



MUMBAI UNIVERSITY



**St Andrew's College of Arts, Science and Commerce**

**St Dominic Road, Bandra, 400050.**

## **COMMUNITY ENGAGEMENT PROJECT 2026-2027**

**Guidelines, Topics and Registration Process**

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## **COMMUNITY ENGAGEMENT PROJECT GUIDELINES FOR SECOND YEAR STUDENTS**

Community Engagement Project (CEP) has been included as a mandatory part of the third year (TY) 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, CEP 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 10, 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 **24th of June from 11:30AM to 12:30PM**. 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 are required to complete **mandatory 30 hours of field visits** for data collection (*to be attested with proof as per the university guidelines*). At the end of the data collection, all students are required to complete **15 hours of report work** and submit the same as per the assigned deadline (guidelines and format for which will be shared at a later date).

## REGISTRATION ROOM ALLOTTMENTS

TOPIC CODE	REGISTRATION ROOM
1-10	G2
11-20	G3
21-30	G4
31-40	G5
41-50	F2
51-60	F3
61-70	F4
71-80	F5
81-88	F6

- In case of any difficulty finding the classes, please approach the student 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.)*

<b>Topic Code</b>	<b>Topic Name</b>	<b>Description</b>
1	Books, Screens, and Stories: Understanding Children's Reading Preferences	To investigate the reading habits and preferences of children in the digital age, with a focus on the types of books and stories they read and enjoy. The study will also explore the influence of digital media, parents, schools, and peers on children's reading choices.
2	More Than a Language: The Relationship Between English and Self-Confidence	To investigate the relationship between English language proficiency and self-confidence. The study will explore how perceptions of language competence influence academic participation, social interactions, and personal self-esteem.
3	Book Clubs: Understanding Reading Cultures	To explore how book clubs are organized, how reading selections are made, and how participation contributes to the group members' intellectual and social experiences.
4	Fashion as a Form of Self-Narration	To investigate how clothing communicates identity, aspiration, culture, and belonging.
5	Sweet, Salty, and Savage: Food Slang Across Generations	To analyse food-related terms of address (insults and/or terms of endearment) to understand how language reflects cultural values, identity, humour, and changing social relationships.
6	Forwarded as Received: Misinformation and Everyday Media Use	To compare how different generations recognise and verify fake news, and to explore how trust, technology, and media habits shape attitudes toward information credibility
7	Digital Detox: Trend or Necessity?	To explore motivations and outcomes associated with reducing

		technology use.
8	Gig Economy and Youth Employment	To explore opportunities and challenges associated with freelance and gig work.
9	Consumer Awareness towards Financial Fraud	Investigates awareness of financial frauds such as phishing, OTP scams, online payment fraud, and identity theft. Examines preventive measures and preparedness levels.
10	Income and Life Satisfaction	Explores the relationship between income levels and life satisfaction, considering factors such as health, family relationships, job satisfaction, and quality of life.
11	Challenges Faced by Small Entrepreneurs	Investigates difficulties such as access to finance, competition, marketing issues, rising costs, labor shortages, and regulatory compliance affecting business growth.
12	Women-Owned Startups in Local Areas	Studies women entrepreneurs, exploring motivations, challenges, access to finance, business performance, and contributions to economic empowerment
13	A Study of Consumer Satisfaction towards Products/Services by Visiting a Consumer Co-operative Society	To assess the level of consumer satisfaction regarding products, services, pricing, quality, and customer support offered by consumer co-operative societies.
14	A Study of Opinion of Members about the Functioning of Co-operative Housing Society	To understand the opinions and perceptions of members regarding the management, administration, services, and overall functioning of a co-operative housing society
15	The Koli Identity Crisis: Indigeneity, Sea Rights, and Urban Encroachment in Mumbai	To explore how Mumbai's indigenous Koli fishing communities assert their identity and claim rights over coastal waters in the face of real estate development, port expansion, and legal invisibility under urban planning frameworks.
16	Intersectionality of Caste, Class, and Gender in Access to Higher Education in Mumbai	To critically analyze how overlapping identities of caste, class, and gender create compounded disadvantages for students from marginalized communities in accessing and surviving Mumbai's

		higher education institutions
17	Funeral Rituals Across Communities in Mumbai: Caste, Religion, and Continuity	To critically examine how funeral and post-death rituals vary across Mumbai's Hindu, Muslim, Christian, Parsi, and Buddhist communities, and how caste, class, and migration are reshaping these traditions in an urban context.
18	Pornography, Consent, and Sexual Norms Among Mumbai Youth	To critically examine the influence of pornographic media on sexual attitudes, consent norms, gender expectations, and relationship behaviour among young adults in Mumbai exploring how access, class, and gender mediate its effects, and its intersection with real-world sexual violence and objectification.
19	Mansplaining: Women's Experiences in Everyday Conversations	To investigate women's experiences of mansplaining in educational, professional, and social contexts. The study will explore how women perceive such interactions and the impact these experiences have on communication and participation in conversations.
20	Influencer Culture and Body Image: Impact on Young Adults	To investigate the impact of influencer-driven content on body image perceptions and self-confidence among youth.
21	Mathematics Anxiety Among Students: A Statistical Investigation	Assess the prevalence of mathematics anxiety among students and identify factors affecting learning outcomes.
22	Statistical Analysis of Literacy Levels in Local Communities	Analyze literacy rates and educational indicators in local communities using survey data and statistical measures.
23	A Study of Consumer Preferences towards Local Shops vis-à-vis Shopping Malls During Festivals	To compare consumer preferences for local shops and shopping malls during festive seasons and identify factors influencing their shopping choices.

24	Impact Of UPI Payments on Small Retail Businesses in Mumbai	Study whether UPI has increased sales, reduced cash handling, and improved record-keeping. Study the effect of UPI-based digital payments on small retail businesses. The research can focus on changes in sales, customer convenience, cash handling, transaction records, and overall business efficiency after the adoption of UPI payments. Study the effect of UPI-based digital payments on small retail businesses. The research can focus on changes in sales, customer convenience, cash handling, transaction records, and overall business efficiency after the adoption of UPI payments.
25	A Study of Waste Management Practices across Residential Housing Societies	To examine the waste management practices adopted by residential housing societies and evaluate their effectiveness in promoting environmental sustainability
26	Understanding the Acceptance of Digital Payments across Small and Medium Enterprises (SMEs)	To assess the level of acceptance, usage, benefits, and challenges associated with digital payment systems among small and medium enterprises.
27	Household Preparedness for Climate-Related Risks among the citizens of Mumbai	To evaluate household readiness for climate-induced events such as floods, heatwaves, and droughts.
28	Impact of Social Media on Environmental Awareness	To explore the role of social media in promoting environmental awareness and sustainable behavior.
29	Awareness And Usage of Mutual Funds Among Young Investors	Survey investors aged 18–35. Assess the awareness, understanding, and investment behaviour of individuals aged 18–35 regarding mutual funds. The study may explore investment objectives, preferred fund types, sources of information, and factors affecting investment decisions.
30	Financial Literacy Among College Students	Assess knowledge of banking, insurance, taxation, and investments. Evaluate the level of financial knowledge among college students in areas such as banking, taxation, insurance, savings, investments, and digital payments. The study can

		help identify gaps in financial education and awareness.
31	Costing And Pricing Techniques for Local Artisans and Handicraft Producers	Visit local artisans and handicraft producers and interact with them about the costing and pricing techniques. Visit local artisans and handicraft producers
32	Sustainability Measures and Expenses by Local Shops in Mumbai.	Visit local shops and interact with them about sustainability initiatives undertaken by them. Also enquire into their expenses towards sustainability.
33	Consumer Preference for Digital Payments	Analyse preferences for UPI, debit cards, credit cards and cash payments.
34	Brand Preference in Smartphones	Study factors influencing the choice of smartphone brands among consumers.
35	A study on the impact of UPI on local vendors.	The study seeks to analyze how the adoption of UPI has influenced sales volume, transaction efficiency, customer satisfaction, record maintenance, and overall business performance of local vendors. It also explores the challenges faced by vendors, such as digital literacy, internet connectivity, transaction security concerns, and dependence on technology.
36	A study on waste management practices at food courts.	The study seeks to understand the methods adopted by food courts for waste segregation, collection, recycling, disposal, and reduction of food waste. It also explores the awareness and participation of food court management, vendors, employees, and consumers in sustainable waste management practices. Additionally, the research identifies challenges faced in implementing efficient waste management systems and suggests possible improvements.
37	A Study on the Impact of Sustainable Retail Practices on Customer Satisfaction	This study examines how sustainable retail practices, such as eco-friendly products, sustainable packaging, waste reduction, and ethical sourcing, influence customer satisfaction. It aims to understand whether customers value these initiatives and how they affect their overall

		shopping experience and perception of retail brands.
38	To study the influence of Celebrity Endorsements on Brand Preference in the FMCG Sector	This study aims to examine how celebrity endorsements influence consumers' preference for FMCG brands. It focuses on the impact of celebrity attributes such as credibility, attractiveness, and popularity on consumers' perceptions and brand choices.
39	A Study on Cost Control and Profitability Management in Restaurant Business	This study focuses on how restaurants manage costs and maintain profitability in a highly competitive food industry. Rising food prices, labor costs, rent, and food delivery app commissions directly impact restaurant margins. The project will analyze cost components like food cost, labor cost, overheads, and wastage control methods used by restaurant owners. It will also study profitability techniques like menu engineering, pricing strategy, and upselling. The research aims to understand which cost control practices help small and mid-size restaurants in Mumbai/Virar region to survive and grow.
40	A Study on Role of Auto Loan/EMI Schemes in Car Sales	This study examines how auto loan and EMI financing options influence customer decision to buy a car in India. With car prices rising, 80-85% buyers now purchase cars through loans instead of cash. The project will analyze the role of interest rates, down payment, tenure, processing fees, and NBFC schemes in final purchase decisions. It will also study the impact of zero-down payment, low EMI, and festive offers on car sales volume. The research aims to understand how banks, NBFCs, and car dealers use financing as a sales tool to convert leads into buyers.
41	A study on credit card usage and spending behavior of GenZ employees.	The study seeks to understand how Gen Z employees use credit cards for daily expenses, online shopping, lifestyle spending, emergency needs, and financial planning. It also explores factors influencing credit card adoption, frequency

		of usage, repayment behavior, awareness of interest charges, and the role of rewards and promotional offers in spending decisions.
42	A study on the impact of war on household spending	The study seeks to analyze how households adjust their spending priorities during periods of conflict by changing expenditure on essential and non-essential goods and services. It also explores the extent to which rising prices, income uncertainty, and economic instability influence savings, investment, and overall financial planning among households.
43	A Study on the Impact of Online Reviews on Consumers' Restaurant Selection Decisions	This study examines how online reviews, ratings, and customer feedback influence consumers when choosing restaurants. It explores the role of digital platforms in shaping perceptions of food quality, service, hygiene, and overall dining experience. The study aims to understand the extent to which online reviews affect restaurant selection and consumer trust.
44	A Comparative Study of Consumer Preferences for Local Kirana Stores and Organized Supermarkets	This study compares consumer preferences for traditional kirana stores and modern supermarkets. It analyzes factors such as convenience, pricing, product variety, customer service, and shopping experience that influence purchasing decisions. The research seeks to identify the strengths and limitations of each retail format from the consumer's perspective.
45	A Study on Working Capital Management Practices in Retail Stores	This study analyzes how retail stores manage their day-to-day cash, inventory, and credit to keep business running smoothly. Working capital = Current Assets - Current Liabilities. For retailers, it mainly means managing stock, customer credit, supplier payments, and cash sales. The project will study practices like inventory control, cash management, accounts receivable from credit customers, and accounts payable to suppliers. It aims to identify which WCM techniques help small and mid-size retail stores maintain liquidity

		and avoid cash crunch, especially during festive seasons.
46	Consumer Behaviour towards Dine-in and Online Food Delivery Services: A Comparative Study	This study explores consumer preferences between dining at restaurants and ordering food through online delivery platforms. It examines factors such as convenience, cost, food quality, service experience, and lifestyle influences. The research aims to understand changing food consumption patterns and customer expectations.
47	Youth Slang and Contemporary Language	To study how evolving slang reflects changing cultural attitudes and identities.
48	A Study of Students' Interest in Hindi Reading	Most students today don't read Hindi books and Mobile and social media have reduced overall reading habits. 3. Interesting stories and comics can bring them back 4. Reading Hindi improves language and thinking skills
49	Study of Customer Satisfaction Towards ATM Services	This study examines customer experiences regarding accessibility, convenience, security, and efficiency of ATM services.
50	Study of Consumer Preference Towards Organic Products	This study examines consumer awareness, perceptions, and purchasing behavior regarding organic products. It identifies factors motivating consumers to choose organic alternatives.
51	Study of Customer Perception Towards Contactless Payments	This study evaluates awareness, adoption, and satisfaction levels regarding contactless payment methods.
52	Personal Financial Planning Habits of College Students	Study budgeting, saving, investing, and spending patterns. Examine how college students manage their personal finances, including budgeting, saving, investing, and spending habits. The study can identify the level of financial planning awareness and the factors influencing students' financial decisions.

53	Citizen Journalism and Social Media: Youth Participation in News Creation	To explore the role of young adults in creating, sharing, and disseminating news through digital platforms.
54	Impact of Digital Media Usage on Mental Health and Well-Being of Young Adults	To analyze the relationship between screen time, anxiety, stress, and self-esteem.
55	Influencer Marketing and Consumer Behaviour: Impact on Youth Purchase Decisions	To analyse the effectiveness of influencer marketing in shaping consumer attitudes and purchase intentions
56	Digital Citizenship in the AI Age: Responsible Use of Media and Technology	To assess awareness and practices related to ethical, responsible, and safe use of digital technologies.
57	Screen Time and Sleep Quality: A Study of Digital Habits Among Students	To examine the relationship between screen exposure and sleep quality among college students.
58	Consumer Perception Towards Sustainable Advertising and Green Marketing Practices	To understand consumer attitudes toward environmentally responsible advertising campaigns.
59	Awareness And Usage of Digital Payment Platforms Among Urban Households	Visit residential areas or co-operative housing societies and interact with families to know how often they use digital apps and their comfort with digital transactions. Visit residential areas or co-operative housing societies
60	Impact of User-Generated Content on Brand Trust and Consumer Engagement	To study the influence of online reviews and customer-created content on purchasing decisions.
61	Smart Village / Smart City IT Enablement Project	IT infrastructure, digital services, and smart technology solutions are implemented in villages or urban wards to enhance governance, public utilities, connectivity, and the overall quality of life for residents.

62	Digital Privacy Awareness for Community Organizations	NGOs and community groups receive training on protecting the digital privacy of their members and data, including secure communication, data storage best practices, and legal obligations around data protection.
63	Consumer perception towards organic food products	To understand consumer awareness and preference for organic food
64	Impact of green marketing on consumer buying behavior	To study how eco-friendly marketing strategies influence consumers.
65	Employee motivation and job satisfaction	To study factors that influence employee morale and workplace satisfaction.
66	Role of women entrepreneurs in business development	To explore contributions and challenges faced by women entrepreneurs.
67	Impact of OTT platforms on traditional television	To study changing entertainment preferences due to streaming platforms
68	Consumer behavior towards luxury products	To explore factors influencing the purchase of premium and luxury brands.
69	Customer Satisfaction with Street Food Vendors	Assess customer perceptions of street food outlets.
70	Importance of Cleanliness in Restaurant Selection	Assess how hygiene affects customer choice.
71	Student Preferences for Cafés	Study factors attracting student customers.
72	Factors Influencing Restaurant Selection	Analyze why customers choose specific restaurants.
73	Impact of Hindi Films on Society	Bollywood films affect how people think and behave. Film dialogues and songs become part of daily life. Example: Fashion, relationships, values are influenced by films. Movies spread both good and bad social messages
74	A Study of the Importance of the Hindi Language in Society	Hindi connects people across all states of India. It is used in government, media, and daily life. Hindi brings people of different regions together. It plays a big role in keeping India united

75	A Study of Marketing Strategies used by Street Vendors	To investigate the marketing strategies adopted by street vendors to attract customers, increase sales, and sustain their businesses.
76	Challenges Faced by NGOs in Social Development Work	To investigate the obstacles faced by NGOs, including funding constraints, volunteer management, community participation, policy issues, and sustainability challenges in social development projects.
77	Sports Sponsorship and Athlete Development	To explore the role of sponsorships in supporting athletes, teams, and sports programs.
78	Consumer Behavior in the Sports Industry	To study factors influencing the purchase of sports equipment, apparel, tickets, and sports-related services.
79	Social Media Influencers and Career Aspirations	To investigate the impact of influencers on educational and career choices.
80	Influence of Online Reviews on Purchases	Examine whether customer reviews affect buying decisions.
81	Impact of Waiting Time on Customer Satisfaction	Analyze customer reactions to service delays.
82	Customer Loyalty Towards Restaurants	Study factors leading to repeat visits.
83	A Study of Consumer Behaviour by Visiting the Nearest Shopping Mall	To study the buying behaviour, preferences, decision-making process, and factors influencing consumers while shopping in malls, and to understand contemporary retail trends.
84	A Study of Logistic/Distribution Channels at Nearby Fruit or Vegetable Markets	To examine the logistics and distribution channels involved in the movement of fruits and vegetables from producers to consumers and to identify challenges in the supply chain.
85	Impact Of Food Delivery Apps on Consumers	Analyze the impact of food delivery apps on sales, customer base, and profitability. Examine how food delivery applications such as Zomato and Swiggy have influenced consumer behaviour. The study may analyze factors such as convenience, frequency of ordering, spending patterns, food choices, discounts, and customer satisfaction.

86	Impact of Mobile Culture on Hindi Writing	Mobile phones have changed the way Hindi is written. People write Hindi in English letters (Romanagri). Short forms like "k" for "okay", "tmrw" for "tomorrow". Grammar and spelling mistakes are increasing due to mobile use
87	E-Waste Disposal and Recycling Practices	To investigate consumer awareness and practices related to electronic waste management and recycling.
88	Awareness of Climate Change Among College Students	To assess students' understanding, and concerns regarding climate change.