



भारतीय सूचना प्रौद्योगिकी संस्थान, इलाहाबाद
Indian Institute of Information Technology, Allahabad

(A University Established under sec. 3 of Ugc Act 1956 vide Notification No. F. 9.4.99-U.3 Dated 4/08/2000 of Govt. of India)

(A Centre of Excellence in IT, Established by Govt. of India)

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TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. **Varun Katti** bearing USN **4AL19MBA81**, is a bonafide student of the Master of Business Administration program of the Institute 2019-21, affiliated to Visvesvaraya Technological University, Belagavi, Mangalore, Karnataka.

He underwent Summer Internship Training from 15th March- 30th April 2021 at **Indian Institute of Information Technology-Allahabad, Prayagraj, Uttar Pradesh.**

The Research Project report on "**Social Media Influence on Consumer Buying Behavior based on Generation Z via Instagram**" is prepared by him under the guidance of **Dr. Pragya Singh, Assistant Professor, Department of Management Studies, Indian Institute of Information Technology- Allahabad**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Mangalore, Karnataka.

Varun is a Hardworking and sincere Student, I wish him All the Best for his Future Endeavors.

Pragya Singh

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