

## FIELD PROJECT FACULTY MENTORS

FACULTY MENTOR	TOPIC CODE	TOPIC
Dr Susan Lobo	69	Words on Fleek: A Comparative Study of Gen Z Vocabulary
	72	Reconstructing Oral Histories: Documenting Partition Narratives from Partition Survivors
	74	Speaking Without Seeing: Digital Communication Tools for the Visually Impaired
Ms Janifer Gunasheelan	65	Gendered Language in Advertising: The Influence of English in Shaping Body Image and Gender Roles
	67	Digital Literacy and Language: A Study of English Communication Skills in Slum-Based Computer Education Centres
	68	Storytelling and Sustainability: Documenting Indigenous Knowledge Systems
Nancy Carmel	70	Lost in Translation? Evaluating the Accuracy and of Google Translate
	75	An Ethnographic Study of Bookstores: Case Studies of Granth, Crossword, and Kitab Khana
	76	A Field Study of Informal Book Economies: The Case of Street Booksellers in Mumbai
Manvi Singh	7	Humour: The positives and negatives
	79	An Exploratory Study of the Challenges Faced by Vernacular Medium Students in Transitioning to English-Medium Higher Education Institutions
	82	Survey on Health hazards among youth due to long hours in corporate working
Pooja Joshi	52	Role of Religious Festivals in Boosting Local Economy
	59	A Study of Gig Workers in Mumbai

<b>FACULTY MENTOR</b>	<b>TOPIC CODE</b>	<b>TOPIC</b>
	62	Labour conditions in small restaurants
Sanjay Waghela	50	Unpaid Care Economy
	54	Wholesale markets in Mumbai
	58	A study of selected public libraries in Mumbai.
Ankush Mishra	60	Electric Vehicle (EV) Adoption in Mumbai
	61	Economic Impact of Coastal/Beach Tourism in Mumbai
	64	Economics of Street Food vendors in Mumbai
Samridhi Thukral	2	Fashion Sustainability Movement
	3	Digital Behaviour
	8	Food choice and consumption behaviour
Paridhi Choudhary	1	Influence of advertising on consumers
	5	Movie Experience Choice Rationales
	6	Effects of Cashless Transactions
Vatika Sibal	12	Mental Health Awareness Among College Students in Mumbai
	17	Online Learning and the Digital Divide Among Mumbai Youth
	19	Street Children and Survival Strategies at Railway Stations
Hadley Quadros	9	The Dabbawalas of Mumbai
	10	Youth Entrepreneurship in Dharavi
	15	Nightlife and Youth Culture in Mumbai
Janine Coelho	35	Innovations in Education for the Differently abled
	36	Rediscovering Indian Artisanal Skills
	38	Oral History Project
Madhuri Ayker	20	Buy the Brand: Unpacking Consumer Choices
	21	Empowering Communities: A Study of Self Help Groups in Mumbai / Mumbai Suburban Region
	32	Women Entrepreneurs (WE) in Local Market

<b>FACULTY MENTOR</b>	<b>TOPIC CODE</b>	<b>TOPIC</b>
Soumya Kuty	22	Marketing Strategies Adopted by Colleges in Mumbai / Mumbai Suburban
	23	A Comparative Study on the Buying Behavior of Gen Z and Millennial Consumers
	28	Impulse Buying Behavior in Supermarkets
Anselem Barla	24	Last-Mile Delivery Challenges in E-commerce
	30	Sustainability in Local Cafes : A case study of Eco-friendly practices
	31	Shopping Mall v/s Street Markets : A study on customer choice and business practices
Kevin Miranda	86	Survey on Career awareness among TY students
	88	Survey on demand for housing loans among middle class family
	89	Options to maximum income in the Financial sector with reference to senior citizen
Rachel George	84	Survey on the online purchase of medicines.
	85	Survey on investments made by Working Women
	87	Spending patterns of students of degree college
Jyoti Bhatia	80	Study on the use and relevance of Traditional Banking forms in the Digital Age
	81	Beyond Cash Withdrawal: A Study on the range and use of ATM Services
	83	Awareness and perception of GST on shopping among Urban Youth
Manish Pithadia	11	Impact of Coastal Road/Metro Construction on Local Communities
	29	Impact of Inflation on Household Budgeting Among Middle-Class Families: A Study in Mumbai/Mumbai Suburban Region
	49	Effects of Online Reviews on Hotel Bookings

<b>FACULTY MENTOR</b>	<b>TOPIC CODE</b>	<b>TOPIC</b>
Vineetha Nair	46	Impact of Ecotourism on Local Communities
	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.
	118	Green Practices Observed in Bank Premises
Shradha Lopes	104	Budgeting practices among marine fisher folks
	105	A Field-Based Analysis of Women Empowerment through Laadki Bahin Yojana
	110	Working of Self-Help Groups
Jordin Carvalho	26	Shopping Behavior During Discount Sales or Limited-Time Offers
	107	Role of Informal Waste Pickers in Plastic Recycling
	109	Youth entrepreneurship: opportunities, challenges and impact on local development
Michelle Regi	25	Role of Social Media Marketing in Promoting Small Businesses
	108	Marketing Strategies used by FMCG companies in Rural Areas w.r.t retailers
	113	Strategic HR Practices on Employee Engagement and Retention in the Banking Sector
Nidhi Rai	14	AI Awareness and Ethical Concerns Among College Students
	27	Impact of Packaging on Consumer Buying Behavior
	106	Pension and Insurance awareness among unorganized workers
Chaitali Dhanu	33	A Study on Preferred Investment Avenues Among Salaried Individuals in Mumbai / Mumbai Suburban
	98	Tax Planning amongst salary earners
	115	Impact Of Credit Card Emi Facility On Purchase Decisions Amongst Consumers
Ms Martins	34	Urban Village Study

<b>FACULTY MENTOR</b>	<b>TOPIC CODE</b>	<b>TOPIC</b>
	40	Conscious Consumption
	77	Pedagogical Approaches to Language Instruction for Children with Learning Disabilities
Venicia	124	Print vs Digital News: Changing Preferences
	125	Role of NGOs in Health and Social Awareness Campaigns
	126	Digital Detox and Student Productivity in Mumbai Colleges
Saba	127	Emotional Wellbeing and the Role of Peer Support Communities
	128	Media Influence on Financial Literacy Among Young Adults
	129	Digital Accessibility for the Elderly in an Increasingly Online World
ThalithaJane Davina	91	AI in Media
	92	Predictive Analysis in E-commerce
	95	Augmented Reality (AR) in Cultural Heritage Preservation
Mark Fernandes	94	QR based Ordering Systems in Cafes and Restaurants
	96	Deep Fakes and the Future of Media Integrity
	97	Mobiles: IT Influencer Marketing
Pratiksha Gore	39	Is Reading Dead?
	90	Maximizing returns on banking products with reference to SIP
	99	GST - An overview for small businesses
Prerna Singh	37	Food and Culture
	57	Public vs. private clinics
	71	An Analysis of Exam Preparation Strategies Among IELTS Aspirants in India
Siddharth Singh	101	Investment Awareness amongst Gen Z with respect to Mutual Funds
	102	Role of Financial Planning in Startup Sustainability

<b>FACULTY MENTOR</b>	<b>TOPIC CODE</b>	<b>TOPIC</b>
	103	Impact of Motivation Practices on Employee Turnover Costs in Educational Institution around Bandra
Savita Giri	41	Safety and Security Measures in Front Office
	56	An analysis of Redevelopment Experience
	66	Empowering through English: A Case Study of Teach Institute/ Teach for India/ Teach India
Shraddha Yadav	18	Food and Faith: Role of Langars and Temple Kitchens
	45	Use of Eco-Friendly Products & Sustainable Practices in Hotel Industry
	48	Gender Dynamics in Hospitality Industry
Archie Fernandes	16	Religious Institutions and Community Outreach in Mumbai
	42	Popularity of Non-Alcoholic Beverages in 5-Star Hotels
	43	Trends in Themed Restaurants and Dining Experiences
Peter Fernandes	44	Health-Based Bakery Products (Gluten-free, Keto, etc.)
	47	Agrotourism in Maharashtra
	53	Slums in Mumbai
Shirley Pillai	63	Impact of metro construction projects on small retailers in Mumbai
	93	Ethical Implications of Facial Recognition Technology
	114	Diversity and Inclusion as a Strategic Priority in HR: A Study of Gender Representation in Leadership Roles.
Varsha Hirve	55	Street Vendors and the Informal Economy in Mumbai
	73	English for Employment: Language Training in Skill Development Centres
	78	Corporate Training as an Emerging Professional Trajectory: A Study of Career Viability and Industry Demand
Dilip Menon	116	Customer Service Quality in Public vs Private Banks
	117	Quality of Banking Information Offered to Potential Customers (Pvt vs Public)
	119	Bank Form Design – Are They Easy to Understand?

<b>FACULTY MENTOR</b>	<b>TOPIC CODE</b>	<b>TOPIC</b>
Heena Khan	100	Cost Control for small stall owners
	111	A Socio-economic study on Auto Rickshaw Drivers in Mumbai with Special Reference to their Demographic Characteristics and Living Conditions.
	120	Awareness of Health Insurance Among Households in Your Area
Suvarna Dixit	13	Access to Public Healthcare in Mumbai's Peripheries
	51	A study of government schools in Mumbai
	123	Understanding the working pattern of Cloud Kitchens.
Ashwini Tarte	4	Travel Experience
	121	Attitude study of parents and students towards Hindi study in higher education
	122	Perception and awareness of Gender discrimination in Hindi Cinema effect on society.