

**VISION :** Enlightenment Through Education,  
Strength Through Organization.



# SREE NARAYANA COLLEGE KANNUR

ACCREDITED BY NAAC WITH 'A' GRADE (AFFILIATED TO KANNUR UNIVERSITY)

Sree Narayana College Kannur, P.O. Thottada, Kannur, Kerala, India - 670 007

✉ [sncollegekannur@gmail.com](mailto:sncollegekannur@gmail.com) ☎ 0497 - 2731085

🌐 [www.sncollegekannur.ac.in](http://www.sncollegekannur.ac.in)



## PROJECT WORK- DEPARTMENT OF COMMERCE

## **CERTIFICATE**

This is to certify that **AKSHAY.K , ARJUN.S , GOKULA , RAHBAR ROSHAN. K C** , VI semester B.Com(cooperation), students of this department has worked under my supervision and guidance for the preparation of the project report titled "**A STUDY ON CUSTOMER SATISFACTION ON ELECTRIC SCOOTER WITH THE SPECIAL REFERENCE TO KANNUR DISTRICT**", to be submitted to the Kannur University as required for the successful completion of the three year B.Com(cooperation) degree program. I have scrutinized the manuscript of this report at various stages of its preparation and have found it is genuine work of the student and ensured that they have not presented it anywhere before.

**Dr.UMA.K**

(Project Guide)

**Dr. REJITHA.P.R**

(Head, PG Department of Commerce,

Sree Narayana College, Kannur)

Place: Kannur

Date:



## **CERTIFICATE**

This is to certify that the project entitled "A STUDY ON INVESTORS PERCEPTION TOWARDS CRYPTOCURRENCY" is a bonafide work of KARTHIKA J, KRISHNENDU JK, NANDANA KV, NANDHANA BHARATH in partial fulfillment of the requirements for the award of B.com Degree of Kannur University under my supervision and guidance and has not previously forms the basis for the award for any degree, diploma, fellowship or any other similar title.

**MR.DIRASH R S**

**(Project Guide)**

**Assistant Professor**

**Post Graduate & Research**

**Department Of Commerce**

**DR REJITHA P R**

**(Head of the Department)**

**Assistant Professor**

**Post Graduate & Research**

**Department Of Commerce**

**Place : Kannur**

**Date :**



## **CERTIFICATE**

This is to certify that **P NISUL, VYBHAV PRASHANTH M, VYSHNAV P P ,AISWARYA TV** , VI semester B.com (cooperation), students of this department has worked under my supervision and guidance for the preparation of the project report titled "**A STUDY ON JOB SATISFACTION OF NURSES IN PRIVATE HOSPITALS WITH SPECIAL REFERENCE TO KANNUR DISTRICT**", to be submitted to the Kannur university has required for the successful completion of the three year B.com (cooperation) degree program. I have scrutinized the manuscript of this report at various stages of its preparation and have found it is genuine work of the student and ensured that he has not presented it anywhere before.

**DR.REJITHA P R**

(Project guide)

**DR.REJITHA P R**

(Head, PG Department of Commerce,

Sree Narayana College , Kannur)

**Place: Kannur**

**Date:**



## BONAFIDE CERTIFICATE

It is certified that, this project report "A STUDY ON WOMEN EMPOWERMENT THROUGH KUDUMBASHREE WITH SPECIAL REFERENCE TO KANNUR DISTRICT" is a bonafide work of NANDHANA P, NIMISHA C K, NOVA GRACE and PRANAVIYA C H who carried out the project under my supervision.



Mr. ARUN K V

Project Guide

Assistant Professor

PG Department of Commerce

Sree Narayana College, Kannur



Dr. REJITHA P R

Head of Department

PG Department of Commerce

Sree Narayana College, Kannur



## **CERTIFICATE**

This is to certify that **REESNA.M , RINSA.P.V, RISHIKA SHAJI V.V,** VI semester B.Com(cooperation), students of this department has worked under my supervision and guidance for the preparation of the project report titled "**A STUDY ON CUSTOMERS PREFERENCE TOWARDS BUYING CLOTHES FROM E-STORES COMPARED TO PHYSICAL STORES**" to be submitted to the Kannur University as required for the successful completion of the three year B.Com(cooperation) degree program. I have scrutinized the manuscript of this report at various stages of its preparation and have found it is genuine work of the student and ensured that he has not presented it anywhere before.

**PUSHPANJALI.C.S**

(Project Guide)

**Dr. REJITHA.P.R**

(Head, PG Department of Commerce

Sree Narayana College ,Kannur)

Place: Kannur

Date:

## CERTIFICATE

This is to certify that, ABHINAV N K, ADARSH GOVIND P, ARJUN MANOJ V P, BHARATH T P, VI semester B.Com(cooperation), students of this department has worked under my supervision and guidance for the preparation of the project report titled "A STUDY ON CONSUMERS PERCEPTION TOWARDS OVER THE TOP (OTT) PLATFORMS", to be submitted to the Kannur University as required for the successful completion of the three year B.Com(cooperation) degree program. I have scrutinized the manuscript of this report at various stages of its preparation and have found it is genuine work of the student and ensured that he has not presented it anywhere before.



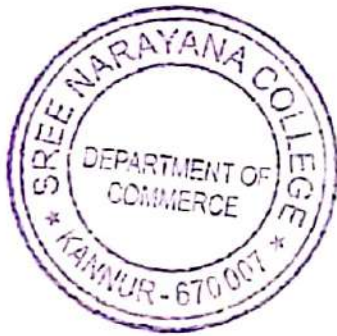
**Mrs. Dr. AMUTHA.R**

(Project Guide)



**Dr.REJITHA.P.R**

(Head, P G Department of  
Commerce, Sree Narayana  
College, Kannur)



Place: Kannur

Date:

## **CERTIFICATE**

This is to certify that, **SANDRA S, SNEHA SWAMINATH** and **SRUTHI PC VI** semester B.Com (Co-operation), students of this department have worked under my supervision and guidance for the preparation of the project report titled **“A STUDY ON CONSUMER PERCEPTION TOWARDS HERBAL PRODUCTS WITH SPECIAL REFERENCE TO KANNUR DISTRICT”**, to be submitted to the Kannur University as required for the successful completion of the three-year B.Com (Co-operation) degree program. I have scrutinized the manuscript of this report at various stages of its preparation and have found that it is genuine work of the students and ensured that they have not presented it anywhere before.

**Mr. DIRASH R S**

**(Project Guide)**

**Dr.REJITHA P R**

**(Head, Department of Commerce,**

**Sree Narayana College,Kannur)**

**Place: Kannur**

**Date:**





## **CERTIFICATE**

It is certified that this project report “**SUSTAINABLE FASHION AWARENESS AMONG COLLEGE TEACHERS - A PROPOSAL TO REVIVE HANDLOOM SECTOR**” is the bonafide work of **Sandhra Rajeev, Sandra Ajith Kumar, Sandra Prakashan and Sneha P** who carried out the project work under my supervision.

**Dr. PRIYARAJ P. M.**  
**Professor**

**Dr. REJITHA P. R.** Assistant  
**Head of the department**

**P.G. & RESEARCH DEPARTMENT OF COMMERCE**  
**SREE NARAYANA COLLEGE**  
**KANNUR**



## **CERTIFICATE**

This is to certify that **NEETHU. K, NIHARA RAGESHAN, PRAJISHA. P** VI Semester B.Com (cooperation) students of this department have worked under my supervision and guidance for the preparation of the project report "**THE INFLUENCE OF MOBILE PAYMENT SYSTEMS ON CONSUMER BEHAVIOR:AN ANALYSIS OF ADOPTION TRENDS AND PREFERENCES IN KANNUR DISTRICT**" to be submitted to the Kannur university as required for the successful completion of the three-year B.Com (cooperation) degree programme. I have scrutinized the manuscript of this report at various stages of its preparation and have found it is genuine work of the students and ensured that they have not presented it anywhere before.

.....  
**Mrs .AMRUTHA. K.K**

**PROJECT GUIDE**

.....  
**Dr .REJITHA .P.R**

**HEAD OF THE DEPARTMENT**

**PG & RESEARCH DEPARTMENT OF COMMERCE**

**SREENARAYANA COLLEGE**

**KANNUR**

## CERTIFICATE

This is to certify that **SRINJAY LALJITH, YADHUKRISHNA.P.S, ABHIRAMI.P, AISWARYA.A** VI semester B.Com(cooperation), students of this department has worked under my supervision and guidance for the preparation of the project report titled "**A STUDY ON AWARENESS ABOUT FINANCIAL SCHEMES AVAILABLE TO FARMERS WITH SPECIAL REFERENCE TO KANNUR DISTRICT**", to be submitted to the Kannur University as required for the successful completion of the three year B.Com(cooperation) degree program. I have scrutinized the manuscript of this report at various stages of its preparation and have found it is genuine work of the student and ensured that he has not presented it anywhere before.

**Mr. VISHNU V S**

(Project Guide)

**Dr. REJITHA.P.R**

(Head, PG Department of Commerce,

Sree Narayana College, Kannur)

Place: Kannur

Date:



## **BONAFIDE CERTIFICATE**

This is to certify that the project entitled "A STUDY ON EMPLOYEE SATISFACTION IN LULU GOLD THALASSERY SUPERMARKET PRIVATE LIMITED" submitted by FATHIMATHUL HIBA FAROOQUE (Reg.No:SN21BR0049), FATHIMATHUL JUMANA MV (Reg.No:SN21BR0050), HANA ABDUL JALEEL (Reg.No:SN21BR0051) and MEGHA BABURAJ(Reg.no:SN21BR0052), in partial requirements for the award of BACHELOR OF COMMERCE, at department of commerce, Sree Narayana College, Thottada, Kannur is an authentic work carried out by them under my guidance and supervision.

**DR. REJITHA PR (Project Supervisor)**

**HEAD OF THE DEPARTMENT**

**ASSISTANT PROFESSOR**

**SREE NARAYANA COLLEGE, THOTTADA**

**KANNUR**

## KANNUR UNIVERSITY BONAFIDE CERTIFICATE

This is to certify that **SWETHA.K, THEERTHA.P, VISMAYA VIVEK, ABHISHEK PRASANTH**, VI semester B. Com(cooperation), students of this department has worked Under my supervision and guidance for the preparation of the project report titled "**A STUDY ON THE IMPACT OF SOCIAL MEDIA INFLUENCERS MARKETING ON THE BUYING BEHAVIOUR OF Z GENERATION CONSUMERS**" to be submitted to the Kannur University as required for the successful completion of the 3year B.Com(cooperation) degree program. I have scrutinized the manuscript of this report at various stages of its preparation and have found it is genuine work of the student and ensured that he has not presented it anywhere before.



**Mr.SAYOOJ.U.S**  
(project guide)



**Dr.REJITHA.P.R**  
(Head, PG Department of  
Commerce  
SreeNarayana College  
Kannur)



**KANNUR UNIVERSITY**  
**BONAFIDE CERTIFICATE**

This is to certify that **DIYA.PRABHAKAR , DRISHYA.PRADEEP GEETHIKA ,HIMA .K** , VI semester B.Com(cooperation), students of this department has worked Under my supervision and guidance for the preparation of the project report titled “**A STUDY ON THE IMPACT OF ONLINE PRODUCT REVIEWS ON CONSUMER PURCHASE DECISION IN KANNUR DISTRICT**” to be submitted to the Kannur University as required for the successful completion of the 3year B.Com(cooperation) degree program. I have scrutinized the manuscript of this report at various stages of its preparation and have found it is genuine work of the student and ensured that he has not presented it anywhere before.

**Ms. PUSHPANJALI .C.S**

(Project guide)

**Dr. REJITHA.P.R**

(Head, PG and research  
Department of Commerce

Sree Narayana College,Kannur)



## **CERTIFICATE**

This is to certify that the project entitled "**A STUDY ON CONSUMER PURCHASING BEHAVIOUR TOWARDS INSTANT FOOD PRODUCTS IN KANNUR DISTRICT**" is a bonafide work of MRUDUNA, NANDANA.R, NANDANA.SATHEESH, NANDANA.T in partial fulfilment of the requirements for the award of B.com Degree of Kannur University under my supervision and guidance and has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title.

**Dr. Rejitha P.R**

Head of the Department

P.G Department of commerce

**Mr. Bhupesh T.K** (Project guide)

Assistant Professor

P.G Department of Commerce

Place: **Kannur**

Date:



## CERTIFICATE

This is to certify that **AJANYA.C.M, AKSHARA.K, AMBIKA.P, ANAMIKA.N.C**, VI semester B.Com(cooperation), students of this department has worked under my supervision and guidance for the preparation of the project report titled "**A STUDY ON PROBLEMS FACED BY WOMEN ENTREPRENEURS IN KANNUR DISTRICT**", to be submitted to the Kannur University as required for the successful completion of the three year B.Com(cooperation) degree program. I have scrutinized the manuscript of this report at various stages of its preparation and have found it is genuine work of the student and ensured that he has not presented it anywhere before.

  
**Dr.AMUTHA.R**

(Project Guide)

  
**Dr.REJITHA.P.R**

(Head, PG Department Of Commerce

Sree Narayana college ,kannur)

Place: Kannur

Date:



## **CERTIFICATE**

This is to certify that, **ANUKRISHNA K, APARNA T, APOORVA K, ASHLY K V**, VI semester B.com (Cooperation), students of this department have worked under my supervision and guidance for the preparation of the project report titled “**A STUDY ON CUSTOMER ATTITUDE TOWARDS SHOPPING MALL WITH SPECIAL REFERENCE TO KANNUR DISTRICT** “, to be submitted to the Kannur University as required for the successful completion of the three-year B.com (cooperation) degree program. I have scrutinized the manuscript of this report at various stages of its preparation and have found it is genuine work of the student and ensured that he has not presented it anywhere before.

**Mr.BHUPESH P K**

**(Project guide)**

**Dr.REJITHA P R**

**(Head, PG Department of Commerce,**

**Sree Narayana College,Kannur)**

**Place: Kannur**

**Date:**



## **BONAFIDE CERTIFICATE**

It is certified that, this project report "**A STUDY ON CUSTOMER SATISFACTION OF MILMA PRODUCTS WITH REFERENCE TO KANNUR DISTRICT**" is a bonafide work of **SWETHA P C, VARNA SASEENDRAN A, VARSHA P** and **VIJISHA K M** who carried out the project under my supervision.

.....

**Mr. ARUN K V**

**PROJECT GUIDE**

.....

**Dr. REJITHA P R**

**HEAD OF DEPARTMENT**



## **CERTIFICATE**

This is to certify that **ASHWAMI.K, ASWATHY.P, AVANTHIKA.P, AVANYA RAJITH,** VI semester B.Com (cooperation), students of this department has worked under my supervision and guidance for the preparation of the project report titled **“IMPACT OF PAYLATER SERVICES ON CONSUMER BEHAVIOR WITH A SPECIAL REFERENCE TO KANNUR DISTRICT”**. to be submitted to the Kannur University as required for the successful completion of the three year B.Com(cooperation) degree program. I have scrutinized the manuscript of this report at various stages of its preparation and have found it is genuine work of the student and ensured that he/she has not presented it anywhere before.

**Mrs. AMRUTHA K. K .**  
Project Guide

**Dr. REJITHA.P.R**  
Head, PG Department of Commerce

**PG & RESEARCH DEPARTMENT OF COMMERECE**

**SREE NARAYANA COLLEGE,KANNUR**

## CERTIFICATE

It is certified that this project report "EVALUATING AND ADDRESSING FINANCIAL RISK IN THE ERA OF DIGITAL ADVANCEMENTS" is the bonafide work of ANURAG C V, ANUROOP M, ANURUDH P & ARJUN N C who carried out the project work under my supervision.



**Dr. REJITHA P R**

Head of the department



**Mr. SAYOOJ U S**

Assistant Professor

PG & RESEARCH DEPARTMENT OF COMMERCE

SREE NARAYANA COLLEGE

KANNUR

Place: Kannur

Date:



## CERTIFICATE

It is certified that, this project report entitled "A STUDY ON IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER BUYING BEHAVIOUR ON COSMETICS WITH SPECIAL REFERENCE TO SN COLLEGE, KANNUR" is a bonafide work done by ATMAJ K.R, RAJATH K.V, ADITHYA ASHOK and ANAMIKA VINOD who carried out the project under my supervision and guidance.

  
Dr. UMA.K

( PROJECT GUIDE)



  
Dr. REJITHA P.R

( HEAD OF DEPARTMENT)

PG & RESEARCH DEPARTMENT OF COMMERCE

SREE NARAYANA COLLEGE

KANNUR

**KANNUR UNIVERSITY**  
**BONAFIDE CERTIFICATE**

It is certified that, this project report "A STUDY ON JOB SATISFACTION OF SELF-FINANCING COLLEGE TEACHERS WITH SPECIAL REFERENCE TO KANNUR DISTRICT" is a bonafide work done by "ANEENA.V, ANJIMA HEMAND, APSARA SUDHEER and ARUNDHATHI.E" who carried out the project under my supervision.

*Vishnu V.S*

**Mr. VISHNU V.S**

**(Project Guide)**

*DR. REJITHA P.R*

**DR.REJITHA P.R**

**(Head of Department)**

**PG & RESEARCH DEPARTMENT OF COMMERCE**

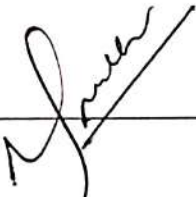
**SREE NARAYANA COLLEGE**

**THOTTADA, KANNUR**



## BONAFIDE CERTIFICATE

It is certified that, this project report “ A STUDY ON CHANGE IN DESTINATION PREFERENCE FOR JOB OPPORTUNITIES AMONG YOUTH OF KANNUR DISTRICT “ is a bonafide work of **DIYA V, GOPIKA SUGATHAN, GOPITA SHIVANANDAN,** and **HANIMA HAREESH** who carried out the project under my supervision.



**Dr.AMUTHA.R**

PROJECT GUIDE



**Dr.REJITHA P R**

HEAD OF DEPARTMENT



## **BONAFIDE CERTIFICATE**

It is certified that, this project report "A STUDY ON THE EFFECT OF CONSUMER BUYING BEHAVIOUR ON THE PURCHASE OF LIFE INSURANCE POLICY WITH REFERENCE TO KANNUR DISTRICT" is a bonafide work of **MEGHNA PRAKASH,NANDANA PRAKASHAN.C, NILNA SUNDAR,andROOPALI SOPANAM** of Bcom Finance who carried out the project under my supervision



Dr.REJITHA.P.R

PROJECT GUIDE AND HEAD OF DEPARTMENT  
PG & RESEARCH DEPARTMENT OF COMMERCE  
SREE NARAYANA COLLEGE  
KANNUR



## BONAFIDE CERTIFICATE

It is certified that, this project report “Effect of Customer Relationship Management on building customer loyalty with reference to BSNL industry” is a bonafide work of SANDRA.M, SNEHA ASHOK, THRISHNA V and VISHNUPRIYA K who carried out the project under my supervision, Kannur university.



**Dr. BHUPESH TK**  
**(PROJECT GUIDE)**



**Dr. REJITHA PR**  
**(HEAD OF THE DEPARTMENT)**



**PG & RESEARCH DEPARTMENT OF COMMERCE**  
**SREE NARAYANA COLLEGE**  
**KANNUR**

## CERTIFICATE

It is certified that this project report “CURRENT DIGITAL MARKETING TRENDS AND CONSUMER ENGAGEMENT” is the bonafide work of ABHINAV K SHAJI, ADHITHYAN RAMESHAN, AKARSH JAYESH and ARJUN K who carried out the project work under my supervision.



**Ms.AMRUTHA K K**  
Assistant Professor




**Dr. REJITHA P R**  
Head of the department

**PG & RESEARCH DEPARTMENT OF COMMERCE**  
**SREE NARAYANA COLLEGE**  
**KANNUR**



## CERTIFICATE

It is certified that, this project report entitled “**IMPACT OF ADVERTISING ON BUYING BEHAVIOR WITH RESPECT TO ELECTRONIC GADGETS WITH SPECIAL REFERENCE TO KANNUR DISTRICT**” is a bonafide work done by **RINSH K P, RISHIL K, RITHIK N K** and **SANJO JAIMON** in partial fulfillment of the requirements for the award of the B. Com Degree of Kannur University, under my supervision and guidance and has not previously formed for the basis for the award of any Degree, Diploma, Associateship, Fellowship or any other similar title.



**Ms. PUSHPANJALI C S**  
**(PROJECT GUIDE)**



**Dr. REJITHA P.R**  
**(HEAD OF DEPARTMENT)**

**PG & RESEARCH DEPARTMENT OF COMMERCE**  
**SREE NARAYANA COLLEGE**  
**KANNUR**


## CERTIFICATE

It is certified that this project report "A STUDY ON TAX PLANNING AMONG COLLEGE TEACHERS" is a bonafide work of SHABARISH K SANTHOSH, VYSHAKH E, ABHINAYA K and ADITHYAA who carried out the project work under my supervision.



**Dr. REJITHA PR**

**Head of the department**



**Mr. DIRASH RS**

**Assistant Professor**

**PG & RESEARCH DEPARTMENT OF COMMERCE**

**SREE NARAYANA COLLEGE**

**KANNUR**

Place: Kannur

Date: 27/03/2024.

## BONAFIDE CERTIFICATE

It is certified that, this project report "THE POWER OF PREFERENCE: UNDERSTANDING CUSTOMER BEHAVIOR IN PURSHASING BRANDED SHOES AMONG STUDENT'S " is a bonafide work of AISWARYA K P, ALEKHYA SANTHOSH, ANGEL SHAJI and ANUPRIYA PRASANTH who carried out the project under my supervision.

  
27/3/24.

Mr. ARUN K V

PROJECT GUIDE



Dr. REJITHA P R

HEAD OF DEPARTMENT



## CERTIFICATE

It is certified that this project report "IMPULSE BUYING BEHAVIOUR OF CONSUMERS ON FOOD DELIVERY APPS " is the bonafide work of DIVYA V R, JASNA JALEEL K, JEEVANA M P and KRISHNANJANA RAJKUMAR who carried out the project work under my supervision.



**Dr. PRIYARAJ P. M.**  
Assistant Professor



**Dr. REJITHA P. R.**  
Head of the department



**P.G. & RESEARCH DEPARTMENT OF COMMERCE  
SREE NARAYANA COLLEGE  
KANNUR**

## CERTIFICATE

It is certified that this project report "A STUDY ON INFLUENCE OF ARTIFICIAL INTELLIGENCE ON ONLINE PURCHASE DECISION" is the bonafide work of NAMITHA MOHAN, NAVAMI VINOD, NEHA P K, SANISHA N who carried out the project work under my supervision.



**Dr. REJITHA P.R**

Head of the Department

PG & Research Department of Commerce

Sree Narayana College



**Mr. SAYOOJ U.S**

Assistant Professor

PG & Research Department of Commerce

Sree Narayana College



**KANNUR UNIVERSITY**

**BONAFIDE CERTIFICATE**

It is certified that, this project report "A STUDY ON CUSTOMER SATISFACTION OF FAST FOOD AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO SN COLLEGE, KANNUR" is a bonafide work of SHADA T, SREELAKSHMI T, THANMAYA MANOJ and THARUNI BABU who carried out the project under my supervision.

  
Dr. UMA. K

PROJECT GUIDE

  
Dr. REJITHA P. R.

HEAD OF DEPARTMENT



**PG & RESEARCH DEPARTMENT OF COMMERCE**  
**SREE NARAYANA COLLEGE**  
**KANNUR**



## **BONAFIDE CERTIFICATE**

This is to certify that **Ms. ANJANA SATHEESAN** Semester IV MCOM student of this department has worked under my supervision and guidance for the preparation of the project report entitled **“IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMERS BUYING BEHAVIOUR WITH REFERENCE TO KANNUR DISTRICT”** to be submitted to the Kannur University as required for the successful completion of the two years Mcom Degree Program.

I have scrutinized the manuscript of the report as the various stages of its preparation and have found that it is genuine work of the student and ensured that she had not presented it anywhere before.

Ms. PUSHPANJALI. C. S

Assistant Professor

PG Department of Commerce

Sree Narayana College

Kannur

DR. REJITHA P.R

Head of the Department

PG Department of Commerce

Sree Narayana College

Kannur

## ***BONAFIDE CERTIFICATE***

This is to certify that the project entitled “**A STUDY ON THE IMPACT OF ONLINE FLASH SALES ON CONSUMER BUYING BEHAVIOUR AMONG COLLEGE STUDENTS**” is a bonafide work of **MEHA .M.K** in partial fulfilment of the requirements for the award of Master’s Degree of Kannur University under my supervision and guidance.

I have scrutinized the manuscript of the report at various stages of the project and have found that it is a genuine work of the student and ensure that she had not presented anywhere before.

**DR. REJITHA.P.R**

Project Guide

Head of the Department

P G & Research Department of Commerce

Sree Narayana College

Kannur

## **BONAFIDE CERTIFICATE**

This is to certify that Ms. **ANUSREE.K**, IV semester M.Com student of this department has worked under my supervision and guidance for the preparation of the project titled “**A STUDY ON TAX PLANNING MEASURES ADOPTED BY COLLEGE TEACHERS**” to be submitted to the Kannur University as required for the successful completion of the two year M.Com Degree Programme.

I have scrutinized the manuscript of the report at the various stages of its preparation and have found that it is a genuine work of the student and ensured that she had not presented it anywhere before.

**DIRASH R S**

Project guide

Assistant professor

**Dr. REJITHA P R**

Head of the Department

Assistant professor

PG and Research Department of Commerce

Sree Narayana College, Kannur

## ***BONAFIDE CERTIFICATE***

This is to certify that the project entitled “**A STUDY ON AWARENESS OF E-BANKING SERVICES IN COLLEGE STUDENTS WITH SPECIAL REFERENCE TO KANNUR**

**DISTRICT”** is a Bonafede work of **AKSHAYA MANASAN** in partial fulfilment of the requirements for the award of Master’s Degree of Kannur University under my supervision and guidance.

I have scrutinized the manuscript of the report at various stages of the project and have found that it is a genuine work of the student and ensure that she had not presented anywhere before.

**DR. REJITHA P. R**

Project Guide

&

Head of the Department

P G & Research Department of Commerce

Sree Narayana college

KANNUR

## **BONAFIDE CERTIFICATE**

This is to Certify that the project report entitled “ **A STUDY ON THE ATTITUDE OF CONSUMER TOWARDS DAILY PRICE CHANGES OF PETROL WITH SPECIAL REFERENCE TO THALIPPARAMBA TALUK**” is a bonafide work of **ANUSREE P** in partial fulfillment of the requirements for the award of Master’s Degree of Kannur University under supervision and guidance.

I have scrutinized the manuscript of the report at various stages of the project and have found that it is a genuine work of the student and ensure that she had not presented anywhere before .

**Mr. ARUN K V**

Assistant Professor

P G Department of Commerce

Sree Narayana College

Kannur

**DR. REJITHA P R**

Head of the Department

P G Department of Commerce

Sree Narayana College

Kannur

## **BONAFIDE CERTIFICATE**

This is to certify that the project report titled "**ROLE OF POST OFFICE SERVICES AND SCHEMES IN FINANCIAL INCLUSION -A STUDY WITH SPECIAL REFERENCE TO KANNUR DISTRICT**" submitted by **Miss. AVANI O P.**, bearing Reg. No.: C2PCOM1317, IV Sem. M. Com.; is an authentic and original work carried out under my guidance and supervision.

I hereby affirm that to the best of my knowledge, the information presented in this report is accurate and based on the findings obtained through genuine experimentation, data collection, and scholarly sources. Any references or external sources used in the report have been duly acknowledged and cited. I also confirm that this project report fulfills the requirements prescribed by Kannur University for the completion of M. Com. Degree Program.

**Dr. PRIYARAJ P. M**

Assistant Professor

Department of Commerce

Sree Narayana College Kannur

**Dr. REJITHA P R**

Head of the department

Department of Commerce

Sree Narayana College Kannur

## **CERTIFICATE**

This is to certify that the project report titled "**DIGITAL FINANCIAL INCLUSION: UNRAVELING UPI's ROLE IN EMPOWERING COMMUNITIES IN KANNUR DISTRICT**" submitted by **Miss. ADITHYA O.**, bearing Reg. No.: C2PCOM1310, IV Sem. M. Com.; is an authentic and original work carried out under my guidance and supervision.

I hereby affirm that to the best of my knowledge, the information presented in this report is accurate and based on the findings obtained through genuine experimentation, data collection, and scholarly sources. Any references or external sources used in the report have been duly acknowledged and cited. I also confirm that this project report fulfills the requirements prescribed by Kannur University for the completion of M. Com. Degree Program.

**Dr. Amutha R.**

Assistant Professor

Department of Commerce

Sree Narayana College Kannur

**Dr. REJITHA P. R.**

Head of the Department

Department of Commerce

Sree Narayana College Kannur

## **BONAFIDE CERTIFICATE**

This is to certify that the project entitled **“FACTORS INFLUENCING BRAND PREFERENCE OF CUSTOMERS IN DECORATIVE PAINT WITH SPECIAL REFERENCE TO KANNUR DISTRICT”** is a bonafide work of **GREESHMA M. V** in partial fulfilment of the requirement for the award of Master’s Degree of Kannur University under my supervision and guidance.

I have scrutinized the manuscript of the report at various stages of the project and have found that it is a genuine work of the student and ensure that she had not presented anywhere before.

**Dr REJITHA P.R**

Head of Department

Department of commerce

SN College Kannur

**VISHNU V. S**

Assistant Professor

Department of commerce

SN College Kannur



## **BONAFIDE CERTIFICATE**

This is to Certify that Mr. **VIGNESH VC**, IV semester M.Com student of this department has worked under my supervision and guidance for the preparation of the project report titled "**A STUDY ON THE ROLE OF GREEN MARKETING IN SUSTAINABLE DEVELOPMENT WITH SPECIAL REFERENCE TO KANNUR DISTRICT**" to be submitted to the Kannur University as required for the successful completion of the two year M.Com Degree Programme.

I have scrutinized the manuscript of the report at the various stages of its preparation and have found that it is a genuine work of the student and ensured that he had not presented it anywhere before.

**Mrs. PUSHPANJALI C S**

Assistant Professor

P G Department of Commerce

Sree Narayana College

Kannur

**DR. REJITHA P R**

Head of the Department

P G Department of Commerce

Sree Narayana College

Kannur

## **BONAFIDE CERTIFICATE**

This is to certify that the project entitled "**A STUDY ON EFFECTIVENESS OF ONLINE ADVERTISEMENT ON THE BASIS OF CONSUMER SATISFACTION WITH SPECIAL REFERENCE TO KANNUR DISTRICT**" is a bonafide work of **VIJITHA V** in partial fulfillment of the requirements for the award of Master's Degree of Kannur University under my supervision and guidance.

I have scrutinized the manuscript of the report at various stages of the project and have found that it is a genuine work of the student and ensure that she had not presented anywhere before.

**Mr. DIRASH R S**

Assistant professor

P G Department of Commerce

Sree Narayana College

Kannur

**DR. REJITHA P R**

Head of the Department

P G Department of Commerce

Sree Narayana College

Kannur

## **BONAFIDE CERTIFICATE**

This is to Certify that the project entitled “**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS INSTANT FOOD PRODUCTS WITH SPECIAL REFERENCE TO KANNUR DISTRICT**” is a bonafide work of **AMAL A** in partial fulfillment of the requirements for the award of Master’s Degree of Kannur University under my supervision and guidance.

I have scrutinized the manuscript of the report at various stages of the project and have found that it is a genuine work of the student and ensure that she had not presented anywhere before.

**Mr. BHUPESH T K**

Assistant professor  
P G Department of Commerce  
Sree Narayana College  
Kannur

**Dr. REJITHA P R**

Head of the Department  
P G Department of Commerce  
Sree Narayana College  
Kannur

## **BONAFIDE CERTIFICATE**

This is to Certify that Mr. **GOKUL KRISHNAN**, IV semester M.Com student of this department has worked under my supervision and guidance for the preparation of the project report titled " **A STUDY ON THE SATISFACTION OF KSFE CHIT FUND INVESTORS WITH SPECIAL REFERENCE TO MATTANNUR MUNICIPALITY**" to be submitted to the Kannur University as required for the successful completion of the two year M.Com Degree Programme.

I have scrutinized the manuscript of the report at the various stages of its preparation and have found that it is a genuine work of the student and ensured that he had not presented it anywhere before.

**Dr. UMA K**

Assistant Professor

P G Department of Commerce

Sree Narayana College

Kannur

**DR. REJITHA P R**

Head of the Department

P G Department of Commerce

Sree Narayana College

Kannur

## **CERTIFICATE**

This is to certify that the project report titled "**PERCEPTION OF YOUTH TOWARDS TURF IN MALAPPURAM DISTRICT**" submitted by **MR.JAYAGOSH P V**, bearing Reg. No.: C2PCOM1303, IV Sem. M. Com.; is an authentic and original work carried out under my guidance and supervision.

I hereby affirm that to the best of my knowledge, the information presented in this report is accurate and based on the findings obtained through genuine experimentation, data collection, and scholarly sources. Any references or external sources used in the report have been duly acknowledged and cited. I also confirm that this project report fulfills the requirements prescribed by Kannur University for the completion of M. Com. Degree Program.

**Dr. Amutha R.**

Assistant Professor  
Department of Commerce  
Narayana College Kannur

**Dr. REJITHA P. R.**

Head of the Department  
Department of Commerce Sree  
Sree Narayana College Kannur

**SREE NARAYANA COLLEGE**  
**POST GRADUATE AND RESEARCH DEPARTMENT OF**  
**COMMERCE**  
**BONAFIDE CERTIFICATE**

*Certified that this project report “AN ASSESSMENT OF ENTREPRENEURIAL ATTITUDE AMONG THE GOWDA SARASWATHS WITH SPECIAL REFERENCE TO KANNUR DISTRICT” is the bonafide work of “RAMDAS SHENOY” who carried out the project work under my supervision.*

Signature

Dr REJITHA P.R

Head of Department

Department of commerce

SN College Kannur

Signature

AMRUTHA K K

Assistant Professor

Department of commerce

SN College Kannur

## **BONAFIDE CERTIFICATE**

This is to certify that the project entitled “**CUSTOMER PERSPECTIVES ON E-BANKING SECURITY: AN IN-DEPTH ANALYSIS OF ISSUES AND CONCERNS**” is a bonafide work of **ANJANA K C** in partial fulfilment of the requirements for the award of Master’s Degree of Kannur University under my supervision and guidance.

I have scrutinized the manuscript of the report at various stages of the project and have found that it is a genuine work of the student and ensure that she had not presented anywhere before.

**MS. AMRUTHA. K. K**

Assistant Professor

P G Department of Commerce

Sree Narayana College

Kannur

**Dr. REJITHA P R**

Head of the Department

P G Department of Commerce

Sree Narayana College

Kannur

## **BONAFIDE CERTIFICATE**

This is to Certify that Mr. **VISHAL C**, IV semester M.Com student of this department has worked under my supervision and guidance for the preparation of the project report titled "**A STUDY ON ENHANCING EMPLOYEES PERFORMANCE THROUGH MONETARY AND NON-MONETARY INCENTIVES WITH SPECIAL REFERENCE TO KALYAN SILKS KANNUR DISTRICT**" to be submitted to the Kannur University as required for the successful completion of the two year M.Com Degree Programme.

I have scrutinized the manuscript of the report at the various stages of its preparation and have found that it is a genuine work of the student and ensured that he had not presented it anywhere before.

**Mr. ARUN K V**

Assistant Professor

P G Department of Commerce

Sree Narayana College

Kannur

**DR. REJITHA P R**

Head of the Department

P G Department of Commerce

Sree Narayana College

Kannur



## **BONAFIDE CERTIFICATE**

This is to Certify that the project entitled “**A STUDY ON CUSTOMER PERCEPTION TOWARDS ELECTRIC VEHICLES WITH SPECIAL REFERENCE TOKANNUR DISTRICT**” is a bonafide work of **VISHNU K** in partial fulfillment of the requirements for the award of Master’s Degree of Kannur University under my supervision and guidance.

I have scrutinized the manuscript of the report at various stages of the project and have found that it is a genuine work of the student and ensure that she had not presented anywhere before.

**Dr.PRIYARAJ P M**

Assistant professor

P G Department of Commerce

Sree Narayana College

Kannur

**DR. REJITHA P R**

Head of the Department

P G Department of Commerce

Sree Narayana College

Kannur

## **BONAFIDE CERTIFICATE**

This is to certify that the project entitled “**DIGITAL TRANSCENDENCE IN MARKETING STRATEGIES AND IT’S IMPLICATIONS ON MILLENNIAL CONSUMERS**” is a bonafide work of **ASHWATI SHIVANANDAN** in partial fulfilment of the requirements for the award of Master’s Degree of Kannur University under my supervision and guidance.

I have scrutinized the manuscript of the report at various stages of the project and have found that it is a genuine work of the student and ensure that she had not presented anywhere before.

**Mr. SAYOOJ U S**

Assistant Professor

P G Department of Commerce

Sree Narayana College

Kannur

**Dr. REJITHA P R**

Head of the Department

P G Department of Commerce

Sree Narayana College

Kannur

## **BONAFIDE CERTIFICATE**

This is to Certify that Mr. **MIJIN P V**, IV semester M.Com student of this department has worked under my supervision and guidance for the preparation of the project report titled " **A STUDY ON CUSTOMER AWARENESS TOWARDS ONLINE TICKET BOOKING WITH REFERENCE TO KANNUR DISTRICT**" to be submitted to the Kannur University as required for the successful completion of the two year M.Com Degree Programme.

I have scrutinized the manuscript of the report at the various stages of its preparation and have found that it is a genuine work of the student and ensured that he had not presented it anywhere before.

**Mr. BHUPESH T K**

Assistant Professor

P G Department of Commerce

Sree Narayana College

Kannur

**Dr. REJITHA P R**

Head of the Department

P G Department of Commerce

Sree Narayana College

Kannur