



MUMBAI UNIVERSITY



St Andrew's College of Arts, Science and Commerce

St Dominic Road, Bandra, 400050.

FIELD PROJECT 2026-2027

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.)
- The 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 of June, Tuesday, 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 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	G3
21-30	G4
31-40	G5
41-50	F2
51-60	F3
61-70	F4
71-80	F5
81-90	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.)

Topic Code	Topic Name	Description
1	All the World's a Stage: A Study of Theatres in Mumbai	To examine the evolving landscape of theatre in Mumbai, focusing on areas such as the theatre's selection of performances, advertising and marketing methods, financial considerations in running a theatre in Mumbai, and their contribution to the growth and development of theatre in the city.
2	Luck, Logic, and Belief: Superstitions in Everyday Life	To explore why people continue to follow, modify, or reject superstitions and how these beliefs are shaped by culture, experience, and/or scientific understanding.
3	The Shadow World: Analysing Ghost Stories	To analyse how folklore, myth, and collective imagination shape community beliefs, perceptions, and narratives about the supernatural through local ghost stories and urban legends.
4	Digital News, Media, and Information in Everyday Life: A Generational Study	To investigate how different generations access, interpret, verify, and share digital forms of news, and how these practices shape their understanding of current events and social reality.
5	Recipes, Memories, and Stories: Tracing Domestic Knowledge Across Generations	To interrogate how recipes and stories of those engaged in domestic food-related labour function as forms of oral tradition, cultural memory, and everyday storytelling.
6	Skibidi and Beyond: Understanding Nonsense Language, Communication, and Belonging	To explore how young people use nonsense words, invented expressions, and internet-driven language to communicate meaning and foster a sense of belonging within social and cultural communities.
7	Influence of K-Drama, Anime, and Global Media	To investigate cultural influence and consumer preferences among youth.

8	Sleep Deprivation Culture Among Students	To examine why sleep loss is normalized and its perceived impact.
9	Study of Saving Habits among Families	Analyzes household saving behavior, factors influencing savings, preferred saving instruments, and financial planning practices.
10	Awareness of Consumer Rights in Local Market	Examines consumer awareness of rights such as refunds, warranties, price fairness, consumer courts, complaint helplines, and labeling laws.
11	Consumer Preference for Eco-Friendly Products	Analyzes preferences for environmentally friendly products and factors influencing green purchasing behavior.
12	Impact of Social Media on Buying Behaviour	Investigates how social media advertisements, influencer recommendations, reviews, and viral content affect purchasing decisions.
13	A Study of Financial Literacy among College Students	To assess the level of financial literacy among college students regarding budgeting, savings, investments, banking services, insurance, and digital finance. The study will help understand financial awareness and preparedness among youth.
14	A Study of Customer Preferences towards Local Brands versus National Brands	To compare consumer preferences for local and national brands and identify factors influencing purchase decisions such as quality, price, trust, availability, and brand image.
15	Caste and funeral rites in Mumbai's urban neighbourhoods	To examine how caste identity shapes funeral rituals, burial or cremation practices, and mourning customs among different communities in Mumbai, and whether urban living is changing these traditions.
16	Street vendors and urban livelihoods in Mumbai	To investigate the socio-economic conditions of street vendors across Mumbai's markets and footpaths, including their daily challenges, earnings, social status, and relationship with municipal authorities.
17	Bereavement and mental health: social stigma around grief in Mumbai	To explore how grief and prolonged mourning are socially perceived in Mumbai communities, and whether cultural expectations around 'moving on' create stigma or silence around bereavement and mental health.

18	Fat Shaming and Body Image Among Mumbai's College Youth	To critically examine the social phenomenon of fat shaming how body size is policed through peer ridicule, social media commentary, and institutional norms among college-going youth in Mumbai, and its consequences for self-esteem, social exclusion, and mental health.
19	Pet Parenting in Urban India	To explore motivations and lifestyle changes associated with pet ownership.
20	Impact of influencer marketing on fashion industry	To study how social media influencers affect fashion purchase behavior.
21	Attitudes Towards the LGBTQ+ Community Among Mumbai College Students	To study social attitudes, acceptance, and prejudice towards LGBTQ+ individuals among college students in Mumbai, exploring generational differences and the influence of urban exposure.
22	Customer Preference for Traditional vs Modern Cuisine	Compare dining preferences.
23	Statistical Survey on Digital Learning and E-Learning Platforms	Conduct a survey to evaluate the adoption, effectiveness, and user satisfaction of digital learning platforms.
24	Statistical Analysis of Social Media Usage and Academic Performance	Investigate the relationship between social media usage and students' academic performance using statistical methods.
25	A Study of Consumer Behaviour towards Seasonal and Festival Shopping	To analyse consumer purchasing behaviour during festive and seasonal periods, including factors such as promotional offers, discounts, social influences, and spending patterns.
26	Digital Payment Adoption Among Small Retailers: A Study of UPI And QR Code Usage	Survey Kirana stores, pharmacies, and local shops. Study UPI, QR codes, debit/credit cards, transaction volume, benefits, and challenges.
27	A Study of Consumer Awareness towards Sustainable and Eco-Friendly Products	To examine the level of consumer awareness, preferences, and purchasing behaviour towards environmentally sustainable and eco-friendly products. The study will assess factors influencing purchase decisions, willingness to pay premium

		prices, and the role of awareness campaigns in promoting sustainable consumption.
28	A Study of Digital Marketing Practices Adopted by Local Businesses	To analyse the use of digital marketing tools such as social media, websites, online advertisements, and messaging platforms by local businesses for customer engagement and business growth. The project will assess the effectiveness of digital marketing in reaching target customers.
29	Awareness of Noise Pollution and Its Health Effects	To assess public awareness regarding noise pollution, its health impacts, and preventive measures.
30	Water Conservation Practices in Households	To assess water-saving measures adopted by households and their effectiveness in reducing consumption.
31	Survey On Online Purchase of Medicines	Survey to be done from the buyers' and sellers' point of view. Compare factors such as convenience, discounts, trust, delivery time, and prescription requirements.
32	Investment Behaviour of Working Women in Mumbai	Survey of working women who are making investments regarding investment preferences, risk appetite, and financial goals.
33	Awareness and perception of GST on shopping among Urban Youth	Visit the college campuses or malls to understand the youth's opinion on GST awareness and application in bills on purchases. Visit the college campuses or malls
34	Sustainability initiatives by local businesses	Visit local businesses / shops and interact with them about sustainability initiatives undertaken by them. Visit local businesses / shops
35	Online Shopping Preferences	Study whether students prefer online or offline shopping and the reasons for their choice.
36	Time Management among Students	Examine how students balance studies, hobbies and personal activities.
37	A Study of Marketing Strategies Used by Local Gyms to Compete with Branded Fitness Chains in Mumbai City	With the rise of branded fitness chains, local gyms in Mumbai face tough competition to attract and retain members. This study aims to explore the marketing strategies used by local gyms and fitness centres to survive and grow in a competitive market. Data will be collected through direct field visits and personal

		interactions with gym owners and members in Mumbai. Can interview gym owners
38	A Field Study on Trust and Hesitation in Online Shopping Among Senior Citizens	With the rapid growth of e-commerce, online shopping has become a part of everyday life. However, senior citizens often remain hesitant to embrace this shift due to concerns around trust, security, and ease of use. This study aims to explore the key factors that create hesitation among senior citizens while shopping online, and to understand how issues of trust, digital literacy, and past experiences shape their overall attitude towards e-commerce platforms
39	A Study on Factors Influencing Employee Retention in Early-Stage Startups	This study explores the key factors that make it difficult for early-stage startups to retain employees, such as limited compensation, job insecurity, high workload, lack of structured HR policies, and uncertain career growth. It also examines how startup culture, leadership style, and non-monetary benefits influence employee commitment and turnover intentions.
40	A Study on the Shift in Consumer Preferences from Retail Stores to Quick Commerce for Daily Essentials	This study examines how and why consumers are shifting their purchasing of daily essentials from traditional retail stores to quick commerce platforms offering ultra-fast delivery. It explores key factors such as convenience, delivery speed, pricing, product availability, and digital adoption. The research also analyzes whether this shift is temporary or long-term and how it is impacting the relevance and competitiveness of physical retail stores.
41	Study on Impact of digital banking on traditional branch visits in Banks in Mumbai	The study examines how the rise of internet banking, mobile apps, and UPI has reduced footfall in bank branches across Mumbai. It will study which services customers still prefer to do offline and what motivates the shift to digital banking.
42	Study on Role of financial literacy in empowering financial inclusion among women entrepreneurs	The study investigates how financial literacy helps women entrepreneurs understand banking, saving, and investment products. It will analyze whether financially literate people are more likely to use

		formal financial services like bank accounts, insurance, and loans, thus promoting financial inclusion.
43	ESG (Environmental, Social, and Governance) Factors and Investment Preferences	Investors today are increasingly considering not only financial returns but also a company's environmental, social, and governance practices. This study explores the level of awareness about ESG investing and examines whether sustainability-related factors influence investment preferences among individuals.
44	Artificial Intelligence in Personal Financial Management	Artificial intelligence is transforming the way people manage their finances through budgeting apps, automated savings tools, and personalized financial advice. This study investigates how AI-powered financial solutions help individuals make better financial decisions, improve savings habits, and manage their money more effectively.
45	To study the impact of Ratings on the performance appraisal for Various food delivery agents	In the gig economy, customer ratings serve as a key performance metric for food delivery agents. This study examines how these ratings influence the performance appraisal process of food delivery agents, with data collected from delivery agents in Mumbai. Can interview Swiggy, Zomato food delivery agents
46	A Study of Marketing Strategies Adopted by Street Food Vendors in Mumbai City	Street food vending is a popular and growing informal business in Mumbai. Street food vendors use simple marketing strategies to attract and retain customers without large budgets. This study aims to explore the marketing strategies adopted by street food vendors in Mumbai through direct field visits and personal interactions with vendors. Can interview Street vendors and also consumers feedback can be taken
47	Awareness and Use of Digital Payment Methods (UPI, Cards, Wallets)	Assesses awareness and adoption of digital payment systems and factors influencing cashless transactions.
48	Saving and Investment Habits of College Students	Investigates students' saving practices, investment awareness, financial literacy, and future financial planning behavior.
49	Accounting Practices in	This project examines the bookkeeping, billing

	Medical Stores	systems, purchase records, and financial management practices followed by medical stores.
50	Impact of UPI Payments on Small Businesses	This study examines how UPI transactions have transformed payment collection processes for small businesses. It assesses benefits such as faster transactions, reduced cash handling, and improved customer convenience.
51	Books vs Movies: Which Do Readers Prefer and Why?	To examine readers' attitudes towards books and their screen adaptations, with a focus on the factors that shape their preferences and assessments of the adaptations.
52	Students and AI: How Is ChatGPT Changing Writing?	To explore how students use ChatGPT and other generative AI tools in their writing practices. The study will examine students' perceived benefits of using AI, the challenges they face, and their awareness of ethical concerns in using AI.
53	Smartphones and Face-to-Face Communication: The Impact of Phubbing on Relationships	To analyse how smartphone distractions influence interpersonal communication and relationship quality.
54	Media Consumption Habits of Gen Z in the Digital Era	Era To explore the preferred media platforms, content choices, and consumption patterns among young adults.
55	Cybercrime Awareness and Prevention Workshops	Interactive workshops are conducted in schools, colleges, and community centers to educate participants about types of cybercrime, legal provisions, and preventive measures to protect themselves online.
56	Social Media Safety & Digital Footprint Awareness	Sessions focus on responsible social media use, understanding digital footprints, privacy settings, and the long-term implications of online behavior, helping users maintain a safe and positive digital identity.
57	Helping Small Vendors Go Digital (UPI, QR, Apps)	Street vendors and small shopkeepers are trained to use digital payment tools such as UPI, QR codes, and mobile apps, enabling cashless transactions and improving their business efficiency and financial inclusion.

58	Phishing, Scam & Fraud Detection Awareness Program	Participants learn to identify phishing emails, fake websites, financial scams, and fraudulent calls, building their ability to recognize and respond to cyber threats effectively.
59	Influence of social media marketing on youth buying behavior	To study how social media platforms influence the purchase decisions and preferences of young consumers.
60	Consumer perception towards online shopping	To analyze consumer satisfaction, trust, and preferences while shopping through e-commerce websites.
61	Consumer preference for local vs international brands	To compare consumer attitudes towards domestic and foreign brands.
62	Impact of AI chatbots on customer experience	To analyze the effectiveness of AI support systems in businesses.
63	Effectiveness of digital advertising	To evaluate how online advertisements influence brand awareness and sales.
64	Customer satisfaction in banking services	To study factors affecting customer satisfaction in public and private sector banks.
65	Impact of Food Presentation on Customer Satisfaction	Analyze the role of plating and appearance.
66	Customer Satisfaction with Buffet Dining	Assess buffet experiences.
67	Customer Satisfaction with Vegetarian Menu Options	Evaluate customer experiences.
68	Factors Influencing Café Selection	Analyze reasons customers choose particular cafés.
69	Impact of Social Media on the Hindi Language Among Youth	Young people use Hindi differently on Instagram, WhatsApp, YouTube. They mix Hindi + English = "Hinglish". New words and short forms are becoming common
70	Hindi Language and Employment Opportunities	Knowing Hindi helps in getting good jobs. Useful in news channels, teaching, government offices. Hindi content creators are earning well online. Hindi + English skills = better job chances

71	Religious festivals and water pollution: faith vs. Ecology in Mumbai	To examine how religious practices such as Ganesh visarjan and Chhath Puja intersect with water pollution in Mumbai, and how communities navigate between faith, tradition, and growing environmental concern.
72	Plastic waste and Mumbai's water bodies: community attitudes and responsibility	To study local awareness and attitudes toward plastic pollution in Mumbai's rivers, creeks, and coastline, and how residents perceive their own responsibility versus that of government and industry.
73	Sports Competition Anxiety and Performance	To investigate how pre-competition stress affects athletes' confidence and performance outcomes.
74	Factors Influencing Performance in Sports Competitions	To examine physical, psychological, and environmental factors that affect athletes' performance during competitions
75	Recreational Spaces and Community Well-Being	To examine the role of parks and public spaces in quality of life.
76	A Study of Working Conditions of Gig Economy Workers	To examine the working conditions, income patterns, challenges, and job satisfaction levels of gig workers engaged in delivery, transportation, freelancing, and platform-based services.
77	Influence of Social Media on Stock Market Investment Decisions	Social media has become a major source of financial information for investors, especially young adults. Platforms such as YouTube, Instagram, and X (formerly Twitter) provide investment advice, market updates, and stock recommendations. This study examines how social media content influences investors' decisions, risk-taking behavior, and investment choices in the stock market.
78	Green Finance and Consumer Willingness to Support Sustainable Businesses	As environmental concerns continue to grow, many businesses are adopting sustainable practices and offering eco-friendly products and services. This study explores consumers' awareness of green finance concepts and evaluates their willingness to support and spend more on businesses that prioritize environmental sustainability.
79	Digital Payments and Everyday Life	To investigate adoption and experiences related to cashless

		transactions.
80	Marvel Mania: Why Are Superheroes So Popular?	To explore the popularity of superhero narratives among young people, with a focus on the themes, characters, and values that attract audiences to franchises such as Marvel. The study will examine how, if at all, superheroes influence entertainment preferences, identity formation, and popular culture amongst Marvel fans.
81	ChatGPT in Education: How AI is Changing Student Learning	To examine the role of ChatGPT and similar AI tools in enhancing learning, academic performance, and study practices among students.
82	Doomscrolling and Mental Health: Effects of Excessive News Consumption on Students	To examine the relationship between excessive consumption of online news content and students' psychological well-being.
83	Comparative Study of Restaurant Customer Satisfaction	Compare experiences across restaurants.
84	Customer Preferences for Indoor Dining	Examine dining area preferences.
85	Cyber Ethics and Responsible Internet Usage Program	To study awareness about ethical online behavior including respecting intellectual property, avoiding cyberbullying, and understanding the moral and legal responsibilities of internet use among students and community members.
86	Trust in AI-Generated Content: Student Perceptions and Concerns	To analyse students' perceptions of the credibility, reliability, and ethical implications of AI-generated content.
87	Energy-Saving Behaviour in Residential Buildings	To study energy conservation practices in homes and their contribution to environmental sustainability.
88	Waste Segregation Practices Among Households	To evaluate household waste segregation practices and identify barriers to effective implementation.
89	A Study of Customer Satisfaction towards Public Transport Services	To evaluate user satisfaction with public transport services in terms of accessibility, affordability, punctuality, cleanliness, safety, and overall service quality.

90	A Study of Awareness and Usage of Health Insurance among Households	To assess awareness, acceptance, and utilisation of health insurance schemes among households and identify factors influencing insurance-related decisions.
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