



**Nalin Bhati**

**Title:** Comparative Analysis Of A Domestic Solar Power Project With Similar External Project Of China

**Host Organization:** Satluj Jal Vidyut Nigam Ltd (SJVN)

**Year:** 2020

**ABSTRACT:**

The domestic solar power project that is 'Charanka' has been compared with the similar project of China (Zhaiheyuan). The comparison has been done on the basis of efficiency, timeline, environmental impacts, and social impacts. This has been done to develop the indicators and benchmarks for a hydropower station to analyze its efficiency, timeline, environmental impacts and social impacts. Also, the project has been compared to calculate which of the plant is more efficient and viable. The secondary data has been collected from the research papers and detailed project report. The capacity utilization factor and the other factors like environmental and social impacts have been compared for notifying the plant efficiency.



**Rohan Sharma**

**Title:** Short Term Measures For Maximization Of Farebox & Non-Farebox Revenue Kalka-Shimla Heritage Rail Line

**Host Organization:** Cushman & Wakefield

**Year:** 2020

**ABSTRACT:**

The study intends to conduct an assessment of the existing Assets of Kalka Shimla Hill railway, covering two aspects i: e Assessment of Land parcels, Development plans and Monetization Potential and Assessment of Fixed Infrastructure, Rolling stock and their Monetization Potential. Short term measures to increase farebox and non-farebox revenue have been identified based on the assessment and to carry out SWOT analysis of respective hill railway. The Assessment of the existing rail connectivity would be based on the planned infrastructure which will enhance the footfall for these hill railways along with assessment of existing land banks available with respective hill railways. The study would take into account the development potential of the site, policy implications, market surveys, mapping of key heritage and real estate assets along with evaluation of influence zones from subject site. The scope of research focuses on study of Fixed Infrastructure, Rolling stock and their Monetization Potential. The analysis should provide basis for deciding the funding options, format and sources under the Public Private Participation (PPP). Also references from international case studies of similar heritage rail systems have been taken as a part of global benchmarking. Aspects such as, revenue streams, associated Real-Estate development, tourist facilities created, sources of ticketing revenue and possible operational expenditure details have been analyzed for benchmarking. At last, the recommendations of product mix and implementation strategies were given for profit maximization for the Kalka Shimla Heritage Rail Line.



**Utsav Shukla**

**Title:** A Deep Dive Into The Factors That Impact Google’s Algorithm, and Assisting Clients In Improving Their Rankings

**Host Organization:** White Hatters Marketing Pvt Ltd

**Year:** 2020

**ABSTRACT:**

Site Design Improvement (SEO) is the way toward influencing the perceivability of a site or a site page in a web search tool's unpaid outcomes. It is the way toward getting traffic from the "free," "natural," "publication" or "normal" list items on web indexes.

Site design improvement is a vital procedure to take a web record in top list items of a web crawler. Online nearness of an association isn't just a simple method to reach among the objective clients yet it might be gainful as well if advancement is finished keeping considering the objective clients as of the explanation that more often than not clients search out with the catchphrases of their utilization (Say; PhD in web innovation) instead of looking through the association name, and on the off chance that the page interface comes in the top positions, at that point the page ends up being productive.

This work portrays the changes of taking the page on top situation in Google by expanding the Page rank which may bring about the improved perceivability and beneficial arrangement for an association. Google is the most trusted and easy to understand web crawler demonstrated for the clients, which gives client situated outcomes. Also, the vast majority of other web search tools use Google search designs; so we have focused on it. In this way, if a page is advanced in Google it is enhanced for the greater part of the web indexes.