



Shri Dadasaheb Gawai Charitable Trust Amravati  
**TAKSHASHILA MAHAVIDYALAYA AMRAVATI**

Congress Nagar Road, Shyam Nagar Amravati  
NAAC RE - ACCREDITED WITH "B +" GRADE

Ph. 0721 - 2568269 (O)

(A Buddhist Religious Minority Institution Recognised by Govt. of Maharashtra)

Sr. College Code 0132 Jr. College Code 035 Index No. Jo2.01.029 UDISE No. 27071503509

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Ref No :-

Date :- 29.01.2024

## Certificate

This is certify that the information and Data is verified by  
IQAC.

Hence it's true and authentic.

Principal  
Takshashila Mahavidyalaya  
Amravati-444606

# **“Analytical study of Annual Report of Tata Motors”**

**RESEARCH PROJECT REPORT**

**Submitted to**

**SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI**

**TOWARDS THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE DEGREE OF  
MASTER OF COMMERCE (M.COM) IV SEMESTER**

**Submitted By**

**Kunal Kisan Nanvatkar**

**(M.com IV Sem)**

**Guided by**

**Mr. Mohit Rathod Sir**

**H.O.D**

**f. Achal Sable**



**Principal  
Prof. RAO SIR**

**\*Through\***

**Department Of Commerce**

**TAKSHSHILAMAHAVIDYALAYA, AMRAVATI**

**2023-2024**





# DECLARATION

I hereby declare that the project report titled "**Analytical study of Annual**

**Report of Tata Motors**" is written and submitted by me to the Sant Gadge Baba

University, Amravati in partial fulfillment of the requirement for the award of the degree

of Master of Commerce under the guidance of **Prof. Mohit Rathod Sir**. The

information has been collected from genuine and authentic sources. It is my original

work and the conclusion drawn there in is based on the material collected by myself.

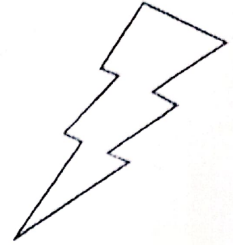
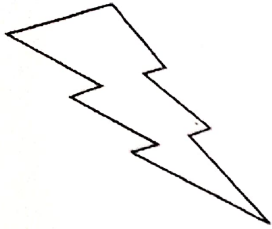
Place:- Amravati.

Date:-



Kunal Kisan Nanvatkar

(Student)



## **CERTIFICATE**

This is to certify that Kunal Kisan Nanvatkar is a bona fide research student of M.Com. IVth Sem. has submitted the project work entitled "**Analytical study of Annual Report of Tata Motors**". It is the outcome of his one year hard work.

It is of sufficiently good standard for the award of the degree of Master of

**Commerce**

**Guided by**

**Mr. Mohit Rathod Sir**

**H.O.D**

**Prof. Achal Sable**

**Principal**

**Prof..Rao Sir**

**TAKSHSHILA**

**MAHAVIDYALAYA, AMRAVATI**

**2023-2024**

**Place:-Amravati.**

**Date:-**



**CHAPTER 2**

**FINANCIAL PROFILE**

**AND**

**DETAIL ANALYSIS**



## 2.1 INTRODUCTION

Financial statement analysis involves gaining an understanding organization's financial situation by reviewing its financial reports. These analysis are frequently between the revenues and expenses listed on the income statement and assets, liabilities and equity listed on the balance sheet.

There are three main ways to analyses financial statements:

Horizontal analysis provides year-to year comparison of a company performance in different periods. Vertical analysis provides a way to compare different companies. Ratio analysis can be used to provide information about a company's performance.

The ratio analyses done for this project were done with the help of the extraction of the balance sheet, income statement from the Yahoo website. There was information only available for three years which are: 2018,2019,2020. Ratio analyses is considered significant since it measures a company's economic positioning and helps companies to prepare themselves for the future, using multiple ratios like the current ratio and the Time Ratio. (Ratio analyses frequently allow businesses to assess their efficiency and decide the costs and disadvantages of their operations. The financial statements of the two groups can be hard to analyze. Being in two different industries that follow different styles for running businesses makes it difficult to finalize which company has a better investment value. Creditors use Ratio analyses to solve these problems.

**FINANCIAL DATA (TATA Motors ltd)**

YEAR/ITEMS	2020	2019	2018
Current Assets	12,78,78	13,76,890	11,98,098
Current liabilities	14,78,600	15,879,09	12,78,780
Investors	34,89,800	47,98,908	35,89,876
Cash	41,78,000	49,67,980	59,86,976
Receivable	12,786,78	67,89.980	98,78,98
Total assets	29.87.908	76,980,87	67,98,098
Total liabilities	24,78,899	56,786,09	78,98,786
Total equity	53,89,980	98,876,90	54,98,700
Sales	29,98,089	67,98,987	26,98,098
Cost of goods sold	19,76,908	76,98,000	87,98,798
Interest	70,875,00	89,980,00	90,897,00
Net income/loss	-78,78,900	66,66,670	61,987,00

# **"A Breif Study On Indian Stock Market"**

A

**Project Report**

Submitted by

**Miss. Darshana Pravin Bijore**

A Report submitted in part fulfillment of the degree of

Masters of Commerce

M.Com

**Department of Commerce**

**Takshashila Mahavidyalaya, Amravati**

**Supervisor :- Mohit Rathod**

**H.O.D**

**Prof. Achal Sable**



**Principal**

**Dr. RAO SIR**

Affiliate to

***SANT GADGE BABA AMRAVATI UNIVERSITY,***

***AMRAVATI (AY 2023-24)***



Takshashila Mahavidyalaya, Amravati

Department Of Commerce

(AY- 2023-24)

## Certificate

This is to certify that **Miss. Darshana Pravin Bijore** of class M.Com II<sup>nd</sup> year Commerce has worked under my guidance to prepare this project report entitled "A Breif Study Of Indian Stock Market" This work was embodied in the original project and was at the Department of Commerce, Takshashila Mahavidyalaya, Amravati. This work has not been Submitted in parts or full to this or any other university for award of any other Degree/ Diploma.

Prof. Mohit Rathod

(Guided By)

(Department of Commerce)

Prof. Achal Sable

(Head of Department)

# The Indian Stock Exchange

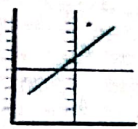




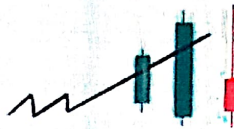
## ABSTRACT

Stock exchange is one of the foremost versatile sectors within the economic system, and stock market plays an important role in economic development. stock market could also be a hub where facilities are provided to the investors to urge and sell their Shares, Bonds and Debenture etc. In other words, stock market could also be a platform for trading various securities and derivatives with none barriers. available Market various companies are listed to their business venture through public issues. within the present scenario, future investors are investing within the businesses through stock market to realize profit. In India listed stock exchange are Bombay stock market (BSE), the National stock exchange (NSE) and thus the Calcutta stock exchange (CSE). These three are largest Indian stock market. Volatility could also be a statistical measure of the dispersion of returns for a given security or Market Index. Commonly, the upper the volatility greater the danger associated with the security. Volatility estimation is significant for several reasons associated with different people within the market. Developed markets still provide over long period of some time with higher returns constituting low volatility. "Indian market has started ending up being instructive more efficient diverged from made countries." The examination would encourage the peruse to know the past, current and future parts of Indian stock trade.

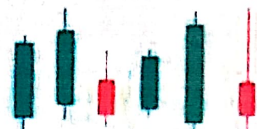
### How to Pick the Best Day Trading Stock



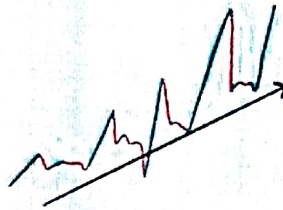
Follow volume and volatility



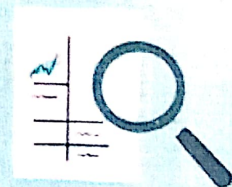
Consider trend and range to track uptrend and downtrend



Only trade stocks with tendency to range if you prefer trading ranges



Only trade stocks with trending tendency if you use trending strategy



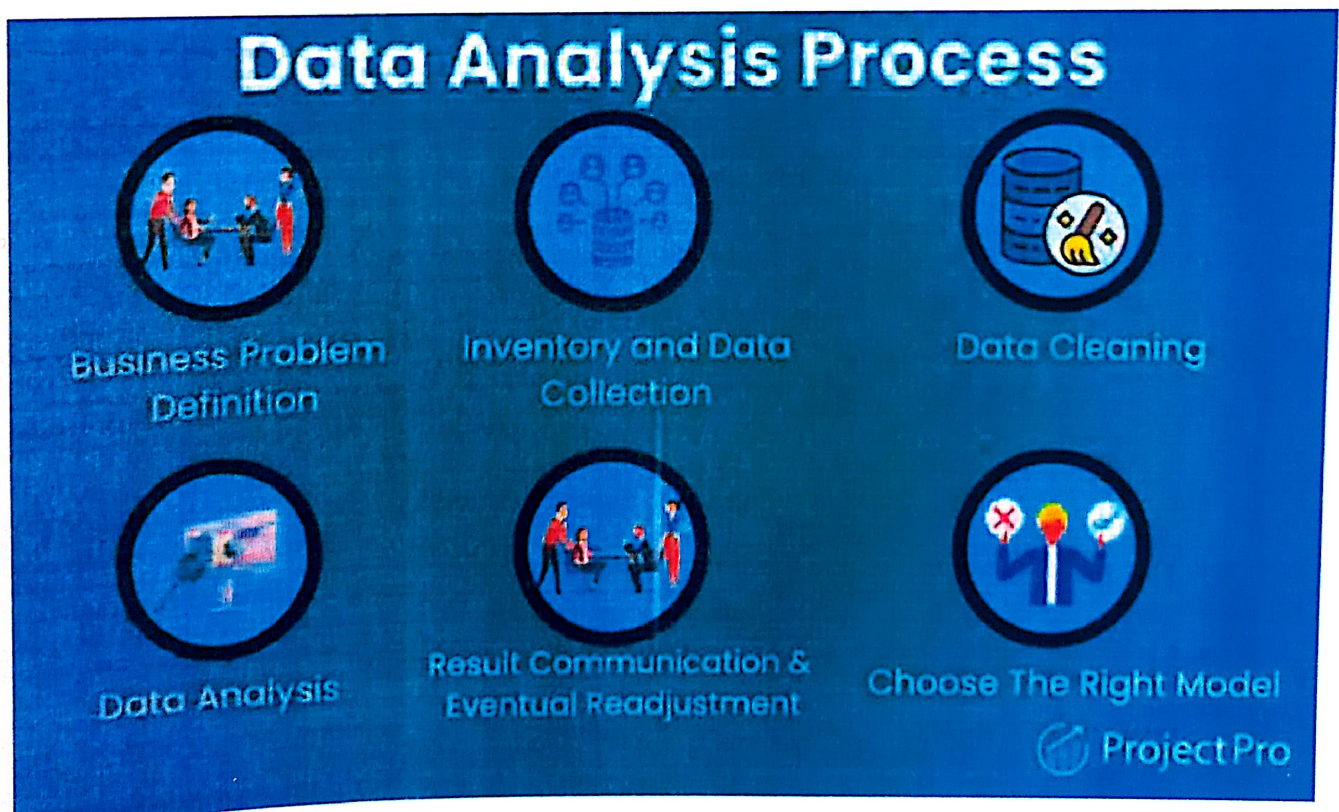
Utilize stock screener to find stocks that conform to your trading method





## Chapter 2 – Data Analysis and Interpretation

**2.1 HISTORICAL EVOLUTION OF INDIAN STOCK MARKET :** As already stated, the Indian Stock markets have played a significant role in the early attempts at industrialization in India in the late nineteenth and early twentieth centuries. The early textile mills and the first steel plants were funded in the stock market. Some of these capital raising exercises were large in relation to the size of the financial sector in those days. Beginning in the late fifties, the country embarked on an inward looking socialistic model of development that sought to put the commanding heights of the economy in the hands of the public sector. The state took control of the allocation of resources in the economy as the banks and insurance companies were nationalized and development financial institutions grew in importance. A regime of financial repression came into being and the stock market stagnated. The period from 1984 to 1992 was in some ways the high water mark of the Indian capital markets. As the markets responded enthusiastically to the first whiff of reforms in the mid 1980s and to the major reform initiative of 1991, the stock market soared through the roof. From October 1984 to September 1992, the stock market index went up more than ten times representing an annual compound return of 34 per cent. The Sensex crossed the 1,000 mark on July 25, 1990; the 4,000 mark on March 30, 1992; the 5,000 mark on October 11, 1999; the 6,000 mark on January 2, 2004; the 7, the 9,000 mark on December 09, 2005; and finally the historic 10,000 mark on February 7, 2006. It created another landmark when it touched 11,000 on March 27, 2006. The Sensex reached an all time high of 12,671 in May 2006. To reach from the 11,000 mark to the 12,000 mark only took 19 working days, the shortest time interval for a 1000 point climb in BSE Sensex history, surpassing the just set record of 29 days that it took to reach 11,000 from 10,000.



# **Study of digital Marketing Strategies For Small Business "**

Wrong

## **RESEARCH PROJECT REPORT**

**Submitted to**

**ANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI**

**TOWARDS THE PARTIAL FULFILMENT OF THE REQUIRMENT FOR THE DEGREE OF  
MASTER OF COMMERCE (M.COM) IV SEMESTER.**

**Submitted By**

**Neha Sanjay Bhoge  
(M.com IV Sem)**

**Guided by**

**Mr. Mohit Rathod Sir**

**H.O.D  
Prof. Achal Sable**



**Principal  
Prof. PRS RAO SIR**

**\*Through\***

**Department Of Commerce**

**TAKSHSHILA MAHAVIDYALAYA, AMRAVATI**

**2023-2024**





This is to certify that **Prem S. Gajbe** is a bonafide research student of M.Com.

IVth Sem. has submitted the project work entitled " **Study of digital Marketing Strategies For Small Business** ". It is the outcome of his one year hard work.

It is of sufficiently good standard for the award of the degree of Master of Commerce.

**Guided by**  
**Mr. Mohit Rathod Sir**

**H.O.D**  
**Prof. Achal Sable**

**Principal**  
**Dr. Rao Sir**

**TAKSHSHILA MAHAVIDYALAYA, AMRAVATI**

**2023-2024**

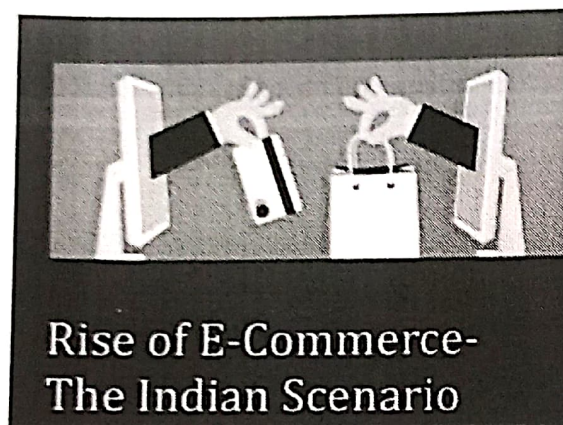
**Place:- Amravati.**

**Date :-**



## 1.2 E-commerce in India today

Today E-commerce is a byword in Indian society and it has become an integral part of our daily life. There are websites providing any number of goods and services. Then there are those, which provide a specific product along with its allied services.



E-commerce is witnessing a global resurgence, and e-commerce in India is booming based, in part, on increased access to the internet in India and other emerging economies. This creates varied business opportunities that will drive organizations to become more up-to-date and enable increased competitiveness. India's huge and still- expanding base of internet users includes increasing penetration into the rural market. This promises the bright future for e-commerce. Whether purchasing e-tickets from Indian railways or fast moving consumer goods and other lifestyle products, consumers have started getting accustomed to the online platform which enables easier transactions and delivery at the preferred location. According to reports, India's e-commerce industry has some of the key players in the \$100 million club. These include established player, Amazon, plus Flipkart, Snapdeal, Ola Cabs,



## Chapter -2

# HISTORY AND PROFILE

## 2.1 History of E-commerce in India

Author, "Failing to succeed – the story of India's first E-commerce company"

K. Vaitheeswaran is the author of the recently released book "Failing to Succeed – the story of India's first e-commerce company" and is widely hailed as the 'father of e-commerce in India'. He co-founded India's first e-commerce company

[Fabmart.com](http://Fabmart.com) (later rebranded [Indiaplaza.com](http://Indiaplaza.com)) in 1999.

## 2.2 Product and Services

Product Management in general seems to have a different job description depending on the company. Some focus more on project management skills, some focus on UX skills but the core of the position seems to be the same the glue between business development, product development, and the users.

However every industry has its own twists on what the role really entails, and where you make your impact as a PM.

In an e-commerce company, the "product" the primary reason for consumers engaging with your brand and giving you money for interacting with it isn't just a web app or a mobile app- it's the overall experience from



# **'STUDY OF UPI PAYMENT SYSTEM'**

## **RESEARCH PROJECT REPORT**

**Submitted to**

**SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI**

**TOWARDS THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE DEGREE OF  
MASTER OF COMMERCE ( M.COM ) IV SEMESTER**

**Submitted By**

**Babita Baliram Mawaskar**

**(M.COM IV sem)**

**Guided by**

**Mr.Mohit Rathod sir**

**H.O.D**

**PROF. ACHAL SABLE**

**Principal**

**prof. P. S. RAO SIR**



**Through**

**Department of Commerce**

**TAKSHSHILA MAHAVIDYALAYA AMRAVATI**

**2023-2024**

# CERTIFICATE

This is to certify that **Babita. B. Mawaskar** bonafide research student of **M. Com IVth Sem** has submitted the project work untiled 'Study of UPI payment System'. It is outcome of his one year hard work

It is of sufficiently good standard for the award of the degree of Master of Commerce.

Guided by

Mr. Mohit Rathod Sir

H.O.D

Prof.Achal Sable

Principle

Dr.Rao Sir

**TAKSHSHILA MAHAVIDYALAYA AMRAVATI**

**2023-2024**

**Place-Amravati**

**Date- 05/07 /2024**



## ABSTRACT

This project is about "**STUDY OF UPI PAYMENT SYSTEM**, Unified Payment Interface' is a system for inter-bank transfers that allows sending and requesting money. It is developed by National Payments Corporation of India (NPCI) and regulated by Reserve Bank of India. BHIM-UPI app is built over the Immediate Payment Service (IMPS) infrastructure and allows the user to instantly transfer money between bank accounts of any two parties. Multiple bank accounts of a client can be linked to the UPI app. BHIM app allow users to send or receive money to or from UPI payment addresses, or to non-UPI based accounts (by scanning a QR Code with account number and IFSC Code or MMID (Mobile Money Identifier) Code. Banks that are listed with the UPI application by NPCI are termed as Payment Service Providers (PSP), PSP is a term which refers to those banks which have their own mobile application to facilitate transaction. Issuers are those banks which don't have their payments interface and rely on third party software for transaction using UPI. In this paper, an attempt is made to identify the level of awareness among people about the Unified Payment interface and on what basis they select their mode of digital payment. This research work was done to identify the adoption of UPI in money transfer system. Both primary and secondary data has been used in this paper to make full utilisation in order to accomplish the objectives.

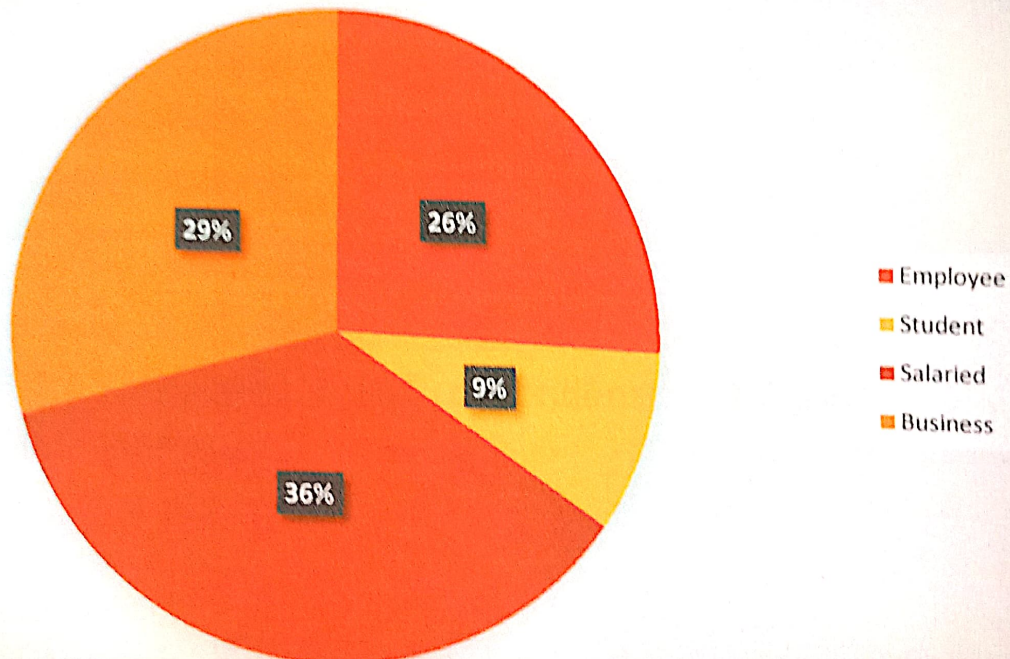
# Chapter 4

## DATA DESCRIPTION& ANALYSIS

1) OUT of 161 despondences more then85% of despondences are earning.

### INCOME SOURCE

161 responses

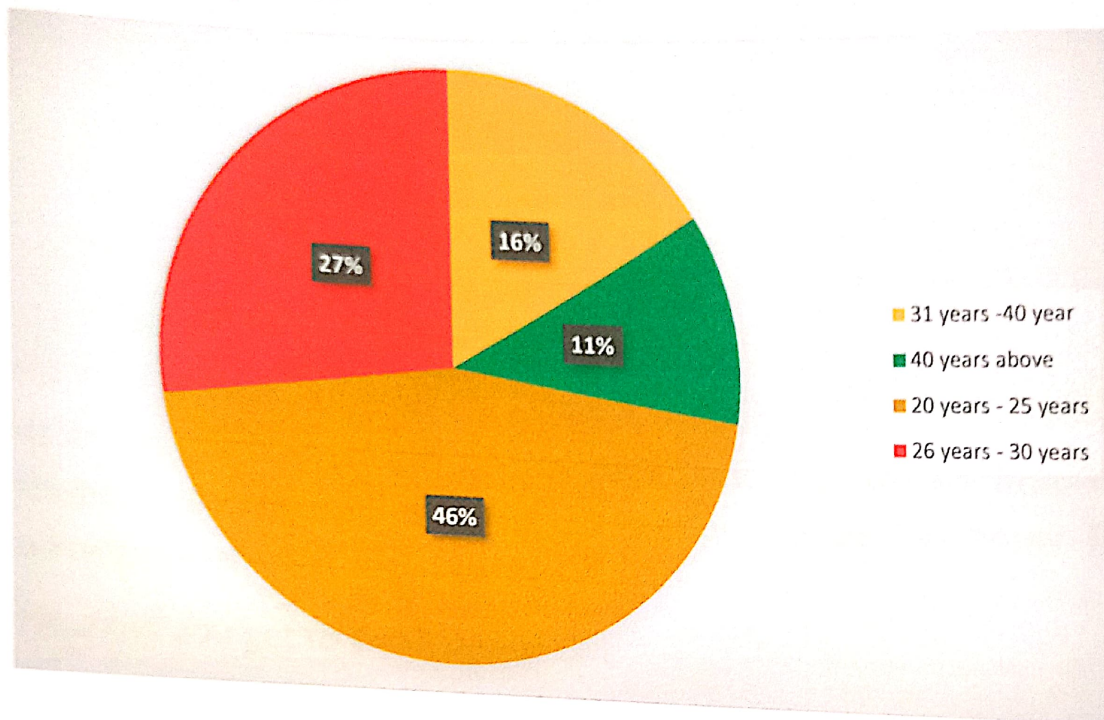




2) Survey most of respondents are teenagers

Age Group

161 responses



3) Survey shows that among 161 respondents 143 people are aware about UPI application

Are you aware of UPI?

161 responses

# **"A STUDY ON THE RELIANCE PETROLEUM LTD"**

## **RESEARCH PROJECT REPORT**

**Submitted to**

**SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI**

**TOWARDS THE PARTIAL FULFILMENT OF THE REQUIRMENT FOR THE DEGREE OF  
MASTER OF COMMERCE (M.COM) IV SEMESTER.**

**Submitted By**

**Achal Vilas Bhagat**

**(M.com IV Sem)**

**Guided by**

**Mr. Mohit Rathod Sir**

**H.O.D**

**Prof. Achal Sable**

**Principal**

**RAO SIR**



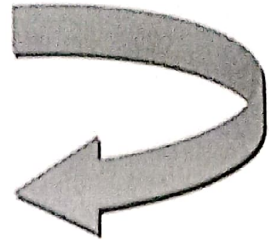
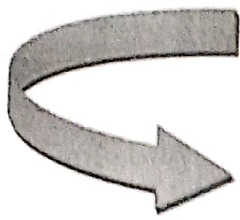
**\*Through\***

**Department Of Commerce**

**TAKSHSHILA MAHAVIDYALAYA, AMRAVATI**

**2023-2024**





## **CERTIFICATE**

This is to certify that **Vishakha Santosh Ganvir** is a bonafide research student of M.Com. IVth Sem. has submitted the project work "**A STUDY ON THE RELIANCE PETROLEUM LTD**". It is the outcome of his one year hard work.

It is of sufficiently good standard for the award of the degree of Master of Commerce.

**Guided by**  
**Mr. Mohit Rathod Sir**

**H.O.D**  
**Prof. Achal Sable**

**Principal**  
**Dr. Rao Sir**

**TAKSHSHILA MAHAVIDYALAYA, AMRAVATI**

**2023-2024**

**Place:- Amravati.**

**Date :-**

Abbreviation	Full Form
GAIL	GAIL (India) Limited
GDP	Gross Domestic Product
GIDC	Gujarat Industrial Development Corporation
GIP	Gas In Place
GIR	General Index Registry
GoI	Government of India
GPCB	Gujarat Pollution Control Board
GRM	Gross Refining Margin
HCY	Half-Calendar Year
HDPE	High Density Polyethylene
HFO	Heavy Fuel Oil
HSD	High Speed Diesel
HUF	Hindu Undivided Family
HVJ	Hazira-Vijaipur-Jagdishpur
ICAI	Institute of Chartered Accountants of India
IDBI	Industrial Development Bank of India Limited
IDFC	Infrastructure Development Finance Company Limited
IEA	International Energy Agency
IOC/ IOCL	Indian Oil Corporation Limited
IPC	Indian Penal Code
IPCL	Indian Petrochemicals Corporation Limited
IPO	Initial Public Offering
IT Department	Income Tax Department Government of India
ITAT	Income Tax Appellate Tribunal
KBPSD	Kilo Barrels Per Stream Day
KBR	Kellogg Brown & Root
KTA	Kilo Tonnes Per Annum
LAB	Linear Alkyl Benzene
LLDPE	Linear Low Density Polyethylene
LPG	Liquefied Petroleum Gas
MEG	Mono Ethylene Glycol
MF	Mutual Fund
Million	One Million is 1,000,000
MMBD	Million Metric Barrels Per Day
MMSCM	Million Metric Standard Cubic Metres
MMPA	Million Metric Tonnes Per Annum
Moody's	Moody's Investors Service, a rating agency
MRPL	Mangalore Refinery & Petrochemicals Limited
MRTP Act	Monopolies & Restrictive Trade Practices Act, 1969
MS	Motor Spirit
MT / Tonne(s)	Metric Tonne(s)
MTBE	Methyl Tertiary Butyl Ether



## PRESENTATION OF FINANCIAL AND MARKET DATA

### Certain Conventions

In this Red Herring Prospectus, all references to "domestic" markets, sales, or related activities, refer to domestic markets located in India, sales related activities conducted in India, or related activities conducted in India.

In this Red Herring Prospectus, all references to "international" markets, sales or related activities, refer, respectively to markets located outside India, sales related activities located outside India, or related activities conducted outside India.

In this Red Herring Prospectus, all references to "global" markets, sales or related activities, refer, respectively to domestic and international markets, sales, or related activities.

All references to "India" contained in this Red Herring Prospectus are to the Republic of India.

### Financial Data

We were incorporated on October 24, 2005 as a public limited company. The financial data provided in this Red Herring Prospectus in relation to the Company is for the four months eight days period ended February 28, 2006.

Our fiscal year commences on April 1 and ends on March 31, so all references to a particular "fiscal year" or "Fiscal" are to the twelve-month period ended March 31 of that year, unless otherwise specified. In this Red Herring Prospectus, any discrepancies in any table between the total and the sums of the amounts listed are due to rounding off.

### Currency of Presentation

All references to "Rupees" or "Re." or "Rs." are to Indian Rupees, the official currency of the Republic of India. All references to "USD" or "US\$" or "U.S. Dollars" are to United States Dollars, the official currency of the United States of America. For additional definitions, see section titled "Definitions and Abbreviations" on page ii.

We have used a conversion rate of Rs. 45 for one U.S. Dollar for certain conversions in the Red Herring Prospectus. As on one day prior to the date of filing the Red Herring Prospectus, the market exchange rate was Rs. 44.58 for one U.S. Dollar. The translations should not be considered as a representation that such U.S. Dollar amounts have been, could have been or could be converted into Rupees at any particular rate, the rates stated above, or at all. Investors are cautioned to not rely on such translated amounts.

The following table sets forth, for each period indicated, information concerning the number of Rupees for which one U.S. Dollar could be exchanged at the noon buying rate in the City of New York on the last business days of the applicable period for cable transfers in Rupees as certified for customs purposes by the Federal Reserve Bank of New York. The row titled "Average" in the table below is the average of the daily noon buying rate for each day in the period.

	Fiscal 2003	Fiscal 2004	Fiscal 2005
Period End	Rs. 48.83	Rs. 47.45	Rs. 43.40
Average	Rs. 48.43	Rs. 45.96	Rs. 44.86
Low	Rs. 47.53	Rs. 43.40	Rs. 43.27
High	Rs. 49.07	Rs. 47.46	Rs. 46.45

On December 31, 2005, the Federal Reserve Bank of New York noon buying rate was Rs. 44.95 per U.S. Dollar. On March 31, 2006, April 3, 2006, April 4, 2006 the Federal Reserve Bank of New York noon buying rate was Rs. 44.48, Rs. 44.39 and Rs. 44.58 per U.S. Dollar respectively.



# **STUDY OF FINANCIAL PERFORMANCE OF WIPRO LTD.**

## **RESEARCH PROJECT REPORT**

**Submitted to**

**SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI**

**TOWARDS THE PARTIAL FULFILMENT OF THE REQUIRMENT FOR THE DEGREE OF  
MASTER OF COMMERCE (M.COM) IV SEMESTER.**

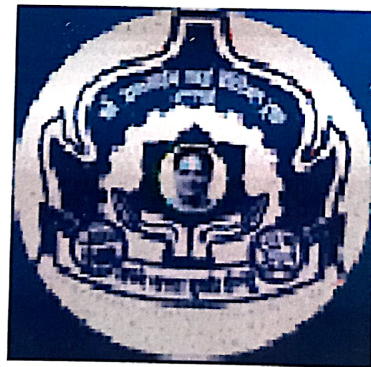
**Submitted By**

**GAURI M. JANE (M.com IV Sem)**

**Guided by**

**Mr. Mohit Rathod Sir**

**H.O.D Principal Prof. Achal Sable <sup>Piso</sup> Dr. RAO SIR**



**\*Through\***

**Department Of Commerce**

**TAKSHSHILA MAHAVIDYALAYA, AMRAVATI**

**2023-2024**



# **CERTIFICATE**

This is to certify that **Gauri M. Jane** is a bonafide research student of M.Com. IVth Sem. has submitted the project work entitled " **Study of financial performance of wipro ltd.** ". It is the outcome of his one year hard work.

It is of sufficiently good standard for the award of the degree of Master of Commerce.

**Guided by**  
**Mr. Mohit Rathod Sir**

**H.O.D**  
**Prof. Achal Sable**

**Principal**  
**Dr. Rao Sir**

**TAKSHSHILA MAHAVIDYALAYA, AMRAVATI**

**2023-2024**

**Place:- Amravati.**

**Date :-**

## **1.1 BACKGROUND OF THE STUDY**

Although performance systems can play a key role in communicating, evaluating, and rewarding the achievement of strategic objectives. One of the primary critics of performance measurement systems is that they are generally limited to financial indicators, thereby focusing the organization on past performance and encouraging a short-term view of strategic objectives.

Investors and others stakeholders who have tremendous interest in every business, evaluate the business and make quality investment decisions based on the financial performance of such entities. Investors will have some level of assurance in the soundness of the management of their investments which will be the basis for further capital investments and can focus most of their efforts on how to improve their capital management in a different economic environment.

Finance is the lifeblood of the business. Financial management is the study of the process of procuring and judicious use of financial resources in a view to maximizing the value of the firm. Financial performance analysis means establishing a relationship between the items in the balance sheet and profit and loss account for determining the financial strength and weakness of the firm. The study entitled to know the financial position of the company that helps in making a sound decision by analyzing the recent trend.

In this study, an attempt is made to identify the financial strength and weakness of the firm by properly establishing a relationship between the items in the balance sheet and the profit and loss account of Wipro Limited for the past five years. The study aims to analyze the liquidity, profitability, solvency position of the company. The changes can be observed by comparison of the balance sheet at the beginning and the end of a period and these changes can help in forming an opinion about the progress of an enterprise. The present study attempted to discuss the financial performance of the company.

For this purpose, the relevant secondary data from the study units for five years and data were analyzed. The most common methods used for financial statement analysis are trend analysis, common-size statements, and ratio analysis. These methods include calculations and comparisons of the results to historical company data, competitors, or industry averages to determine the relative strength and performance of the company being analyzed.



## ➤ PROFITABILITY RATIOS

Profitability is an indication of the efficiency on which the operations of the business are carried on. Poor operational performance may indicate poor sales and hence low profit. It includes:

### 5.1.10 GROSS PROFIT RATIO

The gross profit ratio plays an important role in two management areas. In the area of financial management, the ratio serves as a valuable indicator of the firm ability to utilize effectively outside source of funds. The ratio expected the relation between the gross profit and sales. The ratio is calculated by gross profit by net sales.

$$\text{Gross Profit Ratio} = \frac{\text{Gross Profit} \times 100}{\text{Net sales} / \text{Income}}$$

**TABLE 5.1.10 GROSS PROFIT RATIO**

YEAR	GROSS PROFIT	NET SALES / INCOME	GROSS PROFIT RATIO
2015-16	105570	437088	24.15
2016-17	104821	474561	22.08
2017-18	106871	486178	21.98
2018-19	100343	471896	21.26
2019-20	98705	506924	19.47
Average			21.78

## INTERPRETATION

Mostly higher gross profit ratio is considered better. The above table shows the relationship between the gross profit and net sales in percentage. In 2015-2016 the gross profit was 24.15 and it decreasing to 22.08, 21.98 in the next two years and increasing to 21.26, 19.47 in the last two years. The average ratio is 21.78.

## INFERENCE

The net profit ratio was decreased in the year 2019-20 as 19.47 because the sales were higher than the net profit of the company.

### 5.1.11 NET PROFIT RATIO

Net profit ratio is a measure of the overall profitability. A firm with a high net profit ratio is in an advantageous position to survive in the face of rising cost of production and falling selling prices.

Net profit margin or ratio = Net Profit / Net Sales

Table 5.1.11 Net Profit Ratio

YEAR	NET PROFIT (Cr.)	NET SALES (Cr.)	NET PROFIT RATIO
2015-2016	81931	437088	0.18
2016-2017	80990	474561	0.17
2017-2018	80990	486178	0.16

# **“ Study of Establishment of a Bakery Unit by PACS “**

## **RESEARCH PROJECT REPORT**

Submitted to

**SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI**

**TOWARDS THE PARTIAL FULFILMENT OF THE REQUIRMENT FOR THE DEGREE OF  
MASTER OF COMMERCE (M.COM) IV SEMESTER.**

**Submitted By**

**Nilesh K. Bawangade  
(M.com IV Sem)**

Guided by

**Mr. Mohit Rathod Sir**

H.O.D

**Prof. Achal Sable**



Principal

**RAO SIR**

**\*Through\***

**Department Of Commerce**

**TAKSHSHILA MAHAVIDYALAYA, AMRAVATI**

**2023-2024**





# CERTIFICATE

This is to certify that **Nilesh K. Bawangade** is a bonafide research student of M.Com. IVth Sem. has submitted the project work entitled "**Study of Establishment of a Bakery Unit by PACS**". It is the outcome of his one year hard work.

It is of sufficiently good standard for the award of the degree of Master of Commerce.

Guided by  
**Mr. Mohit Rathod Sir**

H.O.D  
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**Principal**  
**Dr. Rao Sir**

**TAKSHSHILA MAHAVIDYALAYA, AMRAVATI**

**2023-2024**

**Place:- Amravati.**

**Date :-**

### 3. Observation.

While developing the system following techniques were used.

#### 1)Interviewing : -

System investigation has been done, by taking interview of the concerned person, higher officials & users. By asking them about manual process, problems regarding system, their requirements, any of their valuable suggestions and guidance regarding the system.

After taking their interviews regarding the system and studying points crucial for system, and for any further need, interviews were taken again & the points were discussed & covered which previously were not understood. This interview technique proved beneficial regarding preliminary investigation but requires much time than the other techniques.

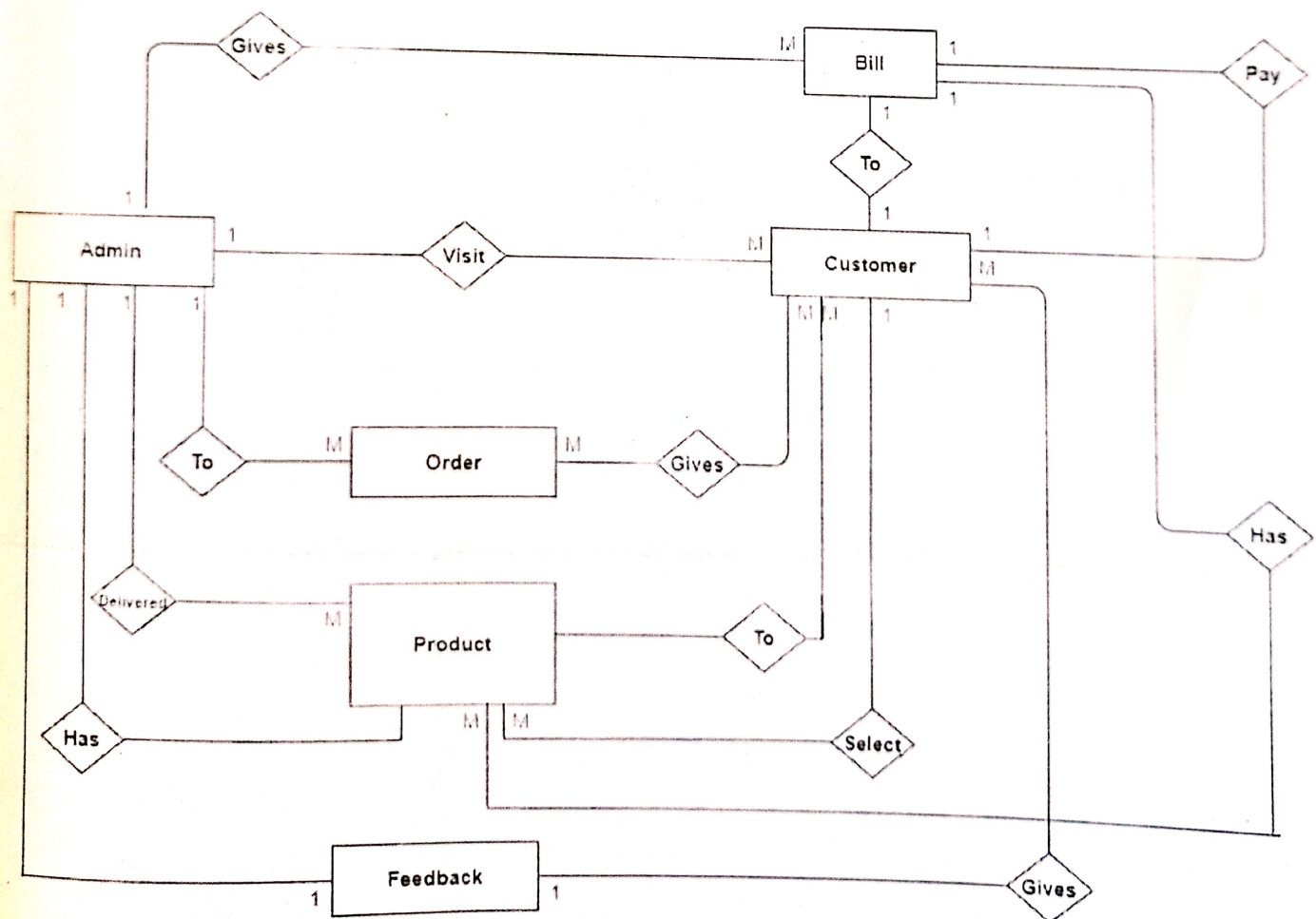
#### 2)Record Review: -

This technique proves in finding facts of system and points must be covered while designing the current system. Observing documents, registers and files, which are prepared manually by the department, carries out the technique of record review. It helps the design of inputs and output required for the system, the database, screen-designing etc. Thus, this technique proves very helpful for analyzing about the system.

#### 3)Observation: -

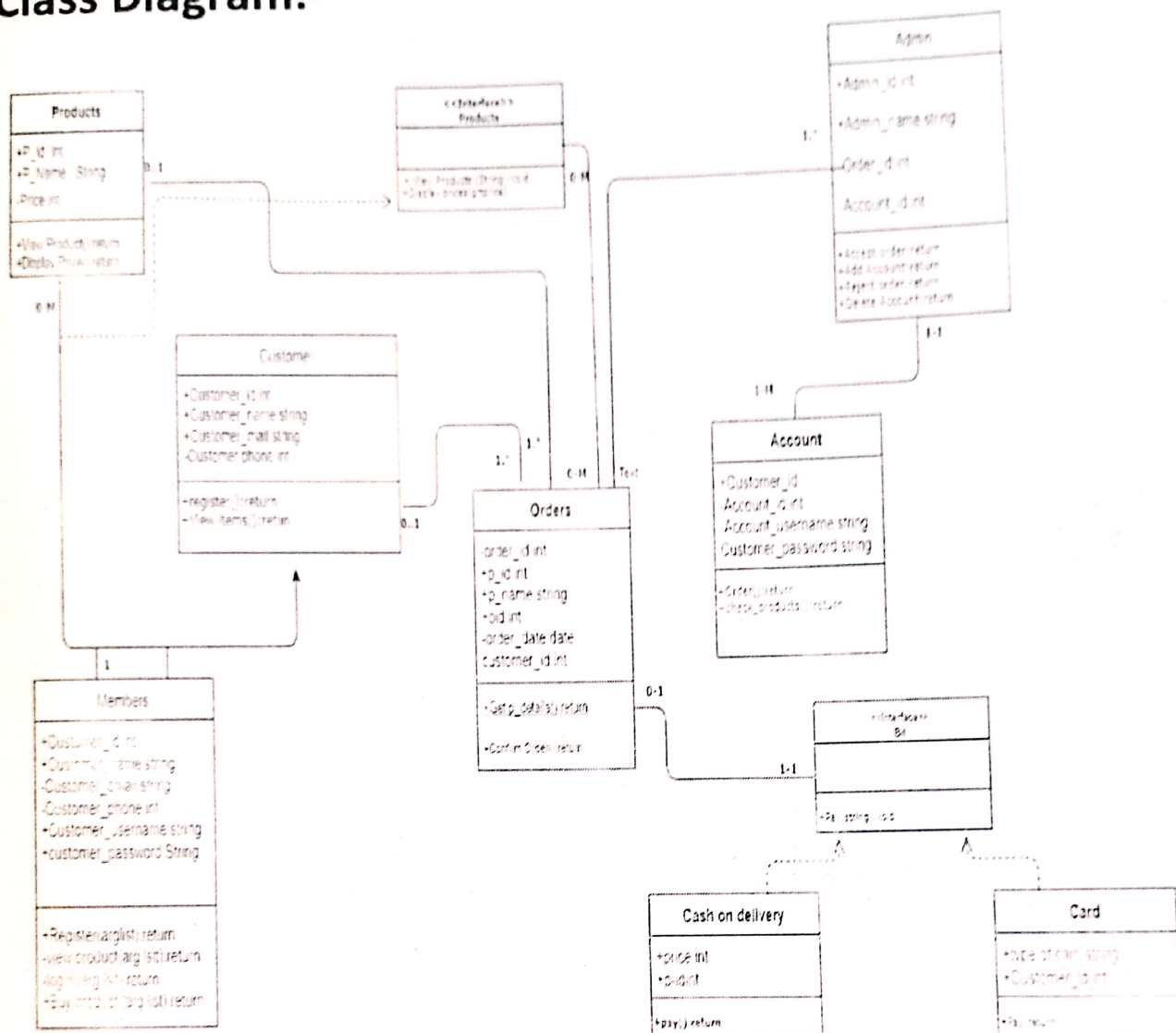
Observation allows analyst to gain information, they cannot obtain by any other technique through it analyst can obtain first and observation about how activities are carried out.

## ER-Diagram

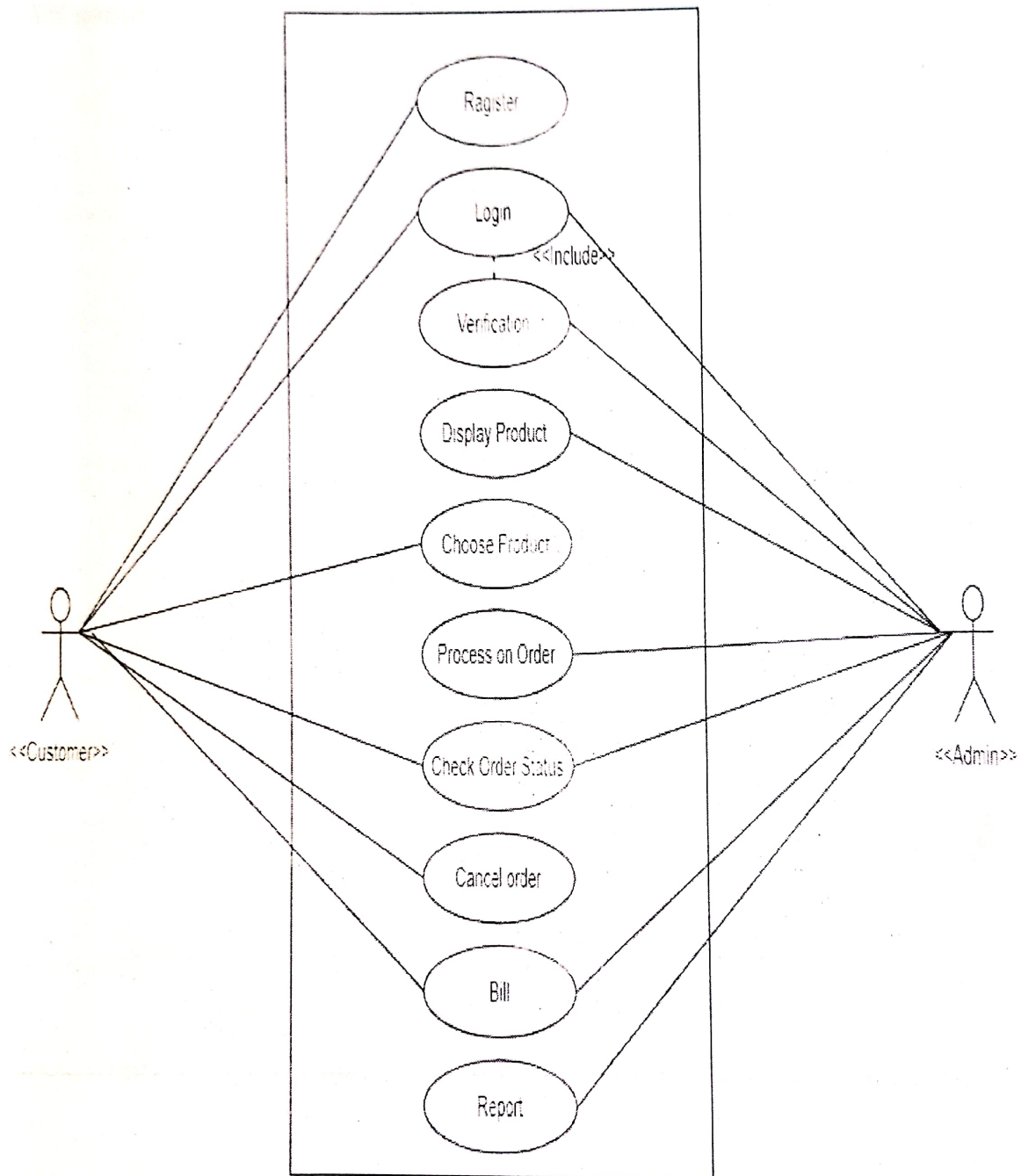




## Class Diagram:-



## Use Case:-



**“ A STUDY ON CUSTOMER  
SATISFACTION TOWARDS BAJAJ BIKE”**

**RESEARCH PROJECT REPORT**

**Submitted to**

**SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI**

**TOWARDS THE PARTIAL FULFILMENT OF THE REQUIRMENT FOR THE DEGREE OF  
MASTER OF COMMERCE (M.COM) IV SEMESTER.**

**Submitted By**

**Soniya Sanjay Sawadh**

**(M.com IV Sem)**

**Guided by**

**Mr. Mohit Rathod Sir**

**H.O.D  
Prof. Achal Sable**



**Principal  
Prof. Prs RAO SIR**

**\*Through\***

**Department Of Commerce**

**TAKSHSHILA MAHAVIDYALAYA, AMRAVATI**

**2023-2024**





This is to certify that **Soniya Sanjay Sawadh** is a bonafide research student of M.Com. IVth Sem. has submitted the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS BAJAJ BIKE" . It is the outcome of his one year hard work.

It is of sufficiently good standard for the award of the degree of Master of Commerce.

**Guided by**  
**Mr. Mohit Rathod Sir**

**H.O.D**  
**Prof. Achal Sable**

**Principal**  
**prof. Prs Rao Sir**

**TAKSHSHILA MAHAVIDYALAYA, AMRAVATI**

**2023-2024**

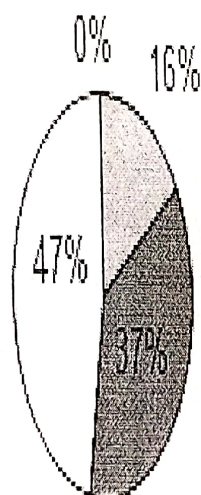
**Place:- Amravati.**

**Date :-**

**TABLE 4.4 Educational Level of the Respondents**

S. No	Educational Level	No. of Respondents	Percentage
1.	Illiterate	15	16%
2.	School Level	33	37%
3.	Graduate	42	47%
4.	Others	-	-
	Total	90	100%

**Educational level of the respondents**



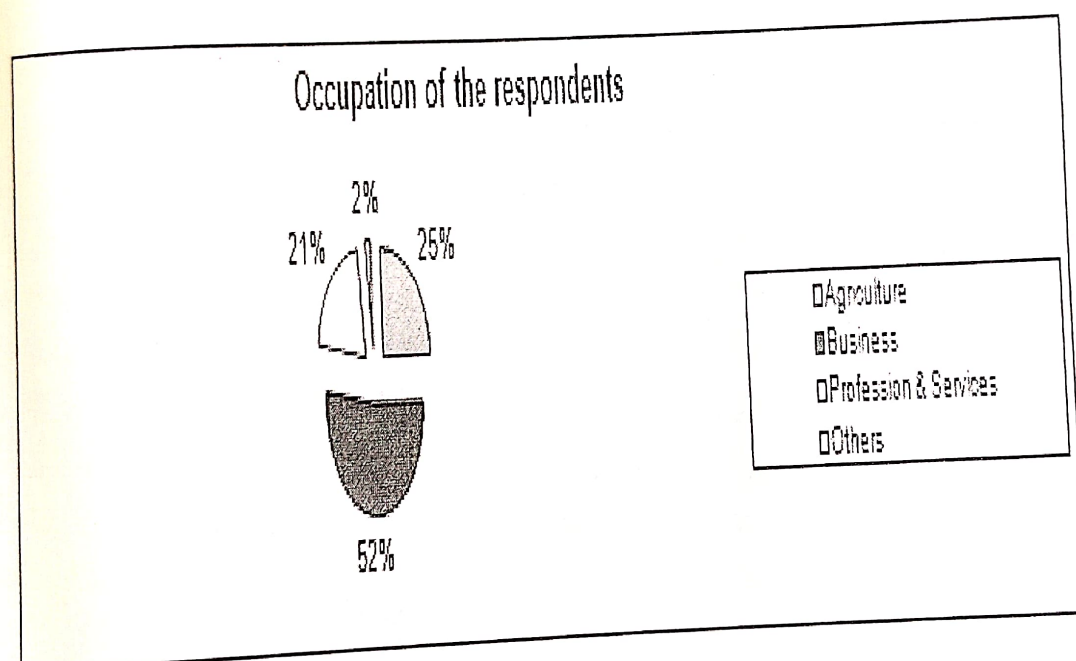
□ Illiterate  
■ School  
□ Gradua  
□ Others

## **INTERPRETATION;**

From the table- 4 that out of 90 respondents 47% of the respondents are graduate, 37% of the respondents are school level and 16% of them are illiterate.

**TABLE 4.5 Occupation of the respondents**

S. No	Occupation	No. of Respondents	Percentage
1.	Agriculture	22	25%
2.	Business	47	52%
3.	Profession & Services	19	21%
4.	Others	2	2%
	Total	90	100%



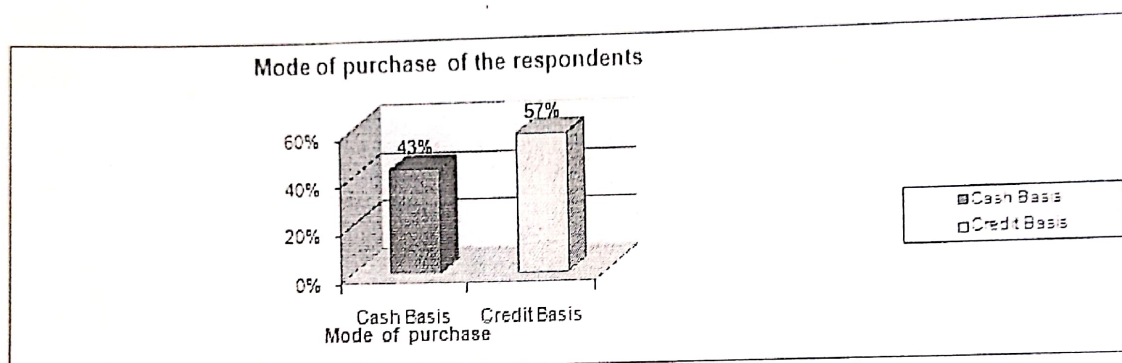
## INTERPRETATION;

From the table.5 that out of 90 respondents 52% of the respondents are doing Business, 25% of the respondents are doing Agriculture, 21% of them are Profession & Service and 2% of the respondents are other



**TABLE 4.7: Mode of Purchase of the Respondents**

S. No	Mode of Purchase	No. of Respondents	Percentage
1.	Cash Basis	39	43%
2.	Credit Basis	51	57%
	<b>Total</b>	<b>90</b>	<b>100%</b>



### INTERPRETATION;

It is known from the table.7 that out of 90 respondents 57% of the respondents are in the credit basis and 43% of the respondents are in the cash basis

# **'Digital Marketing for Small Businesses'**

## **RESEARCH PROJECT REPORT**

**Submitted to**

**SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI**

**TOWARDS THE PARTIAL FULFILMENT OF THE REQUIRMENT FOR THE DEGREE  
OF MASTER OF COMMERCE (M.COM) IV SEMESTER.**

**Submitted By**

**Dipika V. Shelke  
(M.com IV Sem)**

**Guided by**

**Mr. Mohit Rathod Sir**

**H.O.D  
Prof. Achal Sable**

**Principal  
Dr. RAO**

**SIR**



**\*Through\***

**Department Of Commerce**

**TAKSHSHILA MAHAVIDYALAYA, AMRAVATI**

**2023-2024**

I hereby declare that the project report titled " **Study of digital Marketing Strategies For Small Business** " is written and submitted by me to the Sant Gadge Baba University, Amravati in partial fulfillment of the requirement for the award of the degree of Master of Commerce under the guidance of **Prof. Mohit Rathod Sir**. The information has been collected from genuine and authentic sources. It is my original work and the conclusion drawn there in are based on the material collected by myself.

Place:- Amravati.

Date:- 5/7/2024



**Dipika V. Shelke**

**(Student)**



**CERTIFICATE**



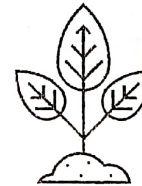
# Welcome

Getting into digital marketing can feel like taking a dive into the unknown for a lot of small business owners, especially if you don't spend all your time online yourself. But relax. Nobody starts at the deep end, nobody has all the answers before they begin and, even better, getting going is probably cheaper and quicker than you might think.

Speaking of budget, there's plenty you can do in the realms of digital marketing without spending a penny – but when it comes to reaching new audiences, that's when a little budget can go a long way. Every part of your digital marketing is a great opportunity to learn something – so it's all about starting small, testing, learning, and growing over time.

In this guide, we're going to take you through the easy-access ways to get started – from making the most of search engines to buying your first online ads. All the channels will be familiar to you – Facebook, Twitter, Google, email, and your own website – but we'll give you the steps you need to feel confident you're testing and investing in the way that's right for you and the growth of your business.

"Nobody starts at the deep end, nobody has all the answers before they begin and, even better, getting going is probably cheaper and quicker than you might think"



# **"STUDY OF ANALYSIS THE ROLE OF INSURANCE IN DRIVING GROWTH"**

**( WITH SPECIAL REFERENCE TO LIFE INSURANCE CORPORATION OF  
INDIA)**

## **RESEARCH PROJECT REPORT**

**Submitted to**

**SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI**

**TOWARDS THE PARTIAL FULFILMENT OF THE REQUIRMENT FOR THE DEGREE OF  
MASTER OF COMMERCE (M.COM) IV SEMESTER.**

**Submitted By**

**Shital V. Bagde  
(M.com IV Sem)**

**Guided by**

**Mr. Mohit Rathod Sir**

**H.O.D  
Prof. Achal Sable**



**Principal  
Prof. RAO SIR**

**\*Through\***

**Department Of Commerce**

**TAKSHSHILA MAHAVIDYALAYA, AMRAVATI 2023-2024**

# **CERTIFICATE**

This is to certify that **Shital V. Bagde** is a bonafide research student of M.Com. IVth Sem. has submitted the project work entitled " **Study of analysis the role of insurance in driving growth ( with special reference to life insurance corporation of india)**". It is the outcome of his one year hard work.

It is of sufficiently good standard for the award of the degree of Master of Commerce.

**Guided by**

**Mr. Mohit Rathod Sir**

**H.O.D**

**Prof. Achal Sable**

**Principal**

**Dr. Rao Sir**

**TAKSHSHILA MAHAVIDYALAYA, AMRAVATI**

**2023-2024**

**Place:- Amravati.**

**Date :-**



Government of India and administrative control of the Ministry of Finance.[4]



- LIFE INSURANCE ON CORPORATION OF INDIA (abbreviated as LIC) is an Indian government owned insurance and investment corporation. It is under the owned insurance and investment corporation.
- It is under the ownership of Ministry of Finance, Government of India.
- The Life insurance Corporation of India was established on September 1, 1956, when the Parliament of India passed the Life Insurance of India Act that nationalized the insurance industry in India. Over 245 insurance companies and provident societies were merged to create the state-owned Life Insurance Corporation of India.
- As of 2019, Life Insurance Corporation of India had total life fund of ₹28.3 trillion. The



**A STUDY ON PERFORMANCE ANALYSIS OF SELECTED MUTUAL  
FUND SCHEMES IN INDIA**

**A Dissertation**

**Submitted By  
Mayuri .A. Meshram  
(M.com II yr.)  
Under The Guidance of**

**Prof. Mohit Rathod Sir**

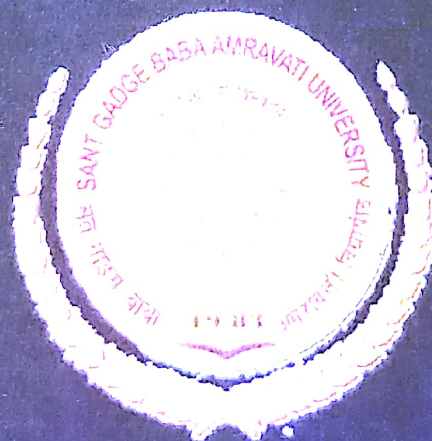
**To**

**“SANT GADGE BABA AMRAVATI UNIVERSITY,  
AMRAVATI”**

**In Partial Fulfillment of the Requirements**

**For The Award of Degree of**

**MASTER OF COMMERCE**



**Department Of Commerce  
TAKSHSHILA MAHAVIDYALAYA, AMRAVATI  
AY (2023-2024)**



# **A STUDY ON PERFORMANCE ANALYSIS OF SELECTED MUTUAL FUND SCHEMES IN INDIA**

**A Dissertation  
Submitted By  
Mayuri Ashokrao Meshram**

**M.COM II yr.**

**Under the Guidance of**

**Pro. Rathod Sir  
To**

**Sant Gadge Baba Amravati University,  
Amravati**

*In partial fulfillment of the requirement  
for the award of Degree of*

**MASTER OF COMMERCE**



**GUIDED BY  
Prof. MOHIT RATHOD  
SIR**

**H.O.D  
Prof. ACHAL SABLE**

**Through**

**PRINCIPAL  
P. R. S. RAO SIR**

**The Head  
Department OF COMMERCE (M.COM)  
TAKSHSHILA MAHAVIDYALAYA, AMRAVATI**

**Academic year 2023-24**



## CERTIFICATE

This is to certify that **Mayuri Ashokrao Meshram** is a bonafide research student of M.Com.2<sup>nd</sup> ( IVth Sem). has submitted the project work report **A STUDY ON PERFORMANCE ANALYSIS OF SELECTED MUTUAL FUND SCHEMES IN INDIA**. It is the outcome of his one year hard work.

It is of sufficiently good standard for the award of the degree of Master of Commerce.

GUIDED BY  
**MR. MOHIT RATHOD SIR**

H.O.D  
**PROF. ACHAL SABLE**

PRINCIPAL  
**P. R. S. RAO SIR**

**Place:- Amravati**

## 1.ICICI Prudential Technology Fund

To generate long-term capital appreciation for you from a portfolio made up predominantly of equity and equity-related securities of technology intensive companies.

ICICI Prudential Technology Fund is a Equity - Sectoral fund was launched on 3 Mar 00. It is a fund with High risk and has given a CAGR/Annualized return of 12.9% since its launch. Ranked 37 in Sectoral category. Return for 2021 was 75.7% , 2020 was 70.6% and 2019 was 2.3% .

Below is the key information for ICICI Prudential Technology Fund.

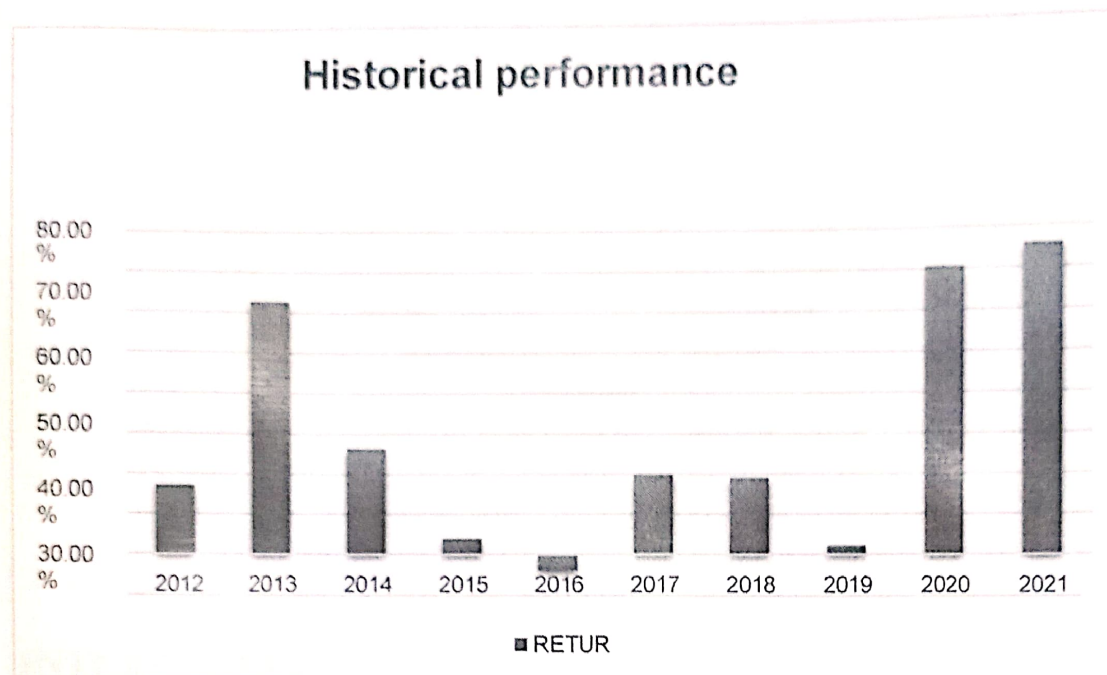
ICICI Prudential Technology Fund	
Growth	
Launch Date	3 Mar 00
NAV (21 Apr 22)	₹147.67 (11.39% CAGR)
Net Assets (Cr)	₹8,742 on 31 Mar 22
Category	Equity - Sectoral
AMC	ICICI Prudential Asset Management Company Limited
Rating	☆ ☆
Risk	High
Expense Ratio	2.53
Sharpe Ratio	1.94
Information Ratio	0.94
Alpha Ratio	9.15
Min Investment	5,000
Min SIP Investment	100
Exit Load	0-1 Years (1%), 1 Years and above(NIL)
Sub Cat.	Sectoral

**Table No.4.2 ICICI Prudential Technology Fund Growth of 10,000 investment over the years.**

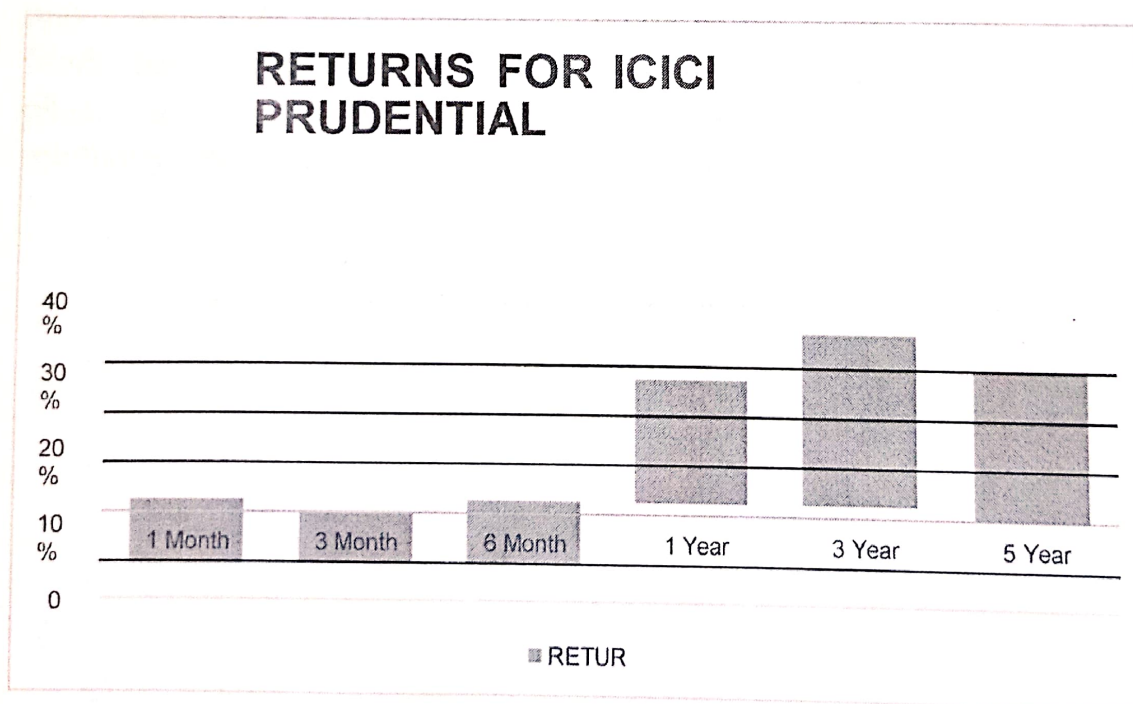
DATE	VALUE
30 Apr 17	₹ 10,000
30 Apr 18	₹ 14,049
30 Apr 19	₹ 15,493
30 Apr 20	₹ 13,141
30 Apr 21	₹ 28,160
30 Apr 22	₹ 36,898



**Graph no 4.1. Historical performance of ICICI Prudential Technology Fund**



**Graph no 4.2. Returns for ICICI Prudential Technology Fund**



**Project Report**  
**On**  
**“A STUDY ON CONSUMER PERCEPTION TOWARDS**  
**ONLINE SHOPPING”**

Takshishila Mahavidhalya Camp road Amravati

Affiliated to

Sant Gadge Baba Amravati University

In partial fulfillment for the award of the degree of

**Master of Commerce**

**Submitted by**

MOHAMMAD SHOEB

MOHAMMAD ARIF

**Under the Guidance of**

Prof. Mohit Rathod Sir

H.O.D:  
Prof. Achal Sable Ma'am

Principal:  
Prof P.R.S Rao Sir



Academic Year 2023 - 2024

Department of Commerce  
Takshishila Mahavidhalya Camp Road Amravati



Academic Year 2023 - 2024

**CERTIFICATE**

This is to certify that **M o h a m m a d S h o e b M o h a m m a d A r i f** has submitted the projectreport titled,  
**A STUDY ON CONSUMER PERCEPTION TOWARDS**  
**ONLINE SHOPPING** towards the partial fulfilment of **MASTER OF**  
**Commerce** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by thecandidate. It is further certified that he has ingeniously completed his project as prescribed by **Takshishila Mahavidhalya Camp Road Amravati** affiliated to **Sant Gadge Baba Amravati University (SGBAU)**

**GUIDE NAME**

**(H.O.D)**

**Prof. Mohit Rathod Sir**

**Prof. Achal Sable Ma'am**

**Principal Prof. P.R.S. Rao Sir**

**Place: Amravati**

**Date :**



## TOP 4 E-COMMERCE SITES IN INDIA IN 2020-21 AMAZON



Amazon.com is an ecommerce platform that sells many product lines, including media (books, movies, music, and software), apparel, baby products, consumer electronics, beauty products, gourmet food, groceries, health and personal care products, industrial & scientific supplies, kitchen items, jewelry, watches, lawn and garden items, musical instruments, sporting goods, tools, automotive items, toys and games, and farm supplies and consulting services. Amazon websites are country-specific (for example, amazon.com for the U.S. and amazon.fr for France), though some offer international shipping. Amazon has earned a reputation as a disruptor of well- established industries through technological innovation and "aggressive" reinvestment of profits into capital expenditures. As of 2023, it is the world's largest online retailer and marketplace, smart speaker provider, cloud computing service through AWS, live-streaming service through Twitch, and Internet company as measured by revenue and market share. In 2021, it surpassed Walmart as the world's largest retailer outside of China, driven in large part by its paid subscription plan, Amazon Prime, which has over 200 million subscribers worldwide. It is the second-largest private employer in the United States.

## FLIPKART



Flipkart is an Indian based E-commerce web portal founded by Sachin Bansal and Binny Bansal in 2007. Now Flipkart is a part of Walmart. Walmart acquired Flipkart in 2018. Flipkart sells everything from gift vouchers to electronics to home appliances. In fact, statistics claim that there are more items on flipkart than in a mall. Hence, Indians are heavily reliant on flipkart for all their shopping needs. **Flipkart Private Limited** is an Indian e-commerce company, headquartered in Bengaluru, and incorporated in Singapore as a private limited company. The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products.

The service competes primarily with Amazon India and domestic rival Snapdeal. As of March 2017, Flipkart held a 39.5% market share in the Indian e-commerce industry. Flipkart has a dominant position in the apparel segment, bolstered by its acquisition of Myntra, and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones.



## SNAPDEAL



Snapdeal is an India based E-commerce web portal founded by Rohit Bansal and Kunal Bahl in 2010. Snapdeal is a completely Indian website and is often preferred by the masses for its cheap rates. It sells products at really low prices and hence, is a favourite of the masses. It is a good idea to buy from Snapdeal if you are looking for absolutely cheap prices. snapdeal is an e-commerce startup headquartered in New Delhi that connects buyers to sellers of millions of products from national, international and regional brands. It has grown to become one of the largest online marketplaces in India. Snapdeal is host to 200 million listings and offers products across 600 categories. Snapdeal had partnered with several global marquee investors such as Softbank, Alibaba, Foxconn, Ontario Teachers' Pension Plan, BlackRock, Temasek, eBay Inc., Premji Invest among others.



**A  
Project**

Witthout  
objective Pojected

**ON**

**A STUDY OF E-BANKING SERVICES OF STATE  
BANK OF INDIA  
(WITH SPECIAL REFERENCE WITH YONO APP)**

**SUBMITTED TO  
SANT GADGEBABA AMRAVATI UNIVERSITY, AMRAVATI**

**TOWARDS THE PARTIAL FULFILLMENT OF THE  
REQUIREMENT FOR THE DEGREE OF MASTER OF  
COMMERCE (M.COM) IV SEMESTER**

**Submitted By**  
Abhilasha C. Khalorkar  
(M.Com IVth Sem., Student)

**GUIDED By**  
Mr. Mohit Rathod Sir

**H.O.D.**  
Prof. Achal Sable

**Principal**  
Dr. Rao Sir



Through  
Department Of Commerce  
**TAKSHYASHILA MAHAVIDHYALAY, AMRAVATI**  
2023-2024

## Certificate

This is to certify that Abhilasha C. Khalorkar is a bonafide research student of M.Com IVth Sem. Has submitted the project work entitled "**A STUDY OF E-BANKING SERVICES OF STATE BANK OF INDIA (WITH SPECIAL REFERENCE WITH YONO APP)**". It is the outcome of her one year hardwork.

It is of sufficiently good standard for the award of the degree of Master of Commerce.

**Mr. Mohit Rathod Sir**  
Project Guide

**Prof. Achal Sable**  
Head of the Department

**Dr. Rao Sir**  
Principal  
Takshashila Mahavidyalay,  
Amravati  
2023-2024

Place: Amravati

## CHAPTER III

### RESEARCH METHODOLOGY

Research is the organized way of collecting facts & analyzing them in the form of numerical data relevant to formulating problem & thus arriving at a certain conclusion over problem based on the collected data. It can be defined as, "the systematic method consisting of enunciating the problem, formulating a hypothesis, collecting facts or data, analyzing the facts & reaching certain conclusions either in the form of solutions towards the concerned problem or in certain generalizations for the theoretical formulation."

#### 3.1 Research Process



**Fig. 3.1 Steps in research process**

#### 3.2 Rationale of Study

Banking system is the life blood of Indian Economy. It plays a vital role in the overall growth and development process in each country. In India banking system was started in 1805 by British Government but keeping in mind the requirements of people and time there has been drastic changes has been made. Earlier it served only just lending and borrowing but now it has been serving according to need and specialized like Nationalized Bank, Development Bank, Commercial Bank, Co-operative Banks, Regional Rural Banks, Agricultural Bank, Industrial Banks etc.



**“ The Impact of E-commerce on Traditional  
Retail: A Comparative Analysis ”**

**RESEARCH PROJECT REPORT**

**Submitted to**

**SANT GADGE BABA AMRAVATI UNIVERSITY,  
AMRAVATI**

**TOWARDS THE PARTIAL FULFILMENT OF THE REQUIRMENT FOR THE  
DEGREE OF MASTER OF COMMERCE (M.COM) IV SEMESTER.**

**Submitted By**

**Shraddha A. Lohiya  
(M.com IV Sem)**

**Guided by**

**Mr. Mohit Rathod Sir**

**H.O.D  
Prof. Achal Sable  
SIR**



**Principal  
Dr. RAO sir**

**\*Through\***

**Department Of Commerce**

**TAKSHASHILA MAHAVIDYALAYA, AMRAVATI**

**2023-2024**



This is to certify that **Shraddha A. Lohiya** is a bonafide research student of M.Com. IV Sem. has submitted the project work entitled " **The Impact of E-commerce on Traditional Retail: A Comparative Analysis** ". It is the outcome of his one year hard work.

It is of sufficiently good standard for the award of the degree of Master of Commerce.

**Guided by**  
**Mr. Mohit Rathod Sir**

**H.O.D**  
**Prof. Achal Sable**

**Principal**  
**Dr. Rao Sir**

**TAKSHASHILA MAHAVIDYALAYA, AMRAVATI**

**2023-2024**

**Place:- Amravati.**

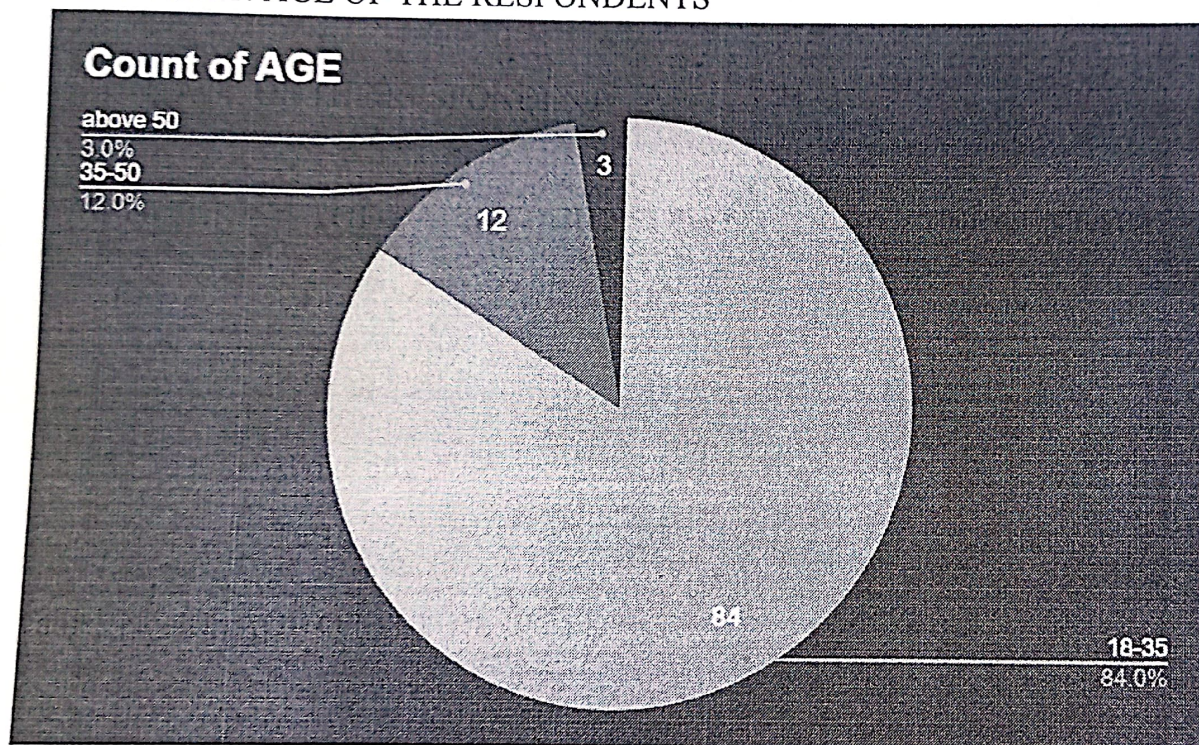
**Date :-**



## a. } AGE OF THE RESPONDENT

Sr no	AGE	RESPONDENT	PERCENTAGE
1	18-35	84	84%
2	35-50	12	12%
3	Above 50	3	3%
TOTAL		100	100%

Tables No.4.1: AGE OF THE RESPONDENTS



Graph No.4.1: GRAPHICAL PRESENTATION OF AGE OF THE RESPONDENTS

### INTERPRETATION :

From the basis of the above data, it is observed that out of the 100 respondent there are 84% of the respondent are of age group between 18-35 , 12% of the respondent are in 35-50 age group, above age 50 of respondent are in 3% of the respondent .



## The Impact of E-commerce on Traditional Retail: A Comparative

b. } : GENDER OF THE RESPONDENTS

Sr no	GENDER	RESPONDENT	PERCENTAGE
1	MALE	41	41%
2	FEMALE	59	59%
	TOTAL	100	100

Tables No.4.2: COUNT OF GENDER



Graph No.4.2: GRAPHICAL PRESENTATION OF GENDER SIZE OF THE RESPONDENTS

### INTERPRETATION: -

From the basis of the above data, it is observed that out of the 100 respondent there are 41% of the respondent are Male group and 59 % of the respondent are in Female group. It shows the majority is of Male respondents

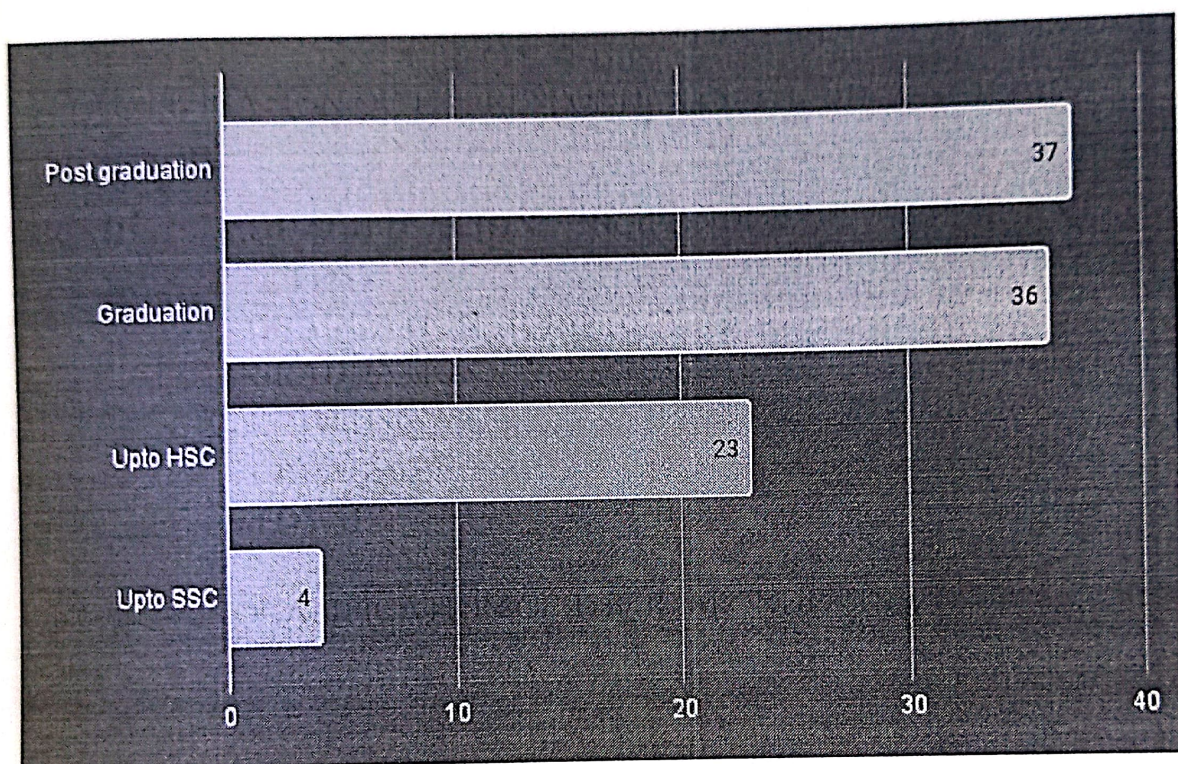


# The Impact of E-commerce on Traditional Retail: A Comparative

## c. } QUALIFICATION OF THE RESPONDENTS

SR NO	QUALIFICATION	RESPONDED	PERCENTAGE
1	POST GRADUATION	37	37%
2	GRADUATION	36	36%
3	UPTO HSC	23	26%
4	UPTO SSC	4	4%
	TOTAL	100	100%

Tables No.4.3: QUALIFICATION OF THE RESPONDENTS



Graph No.4.3: GRAPHICAL PRESENTATION OF QUALIFICATION OF THE RESPONDENTS

### INTERPRETATION: -

From the basis of the above data, it is observed that out of the 100 respondent there are 23% respondents are up to HSC 4% respondents are up to SSC 36% are graduation and 37% of the respondent are of post-graduation group



# **“ Study of digital Marketing Strategies For Small Business “**

## **RESEARCH PROJECT REPORT**

**Submitted to**

**SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI**

**TOWARDS THE PARTIAL FULFILMENT OF THE REQUIRMENT FOR THE DEGREE OF  
MASTER OF COMMERCE (M.COM) IV SEMESTER.**

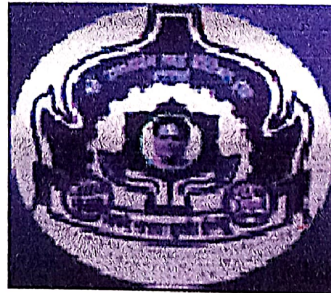
**Submitted By**

**Neha Sanjay Bhoge  
(M.com IV Sem)**

**Guided by**

**Mr. Mohit Rathod Sir**

**H.O.D  
Prof. Achal Sable**



**Principal  
Prof. PRS RAO SIR**

**\*Through\***

**Department Of Commerce**

**TAKSHSHILA MAHAVIDYALAYA, AMRAVATI**

**2023-2024**



**A STUDY ON PERFORMANCE ANALYSIS OF SELECTED MUTUAL  
FUND SCHEMES IN INDIA**

**A Dissertation**

**Submitted By**

**Prajwal .R. Wanave**

**(M.comII yr.)**

**Under The Guidance of**

**Prof. Mohit Rathod Sir**

**To**

**“SANT GADGE BABA AMRAVATI UNIVERSITY,  
AMRAVATI”**

**In Partial Fulfillment of the Requirements**

**For The Award of Degree of**

**MASTER OF COMMERCE**



**Department Of Commerce  
TAKSHSHILA MAHAVIDYALAYA, AMRAVATI  
AY (2023-2024)**



# **“ A Study Of Export Marketing Strategy Of Automobile Industry in Amravati ”**

**(With Special Reference to Tata Motors LTD)**

## **RESEARCH PROJECT REPORT**

**Submitted to**

**SANT GADGE BABA AMRAVATI UNIVERSITY,**

**AMRAVATI**

**TOWARDS THE PARTIAL FULFILMENT OF THE REQUIRMENT FOR THE DEGREE OF  
MASTER OF COMMERCE (M.COM) IV SEMESTER.**

**Submitted By**

**Pooja Mungaji Bethekar  
(M.com IV Sem)**

**Guided by**

**Mr. Mohit Rathod Sir**

**H.O.D  
Achal Sable**



**Principal  
Prof. Pr. S. RAO SIR**

**\*Through\***

**Department Of Commerce**

**TAKSHSHILA MAHAVIDYALAYA, AMRAVATI**

**2023-2024**

# **"Project Report on Internet Banking"**

A

**Project Report**

Submitted by

**Miss. Swati Ashok Sahu**

A Report submitted in part fulfillment of the degree of

Masters of Commerce

M.Com

**Department of Commerce**

**Takshashila Mahavidyalaya, Amravati**

**Supervisor :- Mohit Rathod**  
*Prof. Rathod*

H.O.D

Prof. Achal Sable



Principal

Dr. RAO SIR  
*BRS - RAO SIR*

Affiliate to

***SANT GADGE BABA AMRAVATI UNIVERSITY,  
AMRAVATI (AY 2023-24)***



**"Study of Industrial Business Jadhao Layland"**

**RESEARCH PROJECT REPORT**

Submitted to

**SANT GADGEBABA AMRAVATI UNIVERSITY, AMRAVATI.**

**TOWARDS THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE  
DEGREE OF MASTERS OF COMMERCE{M.COM} IV SEMESTER.**

**Submitted By**

Bharti A. Mehare

(M.com IV Sem)

Guided By

Mr. Mohit Rathod Sir

H.O.D

Prof. Achal Sable



Principal

Prof. Dr. Rao Sir

**\*Through\***

**Department of Commerce**

**Takshshila Mahavidyalaya, Amravati.**

**2023-2024**

# S. G. B. A. U.

## Takshashila Mahavidyalaya, Amaravati.



Under the guidance of : Mohit Rathod Sir

**Name Of Students:** Lavkesh S. Rodge  
Sakshi A. Khade  
Sahil B. Patil



Project Report

On

## ONLINE SHOPPING ON INTERNET

Submitted for partial fulfillment of requirement for the degree of

**BACHELOR OF COMMERCE**

Submitted by

**MS.VAISHNAVI GANESH MAHORE**

**MS. ISHA DONGRE**

**MS. PRIYANKA RANGARI**

**MS. SAKSHI DHARMALE**

**MS. SHAMAL GADE**

(Semester Sixth)

Under the Guidance of

**Prof. Mrs. Nikita Atalkar**



Department of Commerce

Takshashila Mahavidyalaya, Amravati

**Sant Gadge Baba Amravati University, Amravati**

**2022-2023**

**SHRI DADASAHEB GAWAI CHARITABLE TRUST,**

**AMRAVATI**



**Takshashila Mahavidyalaya Amravati**

**\*Department Bachelor Of Computer Science \***

**Session :- 2022-2023**

**PROJECT REPORT**

**ON**

**Quantum Computing**

**Name :- Anandi Sohanlal Dhurve**

**Subject :- Computer Science**

**Class :- B.Sc III Year (Sem- VI ) (PMCS)**

**\*Guided By\***

**Prof. Shraddha Bawner**

**Date. :- 09 / 05 / 2023**



# **PROJECT REPORT ON E-COMMERCE INDUSTRY**

**B.Com VI Semester  
(Session 2022-23)**

**TAKSHASHILA MAHAVIDYALAYA, Shyam Nagar,  
AMRAVATI**

Under the Guidance of .

Prof. Mrs. Nikita Atalkar.

**"FINANCIAL PERFORMANCE OF JK TYRE & INDUSTRIES LTD"**

**PROJECT REPORT**

**SUBMITTED TO**

**SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI  
TOWARDS THE PARTIALFULFILLMENT OF THE REQUIREMENT FOR  
THE DEGREE OF MASTER OF COMMERCE (M.COM) IV SEMESTER**

**Submitted By**

**Pallavi V. Rakesh**

**( M.Com. IV Sem., Student )**

**Guided By**

**Prof M.Rathod**

**H.O.D.**

**Prof. Aachal Sable**

**Principle**

**Dr. Rao Sir**



**\*Through\***

**Department Of Commerce**

**Takshashila Mahavidyalaya Amravati 2023-2024**



**TAKSHSHILA MAHAVIDYALAYA  
AMRAVATI**



**SESSION- 2022-2023**

**PROJECT ON  
ENTREPRENEURSHIP AND SKILL DEVELOPMENT**

**Class – M.Com II<sup>nd</sup> Year**

**TOPIC**

**Skills Development for SMEs and Entrepreneurship**

**SUBMITTED BY**

**Prajakta Jawanjal  
Shruti Killekar  
Rutik Gajlekar  
Nikita Bhure  
Ankush Sune**

**GUIDED BY**

**Prof. Miss Sumedha Khangale**

**SHRI DADASAHEB GAWAI CHARITABLE TRUST**

**AMRAVATI**



**TAKSHASHILA MAHAVIDYALAYA AMRAVATI**

**Department Of Computer Science**

**Session :-2022-2023**

**Project Report**

**On**

**""INTERNET Of THINGS (IOT)""**

**Name :- Mohit Anil Vishwakarma**

**Subject :- Computer Science**

**Class :- B.Sc III Year (Sem-VI)(PMCS)**

**Guided By:-**

**Prof. Shraddha Bawner Mam**



# NOISE POLLUTION



Name – Kiran Bhasme

College Name- Takshashila Mahavidyalaya  
class– BCA-2<sup>nd</sup> year 3<sup>rd</sup> sem

Subject – Environmental Studies

## CERTIFICATE



This is to certify that the Practical Entitled "Environment studies" is the bonafide work of "Jay D. Abhyankar" submitted in partial fulfillment for award of the degree "Bachelor of Computer Application (B.C.A.)", at BCA.II (SEM-IV) Takshashila Mahavidyalaya, Affiliated to S.G.B. Amravati University, Amravati, during the Academic Year 2022-2023.

Kajal P. Dhande  
Practical In-charge

Head of Department

Date :-



**SHRI DADASAHEB GAWAI CHARITABLE TRUST**  
**AMRAVATI**



**TAKSHASHILA MAHAVIDYALAYA AMRAVATI**

Department Of Computer Science

Session :-2022-2023

**Project Report**

On

“Blockchain Technology”

Name :- Ashlesha Kailas Bodhankar

Subject :- Computer Science

Class :- B.Sc III Year (Sem-VI)(PMCS)

Guided By:-

Prof.Shraddha Bawner Mam



**TAKSHSHILA MAHAVIDYAL AMRAVATI**

**(2022-2023)**



## **PROJECT ON ONLINE SHOPPING**

**Submitted by :- Swati Lohakare**

**Department :- Commerce**

**Class :- B.Com (Part III)**

**Subject :- E-Commerce**

**Guided by :- Patil Sir**

संत गाडगेबाबा अमरावती विद्यापीठ अमरावती

सन 2022 -2023 लघुशोध प्रबंध



भारतीय लोकसंख्या वाढ एक जागतिक समस्या

विभाग प्रमुख

प्रा. विलास परकाडे सर

तक्षशिला महाविद्यालय अमरावती

संशोधक

रोहित खाडे

बी ए जे अँड एम सी

सत्र सहाय्य

मार्गदर्शक

प्रा.अमित त्रिवेदी



संत गाडगेबाबा अमरावती विद्यापीठ अमरावती सन  
2022\_23 लघुशोध प्रबंध वृत्तवाहिनीवर प्रसारित होणारा



वृत्तवाहिनीवर प्रसारित होणारा पॅनल चर्चेचा अभ्यास

विभाग प्रमुख

प्रा. विलास फरकाडे

जनसंवाद विभाग प्रमुख तक्षशिला महाविद्यालय  
अमरावती

मार्गदर्शक

प्रा. अमित त्रिवेदी

संशोधक

अनिरुद्ध दवाळे

बी ए जे अँड एम सी सत्र सहा

***"A STUDY ON TANISHQ JEWELLERY"***

**PROJECT REPORT**

**SUBMITTED TO**

**SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI**

**TOWARDS THE PARTIALFULFILLMENT OFTHE REQUIREMENT FOR  
THE DEGREE OF MASTER OF COMMERCE (M.COM) IV SEMESTER**

**Submitted By**

**Anjali V. Rakesh**

**( M.Com. IV Sem., Student )**

**Guided By**

**Prof M.Rathod**

**H.O.D.**

**Prof. Aachal Sable**

**Principle**

**Dr. Rao Sir**



**\*Through\***

**Department Of Commerce**

**Takshashila Mahavidyalaya Amravati 2023-2024**

**SANT GADGE BABA AMRAVATI UNIVERSITY,  
AMRAVATI  
SHRI DADASAHEB GAWAI CHARITABLE TRUST'S  
TAKSHASHILA MAHAVIDYALAYA,  
AMRAVATI**

**Department of  
Bachelor of Computer Application  
(2022-2023)**

**Project Report  
On  
“Cosmetic Shop Retail Management System”**



**Guided By:**

**Prof. R. M. Golhe**

**Submitted By**

**1) Mr. Vaibhav M. Chatur**

**2) Mr. Akshay V. Gudadhe**

**3) Mr. Akash S. Ghuge**

**4) Mr. Rahul H. Jawarkar**

**5) Mr. Nikhil Pillewar**



**SANT GADGE BABA AMRAVATI UNIVERSITY,  
AMRAVATI  
SHRI DADASAHEB GAWAI CHARITABLE TRUST'S  
TAKSHASHILA MAHAVIDYALAYA,  
AMRAVATI**

**Department of  
Bachelor of Computer Application  
(2022-2023)**

**Project Report  
On  
“Food Fortune”**



**Guided By:  
Prof. R. M. Golhe**

**Submitted By**  
1)Mr. Nayan A. Neware  
2)Mr. Rohit D.Mandavdhare  
3)Mr. Vikas D. Rakhonde  
4)Mr. Pratik D. Walke

**"A Financial Study of Women Self Help Group in  
Amravati District"**

**RESEARCH PROJECT REPORT**

*Submitted to*

**SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI  
TOWARDS THE PARTIAL FULFILMENT OF THE REQUIRMENT FOR THE  
DEGREE OF MASTER OF COMMERCE (M.COM) IV SEMESTER.**

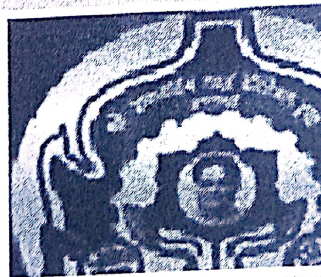
*Submitted By*

**NEHA SUNIL DHOKE  
(M.com IV Sem)**

**Guided By  
MR. Mohit Rathod Sir**

**H.O.D  
Prof. Achal Sable**

**Principal  
Prof. PRS RAO SIR**



**\*Through\***

**Department Of Commerce**

**TAKSHSHILA MAHAVIDYALAYA, AMRAVATI  
2023-2024**