

ANDHRA CHRISTIAN COLLEGE ::::GUNTUR

(DAY, EVENING & PG)

Accredited with "A" grade by NAAC



COMMUNITY SERVICE PROJECT ON "MOBILE BANKING"

At

"SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR"

Submitted To

DEPARTMENT OF COMMERCE

Under The Supervision Of

T.CHANDRA BABU

M.COM.,

HEAD OF THE DEPARTMENT OF COMMERCE

ANDHRA CHRISTIAN COLLEGE, GUNTUR

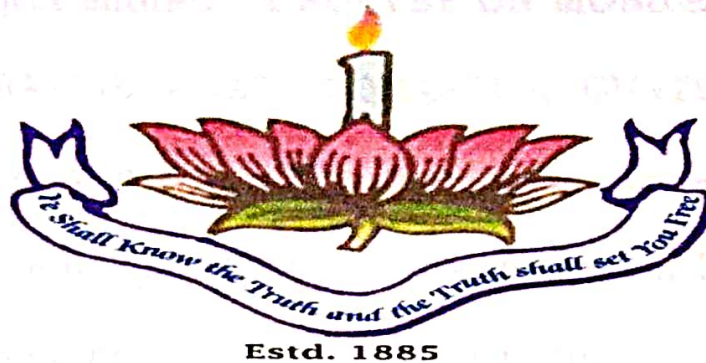
Submitted By

- | | |
|---------------------------|-------------------|
| 1. K.PRUDHVI RAJU | Y217022001 |
| 2. M.CHINA BABU | Y217022002 |
| 3. A.VAMSI KRISHNA | Y217022003 |
| 4. B.SIVA SANKAR | Y217022005 |
| 5. B.ASHOK | Y217022007 |
| 6. B.SANDEEP | Y217022008 |

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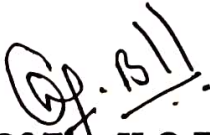
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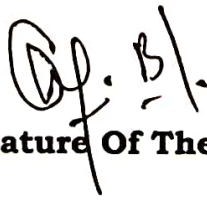


CERTIFICATE

This is certify that the project entitled "**A SURVEY ON MOBILE BANKING AT SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR**" by **A.VAMSI KRISHNA** Reg No: **Y217022003** is a record of bonafide work carried out by he and his team under my guidance and supervision.

The overall performance of the community service volunteer during his/her community service is found to be satisfactory/good.


(Signature Of The H.O.D)
T.CHANDRA BABU M.Com.,
Head of the Department of Commerce
A.C.College, GUNTUR


(Signature Of The Mentor)

STUDENT'S DECLARATION

I, **A.VAMSI KRISHNA** Reg No: **Y217022003** hereby declare that the project entitled "**A SURVEY ON MOBILE BANKING AT SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR**" has Been written and completed mandatory community service by me under the supervision of **T.CHANDRA BABU M.com., H.O.D Dept. of commerce, Andhra Christian College, Guntur.**

Place: Guntur

Date:

A. Vamsi Krishna.
(Signature Of The Student)

Name: A.VAMSI KRISHNA

Reg No: Y217022003

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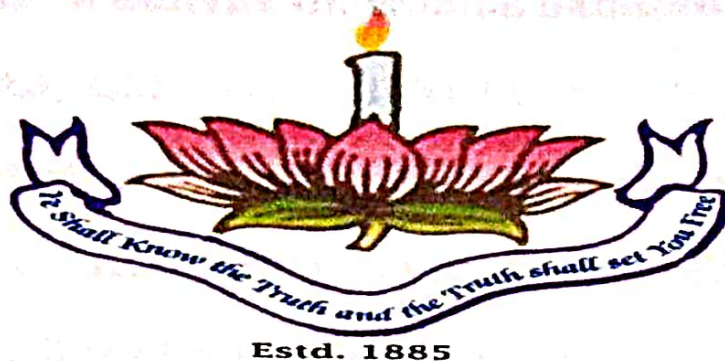
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This is certify that the project entitled "**A SURVEY ON MOBILE BANKING AT SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR**" by **B.ASHOK** Reg No: **Y217022007** is a record of bonafide work carried out by he and his team under my guidance and supervision.

The overall performance of the community service volunteer during his/her community service is found to be satisfactory/good.

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Head of the Department of Commerce
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Place: Guntur

Date:

(Signature Of The Student)

Name: B.ASHOK

Reg No: Y217022007

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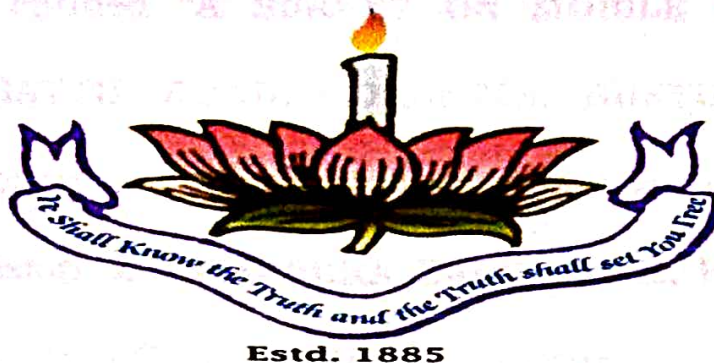
Submitted By

- | | |
|-------------------------|--------------------|
| 1. B.ESTHER RANI | Y217022004 |
| 2. B.ASIRVADHAM | Y217022006 |
| 3. B.VIDYA CHAND | Y217022009 |
| 4. G.RAVI KUMAR | Y217022011 |
| 5. K.SAGAR BABU | Y2170220012 |

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This is certify that the project entitled "**A SURVEY ON MOBILE BANKING AT SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR**" by **B.ESTHER RANI** Reg No: **Y217022004** is a record of bonafide work carried out by he and his team under my guidance and supervision.

The overall performance of the community service volunteer during his/her community service is found to be satisfactory/good.

(Signature Of The H.O.D)
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A.C.College, GUNTUR

(Signature Of The Mentor)

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Place: Guntur

Date:

B. Esther Rani
(Signature Of The Student)

Name: B. ESTHER RANI

Reg No: Y217022004

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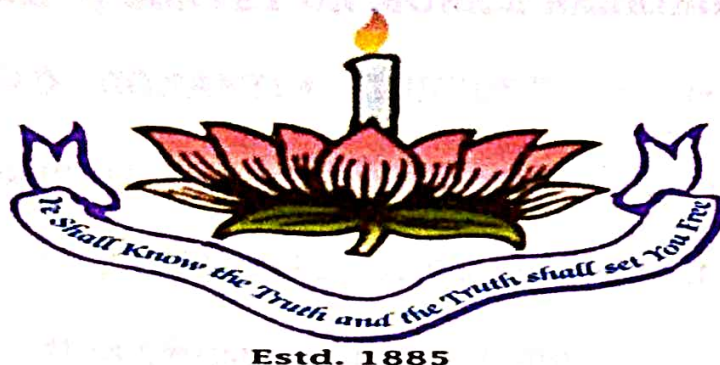
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The overall performance of the community service volunteer during his/her community service is found to be satisfactory/good.

(Signature Of The H.O.D)
T.CHANDRA BABU M.Com.,
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STUDENT'S DECLARATION

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Place: Guntur

Date:

B. Sandeep

(Signature Of The Student)

Name: B.SANDEEP

Reg No: Y217022008

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The overall performance of the community service volunteer during his/her community service is found to be satisfactory/good.

A handwritten signature in black ink, appearing to be "B. S. I.", written over a circular stamp.

(Signature Of The H.O.D)

A handwritten signature in black ink, appearing to be "B. S. I.", written over a circular stamp.

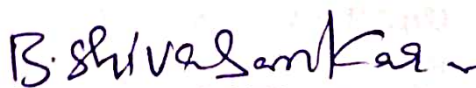
(Signature Of The Mentor)

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Place: Guntur

Date:


(Signature Of The Student)

Name: B.SIVA SANKAR

Reg No: Y217022005

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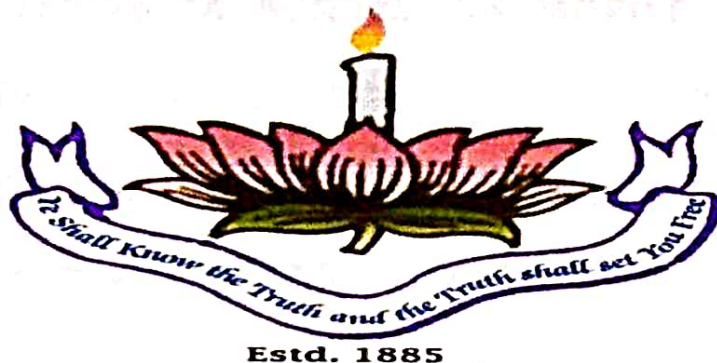
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| 1. B. ESTHER RANI | Y217022004 |
| 2. B. ASIRVADHAM | Y217022006 |
| 3. B. VIDYA CHAND | Y217022009 |
| 4. G. RAVI KUMAR | Y217022011 |
| 5. K. SAGAR BABU | Y2170220012 |

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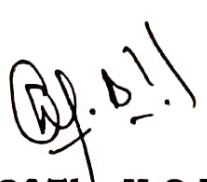
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This is certify that the project entitled "**A SURVEY ON MOBILE BANKING AT SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR**" by **B.VIDYA CHAND** Reg No: **Y217022009** is a record of bonafide work carried out by he and his team under my guidance and supervision.

The overall performance of the community service volunteer during his/her community service is found to be satisfactory/good.


(Signature Of The H.O.D)
T.CHANDRA BABU M.Com.,
Head of the Department of Commerce
A.C.College, GUNTUR


(Signature Of The Mentor)

STUDENT'S DECLARATION

I, **B,VIDYA CHAND** Reg No: **Y217022009** hereby declare that the project entitled "**A SURVEY ON MOBILE BANKING AT SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR**" has Been written and completed mandatory community service by me under the supervision of **T.CHANDRA BABU M.com., H.O.D Dept. of commerce, Andhra Christian College, Guntur.**

B. Vidya Chand

(Signature Of The Student)

Place: Guntur

Date:

Name: B.VIDYA CHAND

Reg No: Y217022009

ANDHRA CHRISTIAN COLLEGE ::::GUNTUR

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HEAD OF THE DEPARTMENT OF COMMERCE

ANDHRA CHRISTIAN COLLEGE, GUNTUR

Submitted By

- | | |
|-------------------------|-------------------|
| 1. B.ESTHER RANI | Y217022004 |
| 2. B.ASIRVADHAM | Y217022006 |
| 3. B.VIDYA CHAND | Y217022009 |
| 4. G.RAVI KUMAR | Y217022011 |
| 5. K.SAGAR BABU | Y217022012 |

STUDENT'S DECLARATION

I, G.RAVI KUMAR Reg No: Y217032011 hereby declare that the project entitled "A SURVEY ON MOBILE BANKING AT SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR" has been written and completed mandatory community service by me under the supervision of T.CHANDRA BABU M.com, H O D Dept. of commerce, Andhra Christian College, Guntur.

Place: Guntur

Date:

(G. Ravi Kumar)

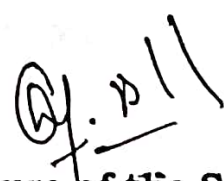
(Signature Of The Student)

Name: G.RAVI KUMAR

Reg No: Y217032011

SUPERVISOR'S CERTIFICATE

This Is To Certify that Mr/Ms **G.RAVI KUMAR** Reg. No:**Y217022011** Is A Student Of B.Com Degree In Banking Insurance Retailing/ Taxation In Andhra Christian College, Guntur Affiliated to Acharya Nagarjuna University, has Worked Under My Supervision And Guidance for His /Her/Their Project Work And Prepared A Project Report On Mobile Banking " Which He / She / They Is /Are Submitting His/Her/Their Genuine And Original Work To The Best Of My Knowledge.


Signature of the Supervisor

T.CHANDRA BABU

M.com.,

**H.O.D Department of Commerce
Andhra Christian College, Guntur**

ACKNOWLEDGMENT

I would like to thank **T.CHANDRA BABU M.com.**, Head of the Department of commerce, Andhra Christian College, Guntur for the practical training and, for giving me an opportunity to research on the topic "**A SURVEY ON MOBILE BANKING AT SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR**" which is not only interesting but also very important in the present times to understand the society. I would like to express my deepest sense of gratitude for her excellent and untiring guidance, attention, attitude, patience and support in the compilation of my work.

I thank that all my faculty members of the commerce department of Andhra Christian College, Guntur for support given to me during the entire project.

I would like to specially thanks **Dr. K. MOSES M.Sc., M.Ed., Ph.D.**, Principal of Andhra Christian College for his support.

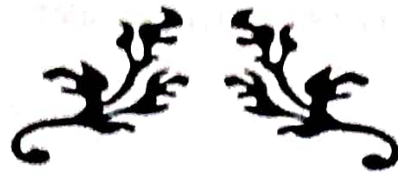
I would also like to thank my family, friends and classmates for being a constant source of support and giving me the best advice from time to time.

Student Name : G.RAVI KUMAR

Reg No. : Y217022011

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PART A

A SURVEY ON MOBILE BANKING AT SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR



**DEPARTMENT OF COMMERCE
ANDHRA CHRISTIAN COLLEGE, GUNTUR**

PART A**“MOBILE BANKING”****“SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR”****Introduction About The Village:**

A community service project survey done on Digital marketing at “SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR, GUNTUR DISTRICT, ANDHRA PRADESH 522001”.

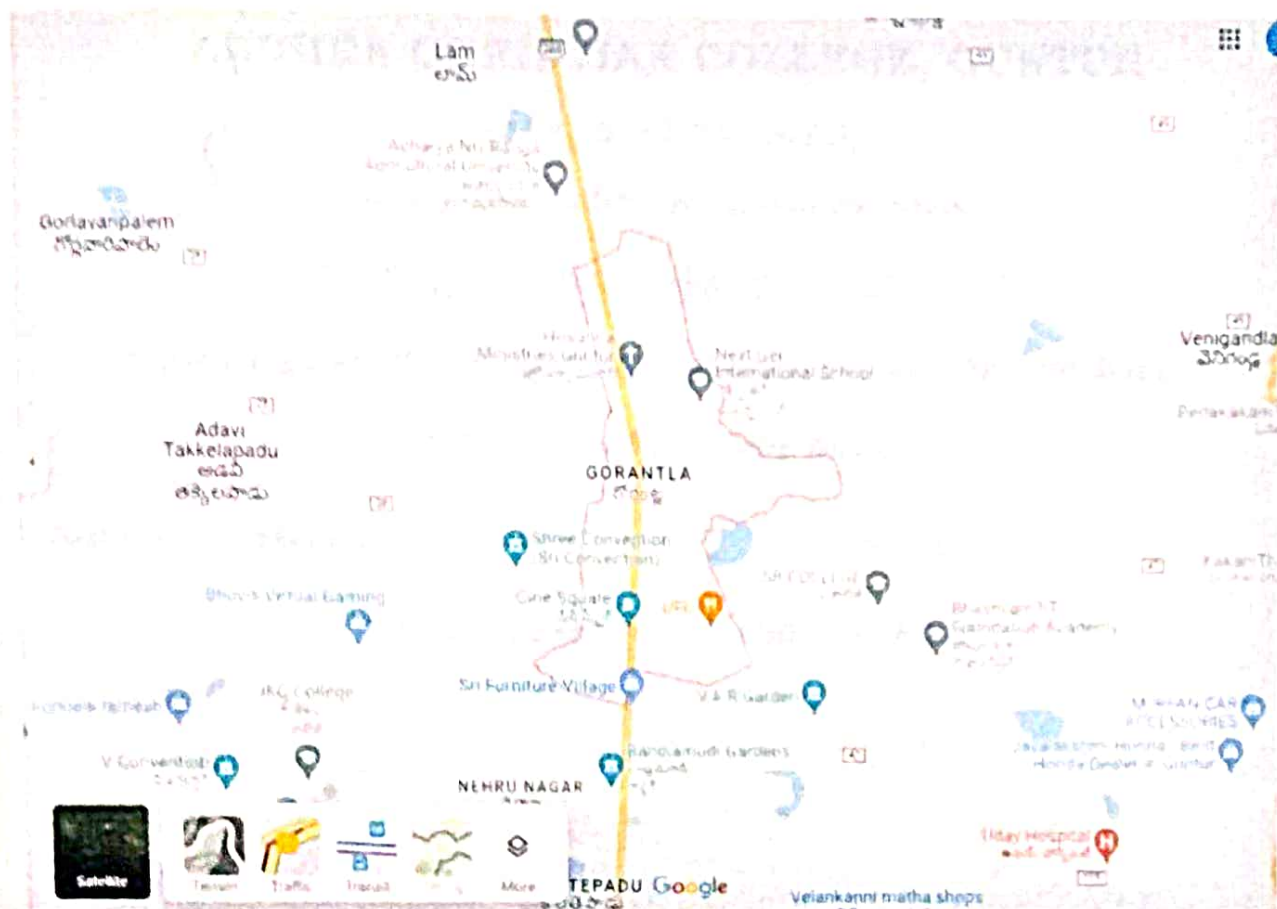
The Gorantla is a Locality in Guntur City in Andhra Pradesh State. It belongs to Andhra region. Telugu is the Local Language here. Total population of Gorantla is 16051 Males are 8054 and Females are 7,997 living in 3855 Houses. Total area of Gorantla is 1424 hectares. Guntur is the Nearest Town to Guntur. Guntur is 5 km from Gorantla. Road connectivity is there from Guntur to Gorantla. Gorantla Pin code is 522034 and postal head office is Industrial Estate (Guntur).

I did my project with 80 members in a week. According to my survey I found that most of the people are educated. They have knowledge about mobile banking. In the survey I noticed that most of people are using the mobile banking and they are Updating for new technology also. So many people are using the payment gateways and other company money transaction apps by the people those who are participated during survey.

The Survey is an attempt to know how Mobile Banking is a term used or performing balance checks, account transactions, payments, etc., via a mobile device such as a mobile phone. It was Internet Banking, which us here in a new era in banking convenience by bringing the entire operations to the computer, and now mobile banking promises to take it to the next level of transactions. Mobile Banking helped give the customers anytime access to their banks.

In this survey I also examine how the people are facing problems by mobile banking. The study also examines the salient features of mobile banking on selected parameters based on the survey data. study deals with the consumer behaviour towards usage of mobile banking.

Map Of The Village:



2. Socio Economic Survey: "QUESTIONNAIRE"

ANDHRA CHRISTIAN COLLEGE, GUNTUR

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"Questionnaire For Community Service Project On Dist Survey

Questionnaire On Mobile Banking "

Name of the Student:

Date Survey:

Title Of The Project: "Mobile Banking"

1. Gender:

[]

A. Male

B. Female

2. Age:

[]

A. 18-21

B. 21-24

C. 25-30

D. 31-35

E. 36-40

F. 41-50

G. 51-60

H. 60+

3. Occupation:

[]

A. Self-employed

B. Homemaker

C. Jobseeker

D. Student

E. Other

4. Monthly Household Income: []
- A. Below 20,000
 - B. 20,000-50,000
 - C. 50,000-75,000
 - D. 75,000-11 lakh
 - E. Above 1 lakhs
5. Do you use your cell phone for any financial/ banking transactions? []
- A. Yes
 - B. No
6. What type of bills do you pay on your mobile phone? []
- A. Mobile phone bill
 - B. Utility (electricity, water)
 - C. School fees
 - D. Goods for home
 - E. Goods for work
 - F. Other
7. Do you think Mobile banking services are cheaper than traditional banking services? []
- A. Yes
 - B. No
8. Which type of mobile banking application do you use? []
- A. UPI gateways
 - B. Direct apps of banks
 - C. Both
9. Which UPI payment app you use the most? []
- A. Google Pay
 - B. Phone Pe
 - C. Paytm
 - D. Bhim app
 - E. Others
10. How many UPI Payment Apps do you use? []
- A. 1
 - B. 2
 - C. 3
 - D. More than 3
11. What are the mobile banking services you use? []
- A. To get account balance update

- B. To transfer money
 - C. To Pay utility bills
 - D. To buy goods or services
 - E. To get statement of account
 - F. All the above
12. How many direct bank apps do you use? []
- A. 1
 - B. 2
 - C. 3
 - D. More than 3
13. Does your mobile banking application provides personalized features? []
- A. YES
 - B. NO
14. At which of these places would you be willing to undertake mobile money transactions? []
- A. A fuel station
 - B. Local supermarket
 - C. Local cooperative institution
 - D. Shops & Stores
15. What benefits do you see of using the mobile phones for financial transactions ? []
- A. Save time/convenient
 - B. Save transport cost
 - C. More secure transaction
 - D. Faster transactions
 - E. Ability to save and earn
16. Are you satisfied with the bill payment facility provided by mobile banking. []
- A. Yes
 - B. No
17. Are you satisfied with the operation and login facilities? []
- A. Yes
 - B. No
18. Are you satisfied with the bill payment facility provided by mobile banking. []
- C. Yes
 - D. No
19. Are you satisfied with the quality of the service provided by the Mobile Banking Applications? []
- A. Yes
 - B. No

20. Reports of Mobile Banking In India:

95%

of adults rated their bank's online and mobile app experience as "excellent," "very good" or "good"

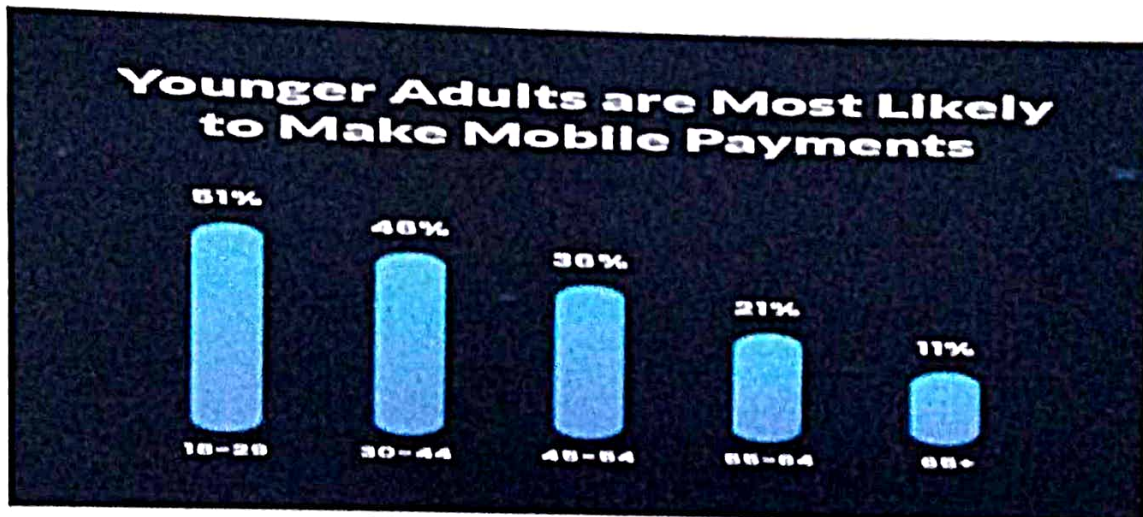
77%

said tech improvements by banks are making it "much easier" or "somewhat easier" to access their financial services

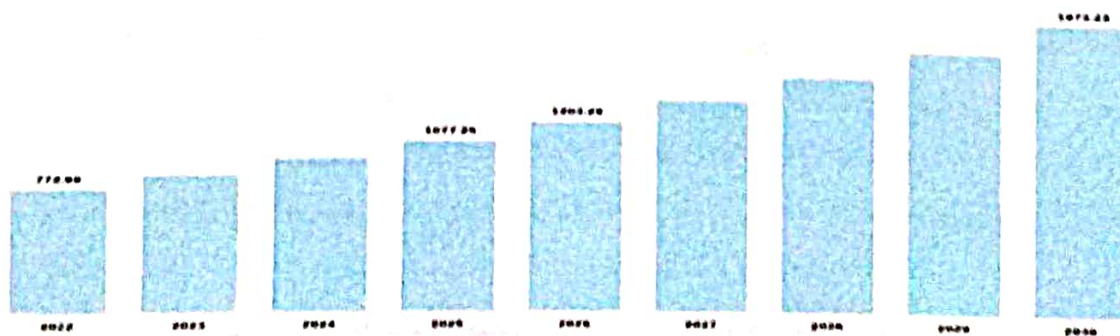


7 In 10 Consumers

have used a mobile device at least once in the past month to manage their bank account



Mobile Banking Market Size, 2022 To 2030 (USD Million)



Source: EBOMAR, Vantage Market Research

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(Signature Of The H.O.D)
T.CHANDRA BABU M.Com.,
Head of the Department of Commerce
A.C.College, GUNTUR

(Signature Of The Mentor)

ANDHRA CHRISTIAN COLLEGE ::::GUNTUR

(DAY, EVENING & PG)

Accredited with "A" grade by NAAC



A

**COMMUNITY SERVICE PROJECT ON
"MOBILE BANKING"**

At

"SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR"

Submitted To

DEPARTMENT OF COMMERCE

Under The Supervision Of

T.CHANDRA BABU

M.COM.,

HEAD OF THE DEPARTMENT OF COMMERCE

ANDHRA CHRISTIAN COLLEGE, GUNTUR

Submitted By

- | | |
|--------------------------|-------------------|
| 1. B. ESTHER RANI | Y217022004 |
| 2. B. ASIRVADHAM | Y217022006 |
| 3. B. VIDYA CHAND | Y217022009 |
| 4. G. RAVI KUMAR | Y217022011 |
| 5. K. SAGAR BABU | Y217022012 |
| 6. B. SIVA SANKAR | Y217022005 |

ANDHRA CHRISTIAN COLLEGE ::::GUNTUR

(DAY, EVENING & PG)

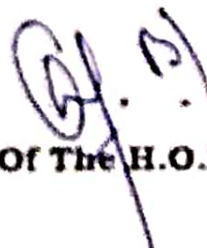
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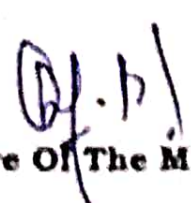


CERTIFICATE

This is certify that the project entitled "A SURVEY ON MOBILE BANKING AT SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR" by **K.SAGAR BABU** Reg No: **Y217022012** is a record of bonafide work carried out by he and his team under my guidance and supervision.

The overall performance of the community service volunteer during his/her community service is found to be satisfactory/good.


(Signature Of The H.O.D)


(Signature Of The Mentor)

STUDENT'S DECLARATION

I, **K.SAGAR BABU** Reg No: **Y217022012** hereby declare that the project entitled "**A SURVEY ON MOBILE BANKING AT SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR**" has Been written and completed mandatory community service by me under the supervision of **T.CHANDRA BABU M.com.**, H.O.D Dept. of commerce, Andhra Christian College, Guntur.

K. Sagar Babu.

(Signature Of The Student)

Place: Guntur

Date:

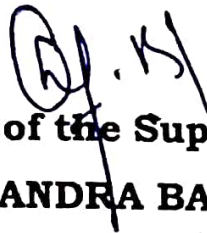
Name: K.SAGAR BABU

Reg No: Y217022012

SUPERVISOR'S CERTIFICATE

This Is To Certify that Mr/Ms **K.SAGAR BABU** Reg. No:

Y217022012 Is A Student Of B.Com Degree In Banking Insurance Retailing/ Taxation In Andhra Christian College, Guntur Affiliated to Acharya Nagarjuna University, has Worked Under My Supervision And Guidance for His /Her/Their Project Work And Prepared A Project Report On Mobile Banking " Which He / She / They Is /Are Submitting His/Her/Their Genuine And Original Work To The Best Of My Knowledge.


Signature of the Supervisor

T.CHANDRA BABU

M.com.,

**H.O.D Department of Commerce
Andhra Christian College, Guntur**

ACKNOWLEDGMENT

I would like to thank **T.CHANDRA BABU M.com.**, Head of the Department of commerce, Andhra Christian College, Guntur for the practical training and, for giving me an opportunity to research on the topic "**A SURVEY ON MOBILE BANKING AT SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR**" which is not only interesting but also very important in the present times to understand the society. I would like to express my deepest sense of gratitude for her excellent and untiring guidance, attention, attitude, patience and support in the compilation of my work.

I thank that all my faculty members of the commerce department of Andhra Christian College, Guntur for support given to me during the entire project.

I would like to specially thanks **Dr. K. MOSES M.Sc., M.Ed., Ph.D.**, Principal of Andhra Christian College for his support.

I would also like to thank my family, friends and classmates for being a constant source of support and giving me the best advice from time to time.

K. Sagar Babu

Student Name : K.SAGAR BABU

Reg No. : Y217022012

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PART A

**A SURVEY ON
MOBILE BANKING
AT
SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR**



**DEPARTMENT OF COMMERCE
ANDHRA CHRISTIAN COLLEGE, GUNTUR**

PART A**“MOBILE BANKING”****“SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR”****Introduction About The Village:**

A community service project survey done on Digital marketing at “SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR, GUNTUR DISTRICT, ANDHRA PRADESH 522001”.

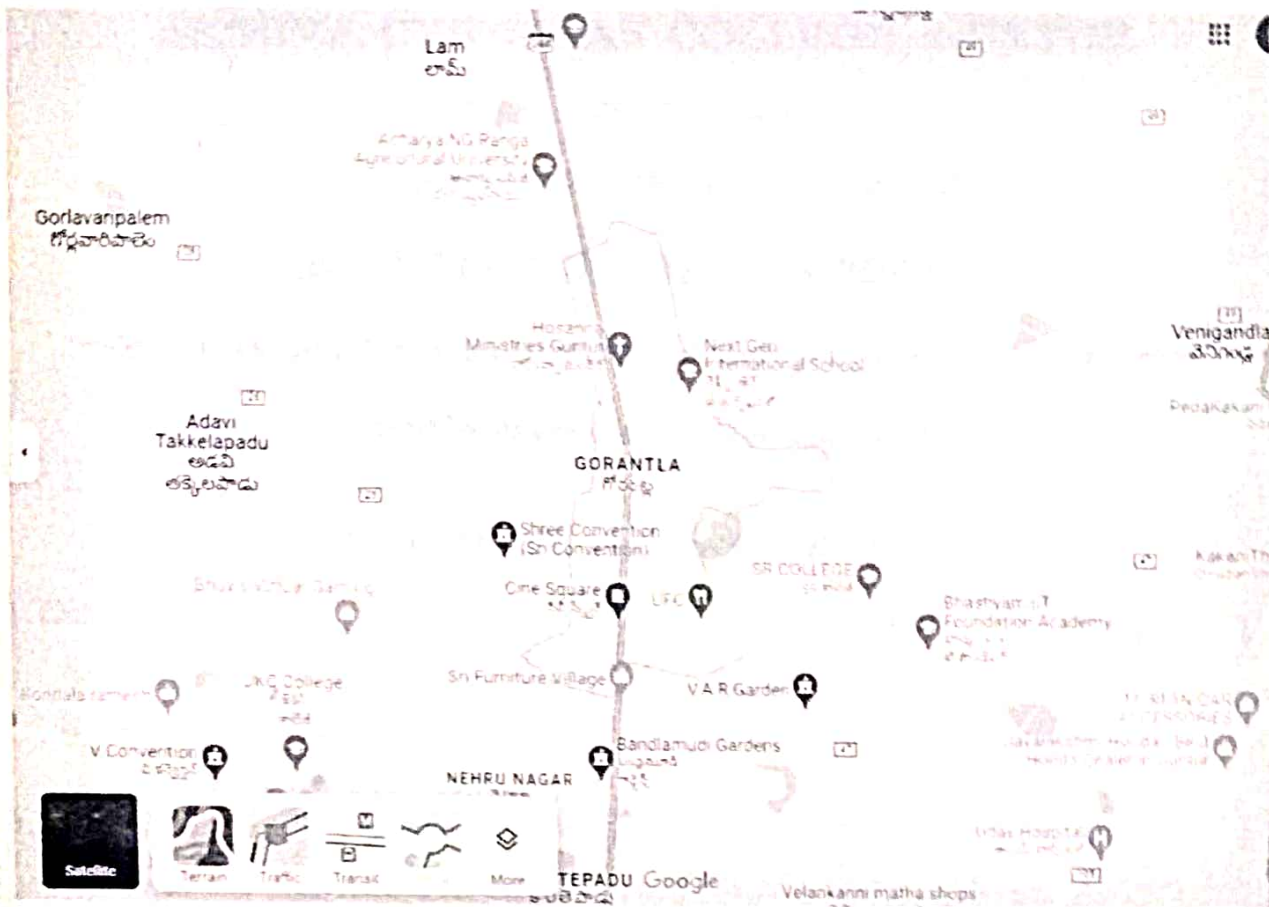
The Gorantla is a Locality in Guntur City in Andhra Pradesh State. It belongs to Andhra region. Telugu is the Local Language here. Total population of Gorantla is 16051 Males are 8054 and Females are 7,997 living in 3855 Houses. Total area of Gorantla is 1424 hectares. Guntur is the Nearest Town to Guntur. Guntur is 5 km from Gorantla. Road connectivity is there from Guntur to Gorantla. Gorantla Pin code is 522034 and postal head office is Industrial Estate (Guntur).

I did my project with 80 members in a week. According to my survey I found that most of the people are educated. They have knowledge about mobile banking. In the survey I noticed that most of people are using the mobile banking and they are Updating for new technology also. So many people are using the payment gateways and other company money transaction apps by the people those who are participated during survey.

The Survey is an attempt to know how Mobile Banking is a term used or performing balance checks, account transactions, payments, etc., via a mobile device such as a mobile phone. It was Internet Banking, which us here in a new era in banking convenience by bringing the entire operations to the computer, and now mobile banking promises to take it to the next level of transactions. Mobile Banking helped give the customers anytime access to their banks.

In this survey I also examine how the people are facing problems by mobile banking. The study also examines the salient features of mobile banking on selected parameters based on the survey data. study deals with the consumer behaviour towards usage of mobile banking.

Map Of The Village:



20. Reports of Mobile Banking In India:

95%

of adults rated their bank's online and mobile app experience as "excellent," "very good" or "good"

77%

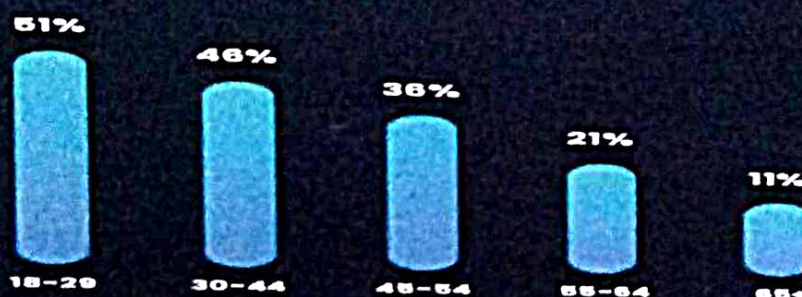
said tech improvements by banks are making it "much easier" or "somewhat easier" to access their financial services



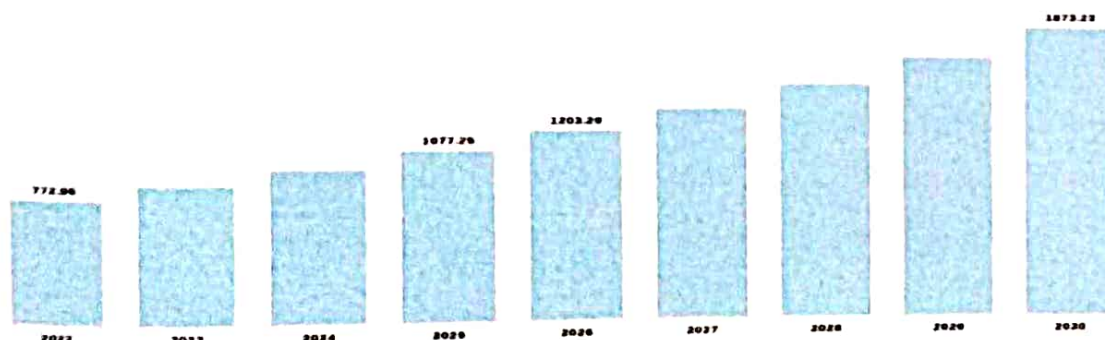
7 in 10 Consumers

have used a mobile device at least once in the past month to manage their bank account

Younger Adults are Most Likely to Make Mobile Payments



Mobile Banking Market Size, 2022 To 2030 (USD Million)



Source: ESOMAR, Vantage Market Research

ANDHRA CHRISTIAN COLLEGE ::::GUNTUR

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Accredited with "A" grade by NAAC



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COMMUNITY SERVICE PROJECT ON "DIGITAL MARKETING"

At

"CHRISTIANPET, OLD GUNTUR, GUNTUR DISTRICT"

Submitted To

DEPARTMENT OF COMMERCE

Under The Supervision Of

T.V.PRAKASH BABU

**M.com., M.B.A., B.L., B.Ed., D.C.A.,
LECTURER IN COMMERCE**

Under The Guidance Of

T.CHANDRA BABU

M.COM

HEAD OF THE DEPARTMENT OF COMMERCE

ANDHRA CHRISTIAN COLLEGE, GUNTUR

Submitted By

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| 1. K.VENKATA KRISHNA | Y217022013 |
| 2. K.VENKATA ANJANEYULU | Y217022014 |
| 3. K.ANIL KUMAR | Y217022015 |
| 4. K.CHIRANJEEVI | Y217022016 |
| 5. L.RANI | Y217022017 |
| 6. M.JANAKI | Y217022018 |

ANDHRA CHRISTIAN COLLEGE ::::GUNTUR

(DAY, EVENING & PG)

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CERTIFICATE

This is certify that the project entitled "**A SURVEY ON DIGITAL MARKETING AT CHRISTIAN PET OLD GUNTUR, GUNTUR**" by **K.VENKATA KRISHNA** Reg No: **Y217022013** is a record of bonafide work carried out by he and his team under my guidance and supervision.

The overall performance of the community service volunteer during his/her community service is found to be satisfactory/good.

(Signature Of The H.O.D)
T.CHANDRA BABU M.Com.,
Head of the Department of Commerce
A.C.College, GUNTUR

(Signature Of The Mentor)

STUDENT'S DECLARATION

I, **K.VENKATA KRISHNA** Reg No: **Y217022013** hereby declare that the project entitled "**A SURVEY ON DIGITAL MARKETING AT CHRISTIANPET, OLD GUNTUR, GUNTUR**" has Been written and completed mandatory community service by me under the supervision of **T.V.PRAKASH BABU M.com., M.B.A., B.L., B.Ed., D.C.A.,** and under the guidance of **T.CHANDRA BABU M.com.,** H.O.D Dept. Of commerce, Andhra Christian College, Guntur.

Place: Guntur

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K. VENKATA KRISHNA
(Signature Of The Student)

Name: K.VENKATA KRISHNA

Reg No: Y217022013

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HEAD OF THE DEPARTMENT OF COMMERCE

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CERTIFICATE

This is certify that the project entitled "**A SURVEY ON DIGITAL MARKETING AT CHRISTIANPET,OLDGUNTUR, GUNTUR**" by **K.ANIL KUMAR** Reg No: **Y217022015** is a record of bonafide work carried out by he and his team under my guidance and supervision.

The overall performance of the community service volunteer during his/her community service is found to be satisfactory/good.

(Signature Of The H.O.D)

T.CHANDRA BABU M.Com.,
Head of the Department of Commerce
A.C.College, GUNTUR

(Signature Of The Mentor)

STUDENT'S DECLARATION

I, **K.ANIL KUMAR** Reg No: **Y217022015** hereby declare that the project entitled "**A SURVEY ON DIGITAL MARKETING AT CHRISTIANPET, OLDGUNTUR, GUNTUR**" has Been written and completed mandatory community service by me under the supervision of **T.V.PRAKASH BABU M.com., M.B.A., B.L., B.Ed., D.C.A.,** and under the guidance of **T.CHANDRA BABU M.com.,** H.O.D Dept. Of commerce, Andhra Christian College, Guntur.

Place: Guntur

Date:

K. Anil Kumar
(Signature Of The Student)

Name: K.ANIL KUMAR

Reg No: Y217022015

ANDHRA CHRISTIAN COLLEGE ::::GUNTUR

(DAY, EVENING & PG)

Accredited with "A" grade by NAAC



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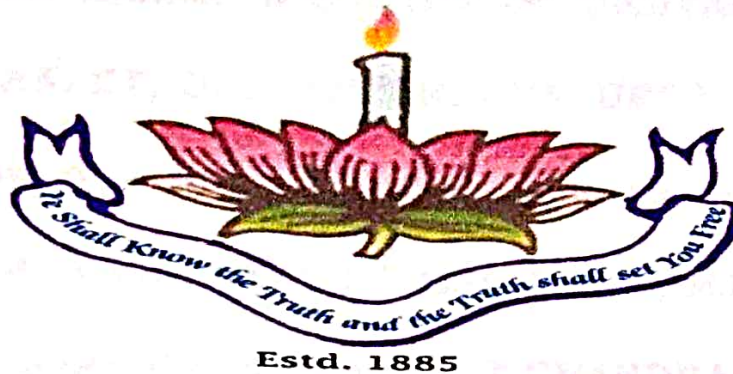
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The overall performance of the community service volunteer during his/her community service is found to be satisfactory/good.

(Signature of The H.O.D.)
T. CHANDRA BABU M.Com.,
Head of the Department
of Commerce
A.C.C. College,
Guntur

(Signature Of The Mentor)

STUDENT'S DECLARATION

I, **K.CHIRANJEEVI** Reg No: **Y217022016** hereby declare that the project entitled "**A SURVEY ON DIGITAL MARKETING AT CHRISTIANPET, OLDGUNTUR, GUNTUR**" has Been written and completed mandatory community service by me under the supervision of **T.V.PRAKASH BABU M.com., M.B.A., B.L., B.Ed., D.C.A.,** and under the guidance of **T.CHANDRA BABU M.com.,** H.O.D Dept. of commerce, Andhra Christian College, Guntur.

Place: Guntur

Date:

K Chiranjeevi
(Signature Of The Student)

Name: K.CHIRANJEEVI

Reg No: Y217022016

ANDHRA CHRISTIAN COLLEGE ::::GUNTUR

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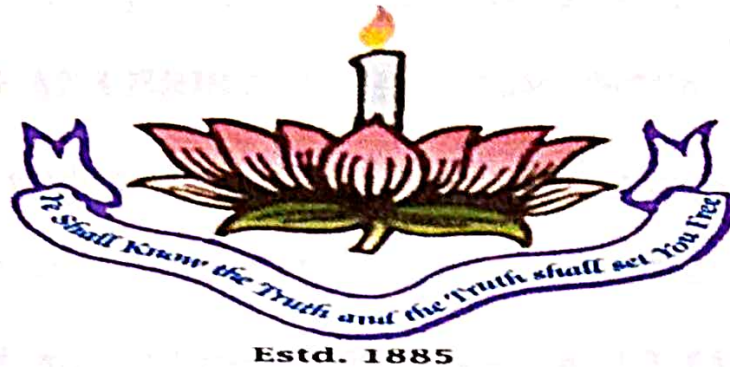
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ANDHRA CHRISTIAN COLLEGE ::::GUNTUR

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CERTIFICATE

This is certify that the project entitled "**A SURVEY ON DIGITAL MARKETING AT CHRISTIANPET,OLDGUNTUR, GUNTUR**" by **K.VENKATA ANJANEYULU** Reg No: **Y217022014** is a record of bonafide work carried out by he and his team under my guidance and supervision.

The overall performance of the community service volunteer during his/her community service is found to be satisfactory/good.

Place: Guntur

Date:

(Signature Of The Student)

Name: K.VENKATA ANJANEYULU

Reg No: Y217022014

(Signature Of The H.O.D)
T.CHANDRA BABU M.Com.,
Head of the Department of Commerce
A.C.College, GUNTUR

(Signature Of The Mentor)

STUDENT'S DECLARATION

I, **K.VENKATA ANJANEYULU** Reg. No: **Y217022014** hereby declare that the project entitled "**A SURVEY ON DIGITAL MARKETING AT CHRISTIANPET, OLDGUNTUR, GUNTUR**" has Been written and completed mandatory community service by me under the supervision of **T.V.PRAKASH BABU M.com., M.B.A., B.L., B.Ed., D.C.A.,** and under the guidance of **T.CHANDRA BABU M.com., H.O.D Dept. Of commerce, Andhra Christian College, Guntur.**

Place: Guntur

Date:

K. V. Anjaneyulu
(Signature Of The Student)

Name: K.VENKATA ANJANEYULU

Reg No: Y217022014

ANDHRA CHRISTIAN COLLEGE ::::GUNTUR

(DAY, EVENING & PG)

Accredited with "A" grade by NAAC



**COMMUNITY SERVICE PROJECT ON
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**M.com., M.B.A., B.L., B.Ed., D.C.A.,
LECTURER IN COMMERCE**

Under The Guidance Of

T.CHANDRA BABU

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HEAD OF THE DEPARTMENT OF COMMERCE

ANDHRA CHRISTIAN COLLEGE, GUNTUR

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| 4. K.CHIRANJEEVI | Y217022016 |
| 5. L.RANI | Y217022017 |
| 6. M.JANAKI | Y217022018 |

ANDHRA CHRISTIAN COLLEGE ::::GUNTUR

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CERTIFICATE

This is certify that the project entitled "**A SURVEY ON DIGITAL MARKETING AT CHRISTIANPET,OLDGUNTUR, GUNTUR**" by **L.RANI** Reg No: **Y217022017** is a record of bonafide work carried out by he and his team under my guidance and supervision.

The overall performance of the community service volunteer during his/her community service is found to be satisfactory/good.

(Signature Of The H.O.D)
T.CHANDRA BABU M.Com.,
Head of the Department of Commerce
A.C.College, GUNTUR

(Signature Of The Mentor)

STUDENT'S DECLARATION

I, **L.RANI** Reg No: **Y217022017** hereby declare that the project entitled "**A SURVEY ON DIGITAL MARKETING AT CHRISTIANPET, OLD GUNTUR, GUNTUR**" has Been written and completed mandatory community service by me under the supervision of **T.V.PRAKASH BABU M.com., M.B.A., B.L., B.Ed., D.C.A.,** and under the guidance of **T.CHANDRA BABU M.com.,** H.O.D Dept. Of commerce, Andhra Christian College, Guntur.

Place: Guntur

Date:


(Signature Of The Student)

Name: L.RANI

Reg No: Y217022017

ANDHRA CHRISTIAN COLLEGE :::GUNTUR

(DAY, EVENING & PG)

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COMMUNITY SERVICE PROJECT ON "MOBILE BANKING"

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T.CHANDRA BABU

M.COM.,

HEAD OF THE DEPARTMENT OF COMMERCE

ANDHRA CHRISTIAN COLLEGE, GUNTUR

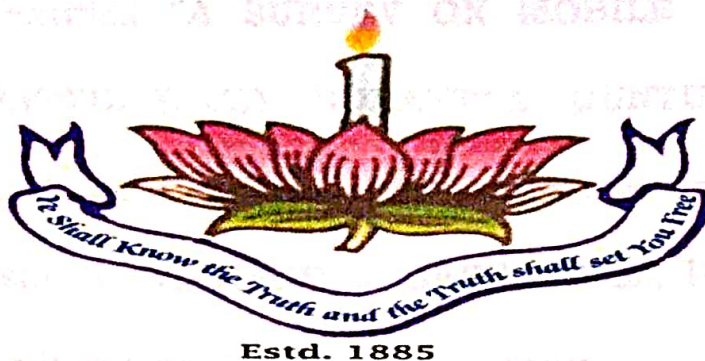
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| 6. B.SANDEEP | Y217022008 |

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(DAY, EVENING & PG)

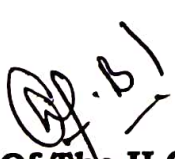
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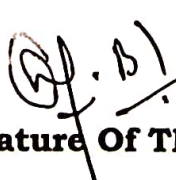


CERTIFICATE

This is certify that the project entitled "**A SURVEY ON MOBILE BANKING AT SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR**" by **M.CHINA BABU** Reg No: **Y217022002** is a record of bonafide work carried out by he and his team under my guidance and supervision.

The overall performance of the community service volunteer during his/her community service is found to be satisfactory/good.


(Signature Of The H.O.D)
T.CHANDRA BABU M.Com.,
Head of the Department of Commerce
A.C.College, GUNTUR


(Signature Of The Mentor)

STUDENT'S DECLARATION

I, **M.CHINA BABU** Reg No: **Y217022002** hereby declare that the project entitled "**A SURVEY ON MOBILE BANKING AT SUNNAPU BATTIL ROAD, GORANTLA, GUNTUR**" has Been written and completed mandatory community service by me under the supervision of **T.CHANDRA BABU M.com.**, H.O.D Dept. of commerce, Andhra Christian College, Guntur.

Place: Guntur

Date:



(Signature Of The Student)

Name: M.CHINA BABU

Reg No: Y217022002

ANDHRA CHRISTIAN COLLEGE ::::GUNTUR

(DAY, EVENING & PG)

Accredited with "A" grade by NAAC



Estd. 1885

**COMMUNITY SERVICE PROJECT ON
"DIGITAL MARKETING"**

At

"CHRISTIAN PET, OLD GUNTUR, GUNTUR DISTRICT"

Submitted To

DEPARTMENT OF COMMERCE

Under The Supervision Of

T.V.PRAKASH BABU

**M.com., M.B.A., B.L., B.Ed., D.C.A.,
LECTURER IN COMMERCE**

Under The Guidance Of

T.CHANDRA BABU

M.COM

HEAD OF THE DEPARTMENT OF COMMERCE

ANDHRA CHRISTIAN COLLEGE, GUNTUR

Submitted By

- | | |
|-------------------------|-------------------|
| 1. M.JYOTHI | Y217022019 |
| 2. N.SUPRAJA | Y217022020 |
| 3. N.VINESH | Y217022021 |
| 4. N.SAI KRISHNA | Y217022022 |
| 5. N.BENHAR | Y217022023 |
| 6. P.VENU | Y217022024 |

STUDENT'S DECLARATION

I, **N.BENHAR** Reg No: **Y217022023** hereby declare that the project entitled "**A SURVEY ON DIGITAL MARKETING AT CHRISTIANPET, OLDGUNTUR, GUNTUR**" has Been written and completed mandatory community service by me under the supervision of **T.V.PRAKASH BABU M.com., M.B.A., B.L., B.Ed., D.C.A.,** and under the guidance of **T.CHANDRA BABU M.com.,** H.O.D Dept. Of commerce, Andhra Christian College, Guntur.

Place: Guntur

Date:

N. Benhar
(Signature Of The Student)

Name: N.BENHAR

Reg No: Y217022023

SUPERVISOR'S CERTIFICATE

This Is To Certify that Mr/Ms **N.BENHAR** Reg. No: **Y217022023** Is A Student Of B.Com Degree In Banking Insurance Retailing/ Taxation In Andhra Christian College, Guntur Affiliated to Acharya Nagarjuna University, Has Worked Under My Supervision And Guidance For His /Her/Their Project Work And Prepared A Project Report On Digital Marketing" Which He / She / They Is/Are Submitting His/Her/Their Genuine And Original Work To The Best Of My Knowledge.



Signature of the Supervisor

T.V.PRAKASH BABU

M.com., M.B.A., B.L., B.Ed., D.C.A.,

**Department Of Commerce
Andhra Christian College, Guntur**

ACKNOWLEDGMENT

I would like to thank **T.V.PRAKASH BABU M.com., M.B.A., B.L., B.Ed., D.C.A.,** dept. Of commerce, Andhra Christian College, Guntur for the practical training and, for giving me an opportunity to research on the topic "**A SURVEY ON DIGITAL MARKETING AT CHRISTIAN PET, OLD GUNTUR, GUNTUR**" which is not only interesting but also very important in the present times to understand the society. I would like to express my deepest sense of gratitude for her excellent and untiring guidance, attention, attitude, patience and support in the compilation of my work.

I would like to thanks **T.CHANDRA BABU M.Com** Head of the Department of commerce and also thank that all my faculty members of the commerce department of Andhra Christian College, Guntur for support given to me during the entire project.

I would like to specially thanks **Dr. K. MOSES M.Sc., M.Ed., Ph.D.,** Principal Of Andhra Christian College for his support.

I would also like to thank my family, friends and classmates for being a constant source of support and giving me the best advice from time to time.

Student Name : N.BENHAR

Reg No. : Y217022023

ANDHRA CHRISTIAN COLLEGE ::::GUNTUR

(DAY, EVENING & PG)

Accredited with "A" grade by NAAC



CERTIFICATE

This is certify that the project entitled "**A SURVEY ON DIGITAL MARKETING AT CHRISTIAN PET, OLD GUNTUR, GUNTUR**" by **N.BENHAR** Reg No: **Y217022023** is a record of bonafide work carried out by he and his team under my guidance and supervision.

The overall performance of the community service volunteer during his/her community service is found to be satisfactory/good.

(Signature Of The H.O.D)

T.CHANDRA BABU M.Com.,
Head of the Department of Commerce
Guntur, GUNTUR

(Signature Of The Mentor)

ANDHRA CHRISTIAN COLLEGE ::::GUNTUR

(DAY, EVENING & PG)

Accredited with "A" grade by NAAC



**COMMUNITY SERVICE PROJECT ON
"DIGITAL MARKETING"**

At

"CHRISTIANPET, OLDGUNTUR, GUNTUR DISTRICT"

Submitted To

DEPARTMENT OF COMMERCE

Under The Supervision Of

T.V.PRAKASH BABU

**M.com., M.B.A., B.L., B.Ed., D.C.A.,
LECTURER IN COMMERCE**

Under The Guidance Of

T.CHANDRA BABU

M.COM

HEAD OF THE DEPARTMENT OF COMMERCE

ANDHRA CHRISTIAN COLLEGE, GUNTUR

Submitted By

1. M.JYOTHI

Y217022019

2. N.SUPRAJA

Y217022020

3. N.VINESH

Y217022021

4. N.SAI KRISHNA

Y217022022

5. N.BENHAR

Y217022023

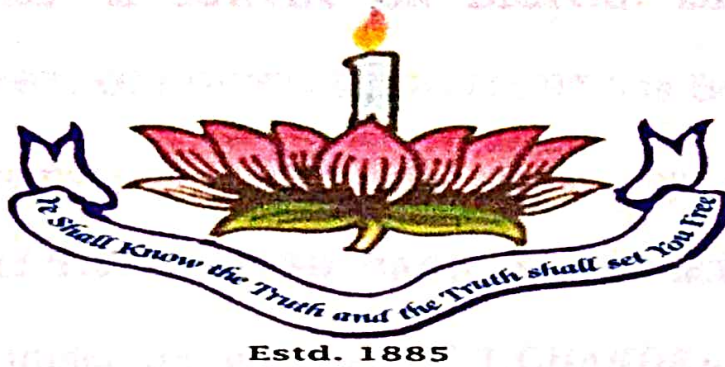
6. P.VENU

Y217022024

ANDHRA CHRISTIAN COLLEGE ::::GUNTUR

(DAY, EVENING & PG)

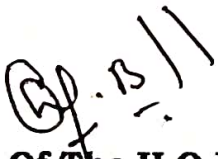
Accredited with "A" grade by NAAC



CERTIFICATE

This is certify that the project entitled "**A SURVEY ON DIGITAL MARKETING AT CHRISTIANPET,OLDGUNTUR, GUNTUR**" by **N.SUPRAJA** Reg No: **Y217022020** is a record of bonafide work carried out by he and his team under my guidance and supervision.

The overall performance of the community service volunteer during his/her community service is found to be satisfactory/good.


(Signature Of The H.O.D)
T.CHANDRA BABU M.Com.,
Head of the Department of Commerce
A.C.College, GUNTUR


(Signature Of The Mentor)

STUDENT'S DECLARATION

I, **N.SUPRAJA** Reg No: **Y217022020** hereby declare that the project entitled "**A SURVEY ON DIGITAL MARKETING AT CHRISTIANPET, OLDGUNTUR, GUNTUR**" has Been written and completed mandatory community service by me under the supervision of **T.V.PRAKASH BABU M.com., M.B.A., B.L., B.Ed., D.C.A.,** and under the guidance of **T.CHANDRA BABU M.com.,** H.O.D Dept. Of commerce, Andhra Christian College, Guntur.

Place: Guntur

Date:


(Signature Of The Student)

Name: N.SUPRAJA

Reg No: Y217022020

ANDHRA CHRISTIAN COLLEGE ::::GUNTUR

(DAY, EVENING & PG)

Accredited with "A" grade by NAAC



COMMUNITY SERVICE PROJECT ON "DIGITAL MARKETING"

At

"CHRISTIANPET, OLDGUNTUR, GUNTUR DISTRICT"

Submitted To

DEPARTMENT OF COMMERCE

Under The Supervision Of

T.V.PRAKASH BABU

**M.com., M.B.A., B.L., B.Ed., D.C.A.,
LECTURER IN COMMERCE**

Under The Guidance Of

T.CHANDRA BABU

M.COM

HEAD OF THE DEPARTMENT OF COMMERCE

ANDHRA CHRISTIAN COLLEGE, GUNTUR

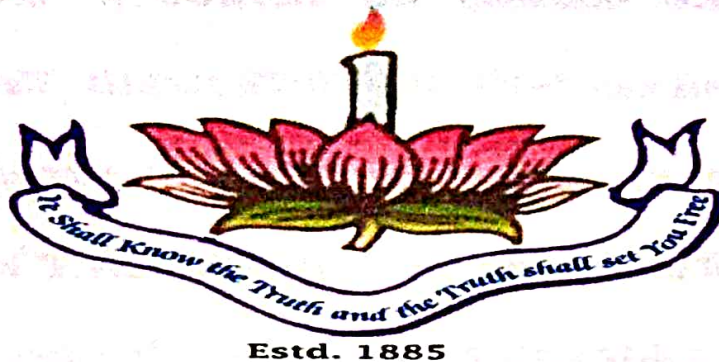
Submitted By

- | | |
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| 1. M.JYOTHI | Y217022019 |
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| 5. N.BENHAR | Y217022023 |
| 6. P.VENU | Y217022024 |

ANDHRA CHRISTIAN COLLEGE ::::GUNTUR

(DAY, EVENING & PG)

Accredited with "A" grade by NAAC



CERTIFICATE

This is certify that the project entitled "**A SURVEY ON DIGITAL MARKETING AT CHRISTIANPET,OLDGUNTUR, GUNTUR**" by **N.VINESH** Reg No: **Y217022021** is a record of bonafide work carried out by he and his team under my guidance and supervision.

The overall performance of the community service volunteer during his/her community service is found to be satisfactory/good.

Place: Guntur

Date:

(Signature Of The H.O.D.)
T.CHANDRA BABU M.Com.,
Head of the Department of Commerce
A.C.College, GUNTUR

(Signature Of The Mentor)

STUDENT'S DECLARATION

I, **N.VINESH** Reg No: **Y217022021** hereby declare that the project entitled "**A SURVEY ON DIGITAL MARKETING AT CHRISTIANPET, OLDGUNTUR, GUNTUR**" has Been written and completed mandatory community service by me under the supervision of **T.V.PRAKASH BABU M.com., M.B.A., B.L., B.Ed., D.C.A.,** and under the guidance of **T.CHANDRA BABU M.com.,** H.O.D Dept. Of commerce, Andhra Christian College, Guntur.

Place: Guntur

Date:

N.Vinsh.
(Signature Of The Student)

Name: **N.VINESH**

Reg No: **Y217022021**

Andhra Christian College::Guntur



Community Service Project on

“FOOD HABITS AND NUTRITION ”

IN GUNTUR

**Submitted to:
DEPARTMENT OF COMMERCE**

**By
P.KOTESH
Regd No:Y217022026**

Name of the supervisor

K.JYOTHI M.com.,M.A., Economics

2022-2023

DECLARATION

I here by declare that the Community Service Project work entitled "**STUDY ON FOOD HABITS AND NUTRITIONS, GUNTUR**" has done by me as a requirement to complete the B.com degree programme in Science has not submitted earlier to any institution either in full or partly forward of any certificate/degree to the best of knowledge.

P. Kotesw
Signature of the Student

Andhra Christian College::Guntur



CERTIFICATE

This is to certify that Mr/Ms **P.KOTESH**

Bearing Regd No..... **Y217022026** is a student of B.com
(COMPUTERS).

She has done the Community Service Project work entitled "**STUDY ON FOOD HABITS OF
AND NUTRITIONS GUNTUR**" and submitted to Department of Commerces, Andhra
Christian Degree College, Guntur.

During the academic year 2022-2023 as a requirement to complete the
B.com degree Programme under my supervision.


T.CHANDRA BABU M.Com.,
Head of the Department of Commerce
A.C.College, GUNTUR


Signature of the Mentor/Supervisor

Andhra Christian College::Guntur



Community Service Project on

“FOOD HABITS AND NUTRITION ”

IN GUNTUR

**Submitted to:
DEPARTMENT OF COMMERCE**

**By
P.NITHIN
Regd No:Y217022025**

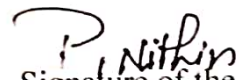
Name of the supervisor

K.JYOTHI M.com.,M.A., Economics

2022-2023

DECLARATION

I here by declare that the Community Service Project work entitled "**STUDY ON FOOD HABITS AND NUTRITIONS, GUNTUR**" has done by me as a requirement to complete the B.com degree programme in Science has not submitted earlier to any institution either in full or partly foraward of any certificate/degree to the best of knowledge.


Signature of the Student

Andhra Christian College::Guntur



CERTIFICATE

This is to certify that Mr/Ms **P.NITHIN**

Bearing Regd No.....**Y217022025**..... is a student of B.com
(COMPUTERS).

She has done the Community Service Project work entitled **“STUDY ON FOOD HABITS OF
AND NUTRITIONS GUNTUR”** and submitted to Department of Commerces, Andhra
Christian Degree College, Guntur.

During the academic year 2022-2023 as a requirement to complete the

B.com degree Programme under my supervision.

Signature of the Mentor/Supervisor

Andhra Christian College::Guntur



Community Service Project on

“FOOD HABITS AND NUTRITION ”

IN GUNTUR

Submitted to:
DEPARTMENT OF COMMERCE

By
R.AVINASH
Regd No:Y217022027

Name of the supervisor

K.JYOTHI M.com.,M.A., Economics

2022-2023

DECLARATION

I here by declare that the Community Service Project work entitled "**STUDY ON FOOD HABITS AND NUTRITIONS, GUNTUR**" has done by me as a requirement to complete the B.com degree programme in Science has not submitted earlier to any institution either in full or partly forward of any certificate/degree to the best of knowledge.

R. Avinash

Signature of the Student

Andhra Christian College::Guntur



CERTIFICATE

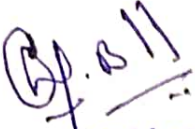
This is to certify that Mr/Ms **R.AVINASH**

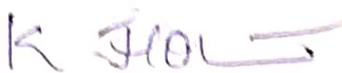
Bearing Regd No..... **Y217022027** is a student of B.com
(COMPUTERS).

She has done the Community Service Project work entitled "**STUDY ON FOOD HABITS OF
AND NUTRITIONS GUNTUR**" and submitted to Department of Commerces, Andhra
Christian Degree College, Guntur.

During the academic year 2022-2023 as a requirement to complete the

B.com degree Programme under my supervision.


T.CHANDRA BABU M.Com.,
Head of the Department of Commerce
A.C.College, GUNTUR


Signature of the Mentor/Supervisor

ANDHRA CHRISTIAN COLLEGE::GUNTUR



Estd. 1885

COMMUNITY SERVICE PROJECT

ON

"FOOD HABITS OF PEOPLE AND THEIR IMPACT"

IN WARD NO.1, MUTLUR

Submitted to:

DEPARTMENT OF COMMERCE

By

T.VINAY

Regd No: Y217022030

Name Of The Supervisor

K.JYOTHI

Lecturer In Commerce

2022-2023

DECLARATION

I here by declare that the Community Service Project work entitled "**STUDY ON FOOD HABITS OF PEOPLE AND THEIR IMPACT WARD NO. 1, MUTLUR**" has done by me as a requirement to complete the B.COM degree programme in Science has not submitted earlier to any institution either in full or partly for award of any certificate/degree to the best of knowledge.

T. Vinay

Signature of the Student

ANDHRA CHRISTIAN COLLEGE::GUNTUR



Estd. 1885

CERTIFICATE

This is to certify that Mr/Ms **T.VINAY** Bearing Regd No **Y217022030** is a student of B.COM. She has done the Community Service Project work entitled "**STUDY ON FOOD HABITS OF PEOPLE AND THEIR IMPACT WARD NO.1, MUTLUR**" and submitted to Department of Mathematics, Andhra Christian

Degree College, Guntur. During the academic year 2022-2023 as a requirement to complete the B.COM degree Programme under my supervision.

Signature of the Mentor/Supervisor

Andhra Christian College::Guntur



Community Service Project on

“FOOD HABITS AND NUTRITION ”

IN GUNTUR

Submitted to:
DEPARTMENT OF COMMERCE

By
T.SATISH
Regd No:Y217022028

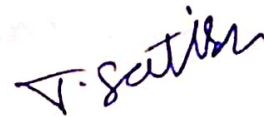
Name of the supervisor

K.JYOTHI M.com.,M.A., Economics

2022-2023

DECLARATION

I here by declare that the Community Service Project work entitled "**STUDY ON FOOD HABITS AND NUTRITIONS, GUNTUR**" has done by me as a requirement to complete the B.com degree programme in Science has not submitted earlier to any institution either in full or partly forward of any certificate/degree to the best of knowledge.



Signature of the Student

Andhra Christian College::Guntur



CERTIFICATE

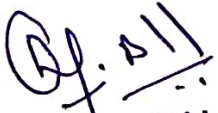
This is to certify that Mr/Ms **T.SATISH**

Bearing Regd No. **Y217022028** is a student of B.com
(COMPUTERS).

She has done the Community Service Project work entitled **"STUDY ON FOOD HABITS OF
AND NUTRITIONS GUNTUR"** and submitted to Department of Commerces, Andhra
Christian Degree College, Guntur.

During the academic year 2022-2023 as a requirement to complete the

B.com degree Programme under my supervision.


T.CHANDRA BABU M.Com.,
Head of the Department of Commerce
A.C.College, GUNTUR


Signature of the Mentor/Supervisor

Andhra Christian College::Guntur



Community Service Project on

“FOOD HABITS AND NUTRITION ”

IN GUNTUR

**Submitted to:
DEPARTMENT OF COMMERCE**

**By
T.VIJENDRA
Regd No:Y217022031**

Name of the supervisor

K.JYOTHI M.com.,M.A., Economics

2022-2023

DECLARATION

I here by declare that the Community Service Project work entitled "**STUDY ON FOOD HABITS AND NUTRITIONS, GUNTUR**" has done by me as a requirement to complete the B.com degree programme in Science has not submitted earlier to any institution either in full or partly forward of any certificate/degree to the best of knowledge.

T. vijenphoo

Signature of the Student

Andhra Christian College::Guntur



CERTIFICATE

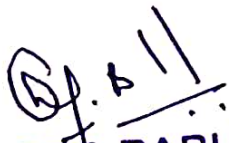
This is to certify that Mr/Ms T.VIJENDRA

Bearing Regd No. Y217022031 is a student of B.com
(COMPUTERS).

She has done the Community Service Project work entitled **"STUDY ON FOOD HABITS OF
AND NUTRITIONS GUNTUR"** and submitted to Department of Commerces, Andhra
Christian Degree College, Guntur.

During the academic year 2022-2023 as a requirement to complete the

B.com degree Programme under my supervision.


T.CHANDRA BABU M.Com.,
Head of the Department of Commerce
A.C.College, GUNTUR


Signature of the Mentor/Supervisor

Andhra Christian College::Guntur



Community Service Project on

“FOOD HABITS AND NUTRITION ”

IN GUNTUR

Submitted to:

DEPARTMENT OF COMMERCE

By

V.VASU CHAITANYA

Regd No:Y217022034

Name of the supervisor

K.JYOTHI M.com.,M.A., Economics

2022-2023

DECLARATION

I here by declare that the Community Service Project work entitled "**STUDY ON FOOD HABITS AND NUTRITIONS, GUNTUR**" has done by me as a requirement to complete the B.com degree programme in Science has not submitted earlier to any institution either in full or partly forward of any certificate/degree to the best of knowledge.

V. Venu Chaitanya
Signature of the Student

ACKNOWLEDGEMENT

I am thankful to the Government of Andhra Pradesh, Andhra Pradesh State Council of Higher Education, Vijawada for designing such a nice programme. I am very thankful to the Commissioner of Collegiate Education, Vijayawada for developing a Standard Operational Procedure and guide lines, taking utmost care in the execution of the project and taking care of all necessary arrangements for Intern-ships for our student community development. I am very grateful you sir, for your efforts for our better employment and future

Thanks are extended to our college Principal K. MOSES, K.JYOTHI M.com.,M.A Economics mentor of Community Service Project for their guidance and support in planning, execution and completion of this Community Service Project.

I would like to express my heartfelt thanks to the people of GUNTUR , Ward member and Ward Volunteer for their support in acquiring data for this Project.

I express my thanks to my parents and friends who supported in entire process of my Community Service Project.

V. Vasu Chaitanya
V.VASU CHAITANYA

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 - ii. Log Book
4. Problems identified
 - i. Analysis of the survey
5. Action Plan
6. Community Awareness Program
7. Conclusion
8. References

Andhra Christian College::Guntur



CERTIFICATE

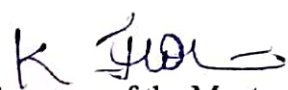
This is to certify that Mr/Ms **V.VASU CHAITANYA**

Bearing Regd No..... **Y217022034** is a student of B.com
(COMPUTERS).

She has done the Community Service Project work entitled **"STUDY ON FOOD HABITS OF
AND NUTRITIONS GUNTUR"** and submitted to Department of Commerces, Andhra
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B.com degree Programme under my supervision.


T.CHANDRA BABU M.Com.,
Head of the Department of Commerce
A.C.College, GUNTUR


Signature of the Mentor/Supervisor