

Konkan Gyanpeeth Uran College of Commerce and Arts,

Uran-Raigad

Avishkar Research Committee

Annual Report  
2016-2017



Introduction:

Avishkar Research Convention is organized every year by the University of Mumbai. Every year our College participates in this research convention activity. Through this research activity, we take efforts to inculcate research attitude amongst students. 5 student from our college participated in the research competition of University of Mumbai. They were given special guidance by the teachers of the College Research Committee.

Research Committee:

<b>Dr A. R. Chavan</b>	<b>Chairman</b>
Mr. P. R. Karulkar	Member
Mr. V. S. Indulkar	Member
Dr. D. P. Hingmire	Member
Mr. G. P. Kudav	Member

Participants:

Sr.No.	Name of the Student	Name of the Guide	Category	Level	Year	Title of the Research Project
1.	Miss. Megha Baburaj	Dr. A. R. Chavan	C2	PG	2016-17	Green Marketing: A Study of Consumer Perception and Preferences in Rural Areas
2.	Mr. Priyesh Suresh Mehta	Mr. P. R. Karulkar	C2	UG	2016-17	Humorous Advertisements: Effective or Just for A Good Laugh? ( A Study On Effectiveness of Humorous Appeal in Television Advertisements)




3.	Mr. Darshan Suresh Jalgaonkar	Mr. V.S.Indulkar	C2	UG	2016-17	Adoption of Mobile Banking Among Rural people. ( A Study with Special Reference to Rural Youth)
4.	Miss. Sachi Jain & Mr.Kuwawala Anam Ismail	Dr. A.R. Chavan	C2	UG	2016-17	Women Empowerment Through Economic security: A Practical Solution to Empower College Going Girls.
5.	Mr. Akash Satish Mhatre & Miss. Niyta Nilesh Purav	Mr. P.R. Karulkar	C2	UG	2016-17	Energy Efficiency: What Can Induce Rural Consumers in Buying Energy Efficient Home Appliances? ( A Study of Factors Affecting Buying Behavior of Rural Consumers)

#### Achievements:

1. Miss. Megha Baburaj Qualified the poster round at District level competition.
2. Miss. Megha Baburaj Qualified the district level Avishkar Research Convention and participated in University level.
3. Mr. Priyesh Suresh Mehta Qualified the poster round at District level competition.
4. Mr. Darshan Suresh Jalgaonkar Qualified the poster round at District level competition.
5. Miss. Sachi Jain & Kuwawala Anam Ismail Qualified the poster round at District level competition.
6. Mr. Akash Satish Mhatre, Miss. Niyta Nilesh Purav Qualified the poster round at District level competition.

  
**Chairman**

  
**IQAC/NAAC  
CO-ORDINATOR  
G. URAN COLLEGE OF COM. & ARTS**

  
**K. A. SHAMA  
V.P. PRINCIPAL  
Konkan Gyanpeeths Uran College  
of Commerce & Arts  
Uran - Raigad.**