



MUMBAI UNIVERSITY



St Andrew's College of Arts, Science and Commerce

St Dominic Road, Bandra, 400050.

FIELD PROJECT 2025-2026

Guidelines, Topics and Registration Process

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FIELD PROJECT GUIDELINES FOR SECOND YEAR STUDENTS

Field Project (FP) has been included as a mandatory part of the second year (SY) curriculum under the guidelines of Mumbai University (as per NEP 2020). In order to enhance learning, inter-department collaboration, creative thinking and practical application of classroom learning, FP is going to be interdisciplinary in nature. The process is as follows:

- This brochure contains a list of topics. Students are requested to go through all the topics and shortlist around 15-20 topics they are interested in (to ensure they have multiple backups if the topics they are interested in do not have any remaining slots).
- Out of these shortlisted topics, students will complete registrations for ONE topic (on a first-come, first-serve basis.)
- Maximum number of students in each group is 7, once the requirements are fulfilled no exceptions will be made. *Please ensure that once the students complete the registration for any 1 topic, they do not register for any other topics. **No change in topics/groups post registration will be allowed.***
- Registrations will be **OFFLINE** on the **23rd and 24th of July from 9:50AM to 11:50AM**. Students need to know the topic codes for the topics they are interested in (given in the index below). Registration rooms will be allotted by topic codes.
- Each group will be allotted a faculty mentor to guide them through the research requirements.
- For the topics chosen, students will be asked to conduct 4 mandatory field visits for data collection (to be attested with proof as per mentor's discretion.) At the end of the data collection, all students are requested to individually submit a report (guidelines and format for which will be shared by the respective mentors)

REGISTRATION ROOM ALLOTTMENTS

TOPIC CODE	REGISTRATION ROOM
1-10	G2
11-20	G4
21-30	G6
31-40	F4
41-50	F6
51-60	F8
61-70	S2
71-80	S4
81-90	S6
91-100	T5
101-110	T7
111-120	L4
121-128	L1

- In case of any difficulty finding the classes, please approach the NSS volunteers available on the floor for help.
- Please list down interested topics and their codes before arriving for registrations.
- Kindly cooperate with volunteers and faculty to maintain decorum and ensure a smooth registration process.

LIST OF TOPICS

(The attached topic names and descriptions can change through the duration of the project, but the general domain remains constant. The descriptions intend to provide some insight into the possible direction for research.)

Topic Code	Topic Name	Description
1	Influence of advertising on consumers	To explore the influence of advertising on consumers, with a focus on how individuals of different age groups respond to various aspects of advertisements such as storytelling, color schemes, production, emotions, budgets, target audience alignment, and the frequency of exposure.
2	Fashion Sustainability Movement	How the fashion sustainability movement being adopted across the globe is perceived by people, what motivates them to approach sustainability, thrifting and reselling culture and their social media narratives
3	Digital Behaviour	Exploring counterproductive digital phenomenon like doom scrolling, Screen Fatigue on Gen-Z students and primary causes contributing to this behaviour
4	Travel Experience	Interviewing people who travel via local trains and what are their perceptions of their travel experience? We can also explore what challenges they face, what do they think can be improved (infrastructure or social factors) to enhance their travelling experience.
5	Movie Experience Choice Rationales	What factors (ex: Cast, Cost of tickets, Genre, Relatability, Social Media Promotions etc) influence people to watch movies in theatres? Why do people still prefer going to theatres in the era of OTTs, What kind of movies are perceived to be a "must watch"?
6	Effects of Cashless Transactions	Reality of Spending (psychological effects like comfort, impulsivity and/or financial aspects like overspending) as facilitated/experienced by UPI users in comparison to individuals who prefer cash transactions. Why do some people prefer UPI whereas others don't, where are they most likely to use it?
7	Humour: The positives and negatives	What kind of humour attracts people, influence of mainstream media and social media based humor on vocabulary, generational gaps in humour preferences, use of humour in building relationships. use of humour in reality acceptance

Topic Code	Topic Name	Description
8	Food choice and consumption behaviour	mindful vs mindless eating, emotional eating behaviours, comfort food choices, fast-food consumption pattern and their rationales, food choice patterns in social settings, diet culture and guilt.
9	The Dabbawalas of Mumbai	A study of Mumbai's lunch delivery system and its unique logistics.
10	Youth Entrepreneurship in Dharavi	Explore grassroots innovation and startup culture in Dharavi.
11	Impact of Coastal Road/Metro Construction on Local Communities	Investigate how infrastructure projects impact people's lives and livelihoods.
12	Mental Health Awareness Among College Students in Mumbai	Examine students' awareness, coping mechanisms, and help-seeking behaviour.
13	Access to Public Healthcare in Mumbai's Peripheries	Study challenges faced by the urban poor in accessing healthcare.
14	AI Awareness and Ethical Concerns Among College Students	Explore student understanding of AI and their ethical concerns.
15	Nightlife and Youth Culture in Mumbai	Understand how youth engage with nightlife and leisure post-pandemic.
16	Religious Institutions and Community Outreach in Mumbai	Examine the welfare and civic work of religious institutions.
17	Online Learning and the Digital Divide Among Mumbai Youth	Investigate disparities in online education access post-COVID.
18	Food and Faith: Role of Langars and Temple Kitchens	Explore how religious spaces contribute to food distribution and care.
19	Street Children and Survival Strategies at Railway Stations	Study how children survive through informal work and networks.
20	Buy the Brand: Unpacking Consumer Choices	To identify key brand elements that attract consumers and impact their buying choices decision.
21	Empowering Communities: A Study of Self Help Groups in Mumbai / Mumbai Suburban Region	To evaluate how participation in Self Help Groups (SHGs) has improved income levels, savings habits, and access to credit among members, also how they contribute to skill-building and support micro-enterprises or small-scale business ventures in the

Topic Code	Topic Name	Description
		Mumbai/ Mumbai suburban region
22	Marketing Strategies Adopted by Colleges in Mumbai / Mumbai Suburban	To study the impact of Digital marketing, influencer marketing (student ambassadors), SEO, ads and also to focus on traditional marketing (brochures, seminars, educational fairs)
23	A Comparative Study on the Buying Behavior of Gen Z and Millennial Consumers	To identify key differences in shopping habits between Gen Z and millennial consumers like the factors influencing their purchase decisions, time spent, planning style (planned vs. impulse buying), preferences in product categories, who is more influenced by offers, discounts, or in-store promotions.
24	Last-Mile Delivery Challenges in E-commerce	To identify key challenges faced by delivery personnel (e.g., traffic, incorrect addresses, customer delays). Also to understand consumer expectations and complaints related to delivery.
25	Role of Social Media Marketing in Promoting Small Businesses	To assess how social media platforms contribute to brand visibility and customer engagement for small businesses, also to evaluate cost effectiveness and reach as compared to traditional methods
26	Shopping Behavior During Discount Sales or Limited-Time Offers	To understand how discount sales influence shopping quantity and frequency and to study whether consumers buy more due to actual need or excitement (Use of urgency as a psychological trigger in retail.)
27	Impact of Packaging on Consumer Buying Behavior	The objective of the study is to analyze the impact of packaging elements such as colour, design, material, labelling etc. on consumer buying behavior and how packaging influences purchasing decisions.
28	Impulse Buying Behavior in Supermarkets	To understand the factors that trigger impulse buying like product placement discounts, packaging.
29	Impact of Inflation on Household Budgeting Among Middle-Class Families: A Study in Mumbai/Mumbai Suburban Region	To examine the impact of inflation on the budgeting practices and spending patterns of middle-class households in the Mumbai / suburban region of Mumbai
30	Sustainability in Local Cafes : A case study of Eco-friendly practices	To identify eco friendly practices adopted by local cafes (eg. Biodegradable packaging, waste reduction) and to analyse the impact of sustainability on customer satisfaction and loyalty
31	Shopping Mall v/s Street Markets : A study on customer choice and business	To understand customer preferences between shopping malls and street markets in terms of convenience, pricing, product variety, and overall experience.

Topic Code	Topic Name	Description
	practices	
32	Women Entrepreneurs (WE) in Local Market	To identify the type of businesses run by WE in local markets of Mumbai / Mumbai Suburbans and to understand the challenges faced by them in starting and sustaining their business
33	A Study on Preferred Investment Avenues Among Salaried Individuals in Mumbai / Mumbai Suburban	To understand the factors influencing their investment decisions, and assess their awareness of various investment avenues such as fixed deposits, mutual funds, stocks, insurance, retirement plans etc.
34	Urban Village Study	360 degree study of an urban village in Mumbai. E.g. Pali Village - its demographics, area, history, businesses, repurposing of area, using old structures for new age markets, economic value and challenges
35	Innovations in Education for the Differently abled	Studying an Institution/NGO which pioneers education for the differently abled - the History of education/lack of for this demographic, approaches and programmes, community involvement, finance and economic independence, challenges
36	Rediscovering Indian Artisanal Skills	Pick a traditional Skill - E.g. Weaving, Embroidery, woodwork - identify businesses that encourage and market traditional Indian Skills, the history of the Skill, financial management, using IT and online marketing, opportunity and challenges
37	Food and Culture	Choose a cuisine (Bombay Chaat/Parsi food/South Indian...) - trace the link between food and community history and geography, psychology of food, food for health, new brands/individual attempts to popularize food culture, using social media
38	Oral History Project	Select a group/community - E.g. residents of Parsi Colony, Retired Police personnel, interview members to understand their history, contribution, challenges they face, how their legacy can be shared with the community using traditional and new technological approaches
39	Is Reading Dead?	Select a group/community library (Like M3 municipal library near college) - rediscovering the joy of reading, Children and books, making the library available to new demographics, can online and library bridge a gap, Library is more than books, challenges

Topic Code	Topic Name	Description
40	Conscious Consumption	Choose a popular brand (clothes, foods...), does it live up to its claims - supporting communities, repurposing clothes, recycling - how true are these claims and how can it/should it shape consumer behaviour, is responsible consumer behaviour important, economics
41	Safety and Security Measures in Front Office	A Study on Front Office Safety and Security Protocols in the Hospitality Industry
42	Popularity of Non-Alcoholic Beverages in 5-Star Hotels	Trends in the Consumption of Non-Alcoholic Drinks in Luxury Hotels
43	Trends in Themed Restaurants and Dining Experiences	Emerging Concepts in Theme-Based Dining and Experiential Food Services
44	Health-Based Bakery Products (Gluten-free, Keto, etc.)	Innovations in Nutritious and Specialized Bakery Items for Health-Conscious Consumers
45	Use of Eco-Friendly Products & Sustainable Practices in Hotel Industry	Implementation of Green Products and Sustainability Initiatives in the Hotel Industry
46	Impact of Ecotourism on Local Communities	Influence of Eco-Friendly Tourism on the Socio-Economic Development of Local Populations
47	Agrotourism in Maharashtra	An Overview of Agrotourism Development and Potential in Maharashtra
48	Gender Dynamics in Hospitality Industry	Exploring Gender Roles and Equality in the Hospitality Workplace
49	Effects of Online Reviews on Hotel Bookings	The Influence of Guest Feedback and Online Ratings on Hotel Reservation Trends
50	Unpaid Care Economy	The unpaid care economy indirectly contributes to the working of the paid economy but is often overlooked in traditional economic analysis. A survey can be conducted on individuals doing unpaid work in order to understand the contribution made by them.
51	A study of government schools in Mumbai	Students can consider selected government schools and analyze their condition through field visit
52	Role of Religious Festivals in Boosting Local Economy	Study how local stalls, decorators, caterers, and others earn during Ganesh Chaturthi, Navratri, etc.
53	Slums in Mumbai	The topic will help to understand the life of the urban poor. Students are expected to visit selected slum areas within Mumbai and understand the life of people from a socioeconomic

Topic Code	Topic Name	Description
		perspective.
54	Wholesale markets in Mumbai	Students are expected to visit selected wholesale markets of the city, understand them from an economic perspective by considering factors like prices, output, differentiation, and competition.
55	Street Vendors and the Informal Economy in Mumbai	Students can explore their income levels, challenges, types of goods sold, cost structure, and demand from consumers.
56	An analysis of Redevelopment Experience	Students can talk to residents and other stakeholders about the redevelopment process and analyze the prospects and challenges from various perspectives
57	Public vs. private clinics	survey patients in public hospitals and small private clinics to compare service costs, waiting time, and overall experience
58	A study of selected public libraries in Mumbai.	Students can focus on selected variables like accessibility, affordability, and quality by visiting public libraries
59	A Study of Gig Workers in Mumbai	This study can focus on food delivery agents, cab drivers (Ola/Uber), freelancers, etc. It can explore their working hours, income variability, social security, and job satisfaction.
60	Electric Vehicle (EV) Adoption in Mumbai	Costs and Preferences: Interview EV users (e-bikes, e-rickshaws, or car owners) about running costs, subsidies, and satisfaction.
61	Economic Impact of Coastal/Beach Tourism in Mumbai	Students can explore areas like Marine Drive, Gateway of India, Girgaon Chowpatty, Juhu etc. To study how street vendors, restaurants, and local sellers benefit from tourism. They can also assess seasonality, tourist spending patterns, and employment generation.
62	Labour conditions in small restaurants	survey staff at roadside eateries and cafes to understand wage levels, working hours and benefits
63	Impact of metro construction projects on small retailers in Mumbai	Students can speak to small retailers and listen to their experiences of metro construction.
64	Economics of Street Food vendors in Mumbai	A study of the street food vendors—an informal food distribution network that's both cost-effective and sustainable. Students can observe raw material procurement, pricing mechanisms, informal nature of the business, and how digital technologies (if any) are now involved.

Topic Code	Topic Name	Description
65	Gendered Language in Advertising: The Influence of English in Shaping Body Image and Gender Roles	Students will visit advertising agencies/malls to analyse in-store branding and how gender is encoded in the language of English advertisements in India (print and digital)
66	Empowering through English: A Case Study of Teach Institute/ Teach for India/ Teach India	The students will examine how the Teach India Institute equips deaf and dumb students with English communication and life skills
67	Digital Literacy and Language: A Study of English Communication Skills in Slum-Based Computer Education Centres	Students will visit NGO-run slum IT labs in Dharavi, Govandi, or Mankhurd, or BMC schools with digital literacy programs to investigate how English language training is integrated into basic computer literacy programs in low-income areas.
68	Storytelling and Sustainability: Documenting Indigenous Knowledge Systems	Students will visit adivasi hamlets near Sanjay Gandhi National Park or NGOs to analyse oral stories from tribal or rural communities that deal with local ecology, health, or social values.
69	Words on Fleek: A Comparative Study of Gen Z Vocabulary	The students will analyse slang, texting styles, and digital lingo with sociolinguistic insight.
70	Lost in Translation? Evaluating the Accuracy and of Google Translate	The students will examine the accuracy and contextual appropriation of Google Translate when translating.
71	An Analysis of Exam Preparation Strategies Among IELTS Aspirants in India	The student will examine IELTS candidates in India on preparation for the exam, focusing on learning methods, coaching trends, psychological factors, and resource accessibility.
72	Reconstructing Oral Histories: Documenting Partition Narratives from Partition Survivors	Students will seek to recover and archive personal testimonies of Partition survivors through oral history methodologies, contributing to memory studies and subaltern historiography.
73	English for Employment: Language Training in Skill Development Centres	Students will visit vocational training centres or Speak English Institutions to evaluate how vocational training institutes teach English to prepare youth for service-sector jobs.

Topic Code	Topic Name	Description
74	Speaking Without Seeing: Digital Communication Tools for the Visually Impaired	The student will explore the use of assistive technology and digital tools for communication in English like screen readers, audio-input messaging, and braille-based texting for visually impaired individuals
75	An Ethnographic Study of Bookstores: Case Studies of Granth, Crossword, and Kitab Khana	Students will visit bookstores to study how day-to-day operations are conducted and to understand the financial and operational challenges they face.
76	A Field Study of Informal Book Economies: The Case of Street Booksellers in Mumbai	Students will visit street book stalls to examine how this unorganised sector operates.
77	Pedagogical Approaches to Language Instruction for Children with Learning Disabilities	Students will visit institutions/centres engaged in promoting literacy and basic proficiency in English amongst children with learning disabilities to observe and evaluate the pedagogical strategies the teachers use for teaching language skills.
78	Corporate Training as an Emerging Professional Trajectory: A Study of Career Viability and Industry Demand	Students will interview corporate trainers to examine corporate training as a viable career option for English literature graduates.
79	An Exploratory Study of the Challenges Faced by Vernacular Medium Students in Transitioning to English-Medium Higher Education Institutions	Students will interview students from other colleges who have studied in vernacular institutions to learn more about the problems they face while studying in predominantly English-medium colleges.
80	Study on the use and relevance of Traditional Banking forms in the Digital Age	Visit bank branches and understanding traditional banking documents, such as demand draft forms, deposit slips, and pay-in slips. Get the opinion of bank employees and clients on use of forms or if digital alternatives are taking their place.
81	Beyond Cash Withdrawal: A Study on the range and use of ATM Services	Visit several bank ATMs and explore the various services offered beyond cash withdrawal to customers.
82	Survey on Health hazards among youth due to long hours in corporate working	Long Working hours has taken a toll on the health of especially the youth resulting in lack of sleep and health issues like blood pressure, diabetes, heart attacks etc.

Topic Code	Topic Name	Description
83	Awareness and perception of GST on shopping among Urban Youth	Visit the college campuses or malls to understand the youths opinion on GST awareness and application in bills on purchases.
84	Survey on the online purchase of medicines.	Survey to be done from buyers and sellers point of view – 3 to 4 visits to be attested with evidence.
85	Survey on investments made by Working Women	Survey of 3-4 working women to be attested with evidence.
86	Survey on Career awareness among TY students	Most of the TY students are still searching their career path and unsure of what jobs they want to take up.
87	Spending patterns of students of degree college	Survey of 3-4 students to be attested with evidence.
88	Survey on demand for housing loans among middle class family	Owning a house is dream of every individuals. But, are houses affordable. Although housing loans are easily available, but income being stagnant, can middle class families afford a housing loan.
89	Options to maximum income in the Financial sector with reference to senior citizen	Senior citizens are in the twilight of their life and are vulnerable to investments. Their cost of living are quite high especially their medical expenses and they have limited sources of income. With rising cost of living, the study seeks to find out how senior citizen can maximize their income to sustain their living. Field Visit: Banks, Companies, Senior citizens
90	Maximizing returns on banking products with reference to SIP	Systematic Investment Plan (SIP) is a good option to build a corpus over a period of time. The study seeks to find out the banking options available to maximize wealth over a period of time. Field Visit: Banks, Investors
91	AI in Media	Used in post processing of images and enhancing its quality and output. To study the transformation of media and entertainment industry with the aid of AI.
92	Predictive Analysis in E-commerce	Examine how consumer psychology and economic models feed into data models predicting customer choices.
93	Ethical Implications of Facial Recognition Technology	Study the societal impact, racial bias concerns, surrounding the use of facial recognition in public surveillance.
94	QR based Ordering Systems in Cafes and Restaurants	Students will be expected to visit cafes and restaurants to use their QR menu system and figure out its applications, and effects among customers and boosting revenue.

Topic Code	Topic Name	Description
95	Augmented Reality (AR) in Cultural Heritage Preservation	Study how AR can bring ancient ruins, extinct species or lost languages to life in educational contexts.
96	Deep Fakes and the Future of Media Integrity	Analyze how generative AI can manipulate videos and audio, affecting public trust.
97	Mobiles: IT Influencer Marketing	Study the impact of Influencers in promoting goods and services using social media applications.
98	Tax Planning amongst salary earners	Students are expected to conduct thorough research on current tax laws and investment avenues, analyze various tax-saving strategies, and present a comprehensive report with actionable recommendations for salaried individuals.
99	GST - An overview for small businesses	GST unified India's indirect tax system, simplifying compliance for small businesses. Registration is mandatory above certain turnover thresholds (e.g., ₹40 lakh for goods, ₹20 lakh for services), with a Composition Scheme available for smaller turnovers to simplify tax payments and reduce compliance burden.
100	Cost Control for small stall owners	For small stall owners, effective cost control means meticulously tracking all expenses, from raw materials to daily operational overheads. This allows them to identify areas for reduction, such as negotiating better supplier deals, minimizing waste, and optimizing inventory to prevent spoilage and overstocking.
101	Investment Awareness amongst Gen Z with respect to Mutual Funds	Gen Z in India is increasingly aware of mutual funds, opting for them over traditional FDs due to their tech-savvy nature, desire for higher returns, and the affordability of SIPs. While digital platforms and social media boost their investment interest, a deeper understanding of risk, diversification, and long-term financial planning is still crucial.
102	Role of Financial Planning in Startup Sustainability	Examine how startups in Mumbai budget, forecast, and allocate financial resources. Identify patterns that lead to early success or closure. Field visits to co-working spaces or incubators can offer first hand data.
103	Impact of Motivation Practices on Employee Turnover Costs in Educational Institution around Bandra	Students will survey 25 teaching and non-teaching staff across 3 colleges and 2 schools, analyse HR/finance records to calculate average turnover costs, and interview principals / vice principals on their motivation programs.

Topic Code	Topic Name	Description
104	Budgeting practices among marine fisher folks	To examine the budgeting practices of marine fisher folks, focusing on their income management, expenditure patterns, saving habits, and financial planning strategies, with the aim of understanding their financial behavior and identifying areas for improvement in financial literacy and resource allocation
105	A Field-Based Analysis of Women Empowerment through Laadki Bahin Yojana	To examine the impact of the Laadki Bahin Yojana on the socio-economic status of women beneficiaries. To evaluate the extent to which the scheme has contributed to financial independence among women.
106	Pension and Insurance awareness among unorganized workers	To assess the level of awareness, accessibility, and enrollment in pension and insurance schemes among unorganized workers, with the aim of identifying knowledge gaps, barriers to participation, and opportunities for improving financial security through targeted awareness and policy interventions
107	Role of Informal Waste Pickers in Plastic Recycling	To find out the contribution of rag pickers to plastic waste management, Analyze their working conditions, challenges and Propose recommendations for social inclusion and support.
108	Marketing Strategies used by FMCG companies in Rural Areas w.r.t retailers	To assess the product pricing and promotional strategies used by FMCG companies to grow their customer base in the rural market
109	Youth entrepreneurship: opportunities, challenges and impact on local development	To identify the challenges and opportunities of young entrepreneurs and assess the impact on employment and community development.
110	Working of Self-Help Groups	To understand the structure, working and financial practices of SHGs.
111	A Socio-economic study on Auto Rickshaw Drivers in Mumbai with Special Reference to their Demographic Characteristics and Living Conditions.	To explore common demographics of auto rickshaw drivers in different regions of Mumbai
112	An Exploratory Study on the Impact of Plastic Flower Usage on the Environment and Local Florist Industry from a Commercial, Sociological and Economic Perspective.	To assess the flower industry's challenges arising due to increased buying behaviour of plastic flowers

Topic Code	Topic Name	Description
113	Strategic HR Practices on Employee Engagement and Retention in the Banking Sector	Study on how strategic initiatives (flexible work, performance-linked pay, recognition) influence employee motivation and loyalty. Explore generational differences (Gen Z, millennials, etc.). Use of Likert scale surveys with staff. HR metrics like turnover rate, engagement scores, or training hours can be analyzed.)
114	Diversity and Inclusion as a Strategic Priority in HR: A Study of Gender Representation in Leadership Roles.	Analyze D&I policies and their strategic integration into HR planning. Assess effectiveness in promoting women and minorities in leadership positions. Data available via annual reports, employee surveys, or interviews. Can use case studies of progressive banks/insurers with D&I success stories.
115	Impact Of Credit Card Emi Facility On Purchase Decisions Amongst Consumers	This study explores how the availability of Equated Monthly Installment (EMI) options on credit cards influences consumer purchasing behavior. With rising aspirations and limited liquidity, EMI facilities have become a popular tool for enabling high-value purchases without immediate financial strain.
116	Customer Service Quality in Public vs Private Banks	In this project, you will visit public banks and private banks to observe how they treat customers. You can interact with staff or customers and see how helpful, polite, and efficient the service is. The aim is to compare the overall customer experience between the two types of banks.
117	Quality of Banking Information Offered to Potential Customers (Pvt vs Public)	This project looks at how well banks present information to people who walk in for help. You'll visit public and private banks and see how clearly they display details like interest rates, services, or schemes. The goal is to compare how customer-friendly their notice boards or help desks are.
118	Green Practices Observed in Bank Premises	In this project, you'll visit a bank and check if they follow eco-friendly practices. You'll look for things like use of LED lights, digital forms, or "Go Green" posters. It helps you understand how seriously banks are taking their environmental responsibility.
119	Bank Form Design – Are They Easy to Understand?	To analyze structures of bank forms and what challenges do they cause
120	Awareness of Health Insurance Among Households in Your Area	In this project, you will ask a few families in your area whether they have health insurance or not. You'll try to find out how much they know about it, why they chose to buy or not buy it, and what they think about it. This will help you understand how aware people are about health insurance and whether more awareness is

Topic Code	Topic Name	Description
		needed.
121	Attitude study of parents and students towards Hindi study in higher education	In this field project students will visit higher education institution to study perception of students towards Hindi language. Further they will also interviewed parents to know their opinion on Hindi language inclusion in Higher education
122	Perception and awareness of Gender discrimination in Hindi Cinema effect on society.	Students will visit in various area to analyze how gender discrimination is portrayed in Hindi cinema, understand public perception and awareness of it, and assess its impact on societal attitudes and gender roles.
123	Understanding the working pattern of Cloud Kitchens.	To understand the operational model of cloud kitchens and to identify the key factors that contribute to the success of cloud kitchens. To analyze the challenges faced by cloud kitchens and potential solutions.
124	Print vs Digital News: Changing Preferences	Compare how Gen Z and Millennials consume news, their trust levels, and preferred formats.
125	Role of NGOs in Health and Social Awareness Campaigns	Study how NGOs use media (videos, pamphlets, WhatsApp, social media) to spread awareness about hygiene, menstrual health, or mental health.
126	Digital Detox and Student Productivity in Mumbai Colleges	Explore how voluntary breaks from digital devices impact focus, anxiety, sleep, and academic performance among college students.
127	Emotional Wellbeing and the Role of Peer Support Communities	Assess how digital and offline peer groups (e.g., college clubs, Reddit, WhatsApp groups) support mental health, identity, and belonging among students.
128	Media Influence on Financial Literacy Among Young Adults	Explore how YouTube, Instagram, and fintech apps shape the financial habits, investment choices, and budgeting skills of students and first-time earners.
129	Digital Accessibility for the Elderly in an Increasingly Online World	Assess how senior citizens access services like banking, healthcare, and communication through digital means, and the challenges they face.