



Kandivli Education Society's  
**B. K. SHROFF COLLEGE OF ARTS &  
M. H. SHROFF COLLEGE OF COMMERCE**

An Autonomous College

NAAC Re-accredited 'A' Grade

ISO 9001:2015 Certified

QS I - Gauge 'Gold Rating' & 'Institute of Happiness' Award

Mentor College under UGC's 'PARAMARSH' Scheme • 'Best College 2017-18' award from University of Mumbai



International Level Online / Offline Mode

## Students' Research Conference

on

**'BUILDING RESILIENCE - A WAY FORWARD'**

in association with

**Taylor's University, Malaysia**

organized by

**Research Centre**

on

13th October 2022.

This is to certify that

Mr. / Ms. Suubhasmita Sahu of

St. Miras's College for Girls, Pune

has participated and presented a research paper on  
Impact of digital marketing in context with strategies of Red Bull and Lego

Dr. Anindita Dasgupta  
Head of School,  
School of Liberal Arts & Sciences,  
Taylor's University,  
Malaysia

Dr. Vanitha Esaimani  
Head, Research & Innovation Centre

Dr. Lily Bhushan  
Principal

A Students'  
**RESEARCH**  
Initiative

2022-10-13 1