

**SUMMER TRAINING PROJECT REPORT**

**ON**

**“A STUDY OF MARKETING AND LOGISTICS PRACTICES AT GRASIM  
INDUSTRIES LIMITED” (CHEMICALS DIVISION)**



Submitted in partial fulfillment of the requirements for the

**MASTER OF BUSINESS ADMINISTRATION**

**SESSION (2018-20)**

**N P U**

**NILAMBER PITAMBER UNIVERSITY**



**INTERNAL GUIDE**

**SUMIT MISHRA**

**EXTERNAL GUIDE**

**MR. Om Chaubey**

Submitted by:

**ANURAG KUMAR CHOUBEY**

**Registration No- NPU/21142/12**

**NILAMBER PITAMBER UNIVERSITY**

**MEDININAGAR PALAMU**

**JHARKHAND-822101**

**ROLL- 18MBA6190133**



## PREFACE

All students learn theoretical subjects in their classroom, but as we are the management students, apart from theoretical studies we need to get a deeper insight into the practical aspects of those theories by working as a part of organization during our summer training. Training is a period in which a student can apply his theoretical knowledge in practical field. Basically, practical knowledge and theoretical knowledge have a very broad difference. So this training has high importance as to know how both the aspects are applied together. The study of management acquires most crucial position in the business administration. In order to be successful, it is necessary to give priority to the management in an organization. But it can't be denied that the study of management would be more educational, materialistic and even more interesting, if it is to be paired with the work in organization as an employee.

The training session helps to get details about the working process in the organization. It has helped me to know about the organizational management and discipline, which has its own importance. The training is going to be a lifelong experience.

Management in India is heading towards a better profession as compared to other professions. The demand for professional managers is increasing day by day. To achieve profession competence, manager ought to be fully occupied with theory and practical exposure of management.

A comprehensive understanding of the principle will increase their decision-making ability and sharpens their tools for this purpose. During the curriculum of management programmes a student has to attain a practical exposure of an organization on live project in addition to theory he/she studies.

This Project Report has been completed in Partial fulfillment of my management Program, **MASTER OF BUSINESS ADMINISTRATION** in the company **GRASIM INDUSTRIES, REHLA**.





GRCD-RHL/HR&A//2021-21/159

25-03-2021

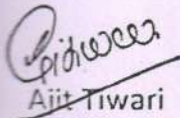
TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Anurag Kumar Choubey, a student of Master of Business Administration (MBA) in Marketing (3<sup>rd</sup> Semester) from Department of Business Management, Nilambar Pitamber University, Medininagar, (Jharkhand), has completed his Vocational Training in our Organization from 03<sup>rd</sup> February, 2021 to 20<sup>th</sup> March, 2021.

During the tenure of his training he was found sincere and keen to learn.

We wish him all the success for his future life.

for Grasim Industries Limited,  
Chemical Division, Rehla

  
Ajit Tiwari

Asst. Vice President- HR

Grasim Industries Limited  
Chemical Division, Rehla  
Garhwa Road, Rehla 822 124  
Dist. Palamau, Jharkhand, India

Telephone +91 6584 262211/221/488  
Fax +91 6584 262205

Website www.grasim.com  
CIN U1947PLC000410  
E-mail grasim.rehla@adityabirla.com

Regd. Office P.O. Birlagram, Nagda 456 331 (M.P.)

Scanned By KagaZScanner



UNIVERSITY

**DEPARTMENT OF COMMERCE & BUSINESS MANAGEMENT**

(Janta Shivratri College Campus)

**NILAMBER PITAMBER UNIVERSITY**

MEDININAGAR (PALAMU) - 822101

JHARKHAND



Letter No. PGC/NPU/MBA/14-21

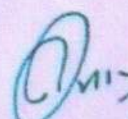
Date 16-01-2021

To

The AVP HR/GM HR  
Grasim Industries Ltd.  
Rehla, Palamu, Jharkand

Sub. - Request for Summer Training of MBA student in your company

Mr. Anurag Kumar Choubey is a student of M.B.A Semester-II Session 2018-20 bearing Roll No.-02. He is a bonafide student of our Department. He is allowed to do summer training of six weeks (Which is the part of course) in your company/Industry. Kindly assist him to prepare a Project Report in the domain of his specialization.

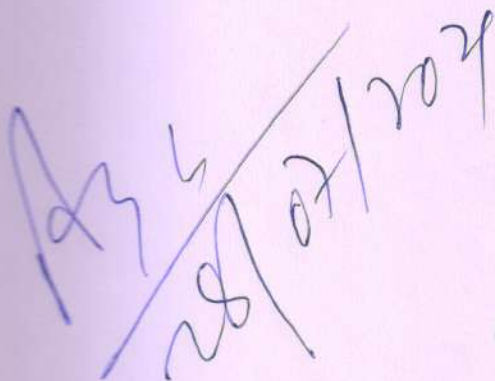
  
16.01.21  
**Director**  
**M. B. A. Course**  
N. P. U. Medininagar

Director  
M.B.A. Course  
N.P.University  
Medininagar, Palamu



**CERTIFICATE OF GUIDE****DECLARATION**

This is to certify that the project work entitled "A STUDY OF MARKETING AND LOGISTICS PRACTICES AT GRASIM INDUSTRIES LIMITED" (CHEMICALS DIVISION) worked under GRASIM INDUSTRIES Limited is a bona-fide work carried out by ANURAG KUMAR CHOUBEY, a student of NILAMBER PITAMBER UNIVERSITY MEDININAGAR PALAMU currently pursuing MBA Program (Batch :2018-20) under my guidance and direction.

  
28/07/2024

Examiner - 1

  
28/07/2024

Signature of the Faculty Guide:

Name: **SUMIT MISHRA**

(Assistant Professor of NILAMBER PITAMBER UNIVERSITY)

TABLE OF CONTENTS

**DECLARATION**

This is to certify that the Project Report entitled "A STUDY OF MARKETING AND LOGISTICS PRACTICES AT GRASIM INDUSTRIES LIMITED" (CHEMICALS DIVISION)", which is submitted by me in partial fulfillment of the requirement for the award of degree 'MASTER OF BUSINESS ADMINISTRATION' from NILAMBER PITAMBER UNIVERSITY MEDININAGAR PALAMU comprises only my original work and due acknowledgement has been made in the text to all other material used.

**ANURAG KUMAR CHOUBEY**

Reg. No. NPU/21142/12

MBA 2<sup>nd</sup> year (Marketing)

ROLL-18MBA6140133