

**A STUDY ON CUSTOMER PERCEPTION OF MOBILE WALLETS AND BANK
LINKED UPI SERVICE WITH SPECIAL REFERENCE TO COIMBATORE**

**DISTRICT
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

HARINI S

(Reg.No: 231CB001)

Under the Guidance of

Dr.K.Myilswamy M.Com(CA)., M.Phil., MBA., PGDCA., Ph.D.,

Assistant Professor and Head i/c



DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

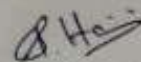
2025- 2026

DECLARATION

I, HARINIS declare that the project work, entitled, **A STUDY ON CUSTOMER PERCEPTION OF MOBILE WALLETS AND BANK LINKED UPI SERVICE WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT** submitted to **Kongunadu Arts and Science College (Autonomous)**, Affiliated to **Bharathiar University** in partial fulfillment of the requirement for the **Degree of Bachelor of Commerce with Banking and Insurance** is a record of original work done during the period of **2025-2026** under the guidance of **Dr.K.Myilswamy M.Com(CA)., M.Phil, MBA., PGDCA., Ph.D., Assistant Professor and Head i/c , Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 3/3/2026



Signature of the Candidate

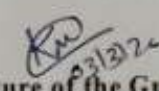
HARINIS

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CUSTOMER PERCEPTION OF MOBILE WALLETS AND BANK LINKED UPI SERVICE WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT" submitted to Kongunadu Arts and Science College affiliated to Bharathiar University in partial fulfillment of the award of the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done by HARINI S during the period of his/her study in the Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 3/3/2026

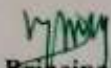

Signature of the Guide

Dr. K. MYILESWAMY,
M.Com(Cal.), M.Phil., M.A., PGDCA., Ph.D.
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.



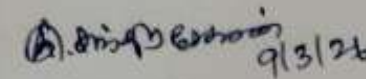

Head of the Department

Dr. K. MYILESWAMY,
M.Com(Cal.), M.Phil., M.A., PGDCA., Ph.D.
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.


Principal
PRINCIPAL
KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 9/3/2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

Dr. G. CHANDRASEKARAN,
Associate Professor
Department of Commerce
Chitkalah Government Arts and Science College,
Erode - 638 004, Tamil Nadu, India.

ACKNOWLEDGEMENT

I thank the Almighty, the light of my life for granting me the strength, courage and knowledge to complete this project successfully.

I am indebted to the Management of Kongunadu Arts and Science College for giving me an opportunity to be a student of the renowned institution and to undertake this project work.

I express my deep sense of gratitude to **Dr. C.A. Vasuki., M.Sc., Ph.D., Secretary and Director** , Kongunadu Arts and Science College, who has given me an opportunity to be a student of renowned Institution.

I express my deep sense of gratitude to **Dr.V.Sangeetha M.Sc., Ph.D., Principal**, Kongunadu Arts and Science College, the woman behind of all academic and granted me the permission to the Project work.

I heartly thanks to **Dr.S. Nagaraja MA., M Phil., Ph D., Vice Principal** and **Dr. T. Kumar M Com., M Phil., PhD., PGDCA., Academic Co – Ordinator for Commerce Stream** Kongunadu Arts and Science College, the men behind of all academic and granted me the permission to undertake this project work.

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I submit my sincere gratitude to all the **Staff Members** of my department for their constant encouragement to complete this Institutional training.

I also acknowledged the help of my parents, friends and other well-wishers who helped me to complete this Institutional training successfully.

(HARINI S)

(Reg.No: 231CB001)

**A STUDY ON CUSTOMER PERCEPTION OF MICROFINANCE SERVICE IN
RURAL AREAS IN NILGIRIS DISTRICT
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

KEERTHANA K

(Reg.No: 231CB002)

Under the Guidance of

Dr. K. MYILSWAMY M.COM(CA), M.Phil., MBA., PGDCA., Ph.D.,

Assistant Professor and Head i/c



DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2025- 2026

DECLARATION

I, **KEERTHANA K** declare that the project work, entitled **A STUDY ON CUSTOMER PERCEPTION OF MICROFINANCE SERVICE IN RURAL AREAS IN NILGIRIS DISTRICT** submitted to **Kongunadu Arts and Science College (Autonomous)**, Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of **Bachelor of Commerce with Banking and Insurance** is a record of original work done during the period of **2025-2026** under the guidance of **Dr. K.MYILSWAMY, M.COM(CA), M.Phil., MBA., PGDCA., Ph.D., Assistant Professor and Head i/c, in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 03/03/2026

Keerthana K

Signature of the Candidate

KEERTHANA K

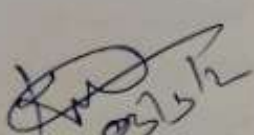
CERTIFICATE

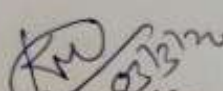
This is to certify that Project work entitled **A STUDY ON CUSTOMER PERCEPTION OF MICROFINANCE SERVICE IN RURAL AREAS IN NILGIRIS DISTRICT** submitted to **Kongunadu Arts and Science College (Autonomous)** affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce with Banking and Insurance** is a record of original work done by **KEERTHANA K** during the period of her study in the **Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

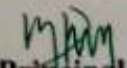
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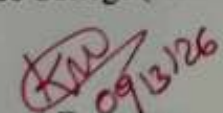

Head of the Department
Dr. K. M. PILLAI SWAMY,
M.Com(CA), M.Phil., MBA., PGDCA., Ph.D.,
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.

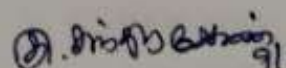

Signature of the Guide

Dr. K. M. PILLAI SWAMY,
M.Com(CA), M.Phil., MBA., PGDCA., Ph.D.,
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.


Principal
KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 09/03/2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

ACKNOWLEDGEMENT

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I would like to express my sincere thanks to **Dr.K.Myilswamy M.Com(CA)., M.Phil., MBA., PGDCA., Ph.D., Assistant Professor and Head i/c , Department of Commerce with Banking and Insurance**, for support and encouragement throughout the project work and in all my academic excellence.

I am extremely grateful to my Guide **Dr.K.Myilswamy, M.COM(CA)., M.Phil., MBA., PGDCA., Ph.D., Assistant Professor and Head i/c, Department of Commerce with Banking and Insurance** fulfilling me in the successful and guiding all my completion of the Project report all my academic endeavors with great deal.

I submit my sincere gratitude to all the **Staff Members** of my department for their constant encouragement to complete this Institutional training.

I also acknowledged the help of my parents, friends and other well-wishers who helped me to complete this Institutional training successfully.

KEERTHANA K

231CB002

**A STUDY ON CHALLENGES OF INSURANCE PRODUCTS AMONG RURAL
USERS IN COIMBATORE DISTRICT
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

KAYALVIZHI K

(Reg.No: 231CB003)

Under the Guidance of

Dr. K. MYILSWAMY M.COM(CA), M.Phil., MBA., PGDCA., Ph.D.,

Assistant Professor and Head i/c



DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

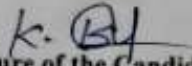
2025- 2026

DECLARATION

I, KAYALVIZHI K declare that the project work, entitled **A STUDY ON CHALLENGES OF INSURANCE PRODUCTS AMONG RURAL USERS IN COIMBATORE DISTRICT** submitted to **Kongunadu Arts and Science College (Autonomous)**, Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of **Bachelor of Commerce with Banking and Insurance** is a record of original work done during the period of **2025-2026** under the guidance of **Dr. K. MYILSWAMY, M.COM(CA),M.Phil.,MBA.,PGDCA.,Ph.D., Assistant Professor and Head i/c, in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 03/03/2026


Signature of the Candidate
KAYALVIZHI K

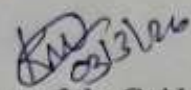
CERTIFICATE

CERTIFICATE

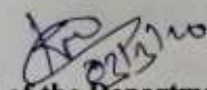
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Place: Coimbatore

Date: 03/03/2026


Signature of the Guide



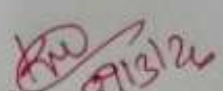

Head of the Department

Dr. K. MYILSWAMY,
M.Com(Cal), M.Phil., MBA., PGDCA., Ph.D.
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.

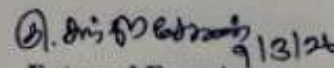

Principal

KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 09/3/2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner

Dr. K. MYILSWAMY,
M.Com(Cal), M.Phil., MBA., PGDCA., Ph.D.
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.


External Examiner

ACKNOWLEDGEMENT

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KAYALVIZHI K

231CB003

**A STUDY ON CONSUMER AWARENESS AND USAGE PATTERN OF
BANKING SERVICES AMONG RURAL WOMEN IN COIMBATORE
DISTRICT
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

SUJITHA B

(Reg.No: 231CB004)

Under the Guidance of

Dr. K. MYILSWAMY M.COM(CA), M.Phil., MBA., PGDCA., Ph.D.,

Assistant Professor and Head i/c



DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

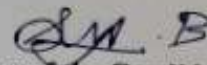
2025- 2026

DECLARATION

I, **SUJITHA B** declare that the project work, entitled **A STUDY ON CONSUMER AWARENESS AND USAGE PATTERN OF BANKING SERVICES AMONG RURAL WOMEN IN COIMBATORE DISTRICT** submitted to **Kongunadu Arts and Science College (Autonomous)**, Affiliated to **Bharathiar University** in partial fulfillment of the requirement for the Degree of **Bachelor of Commerce with Banking and Insurance** is a record of original work done during the period of **2025-2026** under the guidance of **Dr. K.MYILSWAMY, M.COM(CA), M.Phil., MBA., PGDCA., Ph.D., Assistant Professor and Head i/c, in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05/3/2026



Signature of the Candidate

SUJITHA B

CERTIFICATE

This is to certify that Project work entitled **A STUDY ON CONSUMER AWARENESS AND USAGE PATTERN OF BANKING SERVICES AMONG RURAL WOMEN IN COIMBATORE DISTRICT** submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce with Banking and Insurance** is a record of original work done by **SUJITHA B** during the period of her study in the Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 03/03/2026



Chapter Signed

Signature of the Guide

M.Com(CA), M.Phil., M.A., PGDCA, Ph.D.
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.

Head of the Department

Dr. K. MYILSWAMY,
M.Com(CA), M.Phil., M.A., PGDCA, Ph.D.
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.

Principal

KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 09/03/2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

Internal Examiner

Dr. K. MYILSWAMY,
M.Com(CA), M.Phil., M.A., PGDCA, Ph.D.
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.

External Examiner

D. Anandaraman
9/3/26

ACKNOWLEDGEMENT

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SUJITHA B

231CB004

**A STUDY ON CONSUMER SATISFACTION ON
E-BANKING WITH SPECIAL REFERENCE TO
COIMBATORE CITY
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

JENIFER .J

(Reg.No: 231CB005)

Under the Guidance of

Dr.K.Myilswamy M.Com(CA), M.Phil., MBA., PGDCA., Ph.D.,

Assistant Professor and Head i/c



DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

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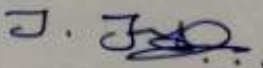
2025– 2026

DECLARATION

I, **JENIFER J** declare that the project work, entitled, "A STUDY ON CONSUMER SATISFACTION ON E-BANKING WITH SPECIAL REFERENCE TO COIMBATORE CITY" submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of 2025-2026 under the guidance of **Dr.K.Myilswamy M.Com(CA), M.Phil., MBA., PGDCA., Ph.D., Assistant Professor and Head i/c**, Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 04/03/2026

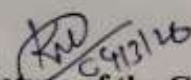

Signature of the Candidate
JENIFER J

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER SATISFACTION ON E-BANKING WITH SPECIAL REFERENCE TO COIMBATORE CITY" submitted to Kongunadu Arts and Science College affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce with Banking and Insurance** is a record of original work done by **JENIFER J** during the period of her study in the **Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

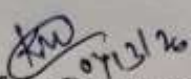
Place: Coimbatore

Date: 04/3/2026

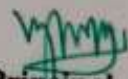

Signature of the Guide

Dr. K. MYILSWAMY,
M.Com(CA), M.Phil., MBA., PGDCA., Ph.D.,
Assistant Professor and Head, V.L.
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.



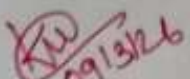

Head of the Department

Dr. K. MYILSWAMY,
M.Com(CA), M.Phil., MBA., PGDCA., Ph.D.,
Assistant Professor and Head, V.L.
Department of Commerce
with Banking and Insurance,
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Coimbatore - 641 029.

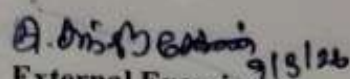

Principal
PRINCIPAL

KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 09/03/2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner

Dr. K. MYILSWAMY,
M.Com(CA), M.Phil., MBA., PGDCA., Ph.D.,
Assistant Professor and Head, V.L.
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.


External Examiner

ACKNOWLEDGEMENT

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I heartly thanks to **Dr. S. Nagaraja MA., M Phil., Ph D., Vice Principal** and **Dr. T. Kumar M Com., M Phil., PhD., PGDCA., Academic Co – Ordinator for Commerce Stream** Kongunadu Arts and Science College, the men behind of all academic and granted me the permission to undertake this project work.

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I submit my sincere gratitude to all the **Staff Members** of my department for their constant encouragement to complete this Institutional training.

I also acknowledged the help of my parents, friends and other well-wishers who helped me to complete this Institutional training successfully.

(JENIFER J)

(Reg.No: 231CB005)

**A STUDY ON STUDENT AWARENESS TOWARDS EDUCATION LOAN IN
COIMBATORE CITY
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

S VIKASH

(Reg.No: 231CB006)

Under the Guidance of

Dr.K. Sudha M.com., MBA, M.phil, B.Ed, SET, PGDCA, PhD
Assistant Professor



**DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE
KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)**

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

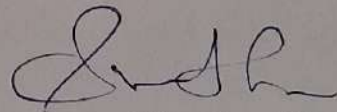
2025– 2026

DECLARATION

I, **S VIKASH (231CB006)** declare that the project work, entitled **PROJECT TOPIC A STUDY ON STUDENT AWARENESS TOWARDS EDUCATION LOAN IN COIMBATORE CITY**, submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of **2025-2026** under the guidance of Dr.K.Sudha M.com., MBA, M.Phil, B.Ed, SET, PGDCA, PhD, **Assistant Professor** in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 03/03/2026



Signature of the Candidate

S.VIKASH

CERTIFICATE

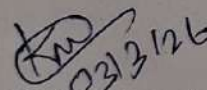
This is to certify that Project work entitled **A STUDY ON STUDENT AWARENESS TOWARDS EDUCATION LOAN IN COIMBATORE CITY** submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce with Banking and Insurance** is a record of original work done by **S.VIKASH** during the period of his/her study in the **Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

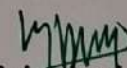
Date: 03/03/2026


(Dr. K. SUDHA)
Signature of the Guide

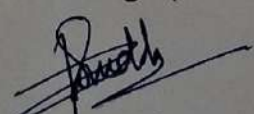


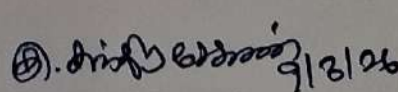

03/3/26
Head of the Department

Dr. K. MYILSWAMY,
M.Com(CA), M.Phil., MBA., PGDCA., Ph.D.
Assistant Professor and Head, T/L
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.


Principal
PRINCIPAL
KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 09/03/2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


9/3/26
External Examiner

ACKNOWLEDGEMENT

I thank the Almighty, the light of my life for granting me the strength, courage and knowledge to complete this project successfully.

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I would like to express my sincere thanks to **Dr.K.Myilswamy M.Com(CA), M.Phil., MBA., PGDCA., Ph.D., Assistant Professor and Head i/c , Department of Commerce with Banking and Insurance**, for support and encouragement throughout the project work and in all my academic excellence.

I am extremely grateful to my Guide **Dr.K.Sudha M.com., MBA, M.Phil, B.Ed, SET, PGDCA, PhD, Assistant Professor , Department of Commerce with Banking and Insurance** fulfilling me in the successful and guiding all my completion of the Project report all my academic endeavors with great deal.

I submit my sincere gratitude to all the **Staff Members** of my department for their constant encouragement to complete this Institutional training.

I also acknowledged the help of my parents, friends and other well-wishers who helped me to complete this Institutional training successfully.

Signature of the candidate

S.VIKASH

(Reg.No: 231CB006)

**A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL LENDING
APPS AND TRADITIONAL BANKING LOANS IN COIMBATORE CITY
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

VIGNESH K N

(Reg.No: 231CB008)

Under the Guidance of

Dr. K. Sudha M.Com., MBA., MPhil, B.Ed., SET, PGDCA, PhD.,

Assistant Professor



DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

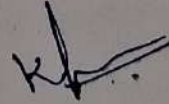
2025– 2026

DECLARATION

I, VIGNESH K N (231CB008) declare that the project work, entitled **A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL LENDING APPS AND TRADITIONAL BANKING LOANS IN COIMBATORE CITY**, submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of **2025-2026** under the guidance of **Dr. K. Sudha M.Com., MBA., MPhil, B.Ed., SET, PGDCA, PhD., Assistant Professor** in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 3/03/2026



Signature of the Candidate

VIGNESH K N

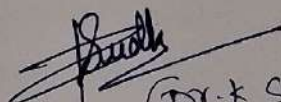
(231CB008)

CERTIFICATE

This is to certify that Project work entitled A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL LENDING APPS AND TRADITIONAL BANKING LOANS IN COIMBATORE CITY submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce with Banking and Insurance** is a record of original work done by **VIGNESH K N** during the period of his/her study in the **Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

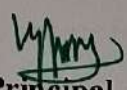
Date: 03/03/2026


(Dr. K. SUDHA)
Signature of the Guide

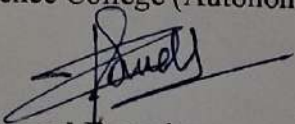


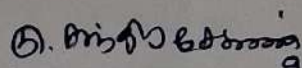

Head of the Department

Dr. K. MYILSWAMY,
M.Com(CA), M.Phil., MBA., PGDCA., Ph.D.,
Assistant Professor and Head, 1/2
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.


Principal
PRINCIPAL
KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 09/03/2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner 9/3/26

ACKNOWLEDGEMENT

I thank the Almighty, the light of my life for granting me the strength, courage and knowledge to complete this project successfully.

I am indebted to the Management of Kongunadu Arts and Science College for giving me an opportunity to be a student of the renowned institution and to undertake this project work.

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I submit my sincere gratitude to all the **Staff Members** of my department for their constant encouragement to complete this Institutional training.

I also acknowledged the help of my parents, friends and other well-wishers who helped me to complete this Institutional training successfully.

(VIGNESH K N)

(231CB008)

**THE STUDY ON CUSTOMER SATISFACTION BETWEEN LIC VS PRIVATE
INSURANCE WITH SPECIAL REFERENCE TO COIMBATORE CITY
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

THARIKA.E

(Reg.No: 231CB009)

Under the Guidance of

Dr. K.Sudha M.Com.,MBA., M.Phil,B.Ed,SET,PGDCA,PhD

Assistant Professor



DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A⁺⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

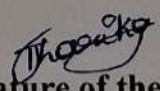
2025- 2026

DECLARATION

I, **THARIKA E (231CB009)** declare that the project work, entitled **THE STUDY ON CUSTOMER SATISFACTION BETWEEN LIC VS PRIVATE INSURANCE COMPANY WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT**, submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of **2025-2026** under the guidance of **Dr.K.Sudha M.Com.,MBA.,M.Phil,B.Ed,SET,PGDCA.,PhD, Assistant Professor** in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 02/03/2026


Signature of the Candidate

THARIKA E

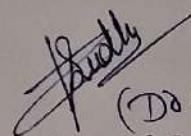
CERTIFICATION

CERTIFICATE

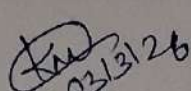
This is to certify that Project work entitled **THE STUDY ON CUSTOMER SATISFACTION BETWEEN LIC VS PRIVATE INSURANCE COMPANY WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT** submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce with Banking and Insurance** is a record of original work done by **THARIKA.E** during the period of his/her study in the **Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

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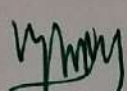
Date: 02/03/2026


(Dr. K. SUDHA)
Signature of the Guide

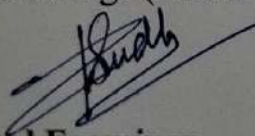


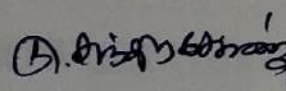

03/3/26
Head of the Department

Dr. K. MYILSWAMY,
M.Com(CA), M.Phil., MBA., PGDCA., Ph.D.,
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.


Principal
PRINCIPAL
KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 09/03/2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


9/3/26
External Examiner

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(THARIKA.E)

(Reg.No: 231CB009)

**A STUDY ON STUDENTS' SATISFACTION ABOUT ONLINE EDUCATION VS
TRADITIONAL CLASSROOM LEARNING IN COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

MANIMEGALAI P

(Reg.No: 231CB010)

Under the Guidance of

Dr. K. Sudha M.Com., MBA., M.Phil, B.Ed., SET, PGDCA, PhD.,

Assistant Professor



DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2025– 2026

DECLARATION

DECLARATION

I, **MANIMEGALAI.P (231CB010)** declare that the project work, A STUDY ON STUDENTS' SATISFACTION ABOUT ONLINE EDUCATION VS TRADITIONAL CLASSROOM LEARNING IN COIMBATORE CITY submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of **2025-2026** under the guidance of Dr. K. Sudha M.Com., MBA., M.Phil, B.Ed, SET, PGDCA, PhD., **Assistant Professor** in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 03/03/2026



Signature of the Candidate

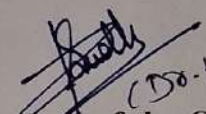
MANIMEGALAI .P

CERTIFICATE

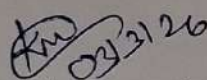
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Place: Coimbatore

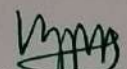
Date: 03/03/2026


(Dr. K. SUDHA)
Signature of the Guide

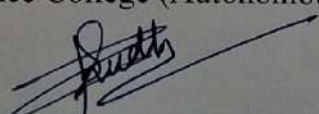


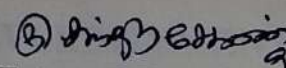

Head of the Department

Dr. K. MYILSWAMY,
M.Com(CA), M.Phil., MBA., PGDCA., Ph.D.,
Assistant Professor and Head, V/C
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.


PRINCIPAL
KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 09/03/2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


9/3/26
External Examiner

ACKNOWLEDGEMENT

I thank the Almighty, the light of my life for granting me the strength, courage and knowledge to complete this project successfully.

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MANIMEGALAI P

231CB010

**A STUDY ON IMPACT OF BLOCKCHAIN TECHNOLOGY ON FINANCIAL
TRANSACTION IN THE BANKING AND FINANCIAL SERVICES SECTOR**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

**In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE**

Submitted by

SIVAGURU R

(Reg.No: 231CB011)

Under the Guidance of

Dr. K. Sudha M.Com., MBA., MPhil, B.Ed., SET, PGDCA, PhD.,

Assistant Professor



DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

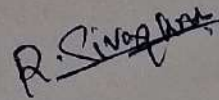
2025– 2026

DECLARATION

I, SIVAGURU R (231CB011) declare that the project work, entitled A STUDY ON THE IMPACT OF BLOCKCHAIN TECHNOLOGY ON FINANCIAL TRANSACTIONS IN THE BANKING AND FINANCIAL SERVICES SECTOR, ,submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of **2025-2026** under the guidance of Dr.K.Sudha M.Com.,MBA.,MPhil,BEd,SET,PGDCA,PhD,Assistant Professor in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 03/03/2026



Signature of the Candidate

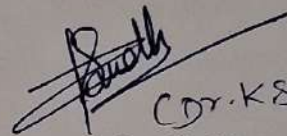
SIVAGURU R

CERTIFICATE

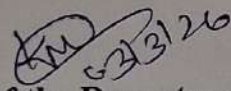
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Place: Coimbatore

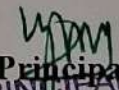
Date:


(Dr. K. SUDHA)
Signature of the Guide

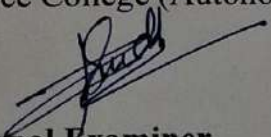


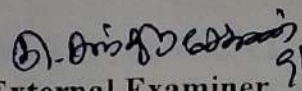

Head of the Department

D.K. MYILSWAMY,
M.Com(CA), M.Phil., MBA., PGDCA., Ph.D.,
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.


Principal
KONGUNADU ARTS & SCIENCE COLLEGE
Coimbatore

Submitted for the Viva Voce held on 9/03/2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641029.


Internal Examiner


External Examiner 9/3/26

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SIVAGURU.R

231CB011

**A STUDY OF NEOBANK AND THEIR IMPACT ON TRADITIONAL
BANKING WITH REFERENCE TO THE BANK CUSTOMERS IN
COIMBATORE DISTRICT
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

KRUTHIKA .S

(Reg. No: 231CB012)

Under the Guidance of

Dr. K.Sudha M.Com.,MBA.,M.Phil, B.Ed,SET, PGDCA, PhD.,

Assistant Professor



**DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE
KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)**

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

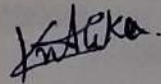
2025– 2026

DECLARATION

I, KRUTHIKA.S(231CB012) declare that the project work, entitled A STUDY OF NEOBANK AND THEIR IMPACT ON TRADITIONAL BANKING WITH REFERENCE TO THE BANK CUSTOMERS IN COIMBATORE DISTRICT, submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of 2025-2026 under the guidance of ,Dr.K.Sudha M.com., MBA. ,M.Phil ,B.Ed, SET, PGDCA ,PhD, Assistant Professor in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 02/03/26



Signature of the Candidate

KRUTHIKA.S

CERTIFICATE

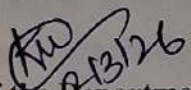
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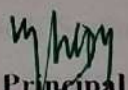
Date: 02/03/26


Signature of the Guide
(Dr. K. Sudha)

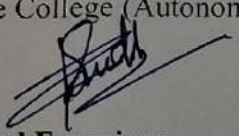


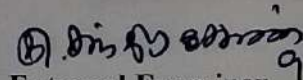

Head of the Department

Dr. K. MYILSWAMY,
M.Com(CA), M.Phil., MBA., PGDCA., Ph.D.
Assistant Professor and Head, ~~the~~
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.


Principal
PRINCIPAL
KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 09/03/2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

9/3/26

ACKNOWLEDGEMENT

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(**KRUTHIKA.S.**)

(Reg.No: 231CB012)

**A STUDY ON ROLE OF COOPERATIVE BANK IN PROMOTING
FINANCIAL INCLUSION AMONG FARMER AND RURAL
HOUSEHOLDS IN NILGIRIS .**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

SHOBANA Y

(Reg.No: 231CB013)

Under the Guidance of

Mrs.V.Ramya M.Com(FCA),MBA,MPhil

Assistant Professor



**DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE
KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)**

[Re-Accredited By NAAC with "A" Grade (4* Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2025- 2026

DECLARATION

I, SHOBANA Y (231CB013) declare that the project work, entitled A STUDY ON ROLE OF COOPERATIVE BANK IN PROMOTING FINANCIAL INCLUSION AMONG FARMER AND RURAL HOUSEHOLD IN NILGIRIS ,submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of 2025-2026 under the guidance of Mrs.V.Ramya M.Com(FCA),MBA,MPhil,Assistant Professor in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore Date: 05/03/2026

Shobana.Y

Signature of the Candidate

SHOBANA Y

CERTIFICATE

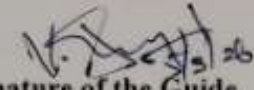
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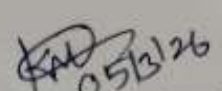
Place: Coimbatore

Date: 05/03/2026



Counter Signed


Signature of the Guide

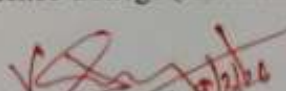

Head of the Department

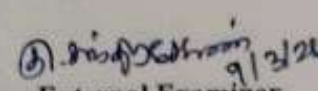
Dr. K. MYILSWAMY,
M.Com(Cal), M.Phil., MBA., PGDCA., Ph.D.
Assistant Professor and Head, *ve*
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.


Principal

PRINCIPAL
KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 09/03/2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

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SHOBANA Y
231CB013

**A STUDY ON AWARENESS OF POST OFFICE SAVING SCHEMES
AMONG WOMEN IN COIMBATORE CITY
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

MAHESWARLM

(Reg.No :231CB014)

Under the Guidance of

Mrs. V. RAMYA M.COM (FCA), MBA, M.Phil,
Assistant Professor



DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

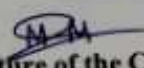
2025- 2026

DECLARATION

I MAHESWARIM declare that the project work, entitled "A STUDY ON AWARENESS OF POST OFFICE SAVING SCHEMES AMONG WOMEN IN COIMBATORE CITY" submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of 2025-2026 under the guidance of Mrs.V.RAMYA M.COM (FCA),MBA,M.Phil, Assistant Professor in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 03.03.2026


Signature of the Candidate

MAHESWARIM

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON AWARENESS OF POST OFFICE SAVING SCHEMES AMONG WOMEN IN COIMBATORE CITY" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce with Banking and Insurance** is a record of original work done by **MAHESWARIM** during the period of her study in the **Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 03.03.2026


Signature of the Guide

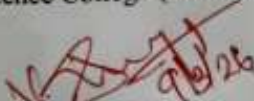


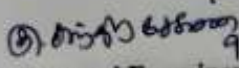

Head of the Department

Dr. K. MYILSWAMY,
M.Com (Cal), M.Phil., M.A., F.D.C.A., Ph.D.,
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.


Principal
PRINCIPAL
KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 09.03.2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

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MAHESWARIM

Reg.No: 231CB014

**STUDY ON CUSTOMER PERCEPTION AND SATISFACTION ABOUT
MOBILE BANKING WITH REFERENCE TO SELECT NATIONALIZED
BANK IN COIMBATORE**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

NAME: K PUGALARASU

(Reg.No: 231CB015)

Under the Guidance of

**Mrs.V.RAMYA M.COM (FCA), MBA, M.Phil.,
Assistant Professor**



DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A" Grade (4th Cycle)]

College of Excellence (UGC)

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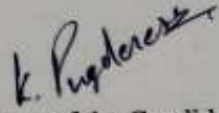
2025- 2026

DECLARATION

I K PUGALARASU declare that the project work, entitled **IN STUDY ON COUSTOMER PERCEPTION AND SATISFACTION ABOUT MOBILE BANKING WITH REFERENCE TO SCLECT NATIONALIZED BANK IN COIMBATORE** submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of **2025-2026** under the guidance of **Mrs.V.RAMYA M.COM (FCA),MBA,M.Phil, Assistant Professor** in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place : Coimbatore

Date : 6/3/2026


Signature of the Candidate

K PUGALARASU

CERTIFICATE

CERTIFICATE

This is to certify that Project work entitled "STUDY ON COUSTOMER PERCEPTION AND STATISFACTION ABOUT MOBILE BANKING WITH REFERENCE TO SELECT NATIONALIZED BANK IN COIMBATORE" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce with Banking and Insurance** is a record of original work done by **K PUGALARASU** during the period of his/her study in the **Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place : Coimbatore

Date : 6/3/26



Signature of the Guide

Head of the Department

Dr. K. MYILSWAMY,
M.Com(CA), M.Fin., M.B.A., P.D.C.A., Ph.D.,
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.

Principal

PRINCIPAL

Kongunadu Arts & Science College
Coimbatore - 641 029.

Submitted for the Viva Voce held on 09/03/2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

Internal Examiner

External Examiner

ACKNOWLEDGEMENT

I thank the Almighty, the light of my life for granting me the strength, courage and knowledge to complete this project successfully.

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I submit my sincere gratitude to all the **Staff Members** of my department for their constant encouragement to complete this Institutional training.

I also acknowledged the help of my parents, friends and other well-wishers who helped me to complete this Institutional training successfully.

**STUDY ON CONSUMER PREFERENCE TOWARDS AMAZON PAY
IN COIMBATORE CITY
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

THARUN K

(Reg.No: 231CB017)

Under the Guidance of

**Mrs.V.RAMYA M.COM (FCA), MBA, M.Phil.,
Assistant Professor**



DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2025- 2026

DECLARATION

I **THARUN K** declare that the project work, entitled **STUDY ON CONSUMER PREFERENCE TOWARDS AMAZON PAY IN COIMBATORE CITY** submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of **2025-2026** under the guidance of **Mrs.V.RAMYA M.COM (FCA),MBA,M.Phil, Assistant Professor** in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 4/3/26

Tharun K

Signature of the Candidate

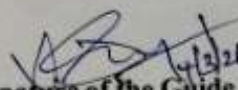
THARUN K

CERTIFICATE

This is to certify that Project work entitled "**STUDY ON CONSUMER PREFERENCE TOWARDS AMAZON PAY IN COIMBATORE CITY**" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce with Banking and Insurance** is a record of original work done by **THARUN K** during the period of his/her study in the **Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

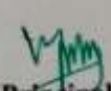
Date: 4/3/26


Signature of the Guide



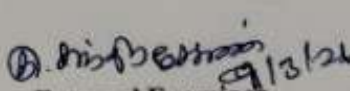

Head of the Department

Dr. K. MYILESWAMY,
M.Com(CA), M.Phil., MBA., FDCA., F.R.
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029


Principal
KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 09-03-26 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

ACKNOWLEDGEMENT

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I am extremely grateful to my Guide **Mrs.V.RAMYA M.COM (FCA), MBA, M.Phil, Assistant Professor Department of Commerce with Banking and Insurance** fulfilling me in the successful and guiding all my completion of the Project report all my academic endeavors with great deal.

I submit my sincere gratitude to all the **Staff Members** of my department for their constant encouragement to complete this Institutional training.

I also acknowledged the help of my parents, friends and other well-wishers who helped me to complete this Institutional training successfully.

THARUN K

231CB017

**IMPACT OF DIGITAL PAYMENT AWARENESS AND
PERCEPTION AMONG STUDENTS IN COIMBATORE DISTRICT**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

YADHU.A.NAIR

(Reg.No: 231CB018)

Under the Guidance of

Mrs.V.RAMYA M.COM (FCA), MBA, M.Phil.,
Assistant Professor



DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2025- 2026

DECLARATION

I **YADHU.A.NAIR** declare that the project work, entitled **IMPACT OF DIGITAL PAYMENT AWARENESS AND PERCEPTION AMONG STUDENTS IN COIMBATORE DISTRICT**, submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of **2025-2026** under the guidance of **Mrs.V.RAMYA M.COM (FCA),MBA,M.Phil, Assistant Professor** in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place : Coimbatore

Date : 04/03/2026



Signature of the Candidate

YADHU.A.NAIR

CERTIFICATE

This is to certify that Project work entitled "IMPACT OF DIGITAL PAYMENT AWARENESS AND PERCEPTION AMONG STUDENTS IN COIMBATORE DISTRICT" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce with Banking and Insurance** is a record of original work done by **YADHU.A.NAIR** during the period of his/her study in the **Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place : Coimbatore

Date : 04/03/2026

Signature of the Guide

Counter Signed



Head of the Department

Dr. K. MYILSWAMY,
M.Com(CA), M.Phil., M.B.A., P.D.C.A., Ph.D.
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.

Principal

PRINCIPAL
KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 9/3/2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

Internal Examiner

External Examiner

ACKNOWLEDGEMENT

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I submit my sincere gratitude to all the **Staff Members** of my department for their constant encouragement to complete this Institutional training.

I also acknowledged the help of my parents, friends and other well-wishers who helped me to complete this Institutional training successfully.

YADHU.A.NAIR
(231CB018)

**A STUDY ON AWARENESS OF FINANCIAL FRAUD AND SAFE BANKING
IN RURAL AREAS OF DHARMAPURI DISTRICT
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

JOTHIKA V

(Reg. No: 231CB019)

Under the Guidance of

Mrs. V. RAMYA M.Com (FCA), MBA, MPhil.,

Assistant Professor



DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

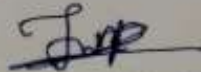
2025– 2026

DECLARATION

DECLARATION

I, **JOTHIKA V** declare that the project work, entitled **A STUDY ON AWARENESS OF FINANCIAL FRAUD AND SAFE BANKING IN RURAL AREAS OF DHARMAPURI DISTRICT** submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of 2025-2026 under the guidance of **Mrs. V. RAMYA M.Com (FCA), MBA, MPhil., Assistant Professor in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore Date: 03/03/2026



Signature of the Candidate

JOTHIKA V

CERTIFICATE

This is to certify that Project work entitled **A STUDY ON AWARENESS OF FINANCIAL FRAUD AND SAFE BANKING IN RURAL AREAS OF DHARMAPURI DISTRICT** submitted to **Kongunadu Arts and Science College (Autonomous)** affiliated to Bharathiar University in partial fulfilment of the award of the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done by **JOTHIKA V** during the period of her study in the **Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 03/03/2026

Signature of the Guide



Counter Signed

Head of the Department

Dr. K. MYILSWAMY,
M.Com(CA), M.Phil., MBA., PGDCA., Ph.D.,
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.

Principal

KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 09/03/2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

Internal Examiner

External Examiner

ACKNOWLEDGEMENT

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JOTHIKA V

231CB019

**A STUDY OF CONSUMER BEHAVIOUR IN SAMSUNG PURCHASING
DECISION WITH SSPECIAL REFERNCE TO
COIMBATORE DISTRICT
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

SAMUEL FRANKLIN F

(Reg.No: 231CB020)

Under the Guidance of

Dr. P.S. DHARSHANA MCom., MPhil., PGDCA., Ph.D.,

Assistant Professor



DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2025– 2026



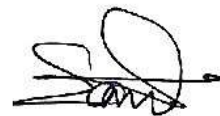
AI Scanner

DECLARATION

I, SAMUEL FRANKLIN F declare that the project work, entitled **A STUDY OF CONSUMER BEHAVIOUR IN SAMSUNG PURCHASING DECISION WITH SSPECIAL REFERNCE TO COIMBATORE DISTRICT**, submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of 2025-2026 under the guidance of Dr. P.S. DHARSHANA MCom., MPhil., PGDCA., Ph.D., Assistant Professor in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 4/3/26



Signature of the Candidate

SAMUEL FRANKLIN F

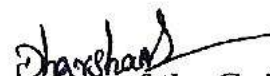


CERTIFICATE

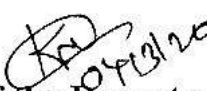
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Place: Coimbatore

Date: 4/3/26


Signature of the Guide
[Dr. P. S. Dhavshana]




Head of the Department

Dr. R. MYILSWAMY,
M.Com(CA), M.Phil., MBA., PGDCA., Ph.D.,
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.


Principal
PRINCIPAL
KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 9/3/2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641029.


Internal Examiner


External Examiner

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SAMUEL FRANKLIN F

(Reg.No: 231CB020)

**A STUDY OF CONSUMER PERCEPTION TOWARDS IPHONE IN
COIMBATORE DISTRICT
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

SANJAY S

(Reg.No: 231CB021)

Under the Guidance of

Dr. P.S. DHARSHANA MCom., MPhil., PGDCA., Ph.D.,

Assistant Professor



DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2025– 2026

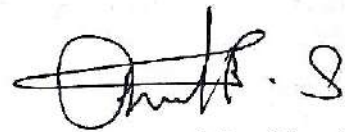
DECLARATION

DECLARATION

I, **SANJAY S** declare that the project work, entitled **A STUDY OF CONSUMER PERCEPTION TOWARDS IPHONE IN COIMBATORE DISTRICT**, submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of 2025-2026 under the guidance of **Dr. P.S. DHARSHANA MCom., MPhil., PGDCA., Ph.D., Assistant Professor in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 03.03.26



Signature of the Candidate

SANJAY S

CERTIFICATE

This is to certify that Project work entitled "**A STUDY OF CONSUMER PERCEPTION TOWARDS IPHONE IN COIMBATORE DISTRICT**" Submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce with Banking and Insurance** is a record of original work done by **SANJAY S** during the period of his study in the **Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 03.03.26

Dr. P. S. Dhayshana
Signature of the Guide
[Dr. P. S. Dhayshana]



Kw 03/3/26
Head of the Department

Dr. K. MYILSWAMY,
M.Com(CA), M.Phil., MBA., PGDCA., Ph.D.,
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.

[Signature]
Principal
PRINCIPAL
KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 09/03/2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

Dr. P. S. Dhayshana 9/03/2026
Internal Examiner

[Signature]
External Examiner

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I also acknowledged the help of my parents, friends and other well-wishers who helped me to complete this Institutional training successfully.

(SANJAY S)

(Reg.No: 231CB021)

**A STUDY ON CUSTOMER SATISFACTION TOWARDS THE LG BRAND
IN COIMBATORE DISTRICT
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

**In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE**

Submitted by

THENMOZHI S

(Reg. No: 231CB022)

Under the Guidance of

Dr. P.S. DHARSHANA MCom., MPhil., PGDCA., Ph.D.,

Assistant Professor



**DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE
KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)**

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

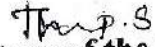
2025-2026

DECLARATION

I, **THENMOZHI S** declare that the project work, entitled **STUDY ON CUSTOMER SATISFACTION TOWARDS THE LG BRAND IN COMIBATORE CITY**, submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of 2025-2026 under the guidance of **Dr. P.S. DHARSHANA MCom., MPhil., PGDCA., Ph.D., Assistant Professor in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 03/03/2026


Signature of the Candidate

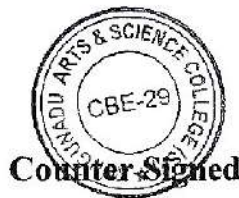
THENMOZHI S

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS LG BRAND IN COIMBATORE DISTRICT" Submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done by THENMOZHI S during the period of his study in the Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 03/03/2026



Dr. P. S. Dharmashan
Signature of the Guide
[Dr. P. S. Dharmashan]

AD 03/2/26
Head of the Department
B.Com(CA), M.Phil., MBA., PGDCA., Ph.D.
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.

W. M. M.
Principal
KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 09/3/26 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

Dr. P. S. Dharmashan
Internal Examiner
9/3/26

A. M. V. S.
External Examiner
9/3/26

ACKNOWLEDGEMENT

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I also acknowledged the help of my parents, friends and other well-wishers who helped me to complete this Institutional training successfully.

(**THENMOZHIS**)

(Reg.No: 231CB022)

**A STUDY ON INVESTOR AWARENESS AND ATTITUDE TOWARDS
INVESTMENT IN MUTUAL FUNDS
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

**In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE**

Submitted by

ARJUN M

(Reg.No: 231CB024)

Under the Guidance of

Dr. P.S. DHARSHANA MCom., MPhil., PGDCA., Ph.D.,

Assistant Professor



DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

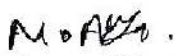
2025– 2026

DECLARATION

I, ARJUN M declare that the project work, entitled entitled ,A STUDY OF INVESTOR AWARENESS AND ATTITUDE TOWARDS INVESTMENT IN MUTUAL FUNDS, submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of 2025-2026 under the guidance of Dr. P.S. DHARSHANA MCom., MPhil., PGDCA., Ph.D., Assistant Professor in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 4. 3. 2026


Signature of the Candidate

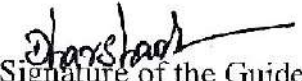
ARJUN M

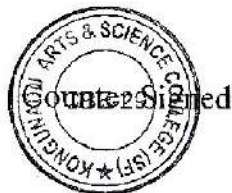
CERTIFICATE

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Place: Coimbatore

Date: 4.3.2026


Signature of the Guide
[Dr. P. S. Shanmuga]

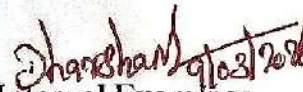


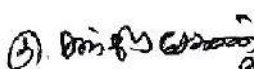

Head of the Department

Dr. K. MYILSWAMY,
M.Com(CA), M.Phil., MBA., PGDCA., Ph.D.,
Assistant Professor and Head,
Department of Commerce
with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.


Principal
PRINCIPAL
KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 4/3/2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

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(ARJUN M)

(Reg.No: 231CB024)

**A STUDY ON IMPACT OF ECOMMERCE ON TRADITIONAL RETAIL
MARKETING WITH SPECIAL REFERENCE TO COIMBATORE
DISTRICT
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

**In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE**

Submitted by

SOWMIYA S

(Reg. No: 231CB025)

Under the Guidance of

Dr. P.S. DHARSHANA M.Com., MPhil., PGDCA., Ph.D.,

Assistant Professor



**DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE
KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)**

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2025-2026

DECLARATION

I, **SOWMIYA S** declare that the project work, **A STUDY ON IMPACT OF ECOMMERCE ON TRADITIONAL RETAIL MARKETING WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT**, submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of 2025-2026 under the guidance of **Dr. P.S. DHARSHANA M.Com., MPhil., PGDCA., Ph.D., Assistant Professor in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 03/3/26



Signature of the Candidate

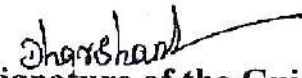
SOWMIYA S

CERTIFICATE

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Place: Coimbatore

Date: 03/3/2026


Signature of the Guide
[Dr. P.S. Dharsana]




Head of the Department

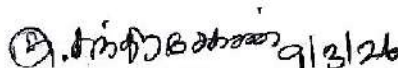
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Principal

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External Examiner

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SOWMIYA S

(Reg.NO:231CB025)

**A STUDY ON FINANCIAL PERFORMANCE OF INSURANCE
COMPANIES WITH REFERENCE TO LIC AND STAR HEALTH
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

THAYUMANAVAN S

(Reg: No: 231CB027)

Under the Guidance of

Dr. P.S. DHARSHANA MCom., MPhil., PGDCA., Ph.D.,

Assistant Professor



DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2025- 2026

DECLARATION

I, **THAYUMANAVAN S** declare that the project work, entitled **A STUDY ON FINANCIAL PERFORMANCE OF INSURANCE COMPANIES WITH REFERENCE TO LIC AND STAR HEALTH** submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce with Banking and Insurance is a record of original work done during the period of 2025-2026 under the guidance of **Dr. P.S. DHARSHANA MCom., MPhil., PGDCA., Ph.D., Assistant Professor in Department of Commerce with Banking and Insurance, Kongunadu Arts and Science College (Autonomous), Coimbatore** and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 4/03/2026



Signature of the Candidate

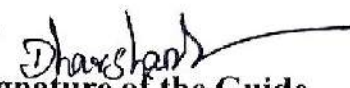
THAYUMANAVAN S

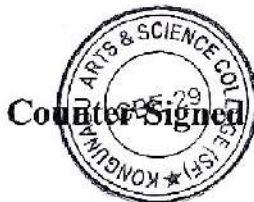
CERTIFICATE

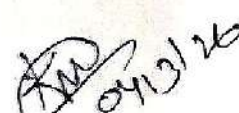
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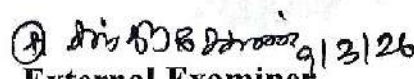

Head of the Department

Dr. K. MYILSWAMY,
M.Com(CA), M.Phil., MBA., PGDCA., Ph.D.,
Assistant Professor and Head,
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with Banking and Insurance,
Kongunadu Arts and Science College,
Coimbatore - 641 029.


Principal
KONGUNADU ARTS & SCIENCE COLLEGE
COIMBATORE - 641 029

Submitted for the Viva Voce held on 09-03-2026 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

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(**THAYUMANAVAN S**)

(Reg.No: 231CB027)