

Prahladrai Dalmia Lions College of Commerce & Economics
(Government Aided & Affiliated to University of Mumbai & AICTE, New Delhi)
NAAC Re-accredited with 'A' Grade (III Cycle) ISO 21001:2018 Certified
University of Mumbai Recognised Research Centre in Accountancy, Commerce & Business
Economics A Government Approved Hindi Linguistic Minority Institute
54 Years of Sterling Performance in Education



NOTICE FOR COMMUNITY ENGAGEMENT PROJECTS (CEP)-TYBMS

Bachelor of Management Studies, SEM. V, OCTOBER, 2026.

DATE: 08/08/2026

As per the University of Mumbai guidelines under NEP 2020, all undergraduate students of Third Year are required to complete a **Community Engagement Projects (CEP)** in Semester V. The project aims to integrate classroom learning with real-world socio-economic exposure.

Instructions:

1. **Credits & Duration:**
 - CEP carries **2 credits** and **50 marks**.
 - 30 hours(Field Work + Survey) and 15 hours (Discussion + Report Writing)
2. **Interaction with Mentor:**
 - Students must meet their faculty guide at least **5 times** before the submission of his project to get guidance and discuss his project.
 - Submission of this diary along with signature of his guide is **mandatory** along with the project. **If the guide does not sign the diary then the project will not be accepted.**
 - **Format of Guide Interaction Diary is attached herewith.**
3. **Report Format:**

The Field Project Report must be:

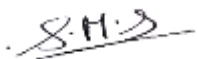
 - Typed on **A4 size**, Times New Roman, font size 12, 1.5 spacing on executive bond paper.
 - Minimum **20 pages** (Approximately minimum of 4000 to 5000 words).
 - Spiral bound
 - **Submitted separately by each student of the group**
4. **Structure:**
 1. Title Page (Report title, student name, roll no., program, guide name, submission month and year)
 2. Certificate by the Institute and Mentor (format attached herewith)
 3. Student's Declaration (Attached herewith)
 4. Acknowledgement (Attached herewith)
 5. Abstract: A brief summary of the field visit, key observations, and main conclusions (200–300 words)
 6. Table of Contents: Include headings and subheadings with page numbers
 7. List of Figures & Tables: List all figures and tables included in the report with corresponding page numbers.
 8. Chapters:
 1. Introduction (objectives, background information, scope)
 2. Literature Review
 3. Methodology
 4. Description of the community interactions, Observations and Analysis (with photos/diagrams if needed)
 5. Conclusion & Recommendations
 9. References (APA/MLA format)
 10. Appendices (interviews, data, documents etc.)
 11. **SUGGESTIVE LIST OF PROJECT TOPICS IS ATTACHED ALONG WITH THE NOTICE.**

Students must adhere strictly to the above instructions. Non-compliance may lead to rejection of the report.

5. Evaluation:

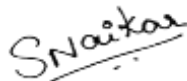
- **Internal (20 marks):** Attendance, Community interactions completion and interaction with Supervisor and Overall Report quality
- **External (30 marks):** Objectives, Literature Review, Methodology, Data, Analysis, Conclusion and Recommendations, Overall Project Report Structure and Style, Presentation Skills & Communication.

Report submission date: 28th September, 2026



Dr. Sailee Shringapur

BMS Co-ordinator



Ms. Subhashini Naikar

Vice- Principal (SFC)



Prof.(Dr.) Digambar N Ganjeawar

Principal

DI/N-STD/GEN/00

TOPICS TO BE SELECTED BY THE STUDENTS ACCORDING TO THEIR SPECIALISATIONS ONLY:

FINANCE

- 1 Financial Literacy & Inclusion for various groups
- 2 Digital Banking Safety for Senior Citizens
- 3 Micro-Finance for SHGs/ Bachat Gat
- 4 Financial Planning for Low-Income Groups
- 5 Cyber-Safety Awareness in Finance handling
- 6 Financial Literacy for Domestic Workers
- 7 The "Pink Wallet" Initiative
- 8 Smart Money for Students
- 9 Smart Money for Housewife
- 10 PMJDY Awareness Campaign
- 11 Pension Planning for Unorganized Workers
- 12 Sukanya Samriddhi Outreach
- 13 Healthcare Financing Awareness
- 14 MSME Loan Facilitation
- 15 Micro finances for small shops
- 16 Green Finance for Households
- 17 Micro-SIP Awareness
- 18 Gold vs. Financial Assets
- 19 Agricultural Finance & Crop Insurance
- 20 Cashless Marketplace
- 21 Safe Fintech Usage
- 22 E-Rupee Awareness
- 23 Direct Benefit Transfer (DBT) Helpdesk
- 24 Online Tax Filing for Small Shops
- 25 Waste to Wealth Finance

TOPICS TO BE SELECTED BY THE STUDENTS ACCORDING TO THEIR SPECIALISATIONS ONLY:

MARKETING

- 1 Brand & Community Building for an NGO or a local community group
- 2 Social media as a community engagement platform
- 3 Role of feedback and participation in community engagement
- 4 Strategies to engage communities beyond promotions
- 5 Ethical community engagement practices in marketing
- 6 Cultural sensitivity and inclusivity in community engagement
- 7 Community engagement for startups and small businesses
- 8 Using storytelling to engage communities
- 9 Creating emotional connections between brands and communities
- 10 Co-creation: Involving the community in brand decisions
- 11 The role of values and purpose in brand communities
- 12 Designing an ethical social impact campaign
- 13 Emotional appeals in social campaigns: impact or exploitation?
- 14 Role of marketers in driving social change
- 15 Influencers in social causes: ethical or risky?

- 16 AI and automation in community engagement
- 17 Gamification to boost community participation
- 18 Using data to understand and serve communities better
- 19 Using festivals, markets and local gatherings for engagement
- 20 Hyperlocal marketing strategies for community engagement
- 21 Word-of-mouth marketing at the grassroots level
- 22 Partnerships with local leaders and community influencers
- 23 Offline engagement strategies in the digital age
- 24 Role-play: handling community resistance to animal welfare programs
- 25 Designing a local awareness campaign for street animals

TOPICS TO BE SELECTED BY THE STUDENTS ACCORDING TO THEIR SPECIALISATIONS ONLY:

HR

- 1 Digital Literacy for the Elderly
- 2 The "Hidden Talent" Initiative
- 3 Vocational Mapping: Helping rural youth
- 4 Language Bridging: Training non-native speakers
- 5 The "Samman" Project: Sensitizing local small-business owners
- 6 Gender Equality at the Grassroots
- 7 Project "Pehchan": Helping transgender
- 8 Inclusive Playground: Organizing a community event for children
- 9 Stress Management for Frontline Workers
- 10 Mental Health First Aid: Training community leaders
- 11 Safety Audit for Small Shops
- 12 Workplace Safety" audits to prevent accidents
- 13 Ergonomics Awareness: Educating traditional artisans
- 14 The "Bachat" Wellness: Workshops for daily-wage earners
- 15 Creating easy-to-read pamphlets about basic Labor Laws
- 16 POSH Awareness at the Grassroots: Educating women
- 17 Grievance Redressal for the Community
- 18 Ethics in Action: Conducting "Moral Leadership"
- 19 Whistleblower Support: Creating a guide for citizens
- 20 Volunteer Management: Helping a local NGO design
- 21 Succession Planning for Community Leaders
- 22 The "Skill Swap" Market: Organizing a community day
- 23 Remote Work for Rural Talent: Educating village graduates
- 24 Employer Branding for Social Causes
- 25 Unemployment issues in youth

GUIDE ALLOCATION LIST IS AS FOLLOWS:

ROLL NOS	NAME OF THE GUIDE ALLOCATED
3001- 3008(FINANCE)	Dr.Sailee Shringapure
3101-3110(MARKETING) 3201-3204(HR)	Ms. Poonam Sharma
3111-3114(MARKETING) 3205-3207(HR)	Ms. Mona Seth
3009-3018(FINANCE)	Dr. Sneha Hathi

GUIDE INTERACTION DIARY FORM (to be maintained by each student)

I, the undersigned Ms/ Mr. _____ Roll No.
_____ studying in the _____ Year of _____ Full time
Course is doing my project work under the guidance of Dr./Ms./Mr.

_____, wish to state that I have met my Internal guide
on the following dates mentioned below for Project Guidance:-

Sr.No.	Date	Signature of the Internal Guide

Signature of the Candidate

Signature of Internal Guide

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Certificate

I hereby certify that Mr./Ms. _____, student of
_____ Institute studying in
_____, has completed a project titled
_____ in the area of
_____. Specialization for the academic year 2026-2027.

To the best of my knowledge the work of the student is original and the information included in the project is correct.

Internal Guide

Head of the Department

Principal

Declaration by the student

I, Mr./Ms. _____ student of
_____ Institute studying in
_____, hereby declare that I have
completed the field project entitled
_____ during the academic year
2026-2027.

The report work is original and the information/data included in the report is true emerging from the primary and/ secondary data gathered and analyzed as part of this project.

Due credit is extended on the work of Literature/Secondary Survey by endorsing it in the Bibliography as per prescribed format.

Signature of the Student with Date

Name of Student

ACKNOWLEDGEMENT

To list who all helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being an idealistic channel and fresh dimension and completion of project.

I take this opportunity to thank the **University of Mumbai** for giving me the chance to do this project.

I would like to thank my **Principal Prof. (Dr.) D. N. Ganjewar** and our **Vice-Principal Ms. Subhashini Naikar** for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our **coordinator Dr. Sailee Shringarpure** for his moral support and guidance.

I would also like to express my sincere gratitude towards my project guide
_____Whose guidance and care made the project successful.

I would like to thank my **college library** for having provided various reference books and magazines related to my project.

Lastly I would like to thank **each and every person** directly or indirectly who helped me in the completion of the project, especially my **Parents and my peers** who supported me throughout my project.