



A PROJECT REPORT ON  
**“A STUDY OF EFFECTIVENESS OF USE OF SOCIAL  
MEDIA FOR BRANDING BY SMALL SCALE  
BUSSINESS”**

SUBMITTED TO

St. Mira's College for Girls, Pune

Autonomous (Affiliated to Savitribai Phule Pune University)

UNDER THE GUIDANCE OF

**DR. DIMPLE BUCHE**

FOR THE PARTIAL FULFILLMENT OF

MASTERS OF COMMERCE

(BUSINESS ADMINISTRATION)

(MCOM 2023-24)

SEMESTER – IV

**SANSKRUTI CHETAN KAWADE (6906/ MC221109 )**



**SADHU VASWANI MISSION'S**

**St. Mira's College For Girls, Pune**

**Autonomous (Affiliated to Savitribai Phule Pune University)**

**Reaccredited by NAAC- A Grade, cycle 4**

**[ARTS, COMMERCE, SCIENCE, BSc (Computer Science), BBA, BBA(CA)]**

**6, Koregaon Road, Pune-411001. [INDIA]**

**CERTIFICATE**

This is to certify that **Ms SANSKRUTI CHETAN KAWADE** (Roll no: 6906 / Seat no: MC221109) has successfully completed her Project titled "**A STUDY OF EFFECTIVENESS OF SOCIAL MEDIA FOR BRANDING BY SMALL SCALE BUSSINESS**"

The same constitutes a part of MCOM Part 2, Semester 4 curriculum for the academic year

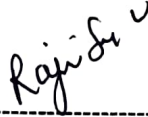
2023-24.



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