



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

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NOTICE

Date: 08/08/2026

Field Project Notice

As per the University of Mumbai guidelines under NEP 2020, all undergraduate students of Second Year are required to complete a **Field Project (FP)** in Semester III. The project aims to integrate classroom learning with real-world socio-economic exposure.

Key Instructions:

1. Credits & Duration:

- FP carries **2 credits**.
- Minimum **2–3 field visits** are compulsory.

2. Interaction with Mentor:

- Students must meet their faculty guide at least **5 times** and get the Guide Interaction Diary signed.
- Submission of this diary is **mandatory** along with the project.

3. Report Format:

The Field Project Report must be:

- Typed on **A4 size**, Times New Roman, font size 12, 1.5 spacing.
- Minimum **20 pages**.
- Spiral bound

4. Structure:

1. Title Page (Report title, student name, roll no., program, guide name, submission month)
2. Certificate (Institute & Mentor)
3. Student's Declaration
4. Acknowledgement
5. Abstract (200–300 words)
6. Table of Contents
7. List of Figures & Tables
8. Chapters:
 1. Introduction (objectives, background, scope)
 2. Literature Review
 3. Methodology
 4. Field Work Observations & Analysis (with photos/diagrams if needed)
 5. Conclusion & Recommendations
9. References (APA/MLA format)
10. Appendices (interviews, data, documents etc.)

5. Evaluation:

- **Internal (20 marks):** Attendance, interaction, and report quality.
- **External (30 marks):** Content, methodology, analysis, conclusion, report presentation, and viva.

Students must adhere strictly to the above format. Non-compliance may lead to rejection of the report. **Report submission date: 20th September 2026**

Sr. No.	Roll number	Group Number	Name of the Guide	Name of the Topic
1	2001-2005	1	Ms. Farzin Dalal	Media consumption habits-survey on how different demographics consume media. Detailed Report
2	2006-2010	2	Ms. Farzin Dalal	Impact of OTT platforms on TV viewership patterns
3	2011-2015	3	Ms. Farzin Dalal	Digital Literacy in Community
4	2016-2020	4	Ms. Farzin Dalal	Media consumption habits-survey on how different demographics consume media. Detailed Report
5	2021-2025	5	Ms. Farzin Dalal	Digital Literacy in Community
6	2026-2030	6	Ms. Farzin Dalal	Impact of OTT platforms on TV viewership patterns
7	2031-2035	7	Ms. Bhavika Panicker	Survey on Podcasts and emerging social trends
8	2036-2040	8	Ms. Bhavika Panicker	Projection of gender issues in media and its impact on Gen Z
9	2041-2045	9	Ms. Bhavika Panicker	Projection of gender issues in media and its impact on Gen Z
10	2046-2050	10	Ms. Bhavika Panicker	Understanding Gender Role reversal perspectives of GenZ vs Millenials
11	2051-2055	11	Ms. Bhavika Panicker	Understanding Gender Role reversal perspectives of GenZ vs Millenials
12	2056-2060	12	Ms. Bhavika Panicker	Survey on Podcasts and emerging social trends
13	2061-2065	13	Ms. Akanksha Mangavkar	Community radio in Maharashtra and its impact
14	2066-2070	14	Ms. Akanksha Mangavkar	Survey on news consumption habits among the urban young (Gen X)
15	2101-2105	15	Ms. Akanksha Mangavkar	Survey on news consumption habits among the urban young (Gen X)
16	2106-2010	16	Ms. Akanksha Mangavkar	Role of community media in enhancing media literacy
17	2111-2115	17	Ms. Akanksha Mangavkar	Community radio in Maharashtra and its impact
18	2116-2120	18	Ms. Akanksha Mangavkar	Role of community media in enhancing media literacy
19	2121-2125	19	Ms. Akanksha Mangavkar	Role of community media in enhancing media literacy

DETAILED TO DO LIST

Topic 1: Community Radio in Maharashtra and Its Impact

Chapter 1: Introduction

- **Purpose:** To examine the role and impact of a community radio station in a specific region of Maharashtra.
- **Background:** Provide historical context on the rise of community radio in India and its purpose of serving marginalized communities.
- **Scope:** Specify the particular community radio station you will study and the community it serves.

Chapter 2: Literature Review

- **To-Do:** Research the history of community radio in India, its role in rural development, and previous case studies of its effectiveness.

Chapter 3: Methodology

- **Method Chosen: In-Person Interviews & On-Site Survey** (*Do NOT use Google Forms*).
- **Rationale:** Community radio listeners are often in rural/local areas; online forms will not reach them effectively due to limited internet or digital habits.
- **Sample Size:** 30–50 local listeners + 2–3 station staff (RJs/Station Manager).
- **Tools:** Printed questionnaire in Marathi read aloud to listeners, and semi-structured interview questions for RJs.

Chapter 4: Field Work Descriptions, Observations and Analysis

- **To-Do:** Visit the community radio station. Conduct your interviews and listen to a selection of the station's programs.
- **To-Do:** Include a diagram or photograph of the station's setup to support your descriptions. Analyze how the station's content addresses local issues, enhances community engagement, and contributes to local knowledge sharing.

Chapter 5: Conclusion and Recommendations

- **To-Do:** Summarize the key findings on the station's impact.
- **To-Do:** Offer recommendations for the radio station to improve its reach or content, as well as for policymakers on supporting community media.

Topic 2: Digital Literacy in Community

Chapter 1: Introduction

- **Purpose:** To assess the level of digital literacy within a specific community (e.g., a tribal belt, a slum, or a local community).
- **Background:** Provide context on the importance of digital literacy for economic and social inclusion.
- **Scope:** Define the community and the aspects of digital literacy you'll measure (e.g., ability to use the internet, online safety, use of digital financial services).

Chapter 2: Literature Review

- **To-Do:** Research existing studies on the digital divide, the challenges of technology adoption in marginalized communities, and the role of NGOs in digital education.

Chapter 3: Methodology

- **Method Chosen:** In-Person Door-to-Door Interviews (*Do NOT use Google Forms*).
- **Rationale:** You cannot measure digital literacy using a digital form—those with low digital literacy will automatically be excluded, ruining your sample.
- **Sample Size:** 40–50 community residents.
- **Tools:** A paper checklist where you ask residents to perform or explain basic tasks (e.g., sending a UPI payment, searching on Google, recognizing a online scam).

Chapter 4: Field Work Descriptions, Observations and Analysis

- **To-Do:** Visit the community. Conduct your surveys and interviews.
- **To-Do:** Analyze the data to identify the primary challenges to digital literacy (e.g., lack of devices, limited internet access, fear of online scams).

Chapter 5: Conclusion and Recommendations

- **To-Do:** Summarize your findings on the community's digital literacy levels.
- **To-Do:** Offer recommendations for government or non-profit organizations on how to design effective digital literacy programs.

Topic 3: Impact of OTT Platforms on TV Viewership Patterns

Chapter 1: Introduction

- **Purpose:** To examine how Over-the-Top (OTT) platforms have changed traditional TV viewership habits.
- **Background:** Explain the traditional television model and how streaming services have disrupted it.
- **Scope:** Specify the OTT platforms (e.g., Netflix, Prime Video) and the TV viewership patterns you'll analyze (e.g., binge-watching, on-demand vs. scheduled viewing).

Chapter 2: Literature Review

- **To-Do:** Research studies on media displacement theory, the history of television, and the business models of streaming services.

Chapter 3: Methodology

- **Method Chosen: Google Forms (Online Survey).**
- **Rationale:** OTT users are digitally connected and easily accessible via smartphone links on WhatsApp, Instagram, or email.
- **Sample Size:** 100–150 urban/semi-urban respondents across households.
- **Tools:** A 10-question Google Form using multiple-choice and rating scales measuring daily hours spent on linear TV vs. OTT.

Chapter 4: Field Work Descriptions, Observations and Analysis

- **To-Do:** Collect and analyze data from your survey.
- **To-Do:** Use diagrams and graphs to illustrate the shift in viewing patterns. Analyze the data to find correlations between OTT subscription and reduced traditional TV viewership.

Chapter 5: Conclusion and Recommendations

- **To-Do:** Summarize the key findings on the impact of OTT platforms.
- **To-Do:** Offer recommendations for traditional TV broadcasters on how to adapt to the new media landscape.

Topic 4: Media Consumption Habits - Survey on How Different Demographics Consume Media

Chapter 1: Introduction

- **Purpose:** To understand how demographic factors like age, gender, and location influence media consumption habits.
- **Background:** Provide context on the shift from traditional to digital media and its impact on audience behavior.
- **Scope:** Define the specific demographics you will analyze and the media types you will cover (e.g., social media, TV, news websites).

Chapter 2: Literature Review

- **To-Do:** Research previous surveys and academic studies on media consumption, audience segmentation, and generational differences in media use.

Chapter 3: Methodology

- **Method Chosen: Google Forms (Online Survey).**
- **Rationale:** Google Forms automatically organizes cross-demographic data (age, gender) into clear Excel spreadsheets for easy comparison.
- **Sample Size:** 120–150 respondents (ensure a mix of Gen Z, Millennials, and older adults).
- **Tools:** Google Form circulated across family groups, college groups, and workplace contacts.

Chapter 4: Field Work Descriptions, Observations and Analysis

- **To-Do:** Distribute the survey and collect responses. Create charts and graphs to visualize your data, such as a pie chart showing different age groups' preferred news sources.
- **To-Do:** Analyze the data to identify key trends and patterns. For example, you may find that younger demographics consume more social media, while older ones prefer traditional TV.

Chapter 5: Conclusion and Recommendations

- **To-Do:** Summarize the key findings from your survey.
- **To-Do:** Offer recommendations for media companies on how to tailor their content to specific demographic groups.

Topic 5: Projection of Gender Issues in Media and Its Impact on Gen Z

Chapter 1: Introduction

- **Purpose:** To analyze how gender issues, such as stereotypes and representation, are portrayed in media and how this affects Gen Z's perspectives.
- **Background:** Provide context on traditional gender roles in media and how the rise of digital and social media has influenced these portrayals.
- **Scope:** Specify the media types you will analyze (e.g., films, social media, advertisements) and the specific gender issues you will focus on (e.g., toxic masculinity, LGBTQ+ representation).

Chapter 2: Literature Review

- **To-Do:** Research studies on media's portrayal of gender, the psychology of media influence on young adults, and the specific characteristics of Gen Z.

Chapter 3: Methodology

- **Method Chosen: Hybrid (Google Forms + Short Focus Group Discussion).**
- **Rationale:** Google Forms quickly captures baseline opinion numbers from Gen Z, while a quick 15-minute group discussion captures deeper emotional reactions to ads/shows.
- **Sample Size:** 80–100 Google Form responses from Gen Z (ages 18–26) + 1 Focus Group of 5–6 friends/students.
- **Tools:** Google Form + short video clips shown during the discussion to get instant feedback.

Chapter 4: Field Work Descriptions, Observations and Analysis

- **To-Do:** Collect data from your content analysis and conduct your surveys or focus groups with Gen Z participants.
- **To-Do:** Include screenshots of advertisements or social media posts that either reinforce or challenge gender stereotypes. Analyze the data to draw connections between media portrayals and the attitudes of Gen Z.

Chapter 5: Conclusion and Recommendations

- **To-Do:** Summarize your key findings about the media's influence on Gen Z's views on gender.
- **To-Do:** Offer recommendations for media creators on how to promote more inclusive and realistic gender portrayals.

Topic 6: Role of Community Media in Enhancing Media Literacy

Chapter 1: Introduction

- **Purpose:** To explore how community media platforms (like local radio or newspapers) can be used to improve media literacy.
- **Background:** Provide background on the unique role of community media in fostering local discourse and trust.
- **Scope:** Specify the type of community media you'll study and the specific community you'll focus on.

Chapter 2: Literature Review

- **To-Do:** Research previous studies on community media's impact on social development and educational initiatives, especially in low-literacy areas.

Chapter 3: Methodology

- **Method Chosen: In-Person Field Visit & Qualitative Interviews** (*Do NOT use Google Forms*).
- **Rationale:** Understanding community media requires visiting the actual center, interviewing local producers, and talking directly to local audience members.
- **Sample Size:** 2–3 community media producers/editors + 15–20 local readers/listeners.
- **Tools:** Qualitative interview notebook, audio recorder, and an observation checklist of their media content.

Chapter 4: Field Work Descriptions, Observations and Analysis

- **To-Do:** Visit the community media center. Conduct your interviews and listen to or read the media content.
- **To-Do:** Analyze how the community media actively works to combat misinformation and promote critical thinking.

Chapter 5: Conclusion and Recommendations

- **To-Do:** Summarize your findings on the effectiveness of community media in building media literacy.
- **To-Do:** Provide recommendations for community media outlets on how to expand their role as educators.

Topic 7: Survey on News Consumption Habits Among the Urban Young (Gen X)

Chapter 1: Introduction

- **Purpose:** To investigate how urban Gen X individuals consume news, with a focus on their use of digital vs. traditional platforms.
- **Background:** Provide context on the media landscape that has evolved throughout Gen X's lifetime, from print and TV to the internet.
- **Scope:** Define the age range for Gen X (roughly 45-60) and the specific types of news sources you'll cover.

Chapter 2: Literature Review

- **To-Do:** Research existing studies on generational media habits, the decline of print media, and the rise of digital news.

Chapter 3: Methodology

- **Method Chosen:** Google Forms (Shared via WhatsApp/Social Media).
- **Rationale:** Urban Gen X individuals (ages 45–60) in cities are active smartphone users; a simple WhatsApp Google Form link gets the fastest responses.
- **Sample Size:** 60–80 urban Gen X respondents.
- **Tools:** Short Google Form focusing on morning news habits, trust in WhatsApp forwards vs. newspapers, and news app usage.

Chapter 4: Field Work Descriptions, Observations and Analysis

- **To-Do:** Distribute your survey to your target demographic in an urban setting. Use charts to visualize the data, comparing consumption habits across different news sources.
- **To-Do:** Analyze the data to find out the factors influencing their news consumption, such as convenience, trust in a news source, or political leanings.

Chapter 5: Conclusion and Recommendations

- **To-Do:** Summarize your key findings on how urban Gen X consumes news.
- **To-Do:** Offer recommendations to news organizations on how to effectively reach this important demographic.

Topic 8: Survey on Podcasts and Emerging Social Trends

Chapter 1: Introduction

- **Purpose:** To explore the relationship between podcasts and emerging social trends (e.g., mental health, true crime).
- **Background:** Provide background on the rise of podcasting and its unique ability to foster niche communities and discuss sensitive topics.
- **Scope:** Define the types of podcasts (e.g., true crime, self-help) and social trends you'll focus on.

Chapter 2: Literature Review

- **To-Do:** Research studies on podcast consumption, the psychology of listener engagement, and how media shapes social discourse.

Chapter 3: Methodology

- **Method Chosen:** Google Forms + 3 Short In-Person/Phone Interviews.
- **Rationale:** Podcast listeners are digital-first users easily reached via online forms, but 3 short interviews give rich personal quotes about *why* they trust podcast hosts.
- **Sample Size:** 80–100 Google Form responses from audio listeners + 3 mini-interviews.
- **Tools:** Google Form link distributed on social media + phone/in-person interview questions.

Chapter 4: Field Work Descriptions, Observations and Analysis

- **To-Do:** Distribute and collect data from your survey.
- **To-Do:** Conduct interviews with a few podcast listeners to get deeper insights.
- **To-Do:** Use charts and graphs to illustrate your findings, such as which social trends are most discussed on podcasts. Analyze how podcasts are influencing social behavior and conversations.

Chapter 5: Conclusion and Recommendations

- **To-Do:** Summarize the key findings on the connection between podcasts and social trends.
- **To-Do:** Recommend areas for future study, such as the economic impact of podcasting.

Topic 9: Understanding Gender Role Reversal Perspectives of Gen Z vs. Millennials

Chapter 1: Introduction

- **Purpose:** To compare and contrast the attitudes of Gen Z and Millennials toward gender role reversals in society, work, and relationships.
- **Background:** Briefly explain the societal and economic shifts that have led to the blurring of traditional gender roles.
- **Scope:** Define the specific areas of gender roles you will focus on (e.g., domestic responsibilities, career aspirations) and the age groups that define your Gen Z and Millennial samples.

Chapter 2: Literature Review

- **To-Do:** Research sociological studies on generational differences, changes in family structures, and how evolving media and social norms have influenced these two generations.

Chapter 3: Methodology

- **Method Chosen: Google Forms (Online Comparative Survey).**
- **Rationale:** A Google Form allows you to set an age filter question at the start so Google Sheets can automatically divide and compare Gen Z vs. Millennial answers side-by-side.
- **Sample Size:** 100 respondents total (50 Gen Z aged 18–26 and 50 Millennials aged 27–42).
- **Tools:** A 10-question Google Form using Likert scales (e.g., "Strongly Agree" to "Strongly Disagree") on topics like stay-at-home dads and female primary earners.

Chapter 4: Field Work Descriptions, Observations and Analysis

- **To-Do:** Distribute your survey and collect the responses. Conduct your interviews to get qualitative data on their personal experiences.
- **To-Do:** Create charts and graphs to visually compare the survey data (e.g., a dual-bar chart showing attitudes on stay-at-home dads for each generation). Analyze the results to identify and explain the differences and similarities.

Chapter 5: Conclusion and Recommendations

- **To-Do:** Summarize the key differences in perspective you found between the two generations.
- **To-Do:** Offer recommendations for future research on the topic or for companies and institutions on how to appeal to these different generational mindsets.