehicle fleets and relief supplies.
Learning During PS-I:
This internship provided significant learning opportunities, particularly in data analysis and project management within a humanitarian context. Key learnings included:
Data Collection and Analysis: Enhanced skills in designing user-friendly data collection forms, analyzing complex datasets, and drawing meaningful conclusions to improve resource allocation.
Problem-Solving: Gained experience in troubleshooting technical issues and providing real-time support to branch managers, which improved data accuracy and reliability.
Communication and Coordination: Improved ability to communicate effectively with various stakeholders and coordinate efforts to achieve project goals.

Academic courses relevant to the project: Computer programming (c)

Learning outcome: Improved data collection and analysis methods for efficient vehicle management and relief distribution, enhancing decision-making and resource allocation at the IRCS.

PS-I station: Indian Red Cross Society, Raipur, Raipur

Student

Name: S PARIMESH (2022A4PS0962P)

Student Write-up:

PS-I Project Title: Web Development

Short summary of work done: Design phase involved developing wireframes and mockups to outline the website's structure and layout. A design prototype was then created to visualize the user interface and overall aesthetic, ensuring it aligned with the company's brand and appealed to the target audience.Some major changes were done to the existing website.

Objectives of the project: Create a user-friendly interface with intuitive navigation to enhance the overall user experience. Ensure the website is responsive and accessible on all devices, including desktops, tablets, and smartphones.

Tool used: Figma,Framer,Notion

Details of Papers/patents: NA

Brief description of the working environment: The working environment was pretty decent, we were given a cabin of our own (4 of us). The company expected us to provide them with technical solutions and implement some real-world and practical solutions. I learnt design skills and most importantly stakeholder management and working under deadlines.

Academic courses relevant to the project: CP

Learning outcome: Understanding User-Centered Design Principles, Proficiency in Responsive Web Design

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PS-I station: Integrity Data Services Pvt. Ltd., - Digital Marketing, Ahmedabad

Student

Name: SAMYA (2022A4PS1142H)

Student Write-up:

PS-I Project Title: Digital marketing associate

Short summary of work done: Four projects were allotted at specific dates. The order of the four projects were very meaningful and it was exactly how a company would go about in a digital marketing team. First of all, the project was to do research to increase engagement on LinkedIn. Next on was to create a report, an action plan, and a summary presentation about the three major factors that influence digital marketing which are client trust, data security, use if leveraging AI. The third task was to create 2 leveraging social media posts which was draw potential client's attention. The fourth and the last task was to create a report about one of the competitive company working in the same field as IDSPL, and compare what all points are different in both and how our company could work on some of them.

Objectives of the project: To increase client traffic in the company

Tool used: Canva, powerpoint, word, research & planning.

Details of Papers/patents: No

Brief description of the working environment: The work environment was very healthy. The mentor was very polite and gave us sufficient time to complete one project. The work was not at all a burden, it was rather quite enjoyable. The company certainly met all my expectations. I got to learn a lot of new things. My presentation skills were certainly enhanced during working for PS1.

Academic courses relevant to the project: CP

Learning outcome: What factors determine the client traffic in a newbie company, and how to implement them.

Name: SRIKEDAAR KALLURI (2022B4A70887P)

Student Write-up:

PS-I Project Title: Digital Marketing

Short Summary of work done: Worked with a digital marketing team in order to do research to increase engagement on LinkedIn.

Objectives of the project: To study the LinkedIn algorihm, and to analyze the SEO methods for the betterment of company's visibility

Tool used: Canva, powerpoint, word

Details of Papers/patents: NONE

Brief description of the working environment: The work environment was very healthy. The mentor was very polite and gave us sufficient time to complete the allotted project work.

Academic courses relevant to the project: CP

Learning outcome: Analysis, Case studies and SEO

PS-I station: ITCONS E-Solutions Ltd., Noida

Student

Name: SAMUDYAN PRATAP (2022B2A81412G)

Student Write-up:

PS-I Project Title: Financial Statement Preparation And FPO management

Short summary of work done: This project primarily involves preparing financial statements for the company's upcoming EV and solar projects. The EV project includes developing an app to offer onsite services for both B2B and B2C customers, while the solar project entails setting up a plant to supply green electricity. These two domains represent the company's future ventures, and we are also tasked with managing the company's Follow-on Public Offering (FPO) to raise funds for these initiatives.

Objectives of the project: The objective of the project was to learn about project management and prepare the financial projection of the project.

Tool used: MS excel, Power BI

Details of Papers/patents: NA

Brief description of the working environment: The company had a really great and supportive working environment.

Academic courses relevant to the project: Fundamentals of finance and accounting, Financial management.

Learning outcome: I learnt about project management, final accounts preparation and data analytics.

PS-I station: Komax Automation India Pvt. Ltd., Gurgaon

Student

Name: KASHISH AGRAWAL (2022A2PS1039P)

Student Write-up:

PS-I Project Title: Understanding forign exchange and its impact

Short Summary of work done: Analysed company data tp calculte key ratios analyse forign exchange trade of the company and took a sub project wherenin analysed WHR and identified reasons why indian happiness index is lower than europian countries.

Objectives of the project: To identify causes of risks in forign exchange and device mitigation strategies.

Tool used: Excel

Details of Papers/patents: Nil
Brief description of the working environment: Working environment was very positive

Academic courses relevant to the project: Derivatives and risk management

Learning Outcome: Depth understanding of forign exchange

Name: SHIVAM VIJ (2022A3PS1213P)

Student Write-up:

PS-I Project Title: Financial decision making models to access foreign exchange rate risk

Short summary of work done: We made presentations on a lot of sub projects as well, like CSR Initiatives of the company, its financial records, World happiness index and its correlation with india's gdp report

Objectives of the project: 1. Different viable options 2. Long term strategy to implement those decisions 3. Is hedging a gamble

Tool used: microsoft excel, canva, google slides

Details of Papers/patents: NA

Brief description of the working environment: I was really satisfied by my onboarding process. Mr. Kamal Sethi ensured to look out for our needs and helped us getting settled in. Our first day began by each of us introducing ourselves, which was followed by an orientation and an office visit, where we explored the machinery which is used in the wire harnessing pipeline. We were then greeted with some joining gifts and were allotted our projects. It barely took me 1 day to settle in, as it was carried out very smoothly by our reporting manager. We were given sub projects on a regular basis and we had fun learning about new things and using those learnings towards our projects.

Academic courses relevant to the project: Fundamentals of finance and accounting, derivatives and risk management.

Learning outcome: Microsoft Excel, Excel Knowledge, Knowledge about Finance, Accounting, Economy and market study, Presentation Skills, Decision Making and Critical Thinking Skills.

PS-I station: Kotak Education Foundation, Mumbai

Student

Name: ARYAN KARAS (2022A4PS1662H)

Student Write-up:

PS-I Project Title: Presentation

Short summary of work done: Made ppts and quizzes for courses taught to students and

Objectives of the project: Making Ppts for courses

Tool used: Microsoft Office

Details of Papers/patents: None

Brief description of the working environment: Very good, staff and colleagues were very helpful.

Academic courses relevant to the project: DMS, Probability and statistics.

Learning outcome: Increased knowlegde of mircosoft office

Name: ROHAN CHAITANYA NADKARNI (2022A7PS0597G)

Student Write-up:

PS-I Project Title: Exploratory Data Analysis (EDA)

Short summary of work done: Data analysis of various data sets to find insights. Data sets such as education grades, attendance, government open source data regarding schools.

Objectives of the project: Data analysis

Tool used: Excel, Python, Tableau, Power point, SQL

Details of Papers/patents: None

Brief description of the working environment: Office is new and we'll maintained and provide coffee twice a day, work environment is not too stressful, they are open to suggestions and considerate. Very helpful and friendly team and easily approachable.

Academic courses relevant to the project: Database management systems, Probability and statistics.

Learning outcome: Python, Excel, Powerpoint, Exploratory Data Analysis (EDA).

Name: HARSHIT GOYAL (2022ABPS0944P)

Student Write-up:

PS-I Project Title: Worksheet Development, New Intervention Desing

Short summary of work done: to design a new intervention for KEF, everything what will the intervention do, how will it do that, and we also developed content for students

Objectives of the project: To design a new intervention for KEF

Tool used: Google docs, slides, Sheets

Details of Papers/patents: None

Brief description of the working environment: It is a very chill environment, they were very flexible with the mode of the internship also, very helpful and understanding.

Academic courses relevant to the project: TRW, Prob&statistics

Learning outcome: Learnt basic strategy principles and designing tools, Learnt the involvement of AI in organinsations.

Name: ANURAG PANDIT (2022B3A30176G)

Student Write-up:

PS-I Project Title: Enhancing Outreach Through Comprehensive Educational Content

Short summary of work done: Integrated H5P with Moodle to create a self paced Learning Module for Teachers in the Primary Section. Added interactive quizzes and activities similar to Udemy using H5P. Also researched and wrote a research summary in the topic Integration of AI in Ed-Tech and how it could be beneficial for an NGO. Made a ppt on this topic rhay was presented at a workshop for upper management of Kotak.

Objectives of the project: Making interactive presentations and self paced learnjng module similar to Udemy

Tool used: H5P, Moodle, Canva Pro, Various AI tools avaliable for research purposes

Details of Papers/patents: Cannot share due to confidentiality

Brief description of the working environment: Everyone from my mentor to senior managers were very approachable and guided us throughout the internship. I was a part of the Centralised Content Team whose job was to create ppts and interactive learning modules. Learnt many things like teamwork and leadership and brushed up my PowerPoint skills.

Academic courses relevant to the project: Technical Report Writing

Learning outcome: 1. Learnt about Moodle and H5P and how it can used to add interactive features. 2. Developed my interpersonal communication skills along with leadership skills.

Name: MANAN PATNI (2022B4A31210G)

Student Write-up:

PS-I Project Title: Foundational Literacy and Numeracy

Short summary of work done: Research, Inventory management, Graphic design.

Objectives of the project: Research and management

Tool used: Canva etc.

Details of Papers/patents: No

Brief description of the working environment: Good working environment. Not extremely professional, overall fun.

Academic courses relevant to the project: Technical Report Writing, Prob&Statistics

Learning outcome: Research

PS-I station: Loft Of Space – Non-Tech, Jaipur

Student

Name: SHIVAM GUPTA (2022A3PS1297H)

Student Write-up:

PS-I Project Title: App UI development

Short summary of work done: I was assigned to the tech team and in the initial weeks we were asked to learn dart and flutter through YouTube videos and the links and material provided by the company. After that we had to create a practice project in which we

designed a simple UI for the homepage of an app. Then for the next project we had to make an app with a homepage and a login page which took a phone number as input from the user and forwards to an OTP page. Later we had to integrate Facebook login in the login page using firebase and Facebook developers website. For the final project we had to load the loft of space website to an app using WebView plugin in flutter with cookie management.

Objectives of the project: Develop a UI for an Android app

Tool used: Flutter, Dart, Firebase console

Details of Papers/patents: N/A

Brief description of the working environment: The working environment has been great. It has helped learn a lot of new things and gain new experience. We had meetings with our PS mentor almost everyday and he was very helpful and provided a good learning and working environment and also provided adequate feedback. It certainly helped me improve and expand my skillset.

Academic courses relevant to the project: CP, DSM

Learning outcome: Learnt how to use Dart and Flutter to create an interactive UI for an android app along with integrating firebase authentication for login.

PS-I station: Loop Reality Pvt, Ltd., Hyderabad

Student

Name: V N M KAUSHIK VOOLAPALLI (2022A7PS0242H)

Student Write-up:

PS-I Project Title: Webscraping

Short summary of work done: This project involves the extraction of data from markdown files containing LinkedIn skill assessment quizzes through web scraping. Web scraping has become an essential skill because of the enormous rise of data available on the internet. Sorting questions, alternatives, right answers, and picture URLs into different sets is the goal. The original code was unable to handle code snippets, intermediate text, multi-line choices, or correctly attach explanations to options. In order to overcome these problems, the project majorly uses the Regex library to provide parsing logic that correctly extracts all pertinent data, including code snippets and multi-line choices. The quiz data is then carefully formatted and

prepared for usage by applying a JSON Formatter to handle the extracted data and produce a structured output.

Objectives of the project: To extract data from given markdown files in a required manner.

Tool used: Python, Jupyter Notebook, VS Code, python libraries like regex.

Details of Papers/patents: Nil

Brief description of the working environment: The mentors were beneficial in providing the resources and we were given proper time before we could work on the project. The project stresses your understanding of the basic level of Python(and its libraries) and expects you to develop logic that will handle real-life web scraping. This enhances your thinking skills and parsing skills. Overall my time at Loop Reality was indeed a very learn-worthy experience.

Academic courses relevant to the project: CP

Learning outcome: Python, use of python libraries, HTML.

PS-I station: Netcom Computers, Indore

Student

Name: AYAN KANUNGO (2022A1PS1058G)

Student Write-up:

PS-I Project Title: Sales of Educational Products

Short summary of work done: During my 8-week internship at Netcom Computers, I compiled a comprehensive list of potential clients, conducted direct outreach to introduce our educational products, and launched a targeted social media marketing campaign. I followed up with interested coaching centers, providing detailed information and creating an engaging education brochure to attract new prospects. This experience enhanced my skills in data collection, communication, and digital marketing.

Objectives of the project: Sales and Marketing

Tool used: MS Excel, MS Powepoint, Canva

Details of Papers/patents: No

Brief description of the working environment: During my internship at Netcom Computers, Indore, I experienced a dynamic and supportive working environment. The office was equipped with modern technology, fostering a productive atmosphere. The team at Netcom Computers was welcoming and provided continuous guidance throughout my tenure. Regular meetings ensured clear communication of tasks and expectations, fostering a collaborative environment where ideas and feedback were encouraged.

Expectations from the company were clear and straightforward. I was expected to contribute to the marketing team by researching potential clients, conducting outreach, and assisting in the creation of marketing materials. There was a strong emphasis on practical learning and applying theoretical knowledge to real-world scenarios. Additionally, timely communication and meeting deadlines were key components of the work culture, promoting a sense of responsibility and accountability.

Academic courses relevant to the project: CP

Learning outcome: During my internship at Netcom Computers, I gained invaluable skills and insights across various facets of marketing and business development. I honed my ability to identify and compile a targeted list of potential clients, utilizing strategic data collection methods. This was followed by executing direct outreach initiatives, where I effectively communicated the value propositions of Netcom Computers' educational products to prospective clients.

Simultaneously, I launched and managed a successful social media marketing campaign, leveraging platforms to enhance brand visibility and engagement. Through these experiences, I not only strengthened my communication and customer engagement skills but also learned the importance of data-driven decision-making in optimizing marketing efforts. Collaborating closely with team members, I contributed to the creation of an engaging education brochure, showcasing our products effectively. Overall, this internship provided me with a solid foundation in client acquisition, digital marketing strategies, and collaborative teamwork, setting the stage for my future endeavors in the field of marketing and beyond.

Name: ANUSHKA MEWARA (2022A5PS1456P)

Student Write-up:

PS-I Project Title: Marketing and sales

Short summary of work done: Sales and marketing

Objectives of the project: Marketing of home automation products

Tool used: Canva was used to make post for social media

Details of Papers/patents: No

Brief description of the working environment: Working environment was good and everyone was helpful.

Academic courses relevant to the project: Introduction to Finance

Learning outcome: Marketing, Graphic Designing

Name: PARV SOJATIA (2022A8PS0424P)

Student Write-up:

PS-I Project Title: Database Management

Short summary of work done: The project involved developing a CRUD database management system over a two-month internship. The system was built using HTML, CSS, JavaScript, PHP, and MySQL, with Figma used for design prototyping. The project included designing a user-friendly interface, implementing functionalities for data management, and ensuring robust performance through testing. Key challenges included integrating various technologies and ensuring data consistency, which were addressed through careful design and iterative testing.

Objectives of the project: To make a crud database management system

Tool used: php,js

Details of Papers/patents: None

Brief description of the working environment: Very good

Academic courses relevant to the project: DBM

Learning outcome: Learnt php,figmaandjs

Name: SWAPNIL JACOB (2022B2A11558G)

Student Write-up:

PS-I Project Title: Marketing in automation

Short summary of work done: I contacted more than 100 customers and tried to convince them to buy our automation products. We collected their details and mentioned all their data in the excel sheet across various state of India.

Objectives of the project: Get good understanding of marketing world.

Tool used: Canva excel

Details of Papers/patents: We made a list compatible and potential clients and dealers.

Brief description of the working environment: We had a great experience during the PS months we got to learn so much about the practical world and how the job life works here at Netcom computer we established very healthy relationships with our peers as well as our mentors who supported and guided us in every step I look forward to implement these learning opportunities to my fullest in the near future.

Academic courses relevant to the project: M3 trw

Learning outcome: Confidence,communication skills.

PS-I station: Northern Credit & Collection Business Pvt. Ltd., Delhi

Student

Name: ARCHIT KUMAR (2022A1PS1479G)

Student Write-up:

PS-I Project Title: Manpower Handling

Short summary of work done: First and foremost we learned about the process of NCCB, who does NCCB work for, What do the agents do on the floor, How do you talk to a customer, Things to keep in mind while making the call to the customer, Different Buckets,issues,Billing Cycle to name a few.

Objectives of the project: To evaluate methods in which the company can reduce its workforce and still achieve its targets, Making of collection dashboard and attendance tracker.

Tool used: Excel, Word

Details of Papers/patents: No patents

Brief description of the working environment: The working environment was good. Everything related to the ps was handled properly.
Team building exercises were conducted on a regular basis so that we get comfortable with the environment and the employees.

Academic courses relevant to the project: Finance was important to understand some of the problems that NCCB was facing and we found the solution to those problems together.

Learning Outcome: The experience of a telecommunications company.
Life of a calling agent in the company.
The parameters that an agent should keep in mind while making a call for collection.

Name: DIVYAM MITTAL (2022A4PS0485P)

Student Write-up:

PS-I Project Title: Human Resource Management

Short summary of work done: Learnt about the working of our company. Created an attendance tracker and quality report with different parameters determining the efficiency of the call as it is a call centre.

Objectives of the project: Creating the attendance tracker and the quality report

Tool used: Excel, powerpoint

Details of Papers/patents: None
Brief description of the working environment: Great working environment with very helpful mentors.

Academic courses relevant to the project: Human resource management

Learning outcome: Learnt about how to manage the available manpower and how to use the available resources in the best way possible.

PS-I station: Orchid Metal Scrap Trading LLC, Sharjah

Student

Name: BHOOMIKA JAIN (2022A2PS1055P)

Student Write-up:

PS-I Project Title: NA

Short summary of work done: During my time at Orchid Metal Scrap Trading Company, I was involved in various tasks that broadened my knowledge of the metal recycling industry and international trade. I prepared key trade documents such as sales contracts, proforma invoices, and bills of lading, ensuring adherence to international regulations. My work included market analysis and understanding factors affecting metal prices, which contributed to developing effective pricing strategies. I also engaged in assignments related to risk management and insurance, including calculating marine insurance premiums. A major project involved creating a branding package for a trading company, which included designing a logo, visiting card, letterhead, and drafting website content. Additionally, I conducted research on the implementation of blockchain technology in recycling, focusing on its potential to improve transparency and efficiency in supply chains. This internship provided a well-rounded experience, equipping me with valuable practical skills and industry insights that will be beneficial in my future career.

Objectives of the project: Factors affecting price, marketing strategies, documentation, risk management, insurance, banking, and accounting.

Tool used: Word, Canva

Details of Papers/patents: NA

Brief description of the working environment: It was an online station, and the people there were really co-operative and engaging. Everybody made all possible efforts to make it a good experience for us.

Academic courses relevant to the project: POM, Finance courses

Learning outcome: Marketing strategies, documentation, insurance, designing etc.

Name: M SASHANK SOORYA (2022A7PS0049H)

Student Write-up:

PS-I Project Title: Management

Short summary of work done: The internship offered an extensive understanding of various aspects of the metal recycling industry, including its operational, financial, and marketing dimensions. Throughout the internship, I engaged in diverse assignments, such as the creation of tender documents, market analysis of prominent brands, logistics documentation, insurance quotations, and designing essential branding instruments like logo, visiting card, and website content The internship curriculum was meticulously structured to facilitate both theoretical learning and practical application. I attended insightful lectures on international logistics, shipping documentation, customs formalities, risk management, insurance, and corporate finance. These lectures were complemented by hands-on tasks that allowed me to apply the theoretical knowledge in real-world scenarios. Lectures and case studies on marketing activities and branding strategies provided a deep understanding of consumer behavior and effective communication techniques. One of the significant highlights of the internship was the opportunity to work on actual business processes, which included the preparation of comprehensive financial reports and participation in strategic planning sessions. These activities not only enhanced my analytical and problemsolving skills but also improved my ability to work collaboratively in a professional setting.

Objectives of the project: Learnt about different aspects involved in International Trade - such as international logistics, shipping documentation, marketing, risk management, insurance, and corporate finance.

Tool used: Word, Canva, Extensive Research on the Internet

Details of Papers/patents: N/A

Brief description of the working environment: The company incorporates a structured learning approach. Industrial mentors delivered bi-weekly lectures (2-3 per week) on the fundamental aspects of corporate operations. These sessions delved into the company's structure, outlining the functions of each department and their interconnectivity.
The curriculum equipped us with a comprehensive skillset through practical application. Key areas covered throughout the internship include:
- Commercial Operations: Sales & Purchases, Shipping & Logistics
- Administrative Support: Documentation, Banking & Finance
- Risk Management: Hedging & Risk Management, Insurance
- Compliance & Quality: Certification, Accounting & Finance
- Market Awareness: Marketing & Branding
- Operational Excellence: Quality Control, Environment, Health & Safety
Additionally, we were assigned practical assignments that reinforce theoretical concepts and provide real-world application opportunities. These assignments allow us to understand the "how" and "where" of utilizing these skills within a corporate environment.

Academic courses relevant to the project: POM

Learning outcome: - Industry Knowledge -Learnt about the metal scrap recycling industry, its role in sustainability, and the characteristics and recycling processes of various metals and e-waste.
- Financial Management and Accounting
- Logistics & Application of Incoterms
- Business and Marketing Skills
- Design and Branding
Soft Skills learnt through this internship are: -
1. Team Collaboration - Enhanced teamwork skills through effective task delegation, brainstorming, and coordination for project consistency and successful outcomes.
2. Effective Communication - Developed formal communication skills by creating clear and concise documentation and marketing content.
3. Creativity and Problem-Solving - Addressed design and content challenges with innovative solutions and iterated on feedback.
4. Professionalism - Demonstrated professionalism in document preparation, branding, and client interactions.
5. Attention to Detail - Ensured accuracy and precision in documentation to avoid delays and legal issues.
6. Research and Analytical Skills - Conducted in-depth analysis of marketing strategies, case studies, and trade documentation processes.

Name: SHRIYA AMITKUMAR HIRAN (2022A8PS0572P)

Student Write-up:

PS-I Project Title: Management and finance

Short summary of work done: 1) prepared a bid document 2) did market research and cost analysis 3)made insurance documents 4)made shipping documents 5) designed a logo and brand package

Objectives of the project: Management,finance and marketing in the real world

Tool used: Figma for logo design, docs for documentation

Details of Papers/patents: NA

Brief description of the working environment: It was online so theee were no issues The mentors made us feel very welcomed and comfortable they were very enthusiastic,they gave us exactly what all we expected, provided us a very in depth knowledge of various topics

Academic courses relevant to the project: Finance courses (I haven't taken so not sure).

Learning outcome: We learnt about metal grades and separation and recycling process, financials and documentation behind it and marketing.

Name: SANIYA SHAHI (2022A8PS0810H)

Student Write-up:

PS-I Project Title: Understanding flow of business operations and implementation

Short Summary of work done: We had 10-11 assignments in which : we prepared a bid on metal cables, reflected on marketing strategies of giants like Nike, Amazon etc, created a brand identity for a company, prepared documents like Sales contract, Invoice, BL etc, created a Marine Insurance.

Objectives of the project: To understand basics of trading, marketing, management and banking in a business.

Tool used: Canva- for brand elements, Gdocs

Details of Papers/patents: NA

Brief description of the working environment: The learning environment was good with supportive faculty and industry mentors. They were very patient with us and guided us well during the tasks. We got an overview of business operations with details to the intricacies. The PS station enhanced our soft skills as well as gave us a good idea about business management.

Academic courses relevant to the project: POM

Learning outcome: 1. Bid Preparation 2. Understanding marketing strategies
3. Creating a brand identity through a website, visiting car and letterhead preparation
4. Overview of transport logistics and documentation 5. Importance of accounting and banking.

Student Write-up:

PS-I Project Title: Finance and Business Development

Short summary of work done: I worked at Orchid Metal Group, where I'm involved in various assignments related to marketing, sales, and valuation. I've been learning about scrap material grading and evaluating tender documents, which has helped me understand the business operations better. I've also analyzed Coca-Cola's marketing strategies, applying their concepts to my projects. I had the opportunity to design branding materials and website content, including logos, visiting cards, letterheads, mission statements, vision, and product details. This creative work has allowed me to explore the importance of branding. These experiences have enhanced my presentation and communication skills, culminating in a group presentation with my colleague.

Objectives of the project: To summarize the experiences and learning of the PS

Tool used: Canva, marketingsummarized.com, londonsteelexcahnge.com

Details of Papers/patents: None

Brief description of the working environment: Great work experience and got to know about different marketing case studies, international trade, etc.
Everyone in my station had been very helpful and guided me a lot in my time.

Academic courses relevant to the project: Fundamentals of Finance and Accounting, Derivatives and Risk Management.

Learning outcome: Marketing, Insurance, Hedging, International Trade, Accounting and Finance.

Name: AARYAMAN KALANI (2022B5A70488P)

Student Write-up:

PS-I Project Title: Understanding the overall workings of the Metal Scrap Trading Industry

Short summary of work done: During my Practice School - I (PS-1) at Orchid Metal Group in June 2024, I gained extensive insights into the metal recycling industry. Orchid Metal Group, a leader in the UAE's recycling market, focuses on procuring and recycling ferrous and non-ferrous metals, contributing significantly to environmental conservation. The PS-1 program involved lectures and virtual tours covering the company's operations, recycling processes, scrap metal pricing, marketing strategies, logistics, shipping documentation, and risk management. These sessions, supplemented by case studies on ZenRobotics, AMP Robotics, and Coca-Cola's marketing strategies, provided a well-rounded understanding of both technical and commercial aspects of the industry. I learned about scrap metal sorting, processing, and ISRI standards compliance. Practical assignments like analyzing Coca-Cola's marketing strategies and pricing tender bids enhanced my problem-solving skills. This experience improved my communication, collaboration, and adaptability, and deepened my understanding of ethical and sustainable business practices. Overall, the internship prepared me to handle complex challenges and equipped me with valuable skills for my future career.

Objectives of the project: The objectives of the project was to teach us about the metal trading industry and the things required to be successful in the industry, such as Marketing, documentation, logistics, accounting, etc.

Tool used: Canva, G-doc

Details of Papers/patents: None

Brief description of the working environment: The working environment was helpful and we had ample freedom to do the work on our own. However there were also strict deadlines which had to be followed to ensure no slacking off. The company used to keep regular lectures to teach us about a subject, followed by an assignment related to the subject.

Academic courses relevant to the project: Principles of Management

Learning outcome: We learnt about the metal trading industry and the things required to be successful in the industry, such as Marketing, documentation, logistics, accounting, etc.

Name: VIVEK PANCHOTIYA (2022B5A70717P)

Student Write-up:

PS-I Project Title: Management

Short summary of work done: PS-1 was divided into four segments. First segment was introduction to scrap world and how it is regulated. We learnt how to calculate making cost of different types of cables and also how prices of scrap metals change daily. Second segment was Marketing. We discussed a lot of case studies like Coca-Cola, Amazon, Apple Inc, etc. to have a deep learning on marketing strategies and use of technology. We gained important insights on Branding, Digital Marketing, Positioning, etc. which is helpful in building startups. Third segment was documentation, where we learnt how to make documents regarding cross-border trades. We also learnt the norms and rules related to insurance and securities of deals. Final segment was Accounting where we learnt how to read and manage ledgers and a little idea on Hedging.

Objectives of the project: To learn how international scrap market works, to make documentation of import-export deals.

Tool used: S/w

Details of Papers/patents: None

Brief description of the working environment: The working environment was excellent and the best thing was the supervision of the MD in every session. Officials from the company were keen to share their knowledge and they did everything possible to keep our interest aligned to the project. We learned a lot from this PS. It helped us explore the domain of management which will help us select our career path. Other learnings include Marketing, Trading, and Accounting.

Academic courses relevant to the project: DRM

Learning outcome: Innovative Marketing Strategies, Branding and Importance of Documentation.

PS-I station: PIEDS, Pilani, BITS Pilani

Student

Name: ROHIT VIJAYKUMAR (2022A1PS1484G)

Student Write-up:

PS-I Project Title: Mentor connect and design of y-combinator program

Short summary of work done: We had to connect with various venture capitalists and connect them with startups under pieds. We also had to design a interactive program of y-combinator founders with young startup founders around India.

Objectives of the project: We had to connect with various venture capitalists and connect them with startups under pieds. We also had to design a interactive program of y-combinator founders with young startup founders around India.

Tool used: Ms excel, powerpoint, linkedin

Details of Papers/patents: No

Brief description of the working environment: Working conditions were very good, we were provided with our own cubicle . Company expected us to report to the ps station daily and finish the work given to us on time.

Academic courses relevant to the project: Nice, POM

Learning outcome: Ms excel skills, cold mailing, presentations, communication, startup knowledge.

Name: KABIR (2022B2A40939P)

Student Write-up:

PS-I Project Title: Y Combinator Google meet

Short summary of work done: During my PS-I internship at PIEDS, I engaged in a variety of tasks aimed at supporting entrepreneurial ventures and business acceleration. My work included conducting market research, analyzing business models, and assisting with strategic planning.

Objectives of the project: To connect startup founders to venture capitalists

Tool used: PowerPoint and Excel

Details of Papers/patents: None

Brief description of the working environment: During my time with PIEDS, I experienced a dynamic and collaborative working environment focused on fostering entrepreneurship and business acceleration. The office culture emphasized innovation, teamwork, and a proactive approach to problem-solving. As an intern, I was expected to engage actively in projects, contribute ideas, and support various initiatives related to business development and startup support.

Academic courses relevant to the project: Principles of Management

Learning outcome: Management and entrepreneurship

Name: RUCHI NEHRA (2022B2TS1538P)

Student Write-up:

PS-I Project Title: Graphic design and Constant Creation

Short summary of work done: I learnt many things during doing work in ps 1,its nice experience through out the PS.

Objectives of the project: Advertising purpose, Digital, Marketing

Tool used: Canva and Power Point

Details of Papers/patents: NA

Brief description of the working environment: Positive vibes

Academic courses relevant to the project: Pava

Learning outcome: Marketing of the product, Presentation of the product, Business Analytics, B2C

Name: VISHAKHA MOHANTA (2022B3TS1520P)

Student Write-up:

PS-I Project Title: Graph Designing

Short Summary of work done: Made two power point presentations. One on agritech domain and its scope in starup industry. Second was an investment theses of various startups. Lastly made a report on fintech unicorns in India.

Objectives of the project: Agritech starup industry and it's investment

Tool used: Canva and Power Point

Details of Papers/patents: Report on fintech unicorns in India

Brief description of the working environment: The office environment was nice and peaceful. Everyone was assigned a table to work on which had its own charging plugs and other necessary appliances.

Academic courses relevant to the project: Startup venture

Learning outcome: How start ups work, what are it's various components, how to analyze market opportunities etc.

Name: MS.MANSI (2022D2TS1553P)

Student Write-up:

PS-I Project Title: Graphic designing, and constant creation

Short summary of work done: During PS1 I studied Graphic Design and Constant Creation.During Ps1 I studied Graphic Design and Constant Creation. whose purpose was advertising, marketing and digital. that was major learning outcome marketing of the product, presentation of business, business analysis, B2C relation.

Objectives of the project: advertising purpose, marketing purpose, digital marketing.

Tool used: Canva, Pawar point

Details of Papers/patents: NA

Brief description of the working environment: At [PIEDS (Pilani Innovation and Entrepreneurship Development Society)], the working environment was vibrant and supportive, fostering creativity and collaboration. The company valued punctuality, professionalism, and a proactive approach, expecting interns to quickly adapt to new tools and technologies. Clear communication and teamwork were essential, with regular meetings and feedback sessions to ensure alignment with project goals.
One of the most significant aspects of my PS-I experience was the hands-on learning in graphic design and content creation. Using tools like Canva and PowerPoint, I created visually appealing marketing materials and presentations. I also gained insights into digital marketing strategies, product marketing, business presentation techniques, and the nuances of business-to-consumer relations. The mentorship provided by seasoned professionals helped me develop both technical and soft skills, such as time management, effective communication, and teamwork.

Overall, my PS-I experience at [PIEDS (Pilani Innovation and Entrepreneurship Development Society)] was highly educational and transformative, laying a solid foundation for my future career in graphic design and digital marketing. The combination of practical skills and professional growth I achieved will be instrumental as I pursue my career goals.

Academic courses relevant to the project: Business communication, Intro to mass communication, PAVA.

Learning outcome: Marketing of the product, presentation of business, business analysis, B2C relation.

Name: GANGA SHARMA (2022D2TS1555P)

Student Write-up:

PS-I Project Title: AI AND STARUPS

Short summary of work done: BITS Pilani's Practice School-I (PS-I) is an eight-week summer program after the second year. It offers students their first exposure to the corporate world, allowing them to observe workplace functions and apply academic knowledge in real-world settings. Students work on group projects under the guidance of industry experts and faculty mentors

Objectives of the project: How to make a official presentation

Tool used: Presentation Tools (Canva), Collaboration Tools, Project Management Tools

Details of Papers/patents: Papers
Students and faculty collaborate on various research papers across disciplines, often published in reputable journals. These papers cover a wide range of topics, from fundamental research in sciences and engineering to applied research in technolog.

Brief description of the working environment: Working Environment
During BITS Pilani's Practice School-I (PS-I), students are placed in various companies and organizations, experiencing a professional work environment. This includes working in office settings, laboratories, or field sites, depending on the nature of the project. The environment is typically collaborative, with students working in teams and interacting with industry professionals.
Expectations from the Company
Companies expect students to:
Apply Academic Knowledge: Utilize theoretical knowledge in practical scenarios.

Work Collaboratively: Engage in teamwork and contribute effectively to group projects.

Demonstrate Professionalism: Exhibit punctuality, responsibility, and a professional attitude.

Communicate Effectively: Present findings clearly and interact professionally with colleagues and mentors.

Learning During PS-I

Students gain valuable insights and skills, including:

Technical Skills: Hands-on experience with industry-specific tools and technologies.

Problem-Solving: Tackling real-world challenges and developing innovative solutions.

Soft Skills: Enhancing communication, teamwork, and time management abilities.

Industry Exposure: Understanding workplace dynamics and corporate culture.

Networking: Building connections with professionals and peers, which can be beneficial for future career opportunities.

Academic courses relevant to the project: CORE COURSE WAS MATHS, ENGENEERING COURSES WAS COMPUTER SCIENCE, INDICIPLINERY COURSES WERE MANAGEMENT AND ENVIRONMENTAL SCIENCE, TECHNICAL ARTS THERE WAS TECHNICAL DRAWING.

Learning outcome: How to start a business and the initiatives.

PS-I station: S M SHERKAR & CO. CHARTERED ACCOUNTANTS, Aurangabad

Student

Name: ATHARVA TUGAONKAR (2022A4PS1002H)

Student Write-up:

PS-I Project Title: Accounting and finance

Short summary of work done: In summary, submitting Income Tax Returns (ITRs) is a basic duty that guarantees accountability, openness, and adherence to tax regulations in addition to being a legal requirement. It gives people and organizations the chance to report their income, make legitimate deductions, and use tax money to further the growth of the country. ITR reporting is essential for financial planning, loan access, and building trust in financial transactions in addition to meeting legal requirements. Taxpayers contribute to a strong tax ecosystem that promotes economic growth and guarantees the fair allocation of resources by following the ITR filing process. Accepting this duty improves one's own financial well-being and builds confidence in the fairness of our tax

system. ITR filing, thus, serves as a fundamental component of a progressive and inclusive society and the cornerstone of responsible citizenship.

Objectives of the project: The main objectives of project accounting are to provide detailed insights and comprehensive control over project finances. This complex process can include steps such as: Monitoring the project budget by identifying variances in the projected results and implementing changes to correct them.

Tool used: Tally prime

Details of Papers/patents: NA

Brief description of the working environment: We have learnt the basics of accounting, the format to write a balance sheet, the transactions and their entries for debit and credit in banks, schools, colleges and various other institutes. We have also learnt about the errors that can take place while recording these transactions and have been taught how to overcome and avoid those. We have also been made aware about various softwares that can be used for tally, we also learnt how to handle and use one of the software known as Tally Prime. We have created trial balances and did posting for various institutions and have recorded them on excel.

Academic courses relevant to the project: Fundamentals of finance and account

Learning outcome: Accounting is a competitive industry that offers many high-paying roles and comprehensive benefit packages. These often reflect the value you bring to the organisation, so those who are highly skilled will receive better compensations.One of the greatest benefits of accounting is job security. Every organisation needs an accountant to ensure their business is profitable and they are complying with statutory regulations. This means that they are always career opportunities within the field of accounting and accountants can expect job security.

Name: NAKSHATRA DHAVALE (2022A5PS1248H)

Student Write-up:

PS-I Project Title: Accounting and finance

Short summary of work done: I learnt a lot of financial terms and work done in commerce industries. I also learnt about finance softwares and income tax returns.

Objectives of the project: To learn about tally, accounting, auditing and income tax returns.

Tool used: Tally prime, excel

Details of Papers/patents: Nil

Brief description of the working environment: The environment was very good. The staff was very helpful and always eager to help us. It was a great experience overall and I learnt a lot related to the field.

Academic courses relevant to the project: Fundamentals of finance and accounting, Financial management.

Learning outcome: Learnt about how accounting is done in industries, schools and colleges. Also got knowledge about income tax and filing for income tax returns.

PS-I station: SaaSDen - Growth, Bangalore

Student

Name: V DHANANJAYA RAJU (2022A2PS1621P)

Student Write-up:

PS-I Project Title: Lead generation

Short Summary of work done: NA

Objectives of the project: To identify the potential outsourced accounting firms in India

Tool used: Apollo.ai, linkedin

Details of Papers/patents: NA

Brief description of the working environment: Online mode but the overall work experience was good.

Academic courses relevant to the project: Fundamentals of finance and accounting

Learning Outcome: Progress

PS-I station: SaaSDen- Product Research, Bangalore

Student

Name: PRANAV MITTAL (2022B3A31259P)

Student Write-up:

PS-I Project Title: Product Research

Short summary of work done: During my PS-I internship at SaaSDen, I undertook two primary projects. The first project involved authoring a blog titled "Top 20 Bookkeeping Automation Software Solutions." This required extensive research into various bookkeeping automation tools, focusing on their features, benefits, and market relevance. The aim was to produce a comprehensive, well-researched, and engaging blog that utilized SEO techniques to drive traffic and engagement, contributing strategically to SaaSDen's online presence. The second project centered on identifying potential outsourced accounting firms in India to serve US CPA firms or companies. This involved meticulous research to compile a list of firms that met specific criteria, including service offerings, client base, and technological capabilities. Ensuring the credibility and relevance of these firms was crucial for SaaSDen's strategic expansion. Additionally, I engaged in content review and analysis to deepen my understanding of accounting principles and industry-specific insights, which was essential for effectively executing the projects. Regular guidance and feedback from the co-founder and team members were instrumental in navigating project complexities and ensuring high-quality deliverables. This report details the phases of each project, from initial briefing to final delivery, highlighting challenges, strategies, and key learnings from the internship.

Objectives of the project: SEO, Lead Generation

Tool used: Kendo, Lusha, google trends

Details of Papers/patents: None

Brief description of the working environment: Work was completely online, and overall the experience was good.

Academic courses relevant to the project: Fundamentals of Finance.

Learning outcome: Key word analysis and search engine optimisation.

PS-I station: Seller Setu Pvt. Ltd., - Non-Tech, Mumbai

Student

Name: SAMRIDH KASHYAP (2022A3PS1005G)

Student Write-up:

PS-I Project Title: Serach Engine Optimization

Short summary of work done: Optimized the company's landing page for search engines, enhancing its visibility and driving organic traffic. Developed and implemented effective SEO strategies for company blogs, boosting content discoverability and engagement. Increased the number of high-quality backlinks to the company's pages, improving domain authority and search rankings. Assisted in creating prompts to train the company's WhatsApp chatbot, enhancing user interaction and satisfaction.

Objectives of the project: To increase the SEO score of the landing page and blogs published by the company. Also to effectively increase the number of backlinks of the website.

Tool used: S/W-Semrush, Ahref, Google Analytics, HTML

Details of Papers/patents: NA

Brief description of the working environment: Very work-friendly. No strict work timings. At most 2 short meets a week. Most task are communicated through WhatsApp and need to be submitted before the deadline. Flexible deadlines and work timings.

Academic courses relevant to the project: Fundamentals of finance and accounting, Financial management.

Learning outcome: How to increase the SEO score of a page.

Name: MEET DEDHIA (2022AAPS0052G)

Student Write-up:

PS-I Project Title: GTM and Sales

Short summary of work done: Prepared a document regarding sales and GTM strategies. Prepared a document of case studies. Prepared a document where in

discussed which strategy will be best for seller setu. Mailed and prepared a list of incubator and accelerators.

Objectives of the project: Understanding sales and Different GTM strategies. Forming gym strategies for our company.

Tool used: Word Document Excel sheet PowerPoint

Details of Papers/patents: NA

Brief description of the working environment: Working environment and expectations where all up to mark.

Academic courses relevant to the project: Principle of Management, Technical Report Writing, Computer Programming.

Learning outcome: Cold mailing, Incubators understanding, Team work, Learnt about different gtm strategies.

Name: PRANAV SAXENA (2022AAPS0257G)

Student Write-up:

PS-I Project Title: Search Engine Optimization (SEO)

Short summary of work done: Improved SEO score of website by using various tools and analytics. Contacted bloggers to add our company's blogs to improve backlink score.

Objectives of the project: Improve SEO score of website, contact bloggers for backlinking.

Tool used: Semrush

Details of Papers/patents: NA

Brief description of the working environment: Working environment is pretty chill and flexible. There are no fixed Working hours, you just need to get the work done whenever you want to do it. Learnt various SEO concepts during PS1.

Academic courses relevant to the project: Technical Report Writing, Computer Programming.

Learning outcome: SEO Concepts, soft skills.

Name: KANISHK AGRAWAL (2022B1AB0869P)

Student Write-up:

PS-I Project Title: A go-to-market (GTM) Strategy

Short summary of work done: How to develop a GTM strategy, inbound & outbound strategies, Market research, marketing.

Objectives of the project: To develop and implement the GTM strategy of the company

Tool used: Excel, Word

Details of Papers/patents: NA

Brief description of the working environment: It was good environment, founder very supportive.

Academic courses relevant to the project: My role was non- technical, not involving any particular course.

Learning outcome: How to develop a GTM strategy, inbound & outbound strategies, Market research, marketing.

PS-I station: Seller Setu Pvt. Ltd., - Tech, Mumbai

Student

Name: PRATYUSH TIWARI (2022B1A21359P)

Student Write-up:

PS-I Project Title: Enhancing Prompt Engineering, Website UI/UX Design, and Digital Commerce Integration at SellerSetu.

Short summary of work done: We worked on collaborative projects like finding prompts for prompt engineering, got many individual task like UI/UX designing and their audits with basic design knowledge.

Objectives of the project: Learnt about prompt engineering, UI/UX and analysis of website.

Tool used: Figma

Details of Papers/patents: NA

Brief description of the working environment: It was great time working with sellersetu and I would love to continue it in future with them also. As it was an online PS we used to have regular meets. We used to get 2 days time for each of the task and had to update about it each day to our mentors.

Academic courses relevant to the project: It's was development side.

Learning Outcome: Was able to get to much about ONDC and how it works.

PS-I station: Social Seller Technology Pvt. Ltd., Raipur

Student

Name: NISHITHA DEVERAKONDA (2022A3PS0669H)

Student Write-up:

PS-I Project Title: Web Development

Short summary of work done: Design and develop a landing page for one of their webinar using tols like Figma, HTML,CSS and JavaScript.

Objectives of the project: Front-end Development of a webinar landing page

Tool used: Figma, HTML, CSS, JavaScript

Details of Papers/patents: NA

Brief description of the working environment: Working culture was really good and we learnt a lot for the mentor.

Academic courses relevant to the project: CP

Learning Outcome: Front-End Development.

Name: KRISHNA NARWADE (2022A7PS1185G)

Student Write-up:

PS-I Project Title: Front end development

Short summary of work done: We were first assigned the task of making a framework of the front-end of a website. The website was a landing page for a company hosted seminar. Then we were assigned the task of developing and hosting the site.

Objectives of the project: Design front end of a landing page

Tool used: HTML, CSS, JS, Figma

Details of Papers/patents: None

Brief description of the working environment: We learnt website frameworking and development. It was pretty helpful. The work assigned by the company was enough but the company didn't contact us enough or didn't respond or give reviews over our submissions regularly.

Academic courses relevant to the project: None

Learning outcome: HTML, C++, JS

Name: ARYAN WASAN (2022B5AA1135H)

Student Write-up:

PS-I Project Title: Development of landing page

Short summary of work done: We were allotted a topic related to a particular course that the Company offered. Each student had to develop a landing page for selling the respective course and deploy the webpage on Internet.

Objectives of the project: We had to develop a landing page for selling a course of Social Seller Technology.

Tool used: VS Code, GitHub, Moqups.

Details of Papers/patents: N.A.

Brief description of the working environment: Since the PS was in online mode, the working environment was quite comfortable i.e. our homes.
We had expected from the company to provide us the necessary guidance in development of the page i.e. related to tools being used and the reviews on our wireframe designs, which the company fulfilled. However, the company could not provide us any sought of practical learning related to the industry.
We learnt a lot ourselves from YouTube and from other available resources on the internet. We learnt HTML, CSS, Wireframing and Deployment of a webpage on internet.

Academic courses relevant to the project: CP

Learning outcome: Learnt HTML, CSS, Deployment of webpage, Wireframing.

PS-I station: State Bank of India, Mumbai

Student

Name: RISHABH JAIN (2022B3A80353P)

Student Write-up:

PS-I Project Title: Invit model-risk, mitigation and beyond

Short summary of work done: We got to learn about the working of banks and how the different process happens,how LC is lodged and how the presanction and post sanction of credit take place and how bank ananlyze the client before sanction of credit.

Objectives of the project: To learn about the invit model and role of bank in developing the models.

Tool used: Research gate,chatgpt,excel

Details of Papers/patents: None

Brief description of the working environment: The working environment was very good, seniors were very helpful,they co-operated with us very well. The whole team helped us to understand the process and made us learn the different bank processes.

Academic courses relevant to the project: Macroeconomics, Microeconomics, DRM, Fundafin

Learning outcome: Learnt about the role of bank in developing invit model,learnt about LC lodging and sanction and pre sanction and post sanction of credit from bank.

Name: ARHAM SHAH (2022B3AA0625P)

Student Write-up:

PS-I Project Title: NBFC: The Current Market Scenario and Future Outlook of NBFCs: Enhancing Monitoring and Policy Frameworks.

Short summary of work done: Since I can not disclose most of the things I did for SBI, what I can disclose is about the work I did on the report. My work included daily monitoring of corporate loans using various tools. These loans were specifically based on the NBFC sector and consists of some vital information for the bank. My work also included reading through several reports to analyse where SBI can make amends.

Objectives of the project: Analysis of NBFC sector.

Tool used: Excel, word, poweBI

Details of Papers/patents: NA

Brief description of the working environment: The working environment was very good, seniors were very helpful,they co-operated with us very well.

Academic courses relevant to the project: Funda of Fin and Accounting, Economic Environment of Business, Principles of Economics, Macroeconomics.

Learning outcome: NBFCs working and monitoring. RBIs tools to monitor NBFC. Analysis and problem solving skills.

Name: ATHARVA CHAPHEKAR (2022B4A71815H)

Student Write-up:

PS-I Project Title: Application of Machine Learning in Loan Prediction

Short summary of work done: Learnt about working capital and retail loans in great detail to understand how the variables influence the bank's decision to issue a loan to consumers/corporations. I was asked to study various factors that were common among those who defaulted on their loans. As bank data is sensitive, I was asked to run 2-3 classification machine learning models on open datasets like the UCI repository that mostly closely resembled the variables explained to me. I was also asked to report/present the various evaluation metrics between the models and to identify relevant features. I was also asked to come up with a plan to deploy the model via a web service application that could be hosted on the SBI LLMS server.

Objectives of the project: To create a classification based machine learning model to predict risk of default rate among consumers.

Tool used: Python, Pytorch, Scikit learn.

Details of Papers/patents: NA

Brief description of the working environment: The team was very supportive and explained the types of machine learning models already being deployed in use for working capital and retail loan application services. They recommended the courses to undertake to further my Machine Learning understanding and provided detailed explanations about variables involved in the prediction scheme. Overall I learned a lot about factors involved in retail loan applications and how machine learning classification models could help expedite these manual processes.They also asked me to conduct a literature review of mobile/social media variables of users being analysed by fintech companies for alternative credit scoring techniques, and asked to explore avenues where the bank could also come up with such alternative risk assessment models.

Academic courses relevant to the project: Online Coursera Courses were recommended (Andrew Ng Machine Learning Specialization).

Learning outcome: Supervised Machine Learning, EDA, Basic Graph Analytics using Neo4J, Python.

PS-I station: Suzlon Foundation, Pune

Student

Name: AASTHA MAZUMDAR (2022A5PS1237H)

Student Write-up:

PS-I Project Title: Corporate Social Responsibility (CSR)

Short summary of work done: During my internship at Suzlon Energy, I had a valuable experience in the Corporate Social Responsibility (CSR) department. My primary responsibilities included conducting surveys to assess community needs and project impacts, which provided crucial data for ongoing CSR initiatives. I also contributed to editing PowerPoint presentations for internal meetings and stakeholder communications, ensuring that the information was clear and visually engaging. This experience not only enhanced my research and analytical skills but also deepened my understanding of the importance of sustainable practices in the corporate sector. Overall, my time at Suzlon was enriching and insightful, fueling my passion for social impact.

Objectives of the project: Conducting and analysing survey data, management, Healthcare.

Tool used: MS Office
Details of Papers/patents: NA

Brief description of the working environment: After my internship at Suzlon Energy's CSR department, I gained invaluable insights into sustainable development and community engagement. I learned the significance of conducting thorough needs assessments and the impact of effective communication in driving CSR initiatives. My expectations of practical experience were met, as I collaborated on real projects and contributed to meaningful outcomes. Moving forward, I hope to apply my skills in research and presentation to future roles in sustainability.

Academic courses relevant to the project: CP

Learning outcome: Enhanced MS Office Skills.

PS-I station: SV Investment Company, Ahmedabad

Student

Name: SUPARSHAV JAIN (2022A8PS1249P)

Student Write-up:

PS-I Project Title: Equity research analyst

Short summary of work done: Research a company

Objectives of the project: Research company for investment

Tool used: Excel

Details of Papers/patents: Not any

Brief description of the working environment: Very good

Academic courses relevant to the project: Funda fin and derivatives risk management

Learning outcome: How to research a company for investment

Name: DEVARSHI SHAH (2022AAPS0552G)

Student Write-up:

PS-I Project Title: EQUITY RESEARCH ANALYST

Short Summary of work done: I LEARNT ABOUT EQUITY RESEACH AND MAINLY HOW TO ANALYSE THE COMPANY, THE SECTOR, THE INDUSTRY AND OVERALL MARKET BOTH FUNDAMENTALLY AS WELL AS USING TECHNICAL ANALYSIS, ALONG WITH THAT TO CONSIDER VARIOUS OTHER FACTORS LIKE INFLATION, DEMAND OF THAT SECTOR, FIIs, NEWS AFFECTING THE COMPANY OR THE SECTOR etc. TO ANALYSE BEFORE INVESTMENT.

Objectives of the project: TO LEARN THE BASICS TO START OUR JOURNEY INTO THE FINANCE SECTOR AND TO LEARN BASICS FOR THE ROLE OF EQUITY RESEARCH ANALYST.

Tool used: GOOGLE SHEETS (EXCEL SHEETS), POWER POINT PRESENTATION.

Details of Papers/patents: NO

Brief description of the working environment: OVERALL WORKING ENVIRONMENT AT SV INVESTMENT COMPANY WAS POSITIVE AND ENTHUSIASTIC. WE HAD FUN LEARNING ABOUT THE EQUITY RESEARCH.

Academic courses relevant to the project: Fundamentals of Finance And Accounting, SAPM, BAAV.

Learning outcome: HOW TO ANALYSE COMPANY FUNDAMENTALLY AND ALSO EVENTS LIKE TAKEOVERS , MERGERS , DE MERGERS , FPOs, BONUS ISSUES , DIVIDENDS etc AFFECT THE STOCK PRICE OF A COMPANY. HOW TO FIND COMPANY WITH HUGE GROWTH POTENTIAL AND HOW TO INVEST STRATEGICALLY.

PS-I station: The Teaser Company, New Delhi

Student

Name: PREET GUPTA (2022A3PS0777G)

Student Write-up:

PS-I Project Title: D2C market research

Short summary of work done: My work was solely on research, how companies work

Objectives of the project: To learn about d2c world

Tool used: Google, motion

Details of Papers/patents: No

Brief description of the working environment: Work environment was nice

Academic courses relevant to the project: Fufa

Learning outcome: Came to know about d2c and other important aspects

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Name: KUNAL SHEKHAWAT (2022B1AB0741P)

Student Write-up:

PS-I Project Title: Challenges faced by direct to consumers (D2C) startups

Short summary of work done: Marketing, Supply chain, Personalization, Competition, Distribution.

Objectives of the project: To identify the challenges faced by D2C startups in the present world.

Tool used: Chat GPT

Details of Papers/patents: None

Brief description of the working environment: Working environment was really good but due to lack of space, most of the work was from home. One can learn the marketing and advertising industry insights from this station.

Academic courses relevant to the project: FUFA

Learning outcome: Got a good deep dive into the D2C space.

PS-I station: T-Hub Foundation, Hyderabad

Student

Name: ASHWIN KUMAR GOEL (2022A4PS0723H)

Student Write-up:

PS-I Project Title: Corporate innovation team activities at T-Hub

Short summary of work done: Made redundant powerpoints (they weren't good enough to present to clients so they were more of an exercise than something useful). "Learnt" about what the team does from the corporate deck and T-Hub website. Some market research.

Objectives of the project: Learnt about what the corporate innovation team does

Tool used: Microsoft powerpoint, Microsoft excel, ChatGPT

Details of Papers/patents: NA

Brief description of the working environment: Working environment was very professional, people were extremely nice and helpful. I had very few expectations from the company. I learnt next to nothing in my PS1.

Academic courses relevant to the project: Technical report writing

Learning outcome: Powerpoint

Name: MOHAMMED HUSBANUDDIN (2022AAPS0350H)

Student Write-up:

PS-I Project Title: Strengthening the Startup Ecosystem: Expanding Incubation Networks and Insights from T Hub

Short summary of work done: During my internship at T-Hub, I made significant contributions to the BIML program, including outreach and lead generation. My involvement in the Brand and Marketing Session and various meetings enriched my understanding of the entrepreneurial ecosystem. The Case Study on funding for startups was a particularly valuable experience, providing deep insights into the funding landscape and support mechanisms for startups. Additionally, participating in mock pitch deck sessions allowed me to engage directly with startups, providing feedback that helped them refine their pitches and strategies.

Objectives of the project: The primary objectives of my internship were to: ● Assist in the Business Incubation Management Leadership (BIML) Program. ● Contribute to the Brand and Marketing Session. ● Conduct research on funding for startups. ● Participate in key meetings and startup interactions to gain practical experience and insights. ● Engage in mock pitch deck sessions with various startups to provide feedback and recommendations.

Tool used: Microsoft powerpoint, Word, Microsoft excel.

Details of Papers/patents: NA

Brief description of the working environment: The work environment at T-Hub Foundation, Hyderabad, was dynamic and innovation-driven. As a leading incubator, T-Hub provided a collaborative atmosphere, encouraging creativity, teamwork, and proactive problem-solving. The culture emphasized continuous learning, with regular interactions and meetings fostering a supportive and engaging environment for

professional growth. T-Hub expected interns to be proactive, committed, and eager to learn. The organization valued effective communication, analytical thinking, and the ability to adapt to new challenges. Interns were expected to contribute meaningfully to ongoing projects, demonstrate a strong work ethic, and participate actively in various programs and initiatives, reflecting the company's mission to support and nurture startups.

Academic courses relevant to the project: TRW

Learning outcome: 1. Enhanced Communication Skills 2. Comprehensive understanding of Startup Funding 3.Practical Experience in Pitch Deck Evaluation 4. Exposure to Startup Ecosystem and Incubation Management.

PS-I station: Vendorskart Online Services Pvt. Ltd., New Delhi

Student

Name: AVIRAL AMAR (2022A4PS0748P)

Student Write-up:

PS-I Project Title: Pitch deck creation for fuding purposes

Short summary of work done: Wont recommend these internships, There are other ways to utilize time in a better manner. Hardly anything one learns.

Objectives of the project: To create a pitchdeck for funding purpose

Tool used: CANVA, INVIDEOAI

Details of Papers/patents: NA

Brief description of the working environment: Overall it was good and friendly working environment.

Academic courses relevant to the project: TRW

Learning outcome: Improvement in communication and technical skills.

Name: SAKSHAM DAS (2022B3AA0523H)

Student Write-up:

PS-I Project Title: MARKETING AND BRAND AWARENESS

Short summary of work done: HERE FIRST WEEK WAS ALL ABOUT PLANNING AND DISCUSSING IDEAS ABOUT MARKETING WITH OUR PEERS AND OUR HR THEN WE EXECUTED SOME FEASIBLE IDEAS LIKE INFLUENCER MARKETING AND SOCIAL MEDIA MANAGEMENT.FOR THIS WE SEARCHED FOR VARIOUS INFLUENCERS KEEPING IN MIND ALL THE CONDITIONS THAT THE COMPANY HAD TOLD US TO ENSURE. AFTER THAT IT WAS JUST CONTENT CREATION THROUGH THE SCRIPTS PROVIDED BY US AND THEN FINALLY UPLOADING THEM ON OUR SOCIAL HANDLES.

Objectives of the project: INFLUENCER MARKETING, SOCIAL MEDIA MANAGEMENT AND WEBSITE GENERATION.

Tool used: CANVA, INVIDEOAI, CHATGPT, HTML-CSS

Details of Papers/patents: NO PAPERS

Brief description of the working environment: HERE OUR HR GUIDED US A LOT ABOUT SOICAL MEDIA MANAGEMENT AND ALSO SINCE IT WAS ONLINE WE DID HAVE A FEW REGULAR MEETINGS. AS WE HAD STARTED EXECUTED THE PLAN, I.E., COMMUNICATING WITH INFLUENCERS. OVERALL IT WAS GOOD AND FRIENDLY WORKING ENVIRONMENT.

Academic courses relevant to the project: TRW, ORAL AND COMMUNICATION SKILLS.

Learning outcome: COMMUNICATION SKILLS ,TECHNICAL SKILLS AND CODING TOO (SLIGHTLY).

PS-I station: Wakao Foods, Goa

Student

Name: PRACHETA GUPTA (2022A5PS1464P)

Student Write-up:

PS-I Project Title: Sales and marketing summary of Wakao Foods

Short summary of work done: Understood the major market, created a marketing and sales strategy along with SOP for sales.

Objectives of the project: Understanding sales and marketing of a company.

Tool used: Microsoft (powerpoint, excel, words) and canva.

Details of Papers/patents: N/A

Brief description of the working environment: Working hours were from 9.30 am to 6 pm (Monday to Saturday). Friendly and cooperative colleagues. Seniors were very approachable.

Academic courses relevant to the project: N/A

Learning outcome: Learnt about sales and marketing, How to prepare SOPs and designing.

PS-I station: WALR Brothers LLP – Non-Tech, Indore

Student

Name: KHUSH SHARMA (2022A1PS1178G)

Student Write-up:

PS-I Project Title: Graphic designing. video editing and social media marketing

Short summary of work done: A graphic designer intern creates visually appealing designs for digital and print media, ensuring brand consistency across all platforms. A social media marketing intern manages social media accounts, creates engaging content, and analyzes metrics to improve campaign performance. A video editing intern edits and produces high-quality video content, adding effects, sound, and graphics to enhance viewer engagement. Together, they collaborate to elevate the company's online presence, drive audience interaction, and enhance visual storytelling, contributing significantly to the overall marketing strategy.

Objectives of the project: Learn Graphic designing. video editing and social media marketing.

Tool used: Adobe photoshop, Adobe premiere, Adobe after effects, FIGMA, CANVA, OBS studios, Adobe illustrator and pinterest.

Details of Papers/patents: None

Brief description of the working environment: Nice woring environment

Academic courses relevant to the project: CP

Learning outcome: Enhance Graphic designing, video editing and social media marketing skills.

PRACTICE SCHOOL MILESTONES:

- Conceptualization – 1973

- Extended PS option to all disciplines – 1975

- Inception of PS-I - 1976

- COPSIMS (Computer Operated Practice School Instruction Monitoring System) – 1985

- First PS station abroad – 1991

- PS for Higher Degree – 1992

- Double semester PS for Dual Degree students – 1992

- Combined PS-I operation for Pilani and Goa campuses – 2006

- Combined PS-II operation for Pilani and Goa campuses – 2007

- WEPSIMS (Web Enabled Practice School Instruction Monitoring System) – 2008

- Combined PS-I operation for Pilani, Goa and Hyderabad campuses – 2010

- Combined PS-II operation for Pilani, Goa and Hyderabad campuses – 2011

- BITS Pilani started offering scholarship of Rs. 8,000/- per month amounting to Rs. 44,000 (for the entire duration of PS-II) to selected PS-II students with CGPA 7.00 and above at various research organizations to encourage students to opt for CSIR & other Govt. Research labs - 2012

- PSMS (Practice School Management System) – 2014

- Conceptualization of PS Chronicles - 2015

- Digital Content for Skill gap - 2016

- Enhanced scholarship amount for PS-II students (CGPA 7.00 & above) at CSIR & other Research labs - Rs, 12,000 per month amounting to Rs. 66,000 (for the entire duration of PS-II) - 2016

- Introduction of Subject Matter Expert (SME) for PS-I Projects - 2017

- Digital version of PS Diary - 2019

- Successful implementation of PS-I course in remote mode for 2940 + students during summer 2020 with detailed project identification prior to start of the course - 2020

- Establishment of Student Counselling Cell (SCC) – 2023

- Conceptualization of open house much prior to allotment process - 2023

- Initiated Level of Engagement (LoE) survey for PS-I students during the course – 2023

- Pre PS-II Preferences Survey - 2023

- Conceptualized the live support sessions for students opting for PS – 2023

- BITS Pilani is currently offering an enhanced scholarship of Rs. 20,000 per month amounting to Rs. 1,10,000/- (for the entire duration of PS-II) to selected PS-II students with CGPA 6.00 and above at various research organizations - 2023.

- Complete restructuring of PS transcript - 2023

- Conceptualization of data source page for providing the access to information in a single platform for students - 2024

- Implementation of New Practice School Management System with enhanced capabilities for planning & allotment purposes - 2024.

- Conceptualization of Pre Practice School-I survey – 2024

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Practice School Division
PS Chronicles