

A PROJECT REPORT

On

**“A STUDY ON FACTORS INFLUENCING ONLINE SHOPPING
BEHAVIOUR AMONG STUDENTS OF GURU GHASIDAS
VISHWAVIDYALAYA, BILASPUR (C.G.)”**

Submitted for partial fulfillment of the requirement for the award of degree of
Master of Commerce



By

MANSI SAHU

Enrolment No. (GGV/20/04110)

Under the supervision of

Dr. Mukesh Agarwal

(Assistant Professor)

Department of commerce

Guru Ghasidas Vishwavidyalaya

Central University Established by the Central University Act 2009, No.25 of 2009

A++ Grade Accredited by NAAC

Koni, Bilaspur 495009(C.G)

APRIL 2025 (TERM 2022-2025)



CANDIDATE'S DECLARATION

I, Mansi sahu, a student of M.com.IV Semester at the Department of Commerce, Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.), hereby declare that the dissertation entitled "*A study on factors influencing online shopping behavior among students of Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)*" submitted in partial fulfillment of the requirements for the award of degree of Master of Commerce is my original work carried out under the supervision of Dr. Mukesh Agarwal, Assistant Professor, Department of Commerce, GGV. I affirm that this dissertation is the result of my independent research, and all the sources of information have been properly cited and acknowledged. I further declare that this dissertation has not been and will not be submitted, either in part or in full, to any other university or institution for the award of any degree or diploma.



-MANSI SAHU

Student
M.Com. IV Sem
Department of Commerce
Guru Ghasidas Vishwavidyalaya
Bilaspur (C.G.)

Date: 06/05/25

Place: Bilaspur



Guru Ghasidas Vishwavidyalaya Bilaspur (C.G.)

A Central University established by the Central Universities Act, 2009

(A++ Grade Accredited by NAAC)



SUPERVISOR'S CERTIFICATE

This is to certify that the dissertation entitled "*A study on factors influencing online shopping behavior among students of Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)*" submitted by MANSI SAHU, is a record of the candidate's original work carried out under my supervision and guidance.

To the best of my knowledge, the content and research presented in this dissertation is original and embodies the results of investigation carried out by the student that meets the standards of academic research required at this level.

विभागाध्यक्ष / H.O.D.

वाणिज्य विभाग / Dept. of Commerce

गुरु घासीदास विश्वविद्यालय, बिलासपुर (छ.ग.)

Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

-Dr. Mukesh Agarwal

Assistant Professor
Department of Commerce
Guru Ghasidas Vishwavidyalaya,
Bilaspur (C.G.)

Date: 06/05/25

Place: Bilaspur

A PROJECT REPORT

ON

“A Study on Consumer Perception and Their Buying Behavior towards Shopping Mall With Reference to Bilaspur”

Submitted for partial fulfillment of the

Requirement for the Award of the Degree of

MASTER OF COMMERCE



SUBMITTED BY

BHUMIKA NAYAK

Enrollment No. – GGV/19/4033

UNDER THE SUPERVISOR OF

PROF. BUDHESHWAR PRASAD SINGHRAUL

DEPARTMENT OF COMMERCE AND MANAGEMENT

GURU GHASIDAS VISHWAVIDIYALAYA

BILASPUR (C.G.)

APRIL 2025 (TERM 2023-2025)

[Handwritten signature]
6/4/25

सहायक कुलपति / H.O.D.

व्यवस्थापक विभाग / Dept. of Commerce

गुरु घासिदास विश्वविद्यालय, बिलासपुर (च.ग.)

Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

ACKNOWLEDGEMENT

I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. I would like to extend my sincere thanks to all of them.

I thank the almighty for providing me with everything required that I required in completing this project.

I wish to acknowledge my sincere gratitude and indebtedness to my project guide **PROF. BHUDHESWAR PRASAD SINGHRAUL** Department of Commerce, Guru Ghasidas Vishwavidyalaya for helping me at every step and guiding me in every way possible. This project would not have been successful without her help and continuance guidance throughout.

I would like to thank all faculty members of Department of Commerce, Guru Ghasidas Vishwavidyalaya for their valuable suggestion and useful comments throughout this project work.

I sincerely acknowledge the efforts of all those who have directly or indirectly helped me in completing my project work.

It is the kindness of these acknowledged persons that this project work sees the light of the day.

I submit this project work of mine with great humility and utmost regard.

DATE: 5/5/2025

Bhumika Nayak
BHUMIKA NAYAK

SUPERVISOR'S CERTIFICATE

This is to certify that **BHUMIKA NAYAK** Enrollment no. (GGV/19/4033) is a student of M.COM 4th during the year 2024-2025 of Commerce Department in Guru Ghasidas Vishwavidyalaya has successfully completed this research project "**A STUDY ON CONSUMER PERCEPTION AND THEIR BUYING TOWARD SHOPPING MALL WITH REFERENCE TO BILASPUR**" under my guidance and supervision. To the best of my knowledge, it is his original work and is fit for the evaluation for the M.com Project.

DATE: 6/05/2025



PROF. BUDHESHWAR PRASAD SINGHRAUL

Professor

Department of Commerce

Guru Ghasidas Viswavidyalaya

A PROJECT REPORT
ON
**FINANCIAL CHALLENGES FACED BY FRESH
GRADUATES IN SECURING STABLE
EMPLOYMENT: A CASE STUDY OF GURU
GHASIDAS VISHWAVIDYALAYA**

Submitted for partial fulfilment of the requirement for the reward of degree of

Master of Commerce



By

Jyoti Roy
GGV/19/4064
Under the supervision of

Dr. Munshi Ram
(Associate Professor)
(Department of Commerce)

SCHOOL OF COMMERCE & MANAGEMENT
GURU GHASIDAS VISHWAVIDYALAYA
BILASPUR (C.G)

April 2025 (Session- 2024-25)

CANDIDATE DECLARATION

I **Jyoti Roy**, a student of M.Com. (Semester IV) of Department of Commerce, Guru Ghasidas Vishwavidyalaya, hereby declared that the project report entitled "**Financial Challenges Faced by Fresh Graduates in Securing Stable Employment: A Case Study of Guru Ghasidas Vishwavidyalaya**" is submitted for partial fulfilment of the requirements for the award of the degree of Master of Commerce comprises only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in this project report have not been submitted to any other university or institute for the award of any other degree.

Date: April 2025

Jyoti Roy
07/05/25
Jyoti Roy

SUPERVISOR'S CERTIFICATE

This is to certify that **Jyoti Roy** (Enrollment No: **GGV/19/4064**) has completed his project entitled "**Financial Challenges Faced by Fresh Graduates in Securing Stable Employment: A Case Study of Guru Ghasidas Vishwavidyalaya**" under my guidance and supervision. To the best of my knowledge, it is his original work and is fit for evaluation for the M.Com. project.



Dr. Munshi Ram H.O.D.

व.सं.वि.वि. / Dept. of Commerce

(Associate Professor)

गुरु घासीदास विश्वविद्यालय, बिलासपुर (उ.प्र.)

Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

(Head of Department of Commerce)

(Guru Ghasidas Vishwavidyalaya)

(Koni, Bilaspur (C.G))

A PROJECT REPORT
ON
A STUDY ON SOCIAL MEDIA AND ITS IMPACT ON
INVESTMENT DECISIONS OF YOUNG INVESTORS: A
CASE STUDY OF GURU GHASIDAS
VISHWAVIDYALAYA

Submitted for partial fulfilment of the requirement for the reward of degree of
Master of Commerce



By
Saksham Ahirwar
GGV/19/4160

Under the supervision of
Dr. Utkarsh Kumar
(Assistant Professor)
(Department of Commerce)

SCHOOL OF COMMERCE & MANAGEMENT
GURU GHASIDAS VISHWAVIDYALAYA
BILASPUR (C.G)

April 2025 (Session- 2024-25)

CANDIDATE DECLARATION

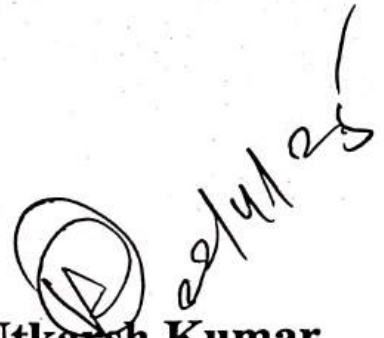
I **Saksham Ahirwar**, a student of M.Com. (Semester IV) of Department of Commerce, Guru Ghasidas Vishwavidyalaya, hereby declared that the project report entitled “**A Study on Social Media and Its Impact on Investment Decisions of Young Investors – A Case Study of Guru Ghasidas Vishwavidyalaya**” is submitted for partial fulfilment of the requirements for the award of the degree of Master of Commerce comprises only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in this project report have not been submitted to any other university or institute for the award of any other degree.

Date: April 2025


Saksham Ahirwar

SUPERVISOR'S CERTIFICATE

This is to certify that **Saksham Ahirwar** (Enrollment No: **GGV/19/4160**) has completed his project entitled "**A Study on Social Media and Its Impact on Investment Decisions of Young Investors – A Case Study of Guru Ghasidas Vishwavidyalaya**" under my guidance and supervision. To the best of my knowledge, it is his original work and is fit for evaluation for the M.Com. project.



Dr. Utkarsh Kumar

(Assistant Professor)
(Department of Commerce)
(Guru Ghasidas Vishwavidyalaya)
(Koni, Bilaspur (C.G))

A Dissertation Report on

**A STUDY ON CONSUMER SATISFACTION OF NESTLE
PRODUCTS – WITH SPECIAL REFERENCE TO MAGGI
NOODLES**

Submitted By:

SHIVANI SINGH

Enrollment No. : GGV/20/01496

Exam Roll No. : 23065138

DEPARTMENT OF COMMERCE

GURU GHASIDAS VISHWAVIDYALAYA , BILASPUR [C.G.]



SESSION:2023-25

UNDER THE SUPERVISION OF:

DR. MANISH SETH SIR

ASSISTANT PROFESSOR

DECLARATION

I am Shivani Singh , a student of M.com 4th Semester Department of Commerce , GURU GHASIDAS VISHWAVIDYALAYA , hereby declares that the project report entitled “ A STUDY ON CONSUMER SATISFACTION OF NESTLE PRODUCTS – WITH SPECIAL REFERENCE TO MAGGI NOODLES ” is submitted for partial fulfillment of the requirements for the award of the degree of Masters of Commerce , comprise only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in the project have not been submitted to any other university or institute for the award of any other degree.

Date : 7/5/25

Place: Department of Commerce



SHIVANI SINGH

M.com 4th Semester

Roll no. : 23065138

Enrollment no.: GGV/20/04196

CERTIFICATE

This is to certify that SHIVANI SINGH [Enrollment no. :23065138] student of Masters Of Commerce at Guru Ghasidas Vishwavidyalaya, Bilaspur [C.G.] has completed the Dissertation Report on "A study on consumer satisfaction of Nestle products – with special reference to Maggi noodles", in the Partial Fulfilment of the requirements for the Masters degree under my guidance.


Head of Department

Dr. MUSHI RAM

Associate Professor

Department of Commerce


Supervisor

Dr. MANISH SETH

Assistant Professor

Department of Commerce

A PROJECT REPORT ON:

**“The study on customization as a consumer perspective its opportunity
and challenges “**

**Submitted in partial fulfilment of the
Requirement for the award of the degree of**

MASTER OF COMMERCE

**UNDER THE GUIDANCE OF
Prof. ASHOK KUMAR MISHRA**

**SUBMITTED BY
AANCHAL GOSWAMI**

**Enrollment No: -GGV/20/04001
DEPARTMENT OF COMMERCE**



GURU GHASIDAS VISHWAVIDYALAYA, BILASPUR, INDIA

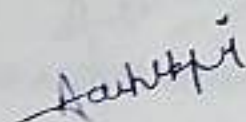
(A CENTRAL UNIVERISTY)

SESSION 2023-2025

DECLARATION

I, Aanchal Goswami, a student of M.Com (Semester IV) in Department of commerce, GURU GHASIDAS VISHWAVIDYALAYA, BILASPUR, hereby declare that the project report entitled "A Study on customization as a consumer perspective its opportunity and challenges" is submitted for partial fulfillment of the requirement for the award of the degree of master of commerce, is the record of research work carried out by me and the material obtained from other sources has been duly acknowledged in the research work. The results embodied in this project report have not been submitted to any other university for the award of any other degree.

DATE 07/05/25



AANCHAL GOSWAMI

M.COM IV SEMESTER

Exam Roll No: -23065102

Enrollment No: -GGV/20/04001

PLACE: BILASPUR

CERTIFICATE

This is to certify that the project report entitled "Customization as a consumer perspective its opportunity and challenges" is submitted by AANCHAL GOSWAMI for the degree of Master of commerce in the faculty of Commerce based on the research work carried out by him under my guidance and supervision. To the best of my knowledge and beliefs, it is a standard research work done by him as per the stipulated norms of the Guru Ghasidas Vishwavidyalaya, Bilaspur.

DATE - 07/05/25


05/05/25
PROF. ASHOK KUMAR MISHRA

PLACE: - BILASPUR

Professor
Department of Commerce
Guru Ghasidas Vishwavidyalaya, Bilaspur

A PROJECT REPORT
ON
A COMPARATIVE STUDY OF INVESTMENT PREFERENCES AMONG MALE
AND FEMALE INVESTORS

Submitted for partial fulfillment of the requirement for the award of

degree of

Master of Commerce



By

Abhishek

GGV/20/04003

Under the supervision of

PROF. ASHOK KUMAR MISHRA
DEPARTMENT OF COMMERCE
SCHOOL OF COMMERCE AND MANAGEMENT
GURU GHASIDAS VISHWAVIDYALAYA
BILASPUR (C.G.)

SESSION – 2023-2025

A PROJECT REPORT
ON
A COMPARATIVE STUDY OF INVESTMENT PREFERENCES AMONG MALE
AND FEMALE INVESTORS

Submitted for partial fulfillment of the requirement for the award of

degree of

Master of Commerce



By

Abhishek

GGV/20/04003

Under the supervision of

PROF. ASHOK KUMAR MISHRA
DEPARTMENT OF COMMERCE
SCHOOL OF COMMERCE AND MANAGEMENT
GURU GHASIDAS VISHWAVIDYALAYA
BILASPUR (C.G.)

SESSION – 2023-2025

CANDIDATE DECLARATION

I **Abhishek**, a student of M.com (Semester IV) of department of commerce, Guru Ghasidas Vishwavidyalaya, hereby declared that the project report entitled "A COMPARATIVE STUDY OF INVESTMENT PREFERENCES AMONG MALE AND FEMALE INVESTORS" is submitted for partial fulfillment of the requirements for the award of the degree of Master of Commerce comprises only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in this project report have not been submitted to any other university or institute for the award of any degree.

Date: 05/05/ 2025



Abhishek

M.com IV Semester

Roll No. 23065103

Enrolment No. GGV/20/04003

A PROJECT REPORT
ON
CUSTOMER TRUST IN ONLINE REVIEWS
**FOR TOP 5 COMPANY: A CASE STUDY OF GURU GHASIDAS
VISHWAVIDYALAYA**



Master of Commerce

Submitted By

Dharmendra Kumar (GGV/20/04059)

For

Partial fulfillment of Master Degree

Under the guidance of

Dr. Munshi Ram

(Associate Professor)

(Department of Commerce)

**DEPARTMENT OF COMMERCE AND MANAGEMENT GURU
GHASIDAS VISHWAVIDYALAYA BILASPUR (C.G)**

April 2025 Session – (2024-2025)

DECLARATION

This is to certify that I, Dharmendra Kumar, bearing Roll No. 23065112 and enrollment no. GGV/20/04059, a student of M.com 4th semester in the Department of Commerce and Management at Guru Ghasidas Vishwavidyalaya, Bilaspur, hereby declares that the dissertation titled "**Customer trust in online reviews.** (for the top 5 companies) " is following the requirements of the 4th-semester examination under the supervision of **Dr. Munshi Ram**, Associate Professor of the Department of Commerce and Management, Guru Ghasidas Vishwavidyalaya, Bilaspur, (C.G.).

I further declare that the work presented in this dissertation is original and has not been previously submitted to any other university or institution. It has not been published anywhere before. The intellectual property rights of this work will remain with the Department of Commerce, Guru Ghasidas Vishwavidyalaya, Bilaspur, (C.G.).

Date: 07-05-25

Place: Bilaspur


Name **Dharmendra Kumar**

Enrollment No.: GGV/20/04098

Department of Commerce and Management

Guru Ghasidas Vishwavidyalaya

Bilaspur, (C.G.)

CERTIFICATE


Department of Commerce and Management
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

This is to certify that DHARMENDRA KUMAR, a student in the 4th Semester of Master of Commerce (M.com.) at the Department of Commerce and Management, Guru Ghasidas Vishwavidyalaya, Bilaspur, (C.G.) has successfully completed his/her dissertation on "Customer Trust in Online Reviews."

I hereby confirm that the matter embodied in the dissertation has not been submitted to any other University/Institute for the award of a Master's degree at Guru Ghasidas Vishwavidyalaya, Bilaspur, (C.G.).

Date: 07-05-2025

Place: Bilaspur


लिखाणा / H.O.D.
वणिज्य विभाग / Dept. of Commerce
Dr. Munshi Ram
गुरु गणेशदास विश्वविद्यालय, बिलासपुर (छ.ग.)
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)
(Associate professor)

Department of Commerce and Management

Guru Ghasidas Vishwavidyalaya

Bilaspur (C.G.)

A PROJECT REPORT

on

**MARKETING OF AGRICULTURAL PRODUCTS IN
BILASPUR DISTRICT OF CHHATTISGARH**

Submitted for partial fulfilment of the Requirement

for the Award for the Award of the Degree of

Master of Commerce



By

KHUSHBOO SINGH

Enrolment No. (GGV/20/04092)

UNDER THE SUPERVISION OF

Dr. AMRENDRA KUMAR

ASSOCIATE PROFESSOR

DEPARTMENT OF COMMERCE

SCHOOL OF MANAGEMENT & COMMERCE

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR (C.G.)

MAY 2025

CANDIDATE'S DECLARATION

I, **KHUSHBOO SINGH**, A student of M.com 4th semester in the year (2024-25) in the DEPARTMENT OF COMMERCE, **GURU GHASIDAS VISHWAVIDYALAYA**, here by declare that, I have prepared a dissertation project report on “**MARKETING OF AGRICULTURAL PRODUCTS IN BILAPUR DISTRICT OF CHHATTISGARH**” is submitted foe partial fulfilment of the requirement of the award of the degree of **MASTER OF COMMERCE** comprises only my original work and due acknowledgement has been made in the text to all the materials used. The result embodies the project report has not been submitted to any other university or institute for the award for any degree.

DATE: 05/05/2025


KHUSHBOO SINGH

SUPERVISOR'S CERTIFICATE

This is to certify that **KHUSHBOO SINGH**, (Enrolment No. GGV/20/04092) has Completed her DISSERTATION PROJECT entitled “**MARKETING OF AGRICULTURAL PRODUCT IN BILASPUR DISTRICT OF CHHATTISGARH** ” under my guidance and supervision. To the best Of my knowledge, it is her original work and is fit for evaluation for the M.com Project.

Amrendra Kumar 20/05/2025

DR. AMRENDRA KUMAR

ASSOCIATE PROFESSOR

DEPARTMENT OF COMMERCE

GURU GHASIDAS VISHWAVIDYALAYA

Dr. Amrendra Kumar
Associate Professor
Department of Commerce
Guru Ghasidas Vishwavidyalaya
Bilaspur (C.G.) 495009

**A PROJECT REPORT
ON
“AGRICULTURAL MARKETING OF MEDICINAL PLANTS:
AN EMPIRICAL STUDY OF CHHATTISGARH”**

Submitted for partial fulfillment of the requirement for the award of the degree of

MASTER OF COMMERCE



**DEPARTMENT OF COMMERCE
GURU GHASIDAS VISHWAVIDYALAYA
BILASPUR (C.G.)
SESSION 2024-25**

UNDER THE GUIDANCE OF

Dr. SANJAY KUAMR PATEL

Associate professor

Department of Commerce, GGV

SUBMITTED BY

LAUKESH KUMAR

M.com 4th semester

Enrollment no. GGV/20/04098

Declaration

I am Laukesh Kumar, a Student of M.com 4th Semester Department of Commerce, Guru Ghasidas Vishwavidyalaya, hereby that the project report entitled "AGRICULTURAL MARKETING OF MEDICINAL PLANTS: AN EMPIRICAL STUDY OF CHHATTISGARH" is submitted for partial fulfillment of the requirements for the award of the degree of Master of Commerce, comprise only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in the project report have not been submitted to any other university or institute for the award of any other degree.

Date: 07-05-2025

Place:



Laukesh Kumar


M.com 4th semester


Roll no.23065119

Enrollment no – GGV/20/04098

CERTIFICATE

This is Certify that **Laukesh Kumar** (enrollment no. GGV/20/04098) has completed his project entitled “**AGRICULTURAL MARKETING OF MEDICINAL PLANTS: AN EMPIRICAL STUDY OF CHHATTISGARH** under my guidance and supervision. To the best of my Knowledge it is his original work and is fit for evaluation for the M.com project. Bilaspur, (C.G).


015/2025
Head of Department / H.O.D.
Department of Commerce
Dr. Munshi Ram
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)
Associate professor
Department of commerce
Guru Ghasidas Vishwavidyalaya


6-8-25
Supervisor
Dr. Sanjay Kumar Patel
Associate professor
Department of Commerce
Guru Ghasidas Vishwavidyalaya

A Project Report

ON

"A Study of Factors Influencing on Consumer Purchase Decision for Life Insurance Products with special reference to people associated with GGV employees and non-employees, Bilaspur, Chhattisgarh"

Submitted in partial fulfilment of the Requirements for the Award of the Degree of

MASTER OF COMMERCE



By

LAXMI TIWARI

Enrolment No. – GGV/20/04100

**Under the supervision of
DR. MUKESH AGRAWAL**

**Assistant Professor,
Department of Commerce,**

School of Studies and Management & Commerce

Guru Ghasidas Vishwavidyalaya

Bilaspur (C.G.)

**A Central University established by the Central Universities Act, 2009
(A++ Grade Accredited by NAAC)**

[Session 2023 – 25]

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05/05/25



Guru Ghasidas Vishwavidyalaya
Bilaspur (C.G.)

A Central University established by the Central Universities Act, 2009
(A++ Grade Accredited by NAAC)



SUPERVISOR'S CERTIFICATE

This is to certify that the dissertation entitled "A Study of Factors Influencing on Consumer Purchase Decision for Life Insurance Products with special reference to people associated with GGV employees and non-employees, Bilaspur Chhattisgarh" is based on the work done by Laxmi Tiwari who is a student of M.Com. 4th Semester, Guru Ghasidas Vishwavidyalaya, Koni, Bilaspur (C.G.).

Date : 06/05/25

Place - Bilaspur


06/05/2025

Head of Department

व्यापिक विभाग / Dept of Commerce
Department of Commerce

Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)



Dr. Mukesh Agrawal

Assistant Professor

Department of Commerce

A PROJECT REPORT
ON
**A COMPARATIVE STUDY BETWEEN ADANI GROUP AND TATA
GROUP ON THE BASIS OF CORPORATE SOCIAL RESPONSIBILITY AND
HOW IT HELP THEM TO GAIN CUSTOMER AND BRAND LOYALTY
WITH SPECIAL REFERENCE TO BILASPUR, CHATTISGARH**
SUBMITTED FOR PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
AWARD OF THE DEGREE OF
MASTERS OF COMMERCE



BY
MUSKAN KUMARI
ENROLLMENT NO.- GGV/20/04118
UNDER THE SUPERVISION OF
DR. ANAMIKA TIWARI
DEPARTMENT OF COMMERCE
SCHOOL OF COMMERCE AND MANAGEMENT
GURU GHASIDAS VISHWAVIDYALAYA
BILASPUR (C.G.)
MAY 2025 (TERM 2023-25)

CANDIDATE'S DECLARATION

I Muskan kumari , a student of MCOM (Semester IV) In department of commerce ,Guru Ghasidas Vishwavidyalaya, hereby declare that the project report entitled “ **A comparative study between Adani group and Tata group on the basis of corporate social responsibility and how it help them to gain customer and brand loyalty with special refence to Bilaspur, C.G.**” is submitted for partial fulfilment of the requirement for the award of the degree of Masters Of Commerce ,comprise only my original work and due acknowledgement has been made in the text to all material used. The results embodied in this project report have not been submitted to any other university or institute for the award of any other degree.

Date: 7-05-2025

Muskan Kumari
MUSKAN KUMARI

MCOM IV SEMESTER

ROLL NO – 23065123

ENROLLMENT NO.-GGV/20/04118

SUPERVISOR'S CERTIFICATE

This is to certify that Muskan Kumari (Enrollment No. GGV/20/04118) has completed his/her project entitled "A comparative study between Adani group and Tata group on the basis of corporate social responsibility and how it help them to gain customer and brand loyalty with special refence to Bilaspur, C.G." under my guidance and supervision. To the best of my knowledge it is his original work and is fit for evaluation for the M.COM. Project.



Head Of Department

Dr. Munshi Ram

Associate Professor

Department Of Commerce

Guru Ghasidas Vishwavidyalaya



Supervisor

Dr. Anamika Tiwari

Assistant Professor

Department of Commerce

Guru Ghasidas Vishwavidyalaya



विभागाध्यक्ष / H.O.D.
वाणिज्य विभाग / Dept. of Commerce
गुरु घासीदास विश्वविद्यालय, बिलासपुर (उ.प्र.)
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

Dr. Anamika Tiwari
Asst. Professor
Commerce
G.G.V., Bilaspur

A PROJECT REPORT
ON
A COMPARATIVE STUDY BETWEEN RETAIL
SHOPPING AND E-SHOPPING FOR
UNDERSTANDING THE SHIFTING OF CONSUMER
FROM RETAIL TO E -SHOPPING WITH SPECIAL
REFRENCE TO BILASPUR CITY.

SUBMITTED FOR PARTIAL FULFILLMENT OF THE REQUIREMENT
FOR THE AWARD OF DEGREE OF
MASTERS OF COMMERCE



BY

NAGESH JAISWAL

GGV/20/04120

UNDER THE SUPERVISION OF

DR. ANAMIKA TIWARI

DEPARTMENT OF COMMERCE

SCHOOLS OF COMMERCE AND MANAGEMENT

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR CHHATTISGARH

MAY 2025 (TERM 2023-2025)

CANDIDATE'S DECLARATION

I Nagesh Jaiswal, a student of M.Com. IV Semester of Department of Commerce, Guru Ghasidas Vishwavidyalaya, hereby declare that the project report entitled "A comparative study between Retail shopping and E-shopping for understanding the shifting of consumer from Retail to E-shopping with special reference to Bilaspur city" is submitted for partial fulfilment of the requirements for the award of degree of Masters of Commerce comprises only my original work and due acknowledgement has been made in the text to all others materials used. The result founded in this project report have not been submitted to any other university or institute for the award of any other degree.

DATE: 7 MAY 2025

Nagesh.

NAGESH JAISWAL

MCOM IV SEMESTER

ROLL NO – 23065124

ENROLLMENT NO – GGV/20/04120

SUPERVISOR'S CERTIFICATE

This is to certify that Nagesh Jaiswal (Enrolment No: GGV/20/04120) has completed his project entitled "A comparative study between Retail shopping and E-shopping for understanding the shifting of consumer from Retail to E-shopping with special reference to Bilaspur city" under my guidance and supervision. To the best of my knowledge, it is his original work and is fit for evaluation for the M.Com. project.



Head Of Department

Dr. Munshi Ram

H.O.D.
Department of Commerce
गुरु घासिदास विश्वविद्यालय, बिलासपुर (उ.प्र.)
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

Associate Professor

Department Of Commerce

Guru Ghasidas Vishwavidyalaya



Supervisor

Dr. Anamika Tiwari

Assistant Professor

Department of Commerce

Guru Ghasidas Vishwavidyalaya

Dr. Anamika Tiwari
Asst. Professor
Commerce
G.G.V., Bilaspur

A PROJECT REPORT

ON

“A STUDY ON CONSUMER PERCEPTION AND SATISFACTION TOWARDS ONLINE FOOD DELIVERY APPS WITH REFERENCE TO ZOMATO AND SWIGGY ”

Submitted for partial fulfillment of the requirement for the award of the degree of

MASTER OF COMMERCE



DEPARTMENT OF COMMERCE

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR (C.G.)

SESSION 2024 – 25

UNDER THE GUIDANCE OF :-

Dr. ANUP KUMAR ROY

Assistant Professor

Department of Commerce, GGV

SUBMITTED BY :

NIKHIL CHOUDHARY

M.com 4th Semester

Enrollment No. – GGV/20/04127

DECLARATION

I am Nikhil Choudhary, Student of M.com 4th Semester Department of Commerce, Guru Ghasidas Vishwavidyalaya, hereby declare that the project report entitled **“A STUDY ON CONSUMER PERCEPTION AND SATISFACTION TOWARDS ONLINE FOOD DELIVERY APPS WITH REFERENCE TO ZOMATO AND SWIGGY”** is submitted in partial fulfillment of the requirements for the award of the degree of Master of Commerce, comprise only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in the project report have not been submitted to any other university or institute for the award of any other degree.

Date : 07/05/25

Place : Bilaspur



Nikhil Choudhary

M.com 4th Semester

Roll No. – 23065126

Enrollment No. – GGV/20/04127

CERTIFICATE

This is to certify that **Nikhil Choudhary** (Enrollment no. : GGV/20/04127) has completed his project entitled **“A STUDY ON CONSUMER PERCEPTION AND SATISFACTION TOWARDS ONLINE FOOD DELIVERY APPS WITH REFERENCE TO ZOMATO AND SWIGGY”** under my guidance and supervision for the award of the Degree of Master of Commerce.

To the best of my knowledge it is his original work and is fit for evaluation for the M.com project. During this period , he was found sincere and dedicated to his work.

Supervisor

Dr. Anup Kumar Roy

Assistant Professor

Department of Commerce

Guru Ghasidas Vishwavidyalaya

Forwarded by -

Head of Department

Dr. Munshi Ram

Associate Professor

Department of Commerce

Guru Ghasidas Vishwavidyalaya

A PROJECT REPORT

ON

**A Study Green Marketing Claims and Influence on
Consumer Perception**

Submitted for partial fulfillment of the
Requirement for the Award of the Degree of

MASTER OF COMMERCE



BY

RITESH PATEL

Enrollment No. - GGV/20/04163

UNDER THE SUPERVISOR OF

Dr. SHAILESH KUMAR DWIVEDI

(ASSISTANT PROFESSOR)

DEPARTMENT OF COMMERCE

SCHOOL OF MANAGERMENT & COMMERCE

GURU GHASIDAS VISHWAVIDIYALAYA

BILASPUR (C.G.)

APRIL 2025 (TERM 2023-2025)

Handwritten signature and date: 6/12/2024

विभागाध्यक्ष/H.O.D.

व्यापारिक विभाग/Dept. of Commerce

गुरु घासीदास विश्वविद्यालय, बिलासपुर (ज.प्र.)

Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

SUPERVISOR'S CERTIFICATE

This is to certify that **Ritesh Patel** Enrollment no. (GGV/20/04163) is a student of M.COM 4th during the year 2024-2025 of Commerce Department in Guru Ghasidas Vishwavidyalaya has successfully completed this research project " A study Green Marketing claims and influence on consumer perception" under my guidance and supervision. To the best of my knowledge, it is his original work and is fit for the evaluation for the M.com Project.

DATE: 07/05/25


Dr. SHAIKESH KUMAR DWIVEDI

Department of commerce

Guru Ghasidas Vishwavidyalaya

CANDIDATE'S DECLARATION

I Ritesh patel, a student-of M.COM (semester 4") in Department of commerce, Guru Ghasidas Vishwavidyalaya, hereby declare that the project report entitled " A study Green Marketing claims and influence on consumer perception" submitted for partial fulfillment of the requirements for the award of the degree of Master of commerce comprise only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in this project report have not been submitted to any other university or Institute for the award of any other degree.

DATE: 06/05/25



RITESH PATEL

A PROJECT REPORT

on

*"A STUDY ON THE INSTAGRAM USERS' PROSPECTIVE RESIDING IN BILASPUR,
CHHATISGARH: REGARDING STORIES AND POSTS INFLUENCING THEIR
PURCHASE"*

Submitted for partial fulfilment of the
Requirement for the Award of the Degree of
Master of Commerce



BY

SHAKIL MOHAMMAD

ENROLLMENT NO. (GGV/20/04192)

ROLL NO. 23065136

UNDER THE SUPERVISION OF

DR. VANITA KUMARI SONI

(ASSISTANT PROFESSOR)

DEPARTMENT OF COMMERCE

SCHOOL OF COMMERCE AND MANAGEMENT

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR (C.G.)

March 2025 (Term 2023-25)

Handwritten signature
6/5/2025
H.O.D.
Dept. of Commerce
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

ACKNOWLEDGMENT

I sincerely express my deep sense of gratitude to Dr. Munshi Ram, Head, Department of Commerce, Guru Ghasidas Vishwavidyalaya, for her extraordinary cooperation, valuable guidance, and supervision.

I wish to acknowledge my sincere gratitude and indebtedness to my project guide, Dr. Vanita Kumari Soni, Assistant Professor, Department of Commerce, Guru Ghasidas Vishwavidyalaya, for helping me at every step and guiding me in every possible way. This project would not have been successful without his help and continual guidance throughout.

I sincerely acknowledge the efforts of all those who have directly or indirectly helped me in completing my project work.

It is the kindness of these acknowledged persons that this Project work sees the light of day.

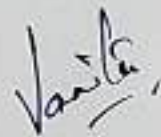
I submit this Project work of mine with great humility and utmost regard.

Date: 07/05/2025


Shakil Mohammad

SUPERVISOR'S CERTIFICATE

This is to certify that **Shakil Mohammad**, Enrolment No. (GGV/20/04192) is a student of **M. Com. 4th Semester** during the year 2024-25 in Department of Commerce of Guru Ghasidas Vishwavidyalaya and has completed this research project titled "**A STUDY ON THE INSTAGRAM USERS' PROSPECTIVE RESIDING IN BILASPUR, CHHATISGARH: REGARDING STORIES AND POSTS INFLUENCING THEIR PURCHASE**" and submitted it to Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.) as partial fulfilment for the award of Master of Commerce, under my guidance and supervision.



Dr. Vanita Kumari Soni

Assistant Professor

Department of Commerce

Guru Ghasidas Vishwavidyalaya,

Bilaspur, Chhattisgarh

Date: 07/05/2025

A PROJECT REPORT

ON

**“A STUDY OF CONSUMER PERSPECTIVE ON THE ROLE OF
DIGITAL TECHNOLOGY USED IN AGRICULTURE MARKETING”**

Submitted for partial fulfillment of the
Requirement for the Award of the Degree of

Session:-2024-25

MASTER OF COMMERCE



SUBMITTED BY

SHIVAM MAHANA

Enrollment No. - GGV/20/04193

UNDER THE SUPERVISOR OF

Dr. VANITA KUMARI SONI

(ASSISTANT PROFESSOR)

DEPARTMENT OF COMMERCE AND MANAGEMENT

GURU GHASIDAS VISHWAVIDIYALAYA

BILASPUR (C.G.)

(A Central University with NACC Accredited A⁺⁺ Grade)

ACKNOWLEDGEMENT

I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. I would like to extend my sincere thanks to all of them.

I thank the almighty for providing me with everything required that I required in completing this project.

I wish to acknowledge my sincere gratitude and indebtedness to my project guide **Dr. VANITA KUMARI SONI** Assistance professor Department of Commerce, Guru Ghasidas Vishwavidyalaya for helping me at every step and guiding me in every way possible. This project would not have been successful without her help and continuance guidance throughout.

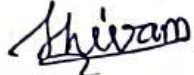
I would like to thank all faculty members of Department of Commerce, Guru Ghasidas Vishwavidyalaya for their valuable suggestion and useful comments throughout this project work.


I sincerely acknowledge the efforts of all those who have directly or indirectly helped me in completing my project work.

It is the kindness of these acknowledged persons that this project work sees the light of the day.

I submit this project work of mine with great humility and utmost regard.

DATE: 07/05/2025


SHIVAM MAHANA


H.O.D.
व्यवस्थापक विभाग / Dept. of Commerce
गुरु घासीदास विश्वविद्यालय, बिलासपुर (उ.प्र.)
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

SUPERVISOR'S CERTIFICATE

This is to certify that **Shivam Mahana** Enrollment no. (GGV/20/04193) is a student of M.COM 4th during the year 2024-2025 of Commerce Department in Guru Ghasidas Vishwavidyalaya has successfully completed this research project "A STUDY ON CONSUMER PERSPECTIVE ROLE ON THE DIGITAL TECHNOLOGY USED IN AGRICULTURE MARKETING" under my guidance and supervision. To the best of my knowledge, it is his original work and is fit for the evaluation for the M.com Project.

DATE: 07/05/2025

Vanita
07/05/2025

Dr. VANITA KUMARI SONI

Assistant professor

Department of commerce

Guru Ghasidas Vishwavidyalaya

A PROJECT REPORT
ON
IMPACT OF FII AND DII ON INDIAN STOCK MARKET

*Submitted for partial fulfillment of the
requirement for the award of degree of*

Master of Commerce



By

SOUMYA RANJAN BEHERA

Enrolment No. (GGV/20/04207)

UNDER THE SUPERVISION OF

Dr. SATYA PRAKASH

DEPARTMENT OF COMMERCE

SCHOOL OF COMMERCE AND MANAGEMENT

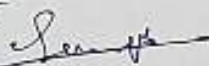
GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR (C.G.)

(SESSION- 2024-25)

CANDIDATE'S DECLARATION

I, **Soumya Ranjan Behera**, a student of M.com IV semester, hereby declare that the work which is being presented in the dissertation, entitled "**Impact of FII and DII on Indian Stock Market**", in partial fulfillment of the requirement for the award of the degree of Master of Commerce work under the guidance **Dr. SATYAPRAKASH**, Assistant Professor, in Department of Commerce at G.G.V, Bilaspur (C.G.). I also affirm that, to the best of my knowledge, this dissertation does not include any part of another work previously completed.

Date:- 08/03/25 

SOUMYA RANJAN BEHERA

Master of Commerce

IV Semester

SUPERVISOR'S CERTIFICATE

This is to certify that **Soumya Ranjan Behera** Enrolment no. (GGV/20/04207) is a student of Master of Commerce IV semester during the year 2024-25 of Department of Commerce in Guru Ghasidas Vishwavidyalaya has successfully completed this research project "**Impact of FII and DII on Indian Stock Market**" submitted to Guru Ghasidas Vishwavidyalaya in partial fulfilment for the award of Master of Commerce, under my guidance and supervision.


Dr. SATYAPRAKASH

Assistant Professor

Department of Commerce

Guru Ghasidas Vishwavidyalaya

Bilaspur, Chhatisgarh

A PROJECT REPORT

On

Student Expectations from HR Policies in Their First Job

Submitted for Partial Fulfillment of the Requirement for the Award of

The Degree of

Master of commerce



By

TANUJA MAHANT

Enrollment no. – GGV/20/04217

Under the supervision of

Dr. VINOD KUMAR VISHWAKARMA

Assistant Professors

Department of Commerce

School of Commerce and Management

GURU GHASIDAS VISHWAVIDYALYA

BILASPUR CHHATTISGARH

[Signature] (Session :2024 - 2025)

विभागाध्यक्ष/H.O.D.

सहायक विभाग/Dept of Commerce

गुरु घासीदास विश्वविद्यालय, बिलासपुर (उ.प्र.)

Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

ACKNOWLEDGEMENT

I extend my gratitude to **Dr. MUNSHI RAM**, Head of the Department of Commerce, **GURU GHASIDAS VISHWAVIDYALAYA, BILASPIR CHHATTISGARH** for granting me the opportunity to complete this dissertation and for their valuable guidance and feedback .

The completion of this study could not have possible without the expertise of **DR. VINOD KUMAR VISHWAKARMA**, Assistant professor, Department of Commerce, **GURU GHASIDAS VISHWAVIDYALAYA, BILASPIR CHHATTISGARH** my mentor and guide. I would like to thank him for his invaluable guidance, feedback and support throughout my dissertation.

I would like to thank all the faculty members of the department who have helped me with their valuable suggestions and guidance for completion of my dissertation work.


I sincerely acknowledge the efforts of all my friends and family and those who have directly or indirectly help me to complete my task. Their collective efforts help me to conduct my research efficiently.


TANUJA MAHANT

DATE: 07/05/2025

SUPERVISOR'S CERTIFICATE

This is to certify that TANUJA MAHANT, (Enrollment No. GGV/20/04217) has completed her project entitled “**student Expectations from HR Policies in their First Job**” under my guidance and supervision. To the best of my knowledge, it is her original work and is fit for evaluation for the M.COM Project.

A handwritten signature in black ink, appearing to read 'Vinod Kumar', with the date '07/08/25' written below it.

Dr. VINOD KUMAR VISHWAKARMA

Assistant Professor

Department of Commerce

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR, CHHATTISGARH

A PROJECT REPORT

ON

**“A COMPARATIVE STUDY ON CUSTOMER PREFERENCE FOR
ONLINE SHOPPING AND OFFLINE SHOPPING TO ELECTRONIC
PRODUCTS”**

Submitted for partial fulfillment of the requirement for the award of the degree of

MASTER OF COMMERCE



DEPARTMENT OF COMMERCE

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR (C.G.)

SESSION 2024 – 25

UNDER THE GUIDANCE OF :-

Dr. VINOD KUMAR VISHWAKARMA

Assistant Professor

Department of Commerce, GGV

SUBMITTED BY :-

TUKESH KUMAR SAHU

M.com 4th Semester

Enrollment No. – GGV/20/04220

(Handwritten Signature)
2/11/2025
विभागाध्यक्ष / H.O.D.
वणिज्य विभाग / Dept. of Commerce
गुरु घासीदास विश्वविद्यालय, बिलासपुर (छ.ग.)
Guru Ghansidas Vishwavidyalaya, Bilaspur (C.G.)

DECLARATION

I am Tukesk Kumar Sahu, a Student of M.com 4th Semester Department of Commerce, Guru Ghasidas Vishwavidyalaya, hereby that the project report entitled "A COMPARATIVE STUDY ON CUSTOMER PREFERENCE FOR ONLINE SHOPPING AND OFFLINE SHOPPING TO ELLECTRONIC PRODUCTS" is submitted for partial fulfillment of the requirements for the award of the degree of Master of Commerce, comprise only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in the project report have not been submitted to any other university or institute for the award of any other degree.

Date : 21-04-2025

Place : Bilaspur



Tukesk Kumar Sahu


M.com 4th Semester


Roll No. – 23065143

Enrollment No. – GGV/20/04220

CERTIFICATE

This is certify that **Tukesh Kumar Sahu** (enrollment no. : GGV/20/04220) has completed his project entitled **"A COMPARATIVE STUDY ON CUSTOMER PREFERENCE FOR ONLINE SHOPPING AND OFFLINE SHOPPING TO ELLECTRONIC PRODUCTS"** under my guidance and supervision. To the best of my knowledge it is his original work and is fit for evaluation for the M.com project.


28/11/2021
H.C.D.
शुभिलाक्ष विभाग / Dept. of Commerce
गुरु घासीदास विश्वविद्यालय, बिलासपुर (छ.ग.)
Dr. Munshi Ramesh Chandra
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)
Associate Professor
Department of Commerce
Guru Ghasidas Vishwavidyalaya


Supervisor
Dr. Vinod Kumar Vishwakarma
Assistant Professor
Department of Commerce
Guru Ghasidas Vishwavidyalaya

A PROJECT REPORT
ON
“HOW SHORT-FORM VIDEOS INFLUENCING CONSUMER
PERCEPTION OF BRANDS”

Submitted for partial fulfillment of the
Requirements for the Award of the Degree of
Master of Commerce



By

VIMLESHWAR PRASAD RATREY

Enrolment No. (GGV/20/04233)

UNDER THE SUPERVISION OF

DR. ALKA PANDEY

ASSISTANT PROFESSOR

DEPARTMENT OF COMMERCE
SCHOOL OF COMMERCE & MANAGEMENT
GURU GHASIDAS VISHWAVIDYALAYA
BILASPUR, CHHATTISGARH

April 2025 (Session – 2024-25)

CANDIDATE'S DECLARATION

I, Vimleshwar Prasad Ratrey, a student of M.COM (Semester IV) in Department of Commerce, Guru Ghasidas Vishwavidyalaya, hereby declare that the project report entitled "**How Short-Form Videos influencing Consumer perception of Brands**" is submitted for partial fulfillment of the requirements for the award of the degree of Master of Commerce, comprise only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in this project report have not been submitted to any other university or Institute for the award of any other degree.

Date - 07/05/2025



Vimleshwar Prasad Ratrey

M.Com 4th semester

SUPERVISOR'S CERTIFICATE

This is to certify that Vimleshwar Prasad Ratrey Enrolment no. (GGV/20/04233) is a student of M.COM 4th semester during the year 2024-25 of Commerce Department in Guru Ghasidas Vishwavidyalaya has successfully completed this research project "**How Short-Form Videos influencing Consumer perception of Brands**" submitted to Guru Ghasidas Vishwavidyalaya in partial fulfilment for the award of Master of Commerce, under my guidance and supervision.


Dr. Alka Pandey

Assistant Professor

Department of Commerce

Guru Ghasidas Vishwavidyalaya,

Bilaspur Chhattisgarh

Dr. Alka Pandey
Assistant Professor
Department of Commerce
G.G.V., Bilaspur (C.G.)

A PROJECT REPORT

ON

**“A STUDY ON BUYING BEHAVIOUR OF DAIRY PRODUCTS CONSUMERS:
WITH REFERENCE TO BILASPUR DISTRICT”**

**Submitted for partial fulfilment of the
Requirements for the Award of the Degree of**

MASTER OF COMMERCE



SUBMITTED BY

Yugal Kumar Gupta

Enrolment no.-GGV/20/04240

UNDER THE SUPERVISION OF

(ASSISTANT PROFESSOR)

DR. PRIYANKA SINGH

DEPARTMENT OF COMMERCE

SCHOOL OF COMMERCE AND MANAGEMENT

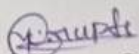
GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR, (CG.)

CANDIDATE DECLARATION


I am Yugal Kumar Gupta, a Student of M.com 4th Semester Department of Commerce, Guru Ghasidas Vishwavidyalaya, hereby that the project report entitled "A study on buying behaviour of dairy products consumers: with reference to Bilaspur district" is submitted for partial fulfilment of the requirements for the award of the degree of Master of Commerce, comprise only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in the project report have not been submitted to any other university or institute for the award of any other degree.


Date: 23/04/2025


Yugal Kumar Gupta
M.com 4th Semester
Roll No. – 23065147
Enrollment No. – GGV/20/04240

SUPERVISOR'S CERTIFICATE

This is certify that **Yugal Kumar Gupta** (enrollment no. : GGV/20/04240) has completed his project entitled "A study on buying behaviour of dairy products consumers: with reference to Bilaspur district" under my guidance and supervision. To the best of my knowledge it is his original work and is fit for evaluation for the M.com project.


Head of Department
Dr. Munshi Ram
Associate Professor
Department of Commerce
Guru Ghasidas Vishwavidyalaya


Supervisor
Dr. Priyanka Singh
Assistant Professor
Department of Commerce
Guru Ghasidas Vishwavidyalaya

A PROJECT REPORT

On

**The Influence of Income Tax Changes on Saving Behavior and
Investment Decisions**

Submitted for partial fulfillment of the
Requirement for the Award of the Degree of
Master of Commerce



By

Aaditya Singh

Enrollment No. (GGV/23/04501)

Roll No. – 23065101

UNDER THE SUPERVISION OF

PROF. ASHOK KUMAR MISHRA

DEPARTMENT OF COMMERCE

SCHOOL OF MANAGEMENT & COMMERCE

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR (C.G.)

JULY 2025 (Term – 2023-25)

Handwritten signature
6/15/2025
H.O.D.
विश्वविद्यालय / Dept. of Commerce
गुरु गणेशदास विश्वविद्यालय, बिलासपुर (छ.प्र.)
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

CANDIDATE'S DECLARATION

I, **AADITYA SINGH**, a student of M.COM (semester IV) in Department of commerce, **GURU GHASIDAS VISHWAVIDYALAYA** name, hereby declare that the project report entitled "**The Influence of Income Tax Changes on Saving Behavior and Investment Decisions**" is submitted for partial fulfillment of the requirements for the award of the degree of Master of Commerce, comprise only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in this project report have not been submitted to any other university or institute for the award of any other degree.



Aaditya Singh

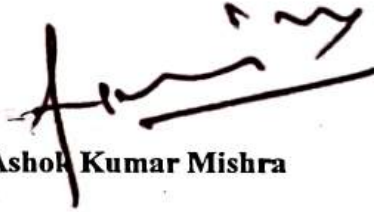
Enrollment No. (GGV/23/04501)

07/05/2025

DATE - __/07/2024

SUPERVISOR'S CERTIFICATE

This is to certify that **Aaditya Singh** (Enrollment No. GGV/23/04501) has completed her project entitled "**The Influence of Income Tax Changes on Saving Behavior and Investment Decisions**" under my guidance and supervision. To the best of my knowledge, it is her original work and is fit for evaluation for the M.COM Project.



Prof. Ashok Kumar Mishra

Assistant Professor

Department of Commerce

Guru Ghasidas Vishwavidyalaya, Chhattisgarh

A PROJECT REPORT

On

**An Analytical study on Investor Behaviour with reference to Investment in
Gold and the Stock market**

Submitted for Partial Fulfillment of the Requirement for the Award of the
Degree of

Master of Commerce



By

AKANKSHA LAKRA

Enrollment No. – GGV/23/04502

Under the Supervision of

Prof. BHUVANA VENKATRAMAN

Professor

Department of Commerce

School of Commerce & Management

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR CHHATTISGARH

May 2025

(Term 2024-2025)

CANDIDATE'S DECLARATION

I, **AKANKSHA LAKRA**, a student of M.COM (Semester 4) in Department of Commerce, GURU GHASIDAS VISHWAVIDYALAYA, hereby declare that the project report entitled "**An Analytical study on Investor Behaviour with reference to Investment in Gold and the Stock Market**" is submitted for partial fulfillment of the requirements for the award of the degree of Master of Commerce, comprises only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in this project report have not been submitted to any other university or Institute for the award of any college degree.

Date: 06 / 05 / 25

Akakra

AKANKSHA LAKRA

Enrollment No – GGV/23/04502

M.Com 4th Semester

Department of Commerce

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR CHHATTISGARH

SUPERVISOR'S CERTIFICATE

This is to certify that AKANKSHA LAKRA (Enrollment No GGV/23/04502) has completed her project entitled “**An Analytical study on Investor Behaviour with reference to Gold and the Stock Market**” under my guidance and supervision. To the best of my knowledge, it is her original work and is fit for the evaluation for the M.COM Project.



A handwritten signature in blue ink, appearing to read 'Bhuvana Venkatraman', with a date '06/05/25' written below it.

Date: 06 / 05 / 25

Prof. BHUVANA VENKATRAMAN

Professor

Department of Commerce

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR CHHATTISGARH

A
PROJECT REPORT
ON
“AN EVALUATION OF MARKETING STRATEGIES OF LEVER
AYUSH: A CASE STUDY ”

Submitted for partial fulfillment of the
Requirement for the Award of the Degree of
MASTER OF COMMERCE



BY

ALFIYA PARVEEN

Enrollment No: - GGV/23/04503

UNDER THE SUPERVISOR OF
PROF. BHUVANA VENKATRAMAN
DEPARTMENT OF COMMERCE
AND MANAGEMENT
GURU GHASIDAS VISHWAVIDIYALAYA
BILASPUR (C.G.) MAY 2025 (TERM 2024 -2025)

CANDIDATE'S DECLARATION

I **Alfiya Parveen**, a student of M.COM (semester 4") in Department of commerce, Guru Ghasidas Vishwavidyalaya, hereby declare that the project report entitled "An evaluation of marketing strategies of lever ayush : a case study" submitted for partial fulfillment of the requirements for the award of the degree of Master of commerce comprise only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in this project report have not been submitted to any other university or Institute for the award of any other degree.

DATE: 6/5/2025

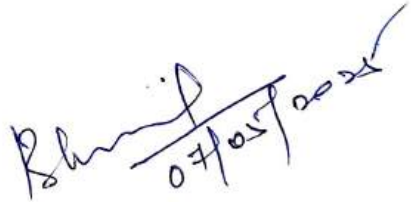
Alfiya Parveen

Alfiya Parveen

SUPERVISOR'S CERTIFICATE

This is to certify that Alfiya Parveen Enrollment no. (GGV/23/04503) is a student of M.COM 4th during the year 2024-2025 of Commerce Department in Guru Ghasidas Vishwavidyalaya has successfully completed this research project "AN EVALUATION OF MARKETING STRATEGIES OF LEVER AYUSH : A CASE STUDY" under my guidance and supervision. To the best of my knowledge, it is her original work and is fit for the evaluation for the M.com Project.

DATE: 6/5/2025



Handwritten signature of Prof. Bhuvana Venkatraman, dated 07/05/2025.

PROF. BHUVANA VENKATRAMAN

Department of Commerce

Guru Ghasidas Vishwavidyalaya

**STUDY ON COUSTOMERS PREFERENCE IN
ACCOUNTING SOFTWARES FOR
PREPARATION OF FINANCIAL STATEMENT IN
KHARORA NAGAR-PANCHAYAT**



*Submitted In Partial Fulfilment of the Requirements
For The Award of the Degree of Master of commerce
2023-2025*

**Submitted by
AYUSH TIWARI
Enrolment No. GGV/23/04507
M.COM. Semester: 4TH**

**Guided by
PROF. BUDHESHWAR PRASAD SINGHRAUL**

**APRIL 2025
Submitted to:
GURU GHASIDAS VISHWAVIDYALAYA
DEPARTMENT OF COMMERCE
BILASPUR, CHHATTISGARH, INDIA**

DECLARATION BY THE CANDIDATE


I **AYUSH TIWARI** HEREBY DECLARE THAT THE MY DISSERTATION WITH THE TITLE **STUDY ON CUSTOMER PREFERANCE ON ACCOUNTING SOFTWARE FOR PREPARATION OF FINANCIAL STATEMENT IN**

KHARORA NAGAR-PANCHAYAT SUBMITTED BY ME FOR THE PARTIAL FULFILLMENT OF THE DEGREE OF M.COM. IS MY ORIGINAL WORK AND HAS NOT BEEN SUBMITTED EARLIER TO ANY OTHER UNIVERSITY /INSTITUTION FOR THE FULFILLMENT OF THE REQUIREMENT FOR ANY COURSE OF STUDY.

I ALSO DECLARE THAT NO CHAPTER OF THIS DISSERTATION IN WHOLE OR IN PART HAS BEEN INCORPORATED IN THIS REPORT FROM ANY EARLIER WORK DONE BY OTHERS OR BY ME. HOWEVER, EXTRACTS OF ANY LITERATURE WHICH HAS BEEN USED FOR THIS REPORT HAS BEEN DULY ACKNOWLEDGED PROVIDING DETAILS OF SUCH LITERATURE IN THE REFERENCES.

SIGNATURE OF THE STUDENT

AYUSH TIWARI


06/05/2025

CERTIFICATE BY THE SUPERVISOR

THIS IS TO CERTIFY THAT THE PROJECT ENTITLED "STUDY ON CUSTOMER PREFERENCE ON ACCOUNTING SOFTWARE FOR PREPARATION OF FINANCIAL STATEMENT IN KHARORA NAGAR-PANCHAYAT" SUBMITTED BY "AYUSH TIWARI" ENROLLMENT NO GGV/23/04507 HAS BEEN EXAMINED BY THE UNDERSIGNED AS APART OF THE EXAMINATION FOR THE AWARD OF MASTER OF COMMERCE DEGREE OF GURU GHASIDAS VISHWAVIDYALAYA, CHHATTISGARH (C.G.)


NAME AND SIGNATURE OF SUPERVISOR

PROF. BUDHESHWAR PRASAD SINGHRAUL

DATE: 06/05/2025


06/05/2025
निर्देशक/H.O.D.
व्यापारिक विभाग / Dept. of Commerce
गुरु घासीदास विश्वविद्यालय, बिलासपुर (उ.प्र.)
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

A PROJECT REPORT
ON
**"A STUDY ON INFLUENCE OF ONLINE REVIEWS ON
CONSUMER PURCHASING DECISIONS"**

SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF
THE DEGREE OF
MASTER OF COMMERCE



SUBMITTED BY
BHAGWATEE YADAV
Enrolment no. - GGV/23/04508
UNDER THE GUIDANCE OF
PROF. BUDHESHWAR PRASAD SINGHRAUL
PROFESSOR

DEPARTMENT OF COMMERCE

GURU GHASIDAS VISHWAVIDYALAYA, BILASPUR, INDIA
(A CENTRAL UNIVERSITY)
APRIL 2025 (TERM 2023-2025)

DECLARATION

I, **Bhagwatee Yadav**, a student of **M.Com (semester IV)** in Department of Commerce, Guru Ghasidas Vishwavidyalaya, Bilaspur, hereby declare that the project report entitled "**A Study On Influence Of Online Reviews On Consumer Purchasing Decisions**" is submitted for partial fulfilment of the requirements for the award of the degree of master of commerce, is the record of research work carried out by me and the material obtained from other sources has been duly acknowledged in the research work. The results embodied in this project report have not been submitted to any other university for the award of any other degree.

Date: 6/05/25

Place: Bilaspur


BHAGWATEE YADAV

M.Com IV Semester

Enrolment No. GGV/23/04508

ACKNOWLEDGEMENT

Words alone cannot convey the depth of my gratitude, but I would like to extend my heartfelt thanks to our **HOD, ASSOCIATE PRO. MUNSHIRAM**, for his invaluable guidance and support throughout this journey. His wisdom and encouragement have been indispensable. I am also profoundly grateful to my esteemed guide, **PROF. B. P. SINGHRAUL SIR**. His insightful guidance, I would like to express my heartfelt gratitude to all those who supported me throughout this project.

First and foremost, I thank my family for their constant encouragement, love, and patience. Their unwavering belief in me gave me the strength to keep going even when things got tough.

A special thanks to my friends who stood by me, offered their valuable suggestions, and kept me motivated throughout this journey. Your support, feedback, and laughter made this process much more enjoyable.

This project would not have been possible without your collective support. Thank you from the bottom of my heart.

Thank you all for your immense support and belief in me.

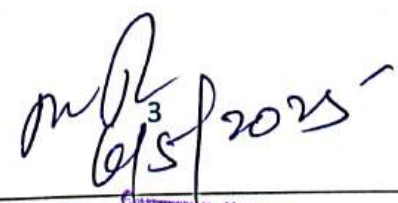
Date: 6/05/25

Place: Bilaspur


Bhagwatee Yadav

M.Com IV Semester

Enrollment No. GGV/23/04508


विभागाध्यक्ष/H.O.D.
वाणिज्य विभाग/Dept. of Commerce
गुरु घासीदास विश्वविद्यालय, बिलासपुर (उ.प्र.)
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

A PROJECT REPORT

ON

**INVESTORS PERCEPTION TOWARDS APPLICATION OF THE
ARTIFICIAL INTELLIGENCE (AI) ON INVESTMENT DECISION
MAKING: A STUDY WITH SPECIAL REFERENCE TO BILASPUR
DISTRICT OF CHHATTISGARH**

SUBMITTED FOR PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
AWARD OF THE DEGREE OF
MASTER OF COMMERCE



BY

KHUSHBOO KUNDNANI

ENROLLMENT NO. (GGV/23/04509)

UNDER THE SUPERVISION OF

DR. AMRENDRA KUMAR

ASSOCIATE PROFESSOR

DEPARTMENT OF COMMERCE

SCHOOL OF MANAGEMENT & COMMERCE

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR (C.G.)

MAY 2025

CANDIDATE'S DECLARATION


I, **KHUSHBOO KUNDNANI**, A student of M.Com 4th semester in the year 2024-2025 in the **DEPARTMENT OF COMMERCE, GURU GHASIDAS VISHWAVIDYALAYA**, here by declare that, I have prepared a dissertation report on **"INVESTORS PERCEPTION TOWARDS APPLICATION OF THE ARTIFICIAL INTELLIGENCE (AI) ON INVESTMENT DECISION MAKING: A STUDY WITH SPECIAL REFERENCE TO BILASPUR DISTRICT OF CHHATTISGRAH"** is submitted for partial fulfillment of the requirement of award of the degree of **MASTER OF COMMERCE** comprises only my original work and due acknowledgement has been made in the text to all other materials used. The result embodies in this project report has not been submitted to any other university or institute for the award of any other degree.

DATE: 05/05/25

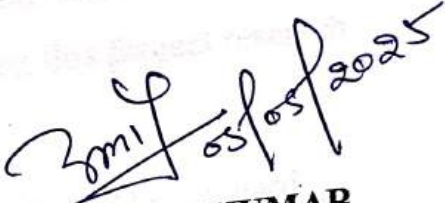
Khushboo
KHUSHBOO KUNDNANI

SUPERVISOR'S CERTIFICATE

This is to certify that KHUSHBOO KUNDNANI (ENROLLMENT NO. GGV/23/04509) has completed her DISSERTATION PROJECT entitled "INVESTORS PERCEPTION TOWARDS APPLICATION OF THE ARTIFICIAL INTELLIGENCE (AI) ON INVESTMENT DECISION MAKING: A STUDY WITH SPECIAL REFERENCE TO BILASPUR DISTRICT OF CHHATTISGRAH". Under My guidance and supervision. To the best of my knowledge, it is her original work and is fit for evaluation for the M.COM project.


विभागाध्यक्ष / H.O.D.
वाणिज्य विभाग / Dept. of Commerce
गुरु घासीदास विश्वविद्यालय, बिलासपुर (छ.ग.)
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)
Dr. MUNSHIRAM
(Head Of Department)

Department Of Commerce


Dr. AMRENDRA KUMAR
(Associate professor)

Department Of Commerce
Guru Ghasidas Vishwavidyalaya

Dr. Amrendra Kumar
Associate Professor
Department of Commerce
Guru Ghasidas Vishwavidyalaya
Bilaspur (C.G.) 495009

A PROJECT REPORT

On

Trend Analysis of IPOs in India

Submitted for Partial Fulfillment of the Requirement for the Award of the
Degree of

Master of Commerce



By

KIRAN PAIKRA

Enrollment No – GGV/23/04510

Under the Supervision of

Dr. VENKATESWARA RAO BHANOTU

Associate Professor

Department of Commerce

School of Commerce & Management

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR CHHATTISGARH

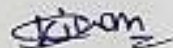
April 2025

(Term 2024-2025)

CANDIDATE'S DECLARATION

I, **KIRAN PAIKRA**, a student of M.COM (Semester 4) in Department of Commerce, GURU GHASIDAS VISHWAVIDYALAYA, hereby declare that the project report entitled "**Trend Analysis of IPOs in India**" is submitted for partial fulfillment of the requirements for the award of the degree of Master of Commerce, comprises only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in this project report have not been submitted to any other university or Institute for the award of any college degree.

DATE: 06 / 05 / 2025



KIRAN PAIKRA

Enrollment No – GGV/23/04510

Department of Commerce

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR CHHATTISGARH

ACKNOWLEDGEMENT

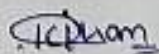
I sincerely express my deep sense of gratitude to **Dr. MUNSHI RAM**, Head, Department of Commerce, GURU GHASIDAS VISHWAVIDYALAYA BILASPUR (CG) for his extraordinary cooperation, valuable guidance and supervision. I wish to acknowledge my sincere gratitude and indebtedness to my project guide **Dr. VENKATESWARA RAO BHANOTU**, Associate Professor, Department of Commerce, GURU GHASIDAS VISHWAVIDYALAYA BILASPUR (CG) for helping me at every step and guiding me at every step and in every way possible. This project would not have been successful without his help and continuous guidance throughout.

I would like to thank all the other faculty members of Department of Commerce, GURU GHASIDAS VISHWAVIDYALAYA BILASPUR (CG) for their valuable suggestions and useful comments throughout this project work.

I sincerely acknowledge the efforts of all those who have directly or indirectly helped me in completing my project work.

It is the kindness of these acknowledged persons that this project work sees the light of the day.

I submit this project work of mine with great humility and utmost regard.


KIRAN PAIKRA

DATE: 06 / 05 / 2025


6/5/2025
H.O.D.
Dept. of Commerce
गुरु घासीदास विश्वविद्यालय, बिलासपुर (ज.ग.)
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

A PROJECT REPORT

On

**A STUDY ON CONSUMER PERCEPTION TOWARDS
E-COMMERCE WITH REFERENCE TO FMCG**

Master of Commerce



By

Sneha Jaiswal

Enrollment No – GGV/23/04511

Under the Supervision of

Dr. VENKATESWARA RAO BHANOTU

Associate Professor

Department of Commerce

School of Commerce & Management

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR CHHATTISGARH

April 2025

(Term 2024-2025)

CANDIDATE'S DECLARATION

I, Sneha Jaiswal

a student of M.COM (Semester 4) in Department of Commerce, GURU GHASIDAS VISHWAVIDYALAYA, hereby declare that the project report entitled "A STUDY ON CONSUMER PERCEPTION TOWARDS E-COMMERCE WITH REFERENCE TO FMCG" is submitted for partial fulfilment of the requirements for the award of the degree of Master of Commerce, comprises only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in this project report have not been submitted to any other university or Institute for the award of any college degree.

DATE: 07/05/25



Sneha Jaiswal

Enrollment No – GGV/23/04511

Department of Commerce

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR CHHATTISGARH

ACKNOWLEDGEMENT

I sincerely express my deep sense of gratitude to Dr. MUNSHI RAM, Head, Department of Commerce, GURU GHASIDAS VISHWAVIDYALAYA BILASPUR (CG) for his extraordinary cooperation, valuable guidance and supervision. I wish to acknowledge my sincere gratitude and indebtedness to my project guide Dr. VENKATESWARA RAO BHANOTU, Associate Professor, Department of Commerce, GURU GHASIDAS VISHWAVIDYALAYA BILASPUR (CG) for helping me at every step and guiding me at every step and in every way possible. This project would not have been successful without his help and continuous guidance throughout.

I would like to thank all the other faculty members of Department of Commerce, GURU GHASIDAS VISHWAVIDYALAYA BILASPUR (CG) for their valuable suggestions and useful comments throughout this project work.

I sincerely acknowledge the efforts of all those who have directly or indirectly helped me in completing my project work.


It is the kindness of these acknowledged persons that this project work sees the light of the day.

I submit this project work of mine with great humility and utmost regard.



Sneha Jaiswal

DATE: 07/05/2025



07/05/2025
H.O.D.
याणिज्य विभाग / Dept. of Commerce
गुरु घासीदास विश्वविद्यालय, बिलासपुर (उ.प्र.)
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

A PROJECT REPORT ON
THE AWARENESS OF INTEREST RATE CHANGES AND
IT's IMPACT ON STOCK MARKET VOLATILITY: *A study of*
mediating variable (RBI)

Submitted for Partial Fulfilment of the Requirement for the Degree in
Masters of Commerce



BY:

KUNAL SAHU

ENROLLMENT NO:

GGV/23/04512

UNDER THE SUPERVISION OF:

Dr. Sanjay Kumar Patel

(Associate Professor)

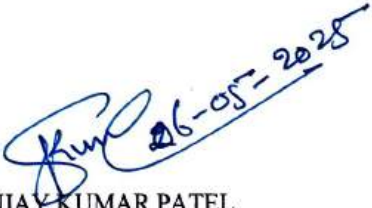
DEPARTMENT OF COMMERCE

GURU GHASIDAS VISHWAVIDYALAYA, BILASPUR (C.G.)

TERM – 2024-25

SUPERVISOR'S CERTIFICATE

This is to certify that KUNAL SAHU, (Enrollment No. GGV/23/04512) has completed her project entitled "THE AWARENESS OF INTEREST RATE CHANGES AND IT'S IMPACT ON STOCK MARKET VOLATILITY: *A study of mediating variable (RBI)*" under my guidance and supervision. To the best of my knowledge, it is her original work and is fit for evaluation for the M.COM Project.

 26-05-2025

Dr. SANJAY KUMAR PATEL

(Associate Professor)

Department of Commerce

GURU GHASIDAS VISHWAVIDYALAYA BILASPUR, CHHATTISGARH

CANDIDATE DECLARATION

I KUNAL SAHU, student of M.COM 4TH Semester in Department of Commerce at GURU GHASIDAS VISHWAVIDYALAYA, BILASPUR CHHATTISGARH, hereby declare that the project report entitled "THE AWARENESS OF INTEREST RATE CHANGES AND IT'S IMPACT ON STOCK MARKET VOLATILITY: *A study of mediating variable (RBI)*" is submitted for the partial fulfilment of the requirement of the award of the degree of masters of Commerce, comprises only my original work and due acknowledgement has been made in the text to all other material used. The results embodied in this project report have not been submitted to any other institution or university for the award of any college degree.

Date: 06/05/2025
Kunal Sahu
KUNAL SAHU

A PROJECT REPORT ON
**“A STUDY OF THE IMPACT OF GREEN MARKETING ON
CONSUMER PURCHASING DECISIONS” – A STUDY OF
JHARSUGUDA DISTRICT**

Submitted for partial fulfillment of the
Requirements for the Award of the Degree of

Session: - 2024-25

MASTER OF COMMERCE



SUBMITTED BY

Om Prakash Sahu

Enrollment No. - GGV/23/04513

UNDER THE SUPERVISION OF

Dr. Anup Kumar Roy

(Assistant Professor)

DEPARTMENT OF COMMERCE

SCHOOL OF MANAGEMENT & COMMERCE

GURU GHASIDAS VISHWAVIDYALAYA BILASPUR, (C.G.)

(A Central University with NAAC Accredited A⁺⁺ Grade)

CANDIDATE'S DECLARATION

I Om Prakash Sahu, a student of M.COM 4th Semester in Department of Commerce, Guru Ghasidas Vishwavidyalaya, hereby declare that the project report entitled "A Study of the Impact of Green Marketing on Consumer purchasing Decisions" is submitted in partial fulfillment of the requirements for the award of the degree of Master of Commerce, comprise my original work and due acknowledgement has been made in the next to all other materials used. The results embodied in this project report have not been submitted to any other University or Institute for the award of any other degree.

Date: 7/5/25

Place: Bilaspur

Om Prakash Sahu

OM PRAKASH SAHU

M.Com 4th Semester

Roll No: - 23065127

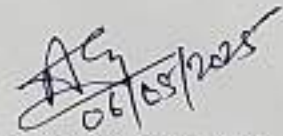
Enrollment No. - GGV/23/04513

SUPERVISOR'S CERTIFICATE

This is to certify that Om Prakash Sahu Enrollment No.- (GGV/23/04513) is a student of M.COM 4th during the year 2024-25 of Commerce Department in Guru Ghasidas Vishwavidyalaya has successfully completed this research project entitled "A Study of the Impact of Green Marketing on Consumer purchasing Decisions" under my guidance and supervision for the award of the Degree of Master of Commerce.

To the best of my knowledge, it is his/her original work and is fit for the evaluation for the M.COM Project. During this period, he was found sincere and dedicated to her work.

I wish his/her success in future.



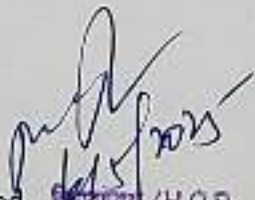
(Dr. Anup Kumar Roy)

Assistant Professor

Department of Commerce

Guru Ghasidas Vishwavidyalaya

Forwarded By,



Head ~~विभागाध्यक्ष~~ / H.O.D.
व्यापार विभाग / Dept. of Commerce

Department of Commerce, बिलासपुर (छ.ग.)
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)
Guru Ghasidas Vishwavidyalaya

A PROJECT REPORT

On

**Relationship between Corporate Governance Structure and CSR
Initiatives: with reference to Top 5 IT Sector Companies listed in Nifty-50**

Submitted for Partial Fulfillment of the Requirement for the Award of the
Degree of

Master of Commerce



By

OMKARESHWAR PAIKRA

Enrollment No. – GGV/23/04514

Under the Supervision of

Dr. KUMAR ADITYA

Assistant Professor

Department of Commerce

School of Commerce & Management

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR CHHATTISGARH

April 2025

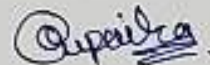
(Term 2024-2025)

Omkareshwar Paikra
26/5/2025
विभागाध्यक्ष / H.O.D.
व्यापक शिक्षा / General Education
गुरु गणेशदास विश्वविद्यालय, बिलासपुर (C.G.)
Guru Ghansidas Vishwavidyalaya, Bilaspur (C.G.)

CANDIDATE'S DECLARATION

I, **OMKARESHWAR PAIKRA**, a student of M.COM (Semester 4) in Department of Commerce, GURU GHASIDAS VISHWAVIDYALAYA, hereby declare that the project report entitled "**Relationship between Corporate Governance Structure and CSR Initiatives: with reference to Top 5 IT Sector Companies listed in Nifty-50**" is submitted for partial fulfillment of the requirements for the award of the degree of Master of Commerce, comprises only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in this project report have not been submitted to any other university or Institute for the award of any college degree.

Date: 21/04/2025



OMKARESHWAR PAIKRA

Enrollment No – GGV/23/04514

M.Com 4th Semester

Department of Commerce

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR CHHATTISGARH

ACKNOWLEDGEMENT

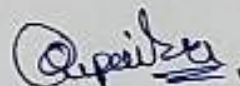
I sincerely express my deep sense of gratitude to Dr. MUNSHI RAM, Head, Department of Commerce, GURU GHASIDAS VISHWAVIDYALAYA BILASPUR (CG) for his extraordinary cooperation, valuable guidance and supervision. I wish to acknowledge my sincere gratitude and indebtedness to my project guide Dr. KUMAR ADITYA, Assistant Professor, Department of Commerce, GURU GHASIDAS VISHWAVIDYALAYA BILASPUR (CG) for helping me at every step and guiding me at every step and in every way possible. This project would not have been successful without his help and continuous guidance throughout.

I would like to thank Mr. Vishal Patel, Research Scholar, and the other faculty members of Department of Commerce, GURU GHASIDAS VISHWAVIDYALAYA BILASPUR (CG) for their valuable suggestions and useful comments throughout this project work.

I sincerely acknowledge the efforts of all those who have directly or indirectly helped me in completing my project work.

It is the kindness of these acknowledged persons that this project work sees the light of the day.

I submit this project work of mine with great humility and utmost regard.



OMKARESHWAR PAIKRA

DATE: 21/04/2025

A PROJECT REPORT

ON

**"A STUDY OF THE PSYCHOLOGY OF INVESTORS IN MARKET DOWNTURN
: UNDERSTANDING THE INVESTORS EMOTIONS DURING DOWNTURN"**

Submitted for partial fulfillment of the
Requirement for the Award of the Degree of
Master of Commerce



BY

PAVAN KUMAR MATWARE

ENROLLMENT NO. (GGV/23/04515)

ROLL NO. 23065129

UNDER THE SUPERVISION OF

DR. KUMAR ADITYA

(ASSISTANT PROFESSOR)

DEPARTMENT OF COMMERCE

SCHOOL OF COMMERCE AND MANAGEMENT

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR (C.G.)

March 2025(term 2023-25)

HOD

"YHWH"

[Handwritten signature and date: 25/3/2025]
[Faint purple stamp: Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)]

विभागाध्यक्ष / H.O.D.
व्यापिक विभाग / Dept of Commerce
गुरु गहासदास विश्वविद्यालय, बिलासपुर (उ.प्र.)
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

DECLARATION

I Pavan Kumar Matware, a student of M.COM (semester 4th) in the Department of Commerce, Guru Ghasidas Vishwavidyalaya, hereby declare that the project report entitled “ **(A STUDY OF THE PSYCHOLOGY OF INVESTORS IN MARKET DOWNTURN: UNDERSTANDING THE INVESTORS EMOTIONS DURING DOWNTURN)**” is submitted for partial fulfillment of the requirements for the award of the degree of Master of commerce comprise only my original work and due acknowledgment has been made in the text to all other materials used. The results embodied in this project report have not been submitted to any other university or Institute for the award of any other degree.

Pavan Kumar Matware

Enrollment No. (GGV/23/04515)

DATE - 7/03/2025

SUPERVISOR'S CERTIFICATE

This is to certify that Pavan Kumar Matware. Enrolment no. (GGV/23/04515) is a student of M.COM 4th during the year 2023-25 of the Commerce Department in Guru Ghasidas Vishwavidyalaya and has completed this research project "A STUDY OF THE PSYCHOLOGY OF INVESTORS IN MARKET DOWNTURN: UNDERSTANDING THE INVESTORS EMOTIONS DURING DOWNTURN" submitted to Guru Ghasidas Vishwavidyalaya in partial fulfillment for the award of Master of Commerce, under my guidance and supervision.



Date: 25/092025

Dr. Kumar Aditya

Assistant Professor

Department of Commerce

Guru Ghasidas Vishwavidyalaya, Chhattisgarh

A PROJECT REPORT

ON

**“A Study On Personal Financial Management Strategy: A Case
Study On Students Of GGV Bilaspur”**

Submitted for partial fulfilment of the
Requirement for the Award of the Degree of
Master of Commerce



BY

ASHISH

ENROLLMENT NO. (GGV/23/04515)

ROLL NO. 23065129

UNDER THE SUPERVISION OF

PROF. BHUVANA VENKATRAMAN

DEPARTMENT OF COMMERCE

SCHOOL OF COMMERCE AND MANAGEMENT

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR (C.G.)

March 2025 (term 2023-25)

Handwritten signature
विभागाध्यक्ष / H.O.D.
शासित विभाग / Dept. of Commerce
गुरु गसदीदास विश्वविद्यालय, बिलासपुर (उ.प्र.)
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

SUPERVISOR'S CERTIFICATE

This is to certify that Ashish. Enrolment no. (GGV/23/04505) is a student of M.COM 4th during the year 2023-25 of the Commerce Department in Guru Ghasidas Vishwavidyalaya and has completed this research project “**(A Study On Personal Financial Management Strategy: A Case Study On Students Of GGV Bilaspur)**” submitted to Guru Ghasidas Vishwavidyalaya in partial fulfilment for the award of Master of Commerce, under my guidance and supervision.


07/05/2025

Date: 07/05/2025

Prof. Bhuvana Venkatraman

Professor

Department of Commerce

Guru Ghasidas Vishwavidyalaya, Chhattisgarh

DECLARATION

I Ashish a student of M.COM (semester 4th) in the Department of Commerce, Guru Ghasidas Vishwavidyalaya, hereby declare that the project report entitled “**(A Study On Personal Financial Management Strategy: A Case Study On Students Of GGV Bilaspur)**” is submitted for partial fulfillment of the requirements for the award of the degree of Master of commerce comprise only my original work and due acknowledgment has been made in the text to all other materials used. The results embodied in this project report have not been submitted to any other university or Institute for the award of any other degree.


Ashish

Enrolment No. (GGV/23/04505)

DATE 01/05/2025

A PROJECT REPORT

On

ESG Reporting and its impact on Investment: A Case Study on Infosys

*Submitted for partial fulfillment of the
requirements for the Award of the Degree of*

MASTERS OF COMMERCE



By

PAYAL BISWAS

Enrolment No. GGV/23/04516

UNDER THE SUPERVISION OF

Dr. Shailesh Kumar Dwivedi

(Assistant professor)

DEPARTEMENT OF COMMERCE

SCHOOL OF MANAGEMENT & COMMERCE

GURU GHASIDAS VISHWAVIDALAYA

BILASPUR (C.G.)

SESSION 2024-25

CANDIDATE'S DECLARATION

I, PAYAL BISWAS, a student of M.COM (semester IV) in Department of commerce, Guru Ghasidas Vishwavidyalaya, hereby declare that the project report entitled "ESG Reporting and its impact on investment: A Case study on Infosys" is submitted for partial fulfilment of the requirement for the award of the degree of Master of commerce, comprise only my original work and due acknowledgement has been made in the text to all other material used. The result embodied in this project report have not been submitted to any other university or institute for the award of any other degree.

Date:06/05/2025



Payal Biswas

M.com 4th Sem

SUPERVISOR'S CERTIFICATE

This is to certify that Payal Biswas (Enrolment No. GGV/23/04516) has completed her project entitled “**ESG Reporting and its impact on investment: A case study on Infosys**” under my guidance and supervision. To the best of my knowledge, it is his original work and is fit for evaluation for the M.COM.

Project.


Dr. Shailesh Kumar Dwivedi

Assistant professor

Département of commerce

Guru Ghasidas Vishwavidyalaya

A PROJECT REPORT ON
CAREER PREFERENCES OF YOUNG PROFESSIONALS –
A Comparative Study of Government and Private Sector jobs



**SUBMITTED FOR PARTIAL FULFILMENT OF THE REQUIREMENT
FOR THE DEGREE IN MASTERS OF COMMERCE**

BY:

SAISHREE SAHU

ENROLLMENT NO:

GGV/23/04517

UNDER THE SUPERVISION OF:

Dr. Utkarsh Kumar

(Assistant Professor)

DEPARTMENT OF COMMERCE

GURU GHASIDAS VISHWAVIDYALAYA, BILASPUR(C.G.)

TERM – 2024-25

CANDIDATE DECLARATION

I SAISHREE SAHU , student of M.COM 4TH Semester in Department of Commerce at GURU GHASIDAS VISHWAVIDYALAYA, BILASPUR CHHATTISGARH, hereby declare that the project report entitled "Career Preferences of Young Professionals –A Comparative Study of Government and Private Sector jobs" is submitted for the partial fulfillment of the requirement of the award of the degree of masters of Commerce, comprises only my original work and due acknowledgement has been made in the text to all other material used. The results embodied In this project report have not been submitted to any other institution or university for the award of any college degree.

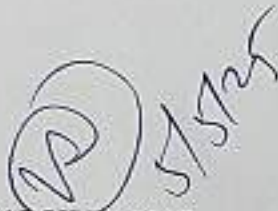
Date: 22/04/25

SAISHREE SAHU



SUPERVISOR'S CERTIFICATE

This is to certify that SAISHREE SAHU, (Enrollment No. GGV/23/04517) has completed her project entitled "Career preferences of young professionals -A comparative study on Government and Private sector jobs" under my guidance and supervision. To the best of my knowledge, it is her original work and is fit for evaluation for the M.COM Project.



Dr. UTKARSH KUMAR

(Assistant Professor)

Department of Commerce

GURU GHASIDAS VISHWAVIDYALAYA BILASPUR, CHHATTISGARH

A PROJECT REPORT
ON
“Impact of Rural Tourism in the lives of Local People”

Submitted for partial fulfillment of the
Requirements for the Award of the Degree of
Master of Commerce



By

Samyak Ratnakar

Enrolment No. (GGV/23/04518)

UNDER THE SUPERVISION OF

DR. GOSALA RAJU

ASSISTANT PROFESSOR

DEPARTMENT OF COMMERCE
SCHOOL OF COMMERCE & MANAGEMENT
GURU GHASIDAS VISHWAVIDYALAYA
BILASPUR, CHHATTISGARH

SESSION: 2024-25

CANDIDATE'S DECLARATION

I, Samyak Ratnakar, a student of M.COM (Semester IV) in Department of Commerce, Guru Ghasidas Vishwavidyalaya, hereby declare that the project report entitled "**Impact of rural tourism in the lives of local people**" is submitted for partial fulfillment of the requirements for the award of the degree of Master of Commerce, comprise only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in this project report have not been submitted to any other university or Institute for the award of any other degree.

Date - 06/05/2025




Samyak Ratnakar

M.Com 4th Semester

SUPERVISOR'S CERTIFICATE

This is to certify that Samyak Ratnakar Enrolment no. (GGV/23/04518) is a student of M.COM 4th semester during the year 2024-25 of Commerce Department in Guru Ghasidas Vishwavidyalaya has successfully completed this research project "**Impact of rural tourism in the lives of local people**" submitted to Guru Ghasidas Vishwavidyalaya in partial fulfilment for the award of Master of Commerce, under my guidance and supervision.


06/05/2025

Dr. Gosala Raju

Assistant Professor

Department of Commerce

Guru Ghasidas Vishwavidyalaya,

Bilaspur Chhattisgarh

Date: 06/05/2025

A PROJECT REPORT
ON
“Consumer Perception and Preference towards the Local Cuisine of
Chhattisgarh with special reference to Bilaspur District”

Submitted for partial fulfillment of the
Requirements for the Award of the Degree of
Master of Commerce



By

Sanjay Bansal

Enrolment No. (GGV/23/04519)

UNDER THE SUPERVISION OF

DR. GOSALA RAJU

ASSISTANT PROFESSOR

DEPARTMENT OF COMMERCE
SCHOOL OF COMMERCE & MANAGEMENT
GURU GHASIDAS VISHWAVIDYALAYA
BILASPUR, CHHATTISGARH
SESSION: 2024-25

DECLARATION

I am Sanjay Bansal, a Student of M.com 4th Semester Department of Commerce, Guru Ghasidas Vishwavidyalaya, hereby that the project report entitled "**Consumer perception and preferences towards the local cuisine of Chhattisgarh with special reference to Bilaspur District**" is submitted for partial fulfillment of the requirements for the award of the degree of Master of Commerce, comprise only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in the project report have not been submitted to any other university or institute for the award of any other degree.

Date- 6/5/25



Sanjay Bansal


M.com 4th semester

Roll no. - 23065135

Enrollement no. - GGV/23/04519

SUPERVISOR'S CERTIFICATE

This is to certify that Sanjay Bansal Enrolment no. (GGV/23/04519) is a student of M.COM 4th semester during the year 2024-25 of Commerce Department in Guru Ghasidas Vishwavidyalaya has successfully completed this research project "**Consumer perception and preferences towards the local cuisine of Chhattisgarh with special reference to Bilaspur District**" submitted to Guru Ghasidas Vishwavidyalaya in partial fulfilment for the award of Master of Commerce, under my guidance and supervision.


06/05/2025

Date - 6/5/25

Dr. Gosala Raju

Assistant Professor

Department of Commerce

Guru Ghasidas Vishwavidyalaya,

Bilaspur Chhattisgarh

A Project Report

On

**Financial Literacy about various Financial Instruments among
Young Investors (With Special Reference to Bilaspur,
CHHATTISGARH)**

*Submitted for partial fulfillment of the requirements for the Award of the Degree of
Master of Commerce*



By

Shreyaskar Sajal

Enrollment No. (GGV/23/04520)

UNDER THE SUPERVISION OF

Dr. Manish Seth

(Assistant Professor)

Department Of Commerce

School of Management and Commerce

GURU GHASIDAS VISHWAVIDYALAYA

Bilaspur (C.G.)


ACKNOWLEDGEMENT

I have made efforts in this project. However, it would not have been possible without many individuals and organizations' kind support and help. I would like to extend my sincere thanks to all of them. I thank the Almighty for providing me with everything that I required to complete this project. I am highly indebted to Dr. **Munshi Ram**, the Head of the Department of Commerce, Guru Ghasidas Vishwavidyalaya, for his constant guidance, supervision, and extraordinary cooperation. I wish to acknowledge my sincere gratitude and indebtedness to my guide, **Dr. Manish Seth, Assistant Professor, Department of Commerce, Guru Ghasidas Vishwavidyalaya**, for helping me in each step and guiding me in every way possible. This project would not have been successful without his help and continuous guidance throughout. I would like to thank all the faculty members of the Department of Commerce, GGV, for their valuable suggestions and useful comments throughout this project work. I would like to express my gratitude to my parents for their kind cooperation and encouragement, which helped me complete this project.

My thanks and appreciation also go to my classmates for their contributions to the project and for generously sharing their expertise.

Date: 21/5/2025


Shreyaskar Sajal


22/4/2025
विभागाध्यक्ष / H.O.D.
व्यपिज्य विभाग / Dept. of Commerce
गुरु घासीदास विश्वविद्यालय, बिलासपुर (उ.प्र.)
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

SUPERVISOR CERTIFICATE

This is to certify that Shreyaskar Sajal (Enrollment Number GGV/23/04) has completed her Dissertation Project entitled "**Financial Literacy about Various Financial Instruments among Young Investors (With Special Reference to Bilaspur Districts, CHHATTISGARH)**" under my guidance and supervision. To the best of my knowledge, it is his original work and is suitable for evaluation as part of the M. Com Dissertation Project.



Signature of Supervisor

Dr. Manish Seth

Assistant Professor

Department of Commerce

GURU GHASIDAS VISHWAVIDYALAYA,

Bilaspur (C.G)

A PROJECT REPORT
ON
PERFORMANCE OF EXCHANGE TRADED FUNDS (ETFs) IN INDIA

*Submitted for partial fulfillment of the
requirement for the award of degree of*

Master of Commerce



By

SUBHASHMITA DASH

Enrolment No. (GGV/23/04521)

Under the Supervision of

Dr. SATYA PRAKASH

Assistant Professor

DEPARTMENT OF COMMERCE

SCHOOL OF COMMERCE AND MANAGEMENT

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR (C.G.)

(SESSION- 2024-25)

CANDIDATE'S DECLARATION

I, Subhasmita Dash, a student of M.Com. (Semester 4th) of Department of Commerce, Guru Ghasidas Vishwavidyalaya, hereby declared that the project report entitled "**PERFORMANCE OF EXCHANGE TRADED FUNDS (ETFs) IN INDIA**" is submitted for partial fulfilment of the requirements for the award of the degree of Master of Commerce comprises only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in this project report have not been submitted to any other university or institute for the award of any other degree.

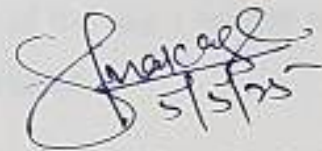
Date- 05/05/2025

Subhasmita Dash
Subhasmita Dash

M.Com 4th Semester

SUPERVISOR'S CERTIFICATE

This is to certify that Subhasmita Dash (Enrolment No: GGV/23/04521) has completed her project entitled "**PERFORMANCE OF EXCHANGE TRADED FUNDS (ETFs) IN INDIA**" under my guidance and supervision. To the best of my knowledge, it is her original work and is fit for evaluation for the M.Com. project.



Dr. Satya Prakash

Assistant Professor

Department Of Commerce

Guru Ghasidas Vishwavidyalaya

Bilaspur (C.G.)

A PROJECT REPORT
ON
“VALUATION, STRATEGIES AND OUTCOMES OF A CASE
STUDY ON TATA GROUP’S MERGER AND ACQUISITION OF
AIR INDIA AND VISTARA”

Submitted for partial fulfillment of the
Requirements for the Award of the Degree of
Master of Commerce



By

VARSHA

Enrolment No. (GGV/23/04522)

UNDER THE SUPERVISION OF

DR. ALKA PANDEY

Assistant Professor

DEPARTMENT OF COMMERCE
SCHOOL OF COMMERCE & MANAGEMENT
GURU GHASIDAS VISHWAVIDYALAYA
BILASPUR, CHHATTISGARH
April 2025 (Session – 2024-25)

CANDIDATE'S DECLARATION

I, Varsha, a student of M.COM (Semester IV) in Department of Commerce, Guru Ghasidas Vishwavidyalaya, hereby declare that the project report entitled "**Valuation, Strategies And Outcomes Of A Case Study On Tata Group's Merger And Acquisition Of Air India And Vistara**" is submitted for partial fulfillment of the requirements for the award of the degree of Master of Commerce, comprise only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in this project report have not been submitted to any other university or Institute for the award of any other degree.

Date - 7 - 05 - 2025

Varsha

Varsha

M.Com 4th semester

SUPERVISOR'S CERTIFICATE

This is to certify that Varsha Enrolment no. (GGV/23/04522) is a student of M.COM 4th semester during the year 2024-25 of Commerce Department in Guru Ghasidas Vishwavidyalaya has successfully completed this research project "Valuation, Strategies and Outcomes of a Case Study on Tata Group's Merger and Acquisition of Air India and Vistara" submitted to Guru Ghasidas Vishwavidyalaya in partial fulfilment for the award of Master of Commerce, under my guidance and supervision.

Handwritten signature and date: Pandey 6/05/2025

Dr. Alka Pandey

Assistant Professor

Department of Commerce

Dr. Alka Pandey
Assistant Professor
Guru Ghasidas Vishwavidyalaya,
Department of Commerce
GGV, Bilaspur (C.G.)

A PROJECT REPORT

On

**“A STUDY ON AWARENESS AND WILLINGNES AMONG GGVIANs
REGARDING STARTUP PROGRAMS”**

Submitted for Partial Fulfillment of the Requirement for the Award of the Degree
of

Master of Commerce



By

YUKTANJALI PATEL

Enrollment No. – GGV/23/04523

Under the Supervision of

Dr. PRIYANKA SINGH

Assistant Professor

Department of Commerce

School of Commerce & Management

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR CHHATTISGARH

April 2025

(Term 2024-2025)

meek
6/5/2025
H.O.D.
विन पय कुपान के धाम / Dept of Commerce
गुरु गसिदा विश्वविद्यालय, बिलासपुर (छ.ग.)
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

CANDIDATE'S DECLARATION

I, YUKTANJALI PATEL, a student of M.COM (Semester 4) in Department of Commerce, GURU GHASIDAS VISHWAVIDYALAYA, hereby declare that the project report entitled "A STUDY ON AWARENESS AND WILLINGNES AMONG GGVIANS REGARDING STARTUP PROGRAMS" is submitted for partial fulfillment of the requirements for the award of the degree of Master of Commerce, comprises only my original work and due acknowledgement has been made in the text to all other materials used. The results embodied in this project report have not been submitted to any other university or Institute for the award of any college degree.

Date: 06/05/25



YUKTANJALI PATEL

Enrollment No – GGV/23/04523

M.Com 4th Semester

Department of Commerce

GURU GHASIDAS VISHWAVIDYALAYA

BILASPUR CHHATTISGARH

ACKNOWLEDGEMENT

I sincerely express my deep sense of gratitude to Dr. MUNSHI RAM, Head, Department of Commerce, GURU GHASIDAS VISHWAVIDYALAYA BILASPUR (CG) for his extraordinary cooperation, valuable guidance and supervision. I wish to acknowledge my sincere gratitude and indebtedness to my project guide Dr. PRIYANKA SINGH, Assistant Professor, Department of Commerce, GURU GHASIDAS VISHWAVIDYALAYA Bilaspur (CG) for helping me at every step and guiding me at every step and in every way possible. This project would not have been successful without his help and continuous guidance throughout.

I would like to thank the other faculty members of Department of Commerce, GURU GHASIDAS VISHWAVIDYALAYA BILASPUR (CG) for their valuable suggestions and useful comments throughout this project work.

I sincerely acknowledge the efforts of all those who have directly or indirectly helped me in completing my project work.

It is the kindness of these acknowledged persons that this project work sees the light of the day.

I submit this project work of mine with great humility and utmost regard.


YUKTANJALI PATEL

DATE: 06 / 05 / 25 .