

**“A CASE STUDY ON THE ECONOMIC ANALYSIS OF CONSUMER  
BEHAVIOUR IN THE DIGITAL AGE WITH SPECIAL REFERENCE  
TO MUTHOLY PANCHAYAT”**

*Project report submitted to Mahatma Gandhi University Kottayam , in partial  
fulfillment of the requirements for the award of Bachelor's Degree of Arts in  
Economics.*

**SUBMITTED BY:**

**JAYALAKSHMIS - 210021010775**

**ANEESHA.K.JOSE - 210021010750**

**ANJU MATHEW - 210021010756**

**ANUPRIYA.K.V - 210021010760**

**BINILA.K.ANIL - 210021010796**

**VINAYA VINOD - 210021010793**

**UNDER THE SUPERVISION OF**

**Ms. JUNELLA SEQUIERA**



**DEPARTMENT OF ECONOMICS**

**ALPHONSA COLLEGE PALA**

**2021-2024**

**“A CASE STUDY ON THE ECONOMIC ANALYSIS OF CONSUMER BEHAVIOUR IN THE DIGITAL AGE WITH SPECIAL REFERENCE TO MUTHOLY PANCHAYAT”**

*Project report submitted to Mahatma Gandhi University Kottayam , in partial fulfillment of the requirements for the award of Bachelor's Degree of Arts in Economics.*

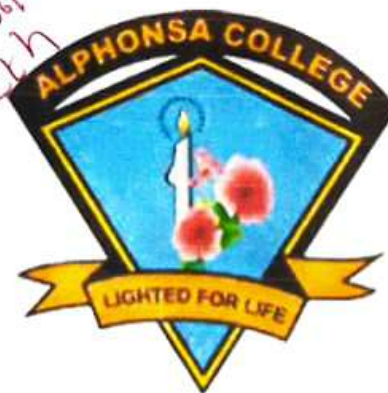
**SUBMITTED BY:**

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**UNDER THE SUPERVISION OF**

**Ms. JUNELLA SEQUIERA**

*Verified by  
Dr. Jinu Elizabeth  
06/05/24*



**DEPARTMENT OF ECONOMICS**

**ALPHONSA COLLEGE PALA**

**2021-2024**

## DECLARATION

We, Jayalakshmi.s, Vinaya Vinod, Anju Mathew, Aneesha K Jose, Binila K Anil, Anupriya K V hereby declare that the project work Entitled, **“A Case Study On the Economic Analysis Of Consumer Behaviour In the Digital Age with special reference to Mutholy Panchayat”** is a bonafide record of the project work carried out by us under the supervision and guidance of Ms. Junella Sequiera, Department of Economics, Alphonsa College, Pala. It has not been previously submitted for the awards of any degree or similarities by any university.

Place: Pala

Date: 6/5/24




Jayalakshmi s

## CERTIFICATE

This is to certify that the project entitled “**A Case Study On the Economic Analysis Of Consumer Behaviour In the Digital Age with special reference to Mutholy Panchayat**” is a project done by Jayalakshmi.s, Vinaya Vinod, Anju Mathew, Aneesha K Jose, Binila K Anil, Anupriya K V in partial fulfillment of the requirements for the award of degree of bachelors of arts in economics during 2021-2024, in the department of economics, Alphonsa College Pala, under our supervision and guidance.

Ms. Smitha Clary Joseph  
Head of the Department of Economics  
Alphonsa College , Pala

  
H.O.D.  
Department of Economics  
Alphonsa College, Pala

  
Ms. Junella Sequiera  
Department of Economics  
Alphonsa College . Pala

Place: Pala

Date:

**ANALYSIS OF CONSTRAINTS FACED BY DAIRY  
FARMERS: A CASE STUDY OF KOTTAYAM DISTRICT**

*Project report submitted to Mahatma Gandhi University Kottayam, in partial  
fulfilment of the requirements for the award of Bachelor Degree of Arts in  
Economics.*

**SUBMITTED BY:**

NEERAJA VINOD (RegNo:210021010781)

ANNA SHAJAN (Reg No:210021010794)

ASWANI K S (Reg No: 210021010763)

AMMU K C (Reg No: 210021010747)

ANEETA VARGHESE (Reg No:210021010751)

**UNDER THE SUPERVISION OF**

Ms. SMITHA CLARY JOSEPH



**DEPARTMENT OF ECONOMICS**

**ALPHONSA COLLEGE**

2021-2024

# **ANALYSIS OF CONSTRAINTS FACED BY DAIRY FARMERS: A CASE STUDY OF KOTTAYAM DISTRICT**

*Project report submitted to Mahatma Gandhi University Kottayam, in partial fulfilment of the requirements for the award of Bachelor Degree of Arts in Economics.*

## **SUBMITTED BY:**

NEERAJA VINOD (RegNo:210021010781)

ANNA SHAJAN (Reg No:210021010794)

ASWANI K S (Reg No: 210021010763)

AMMU K C (Reg No: 210021010747)

ANEETA VARGHESE (Reg No:210021010751)

## **UNDER THE SUPERVISION OF**

**Ms. SMITHA CLARY JOSEPH**



**DEPARTMENT OF ECONOMICS**


**ALPHONSA COLLEGE**

**2021-2024**


*Verified by*  
*Dr. Jina Elizabeth*

## CERTIFICATE

This is to certify that the project entitled "Analysis of constraints faced by dairy farmers: A case study of Kottayam district" was completed by Neeraja Vinod, fulfilling the requirements for the award of Degree of Bachelors of Arts in Economics during 2021 – 2024, in the Department of Economics, Alphonsa College Pala, under my supervision and guidance.

  
Ms. Smitha Clary Joseph  
Head of the Department of Economics  
Alphonsa College, Pala

H.O.D.  
Department of Economics  
Alphonsa College, Pala


  
Ms. Smitha Clary Joseph  
Department of Economics  
Alphonsa College, Pala

Place: Pala


Date: 06/05/2024

## CERTIFICATE

This is to certify that the project entitled “**Analysis of constraints faced by dairy farmers: A case study of Kottayam district**” was completed by Neeraja Vinod, fulfilling the requirements for the award of Degree of Bachelors of Arts in Economics during 2021 – 2024, in the Department of Economics, Alphonsa College Pala, under my supervision and guidance.

  
Ms. Smitha Clary Joseph  
Head of the Department of Economics  
Alphonsa College, Pala

H.O.D.  
Department of Economics  
Alphonsa College, Pala

  
Ms. Smitha Clary Joseph  
Department of Economics  
Alphonsa College, Pala

Place: Pala

Date: 06/05/2024



**“A CASE STUDY ON THE IMPACT OF GST ON SMALL  
BUSINESS FIRMS AMONG THE TRADERS WITH SPECIAL  
REFERENCE TO PALA MUNICIPALITY”**

*Project report submitted to Mahatma Gandhi University Kottayam, in partial  
fulfilment of the requirements for the award of Bachelor Degree of Arts in  
Economics.*

**SUBMITTED BY:**

<b>ATHIRA MANI</b>	-	<b>210021010764</b>
<b>ANJALI T. R</b>	-	<b>210021010752</b>
<b>AMIYA G. MUKALEL</b>	-	<b>210021010746</b>
<b>ADITHYA K. R</b>	-	<b>210021010743</b>
<b>RADHIKA M. M</b>	-	<b>210021010783</b>

**UNDER THE SUPERVISION OF,  
Ms. JUNELLA SEQUIERA**



**DEPARTMENT OF ECONOMICS**

**ALPHONSA COLLEGE**

**2021-2024**

**“A CASE STUDY ON THE IMPACT OF GST ON SMALL  
BUSINESS FIRMS AMONG THE TRADERS WITH  
SPECIAL REFERENCE TO PALA MUNICIPALITY”**

*Project report submitted to Mahatma Gandhi University Kottayam, in  
partial fulfilment of the requirements for the award of Bachelor Degree of  
Arts in Economics.*

**SUBMITTED BY:**

<b>ATHIRA MANI</b>	-	<b>210021010764</b>
<b>ANJALI T. R</b>	-	<b>210021010752</b>
<b>AMIYA G. MUKALEL</b>	-	<b>210021010746</b>
<b>ADITHYA K. R</b>	-	<b>210021010743</b>
<b>RADHIKA M. M</b>	-	<b>210021010783</b>

**UNDER THE SUPERVISION OF,**

**Ms. JUNELLA SEQUIERA**

Verified by  
Dr. Jinu Elizabeth  
08/05/24



**DEPARTMENT OF ECONOMICS**

**ALPHONSA COLLEGE**

**2021-2024**

## DECLARATION

We, Athira Mani, Anjaly T.R, Amiya G. Mukalel, Adithya K.R and Radhika M.M, hereby declare that the project work entitled, **“A Case Study on the Impact of GST on Small Business Firms Among the Traders with Special Reference to Pala Municipality”** is a bona fide record of the project work carried out by us under the supervision and guidance of Ms. Junella Sequiera, Department of Economics, Alphonsa College, Pala. It has not been previously submitted for the award of any degree or similar recognition by any university to the best of my knowledge and belief.

Place : Pala

Date : 06-05-2024



Athira Mani

**ALPHONSA COLLEGE PALA  
DEPARTMENT OF ECONOMICS**

**CERTIFICATE**

This is to certify that the project entitled “A Case Study on the Impact of GST on Small Business Firms Among the Traders with Special Reference to Pala Municipality” was completed by Athira Mani, Anjaly T.R, Amiya G. Mukalel, Adithya K.R and Radhika M.M, fulfilling the requirements for the award of Degree of Bachelors of Arts in Economics during 2021 – 2024, in the Department of Economics, Alphonsa College Pala, under my supervision and guidance.

Ms. Smitha Clary Joseph  
Head of the Department of Economics  
Alphonsa College, Pala

Ms. Junella Sequiera  
Department of Economics  
Alphonsa College, Pala

Verified  
Dr. Jinu Elizabeth

Place : Pala

Date : 06-05-2024

**UNVEILING THE HIDDEN ECONOMY- EXPLORING THE  
IMPACT OF WOMEN'S INVISIBLE HOUSEHOLD WORK ON THE  
ECONOMY: WITH SPECIAL REFERENCE TO MUTHOLY  
PANCHAYAT**

*Project report submitted to Mahatma Gandhi University Kottayam, in partial  
fulfilment of the requirements for the award of Bachelor Degree of Arts in  
Economics.*

**SUBMITTED BY**

**NIKITHA JOSEPH - 210021010782**

**ARYA JAYAN - 210021010762**

**SREEDEVI K S - 210021010790**

**RESHMI C R - 210021010785**

**ANJANA A M - 210021010753**

**LIYA SAJI - 210021010778**

**UNDER THE SUPERVISION OF**

**Ms. JUNELLA SEQUIERA**



**DEPARTMENT OF ECONOMICS  
ALPHONSA COLLEGE PALA**

**2021-2024**

**UNVEILING THE HIDDEN ECONOMY- EXPLORING THE  
IMPACT OF WOMEN'S INVISIBLE HOUSEHOLD WORK ON THE  
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**SUBMITTED BY**

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**ARYA JAYAN - 210021010762**

**SREEDEVI K S - 210021010790**

**RESHMI C R - 210021010785**

**ANJANA A M - 210021010753**

**LIYA SAJI – 210021010778**

**UNDER THE SUPERVISION OF**

**Ms. JUNELLA SEQUIERA**



*Verified by  
Dr. Jina Elizabeth*

**DEPARTMENT OF ECONOMICS  
ALPHONSA COLLEGE PALA**

**2021-2024**

## **DECLARATION**

We, Nikitha Joseph, Arya Jayan, Sreedevi KS, Reshmi CR, Anjana AM and Liya Saji, hereby declare that the project work entitled, "UNVEILING THE HIDDEN ECONOMY: EXPLORING THE IMPACT OF WOMEN'S INVISIBLE HOUSEHOLD WORK ON THE ECONOMY" is a Bonafide record of the project work carried out by us under the supervision and guidance of Ms Junella Sequiera, Department of Economics, Alphonsa College, Pala. It has not been previously submitted for the awards of any degree or similarities by any University.

**ALPHONSA COLLEGE, PALA**  
**DEPARTMENT OF ECONOMICS**

**CERTIFICATE**

This is to certify that the dissertation entitled "UNVEILING THE HIDDEN ECONOMY: EXPLORING THE IMPACT OF WOMEN'S INVISIBLE HOUSEHOLD WORK ON THE ECONOMY" is an authentic work carried out by Nikitha Joseph, Arya Jayan, Sreedevi K S, Reshmi C R, Anjana A M and Liya Saji in the Department of Economics, Alphonsa College, Pala under my supervision and guidance. This work has not been presented earlier for the award of any other degrees. They are permitted to submit the dissertation.

**Mrs. Smitha Clary Joseph**

Head of the Department of Economics

Alphonsa College, Pala

*S. Clary*  
H.O.D.  
Department of Economics  
Alphonsa College, Pala

**Ms. Junella Sequiera**

Department of Economics

Alphonsa College, Pala

*Junella Sequiera*

Place: Pala

Date:

*Verified*

*Dr. Jina Elizabeth*

*6/5/24*