

DNYANSAGAR ARTS & COMMERCE COLLEGE

I Affiliated to Savitribai Phule Pune University I

(AISHE Code: C- 41459)



Dnyansagar Arts and Commerce College, Balewadi,
Pune -45

CERTIFICATE

This is certify that Mr/Ms. Bhavanga T. Chaudhari
Of Class Ty. B. Com has completed his/her
practical work for subject Business Enterprise ^{newship} as a
part of curriculum by Dnyansagar Arts and
Commerce College, Savitribai Phule Pune
University, Pune during the Academic year [2023 -
2024]

Signature of teacher

Dr. Manisha Khaladkar
Principal, DACC

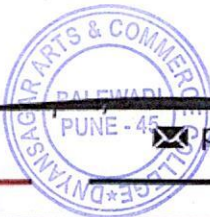
Signature of Examiner

(Internal)

Signature of Examiner

(External)

Edit with WPS Office



✉ principal@dacc.edu.in

Principal www.dacc.edu.in

Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.



Dnyansagar Arts and Commerce College, Balewadi
 Academic Year - 2023-24

FEEDBACK FROM INTERNSHIP PROVIDER ORGANIZATION

Dear Madam/ Sir,
 Please provide your valuable feedback about the performance of the student on following parameters. Your feedback will enable us to make necessary changes in the Internship process.
 Thank you.
 Coordinator- Internship Programme
 Internship Programme feedback form

Sr. No.	Particulars	Details
1)	Name of the Supervisor/ Officer	: Grousi Mangesh Grousi
2)	Department	:
3)	Designation	:
4)	Name of the Student	: Bhavana J. Choudhari
5)	Name of the College	: Dnyansagar college.
6)	Roll Number	:
7)	Special Subject	: B

Part - A - Individual Ranking (Please tick the suitable checkbox)

No.	Parameter for feedback	Excellent	Very Good	Good	Satisfactory	Needs Improvement
1)	Domain Knowledge	✓				
2)	Communication Skills		✓			
3)	Punctuality & Dedication	✓				
4)	Ability to work in teams			✓		
5)	Problem solving skills	✓				
6)	Quality of work done		✓			
7)	Effectiveness		✓			
8)	Efficiency		✓			
9)	Ability to take initiative			✓		
10)	Positive attitude	✓				
11)	Appearance			✓		
12)	Using full potential at work	✓	✓			
13)	Work habits			✓		
14)	Honesty & Integrity		✓			
15)	Creativity		✓			

Please turn over



S. J. Ch.
M. S.
 Principal

S. J. Ch.
 Principal
 Dnyansagar Arts and Commerce College
 Balewadi, Pune-411045

DNYANSAGAR ARTS & COMMERCE COLLEGE

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(AISHE Code: C- 41459)



Dnyansagar Arts and Commerce College, Balewadi

Academic Year 2023-24

Date	Time		Total Hours	Details of work done	Signature of officer	Signature of student
	From	To				
10/4/24	10Pm	2Pm	4H	Billing process	[Signature]	[Signature]
18/4/24	10Pm	2Pm	4H	learning of different medicine	[Signature]	[Signature]
16/4/24	10Pm	2Pm	4H	Inventory Management	[Signature]	[Signature]
19/4/24	10Pm	2Pm	4H	learning process of Auditing	[Signature]	[Signature]
22/4/24	10Pm	2Pm	4H	Team work	[Signature]	[Signature]
25/4/24	10Pm	2Pm	4H	Communication Skills for employer	[Signature]	[Signature]
Total Hours						

Certified that Bhavuna J. Choudhary (Name of the student) has satisfactorily completed the internship programme assigned to him.

[Signature]
Name & Signature of supervisor
Shrikanya J. Sorade.

[Signature]
Name & signature of manager
Mr. Kiren Suryawade

[Signature]
Name & signature of section in charge
Gauri Manojesh Gavali

Date :



[Signature]
Principal
Dnyansagar Arts and Commerce College
Balewadi, Pune-411004

[Signature]
Principal
Dnyansagar Arts and Commerce College
Balewadi, Pune-411004

Dnyansagar Arts and Commerce College, Balewadi

Academic Year - 2023-24

UNDERTAKING FROM STUDENT

1. Name of the Student : Bhavana T. choudhari
2. Class : T.Y.B.Com.
3. Division and Roll Number :
4. Present address : Shivraj nagar, Rahatki.
5. Permanent address : Sai prasad Banglora, Shivraj nagar, Rahatki.
6. Contact Number : 9552545752
7. Contact Number (Parent) : 8297978752
8. Email ID : alpitamode6967@gmail.com

To,
The Principal,
Dnyansagar Arts and Commerce College,
Balewadi

Subject : Undertaking Business
Entrepreneurship II & III

Respected Madam / Sir,

I am studying in semester V of T.Y.B.Com. I am going to join Suman Medico
(Name of the organisation) for my sixty hours internship programme during 30 March 2024
--to 25 April 2024

I assure that I will follow all the rules and instruction issued by the internship providing organisation. I will be responsible for my behaviour^s and performance during the internship period.

Thank you.


Yours obediently,

(Name & Signature of parent

(Name & signature of the student)

Date :




Principal

Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.

Academic Year 2023-24
UNDERTAKING FROM STUDENT

To,
The Manager (HR),
Chawan Mangesh Chavali
Bahadri (Place)
Pune

Subject : Undertaking Business Entrepreneurship
II & III

Respected Madam / Sir,

I am a student of Dnyansagar Arts & Commerce College. I am studying in semester VI of T.Y.B.Com. I am going to join your esteemed organisation for my sixty hours internship programme during 20 March 2024 to 25 April 2024

I assure that I will follow all the rules and instruction issued by you. I will be solely responsible for my behaviour and performance during the internship period.

I will not disclose any information that is made available to me to anyone during or after the internship period.

I assure you that I will do my best and the internship opportunity provided to me will be a mutually rewarding experience.

Thank you.

Yours sincerely,

(Name & signature of the student)

Date :













Place : Bahadri



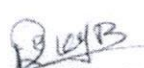
S. J. K.
M. S.
Principal
Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.


Dnyansagar Arts and Commerce College, Balewadi


Academic Year 2023-24

Date	Time		Total Hours	Details of work done	Signature of officer	Signature of student
	From	To				
10/4/24	10Pm	2Pm	4H	Billing process		
19/4/24	10Pm	2Pm	4H	learning of different medicine		
16/4/24	10Pm	2Pm	4H	Inventory Management		
19/4/24	10Pm	2Pm	4H	learning process of Auditing		
22/4/24	10Pm	2Pm	4H	Team work		
25/4/24	10Pm	2Pm	4H	Communication skills for employees		
Total Hours						

Certified that Bhavana Chaudhari (Name of the student) has satisfactorily completed the internship programme assigned to him.


 Name & Signature of supervisor
 Shirkanya J Borade


 Name & signature of manager
 Mr. Kiren Bhayawade


 Name & signature of section in charge
 Gauri Mangesh Gavali




 Principal
 Dnyansagar Arts and Commerce College
 Balewadi, Pune-411045.



1. Name of the Student : Bhavana T. Choudhari
 2. Class : T.Y.B.Com.
 3. Division and Roll Number :
 4. Present address : Sai Prasad Bungalow, Sahatni
 5. Contact Number : 9552545752
 6. Email ID : alpitamare6967@gmail.com

Please provide your rating about the following aspects pertaining to your Internship Experience on the scale of 10; where 10 means strongly agree and 0 means do not agree at all.

Sr. No.	Parameter	Response
1.	The pre- internship training provided by the college was very useful	8
2.	I was properly introduced to the task assigned to me in the organisation	10
3.	I was given proper guidance to carry out my responsibility	9
4.	My supervisor / officer was very cooperative and supportive	7
5.	I found my task interesting and worth learning	10
6.	My supervisor / officer addressed to my queries/ doubts quickly	8
7.	I received due respect from my colleagues in the organisation	10
8.	The contents of the syllabus match with the practical work	9
9.	The knowledge that I gained in the college was useful to carry out internship programme in a satisfactory manner	10
10.	The Internship Programme is very useful to enrich my knowledge	8

Please give your suggestions to make the internship programme more productive and effective.

1. Provide the students which clear expectations
2. Promote a successful
3. Technology to accomplish their work.

Please give your overall feedback about your experience during the internship (Not mentioned above).

internship can be a valuable work experience that provides you with on the job training for your career.



Signature & Name of the student with date

[Signature]

Principal

Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.

Letter Head of the Internship Provider Organisation

To,
The Principal,
DACC College,
Balewadi (Place)

Subject: Internship Completion Certificate

Dear Madam/ Sir,

I am happy to inform you that following students of your college have successfully completed the 'Sixty Hours Internship Programme' in this organisation.

Sr. No.	Name of the student	Roll No.	Aadhar No.	Special Subject
1.	Choudhary Bhavana			Business Entrepreneurship II & III
2.				
3.				
4.				
5.				
6.				
7.				
8.				

These students have been provided with adequate exposure and necessary hands-on training pertaining to their special subject.

I am confident that these students will perform effectively in similar type of organisations.

I wish them every success in future endeavors.

Thank you.



Principal

Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.

Sincerely,

Caouri Mangesh Gavali

Name & Signature

(Authorised Signatory)

Dnyansagar Arts and Commerce College, Balewadi

Academic Year - 2023-24

Part B - SWOC analysis of the student (Please mention below the strengths and weaknesses of the student and the areas for improvement)

1. Strong discipline
2. Focus
3. Problem Solving
4. Critical thinking
5. Tim Management

Part C - Suggestions to make the internship programme more productive and effective.

1. pay careful attention
2. Open feedback
3. Be professional
4. Stay connected
- 5.

Part D - Changes required in the curriculum to improve employability of students.

1. Skill development programs.
2. Communication
3. Community project.
- 4.
- 5.

Name, Designation and Signature of the Supervisor / Reviewing Officer

Place of Review :

Date of Review :



S. J. K.
M. S.
Principal
Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.

Letter Head of the Internship Provider Organisation

1. Name of the Student : Bhavana T. Choudhari
2. Name of the College : T.Y.B.Com.
3. Division and Roll Number :
4. Address : Shivraj nagar, Rahatni, Pune.
5. Contact Number : 8287948752
6. Email ID : alpitamore6967@gmail.com
7. Special Subject : Business entrepreneurship II & III
8. Internship start date : 30 March 2024
9. Internship end date : 25 April 2024.

LOG SHEET OF WORK PERFORMED DURING INTERNSHIP

Date	Time		Total Hours	Details of work done	Signature of officer	Signature of student
	From	To				
30/3/24	11 Pm	5 Pm	6H	Introduction in the organization training on work to be undertaken	<i>[Signature]</i>	<i>[Signature]</i>
1/4/24	10 Pm	2 Pm	4H	Accounting process	<i>[Signature]</i>	<i>[Signature]</i>
2/4/24	11 Pm	5 Pm	6H	work allocation	<i>[Signature]</i>	<i>[Signature]</i>
3/4/24	10 Pm	2 Pm	4H	Time Management	<i>[Signature]</i>	<i>[Signature]</i>



[Signature]
Principal
Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.

SKP's



Dnyansagar Arts and Commerce College Balewadi, Pune-45.

A
Project Report
On

"E-Commerce Website"

Submitted by
Dnyaneshwar Zukle
Swapnali Magar

BBA(CA) (Bachelor of Computer Application)
Under Savitribai Phule Pune University

Academic Year 2023-2024


Principal
Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.

SKP's



Dnyansagar Arts and Commerce College, Balewadi,
Pune -45.
(Bachelor Of Computer Application)

CERTIFICATE

Exam Seat No: - 3875

Date: - 16/5/2024

This is Certified that Mr/Ms. Dnyaneshwar B. Zurle
Swapnali Ramchandra Magar has successfully completed
the project " _____ " under my supervision, in
the partialfulfilment of BBA in Computer Application in SEMESTER VI for academic year
2023 2024 has been found satisfactory.

Project Guide: Chaitrali

Principal

(Dr. Manisha Khaladkar)

Signature of Examiner

(External)

Signature of Examiner

(Internal)



Principal

Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.

ACKNOWLEDGMENT

I express my sincere gratitude to Professor Chaitrali Katkar for her unwavering support and guidance throughout this project. Her expertise and constructive feedback significantly shaped our work.

I extend my thanks to our esteemed Principal, Dr. Manisha Khaladkar, for fostering an environment of academic exploration at Dnyansagar Arts and Commerce College her encouragement and belief in our abilities motivated us to excel.

Additionally, I appreciate the collaborative efforts of my fellow student

_____ His insights and dedication enriched our project.

Special thanks to our research participants who generously shared their insights, and to the library staff for their resourceful assistance.

Lastly, I acknowledge the broader academic community whose research and publications laid the foundation for our study. This project would not have been possible without the collective support of these remarkable individuals.




Principal
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I N D E X

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9	PURPOSE OF THE PROJECT	
10	SCOPE	
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INTRODUCTION



S. J. D.

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Chapter 1

INTRODUCTION

The abstract serves as a concise yet comprehensive overview of the entire project, encapsulating its essence, objectives, methodology, and findings. In the context of the e-commerce website project, the abstract aims to provide potential readers with a clear understanding of what the project entails, its significance, and the value it adds to the domain of online shopping platforms.


The e-commerce website project represents a concerted effort to bridge the gap between consumers and businesses in the digital landscape. With the exponential growth of online shopping in recent years, there arises a pressing need for robust, user-friendly platforms that cater to the evolving needs and preferences of modern-day shoppers. This project seeks to address this need by conceptualizing, designing, and implementing an innovative e-commerce website that not only simplifies the online shopping experience but also enhances it through a myriad of features and functionalities.

In the wake of the COVID-19 pandemic, the importance of e-commerce platforms has been magnified, as consumers increasingly rely on online channels for their shopping needs. However, existing e-commerce websites often fall short in providing a seamless and personalized shopping experience, leading to user frustration and suboptimal conversion rates for businesses. Recognizing these shortcomings, this project endeavors to carve out a niche in the highly

competitive e-commerce landscape by offering a compelling alternative that prioritizes user satisfaction, security, and convenience.

The objectives of the e-commerce website project are multifaceted. Firstly, it aims to streamline the online shopping process by implementing intuitive navigation, efficient search algorithms, and seamless checkout procedures. Secondly, it seeks to enhance the overall user experience through personalized recommendations, interactive features, and responsive design principles. Thirdly, it endeavors to foster trust and credibility among users by prioritizing data security, privacy protection, and transparent communication channels.




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OVERVIEW

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Chapter 2

OVERVIEW

The overview section provides a comprehensive introduction to the e-commerce website project, offering readers a broad understanding of its purpose, scope, and significance within the context of the digital marketplace.

The proliferation of e-commerce has revolutionized the way consumers shop, transforming traditional retail paradigms and paving the way for a new era of convenience, accessibility, and choice. Against this backdrop, the e-commerce website project emerges as a pioneering initiative to address the evolving needs and expectations of modern-day shoppers, while also catering to the demands of businesses seeking to establish a robust online presence.

At its core, the project revolves around the conception, development, and implementation of a dynamic e-commerce platform designed to facilitate seamless transactions, foster meaningful interactions, and empower users with unparalleled choice and convenience. By leveraging the latest advancements in web technologies, user experience design, and data analytics, the project aims to transcend the limitations of existing e-commerce platforms, offering a truly immersive and personalized shopping experience for consumers across diverse demographics and preferences.

The administrator, modify and assess marks for the students whenever needed.



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MODULES OF THE SYSTEM

S. J. D. W.
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Balewadi, Pune-411045.

Chapter 3

MODULES OF THE SYSTEM

- **User Management Module**

This module is responsible for managing user accounts, registration, login, and profile management. It includes features such as user authentication, password management, and account verification. Additionally, it may encompass functionalities like social media login integration and account customization options.

- **Product Management Module:**

This module handles the management of products available on the e-commerce platform. It includes features such as product categorization, addition, deletion, and editing. It also encompasses functionalities like product search, filtering, sorting, and inventory management. Additionally, it may include features for product reviews, ratings, and recommendations.

- **Shopping Cart Module:**

The shopping cart module facilitates the selection and organization of products for purchase. It allows users to add items to their cart, view cart contents, update quantities, and remove items. It also calculates the total order amount, including taxes and shipping fees. Additionally, it may include features like saved carts, wishlists, and promotional discounts.

- **Checkout Module:**

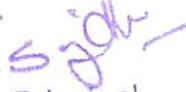
This module manages the checkout process, enabling users to complete their purchases securely and efficiently. It includes features such as multiple payment options, address validation, order summary review, and order confirmation. It may also encompass functionalities like guest checkout, order tracking, and order

history.

• **Order Management Module:**

The order management module handles the processing and fulfillment of customer orders. It includes features such as order processing, order status updates, and shipment tracking. Additionally, it may encompass functionalities like order cancellation, returns, refunds, and customer support integration.




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PROBLEM STATEMENT



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Chapter 4

PROBLEM STATEMENT

The e-commerce industry has witnessed exponential growth in recent years, fueled by advancements in technology, changing consumer behaviors, and the widespread adoption of online shopping. However, despite its undeniable success, the sector continues to grapple with various challenges that hinder its full potential and impact. The problem statement for the e-commerce website project identifies and addresses these challenges, providing a clear framework for understanding the project's objectives and significance.

• User Experience Challenges:

Many existing e-commerce platforms struggle to deliver a seamless and intuitive user experience, resulting in frustration and dissatisfaction among users. Common issues include cluttered interfaces, complex navigation, and slow loading times, which hinder users' ability to find and purchase products efficiently.

• Personalization and Recommendation Challenges:

Personalization plays a crucial role in enhancing user engagement and driving sales in e-commerce. However, many platforms fail to leverage user data effectively to deliver personalized recommendations and tailored shopping experiences. This leads to missed opportunities for upselling, cross-selling, and building customer

loyalty.

- **Security and Trust Challenges:**

Security concerns are a significant barrier to adoption for many consumers, especially in light of data breaches and cyber threats. E-commerce platforms must prioritize data security, privacy protection, and trust-building measures to instill confidence in users and mitigate the risk of fraud or identity theft.

- **Mobile Optimization Challenges:**

With the proliferation of smartphones and mobile devices, optimizing e-commerce websites for mobile usage has become increasingly important. However, many platforms struggle to provide a seamless mobile experience, leading to high bounce rates and abandoned carts among mobile users.

- **Inventory Management Challenges:**

Efficient inventory management is critical for ensuring product availability, minimizing stockouts, and optimizing order fulfillment processes. Yet, many e-commerce platforms lack robust inventory management systems, leading to inaccuracies, overstocking, and missed sales opportunities.

- **Competitive Landscape Challenges:**

The e-commerce industry is highly competitive, with countless platforms vying for consumers' attention and spending. To stand out in this crowded landscape, e-commerce websites must differentiate

themselves through unique value propositions, innovative features, and exceptional customer service.

• **Localization and Globalization Challenges:**

Expanding into new markets presents both opportunities and challenges for e-commerce businesses. Language barriers, cultural differences, and logistical complexities can hinder international expansion efforts, requiring platforms to adopt localization and globalization strategies to cater to diverse audiences effectively.



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PUNE-45

BACKGROUND AND MOTIVATION

S. J. D.

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Chapter 5

BACKGROUND AND MOTIVATION

The e-commerce industry has experienced unprecedented growth and transformation in recent years, driven by technological advancements, changing consumer behaviors, and global market trends. This section provides a contextual backdrop to the e-commerce website project, outlining the key factors that have shaped the evolution of the industry and motivated the development of the proposed solution.

❖ Background:

- **Technological Advancements:** The proliferation of the internet, mobile devices, and digital payment systems has democratized access to online shopping, making it easier and more convenient for consumers to browse, compare, and purchase products from anywhere at any time.
- **Changing Consumer Behaviors** Shifts in consumer preferences and shopping habits have fueled the growth of e-commerce. Millennials and Generation Z, in particular, have embraced online shopping as a preferred mode of retail, valuing convenience, variety, and personalized experiences.
- **Globalization and Market Expansion:** E-commerce has transcended geographical boundaries, enabling businesses to reach global audiences and tap into new markets without the need for physical storefronts or infrastructure. This has led to increased competition and opportunities for growth and expansion.
- **Disruption of Traditional Retail:** The rise of e-commerce has disrupted traditional retail models, challenging brick-and-mortar stores to adapt to changing consumer expectations and embrace digital technologies to remain competitive.

objectives, the e-commerce website project aims to contribute to the broader evolution of the e-commerce industry by pushing the boundaries of innovation, best practices, and user experience design. By sharing insights, lessons learned, and best practices with the community, the project seeks to inspire and inform future advancements in the field.

In summary, the background and motivation behind the e-commerce website project underscore the urgency and importance of developing a user-centric, secure, and innovative platform that meets the evolving needs and expectations of consumers and businesses in the digital age. Through a combination of technological innovation, market insights, and user-centric design principles, the project aims to redefine the benchmarks of success in the dynamic and competitive e-commerce landscape.

SALE
PUNE-4

S. J. K.

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LITERATURE REVIEW



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Chapter 6

LITERATURE REVIEW

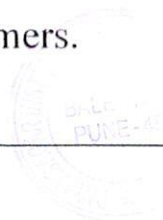
The literature review section provides a comprehensive overview of existing research, studies, and publications relevant to the e-commerce domain. It synthesizes key findings, trends, and insights from academic literature, industry reports, and scholarly articles, offering valuable context and informing the development of the e-commerce website project.

- **Consumer Behavior in E-Commerce:** Research in consumer behavior explores the psychological, sociological, and economic factors that influence online shopping habits and decision-making processes. Studies have identified key drivers such as convenience, price sensitivity, trust, and social influence, shedding light on how businesses can leverage these insights to enhance user experiences and drive sales.
- **E-Commerce Technology and Trends:** The rapid evolution of technology has revolutionized the e-commerce landscape, with emerging trends such as mobile commerce, social commerce, and voice commerce reshaping the way consumers interact with brands and make purchases. Literature in this area examines the adoption and impact of these technologies, as well as their implications for businesses and consumers.



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- **Personalization and Recommendation Systems:**

Personalization is increasingly recognized as a critical factor in e-commerce success, with studies highlighting the effectiveness of recommendation systems in driving engagement, conversion, and customer satisfaction. Research in this area explores different algorithms, techniques, and strategies for delivering personalized experiences and content tailored to individual user preferences.

- **E-Commerce Security and Trust:** Security and trust are paramount in e-commerce, with studies focusing on topics such as online payment security, data privacy, and consumer trust perceptions.

Research in this area seeks to identify vulnerabilities, mitigate risks, and build trust among users through effective security measures, encryption protocols, and transparency.

- **Mobile E-Commerce (M-Commerce):** With the widespread adoption of smartphones and mobile devices, mobile commerce has emerged as a dominant force in the e-commerce landscape.

Literature in this area examines the unique challenges and opportunities of mobile commerce, including responsive design, mobile payment technologies, and user experience optimization.

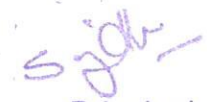


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RESEARCH SIGNIFICANCE




Principal
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Balewadi, Pune-411045.

Chapter 7

RESEARCH SIGNIFICANCE

The significance of the e-commerce website project lies in its potential to address pressing challenges, capitalize on emerging opportunities, and contribute to the advancement of knowledge and practice in the field of e-commerce. This section highlights the broader implications and significance of the research, both in academic and practical contexts.

- **Addressing Real-world Challenges:** The e-commerce industry faces a myriad of challenges, from enhancing user experiences and optimizing conversion rates to ensuring data security and regulatory compliance. By developing a comprehensive e-commerce website solution, this project aims to address these challenges head-on, providing practical insights and solutions that benefit businesses and consumers alike.
- **Driving Innovation and Competitiveness:** In an increasingly competitive marketplace, innovation is key to staying ahead of the curve and capturing market share. By pushing the boundaries of technology, design, and user experience, the e-commerce website project seeks to drive innovation within the industry, inspiring new approaches, best practices, and standards of excellence.
- **Empowering Businesses and Entrepreneurs:** Small and medium-sized businesses (SMBs) often lack the resources and expertise to develop and maintain sophisticated e-commerce platforms. By providing a scalable, customizable solution tailored to their needs, this project empowers SMBs to establish a strong

online presence, expand their reach, and compete effectively in the digital marketplace.

- **Enabling Economic Growth and Inclusion:** E-commerce has the potential to stimulate economic growth, create jobs, and foster entrepreneurship, particularly in underserved communities and emerging markets. By democratizing access to online commerce tools and resources, the e-commerce website project contributes to economic inclusion and empowerment, enabling businesses of all sizes to thrive in the digital economy.
- **Informing Policy and Regulation:** As e-commerce continues to evolve, policymakers and regulators grapple with complex issues related to consumer protection, data privacy, and taxation. By generating insights and best practices through research and development, the e-commerce website project informs policy discussions and helps shape regulatory frameworks that balance innovation with consumer rights and protections.
-



S. J. K.

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METHODOLOGY



S. J. D. V.

Principal
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Chapter 8

METHODOLOGY

The methodology section outlines the systematic approach and research methods employed in the development and implementation of the e-commerce website project. It provides transparency and rigor to the project's process, guiding decision-making and ensuring the reliability and validity of the outcomes.

- **Requirement Analysis:** The project begins with a comprehensive requirement analysis phase, wherein the needs and objectives of stakeholders are identified and prioritized. This involves conducting stakeholder interviews, surveys, and workshops to gather requirements related to features, functionalities, and user expectations.
- **Literature Review:** A thorough literature review is conducted to gather insights, best practices, and theoretical frameworks relevant to e-commerce website development. This involves reviewing academic publications, industry reports, and scholarly articles to inform design decisions, validate assumptions, and identify gaps in current knowledge.
- **System Design:** Based on the requirements gathered and insights gained from the literature review, the system design phase commences. This involves creating system architecture diagrams, wireframes, and mockups to visualize the layout, structure, and flow of the e-commerce website. Design principles such as usability, accessibility, and scalability are prioritized

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during this phase.

- **Technology Selection:** The selection of technologies, frameworks, and tools is a critical aspect of the project methodology. This involves evaluating different options based on factors such as performance, security, scalability, and compatibility with project requirements. Technologies selected may include HTML, CSS, JavaScript for frontend development, PHP and SQL for backend development, and frameworks like React or Angular for frontend interactivity.
- **Implementation:** The implementation phase involves translating the design specifications into working code. Agile methodologies such as Scrum or Kanban may be employed to facilitate iterative development, allowing for continuous feedback and adaptation throughout the process. Version control systems like Git are used to manage code changes and collaboration among team members.
- **Testing and Quality Assurance:** Rigorous testing and quality assurance procedures are conducted to ensure the reliability, performance, and security of the e-commerce website. This includes functional testing, user acceptance testing, performance testing, and security testing. Test cases are developed based on requirements and user scenarios to validate the behavior of the system under various conditions.
- **Deployment and Launch:** Once testing is complete and the website meets quality standards, it is deployed to a production environment for public access. Deployment processes are automated where possible to ensure efficiency and reliability. A soft launch may be conducted initially to gather feedback from a




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limited audience before a full-scale launch.

- **Monitoring and Maintenance:** Following the launch, the website is continuously monitored for performance, security, and user feedback. Regular maintenance and updates are performed to address bugs, enhance features, and optimize performance. User feedback is solicited and incorporated into future iterations to ensure ongoing improvement and satisfaction.



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PURPOSE OF THE PROJECT

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PURPOSE OF THE PROJECT

The purpose of the e-commerce website project is to revolutionize the online shopping experience, bridging the gap between businesses and consumers in the digital age. At its core, the project seeks to create a seamless and intuitive platform that empowers users to browse, select, and purchase products with ease and convenience. By prioritizing user-centric design principles, the website aims to streamline the shopping journey, from the initial search for products to the final checkout process, ensuring a frictionless experience at every step. Moreover, the project endeavors to empower businesses, particularly small and medium-sized enterprises (SMEs), by providing them with a robust, customizable platform to establish and grow their online presence. Through advanced analytics and marketing tools, the website equips businesses with the insights and capabilities needed to attract customers, drive sales, and build lasting relationships with their audience.

Beyond its practical objectives, the project also aims to promote trust, security, and inclusivity in the e-commerce ecosystem. By implementing stringent security measures and compliance standards, the website safeguards user data and fosters a sense of trust and confidence among its user base. Additionally, the project seeks to democratize access to online commerce, particularly in underserved communities and emerging markets, by removing barriers to entry and empowering entrepreneurs to thrive in the digital economy. Through

innovation, thought leadership, and collaboration, the project aspires to redefine the benchmarks of success in the e-commerce landscape, inspiring future advancements and setting new standards of excellence for businesses, consumers, and communities worldwide.

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SCOPE



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SCOPE

The scope of the e-commerce website project encompasses the design, development, and implementation of a comprehensive online platform that caters to the needs of both consumers and businesses. This includes features such as user registration, product browsing, shopping cart management, checkout processes, and order fulfillment. Additionally, the scope extends to incorporate functionalities for user account management, product inventory management, and analytics tracking. While the primary focus is on creating a user-friendly and secure e-commerce website, the project also encompasses considerations for scalability, performance optimization, and future expansion. Moreover, the scope acknowledges the importance of compliance with regulatory standards, data privacy laws, and industry best practices to ensure the integrity and trustworthiness of the platform.



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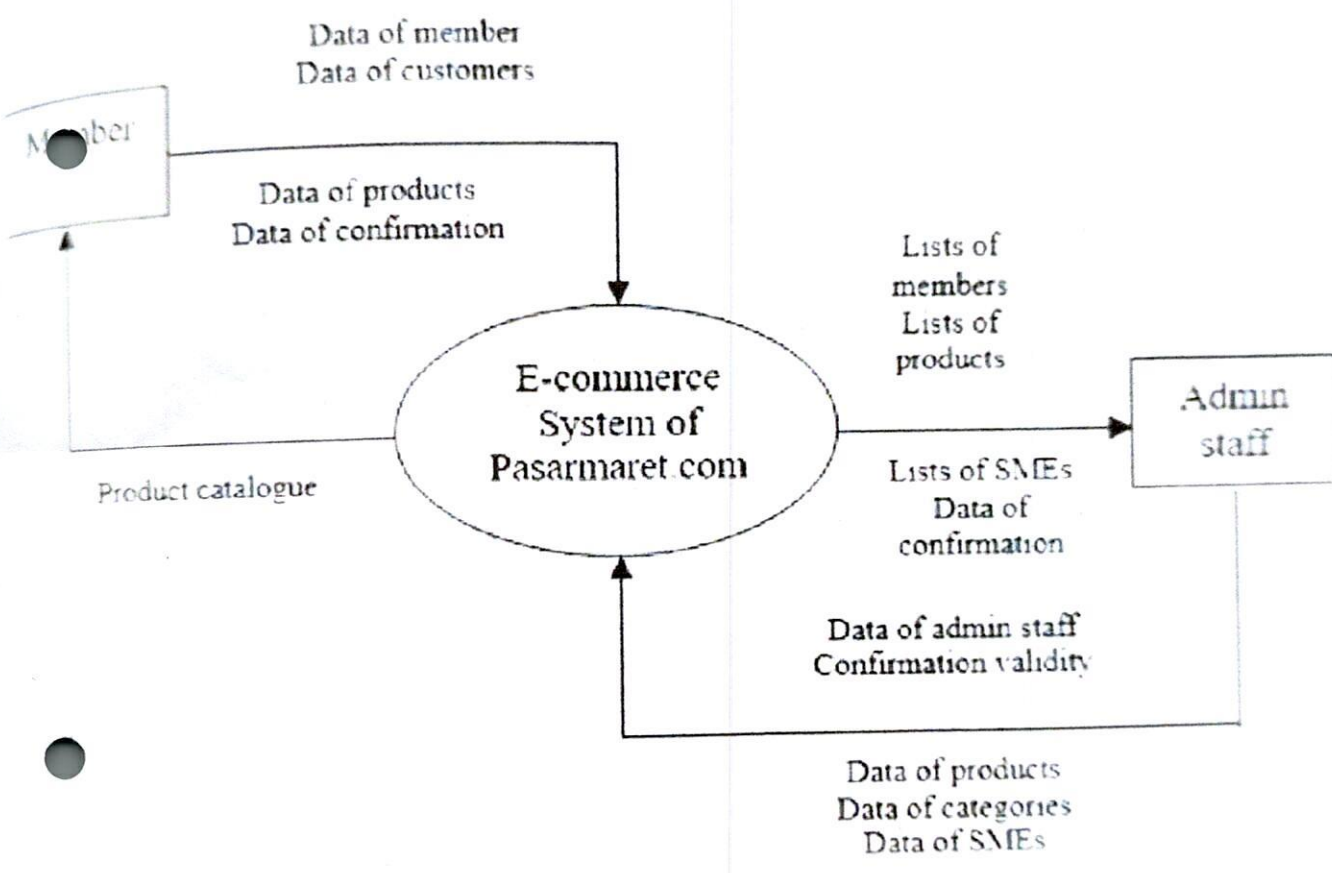
UML DIAGRAMS


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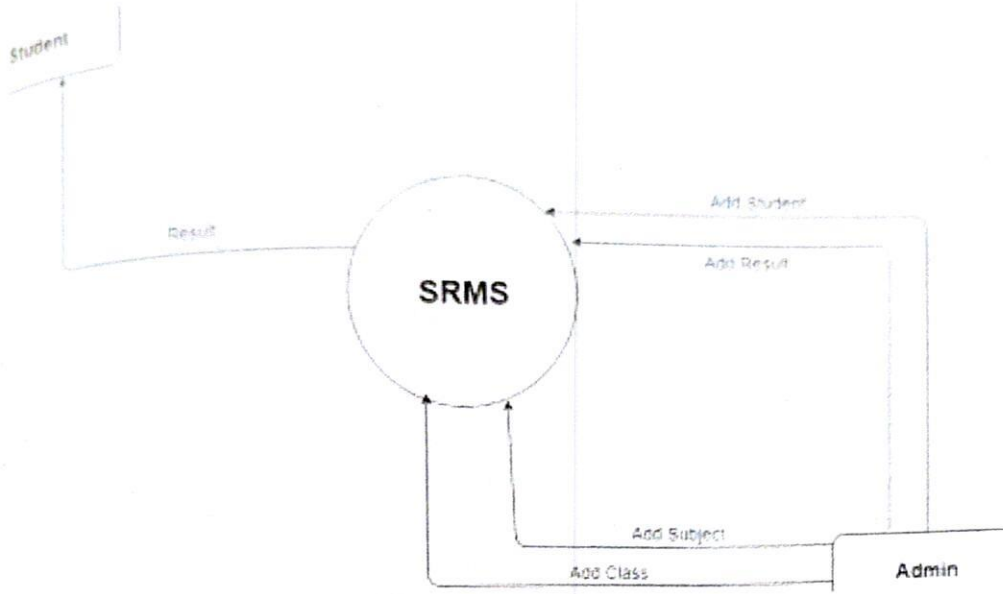
UML DIAGRAMS

Context Diagram

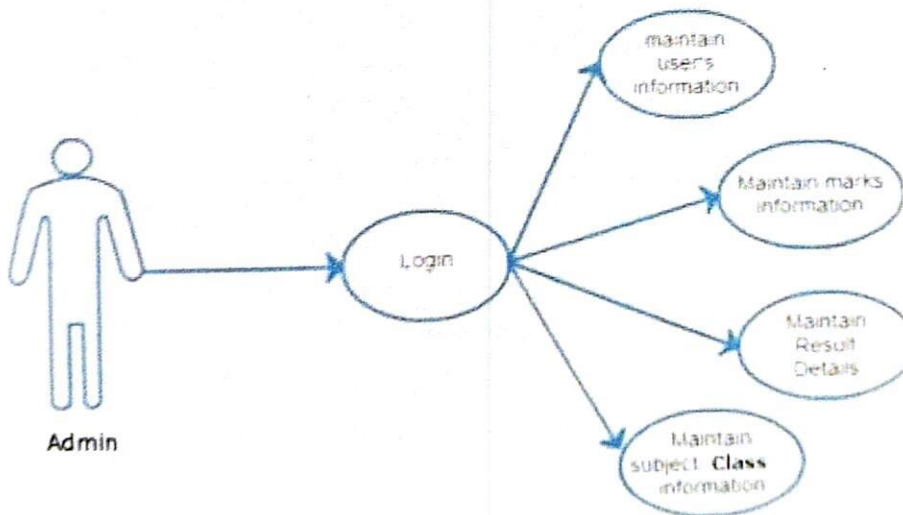


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Context Diagram 1

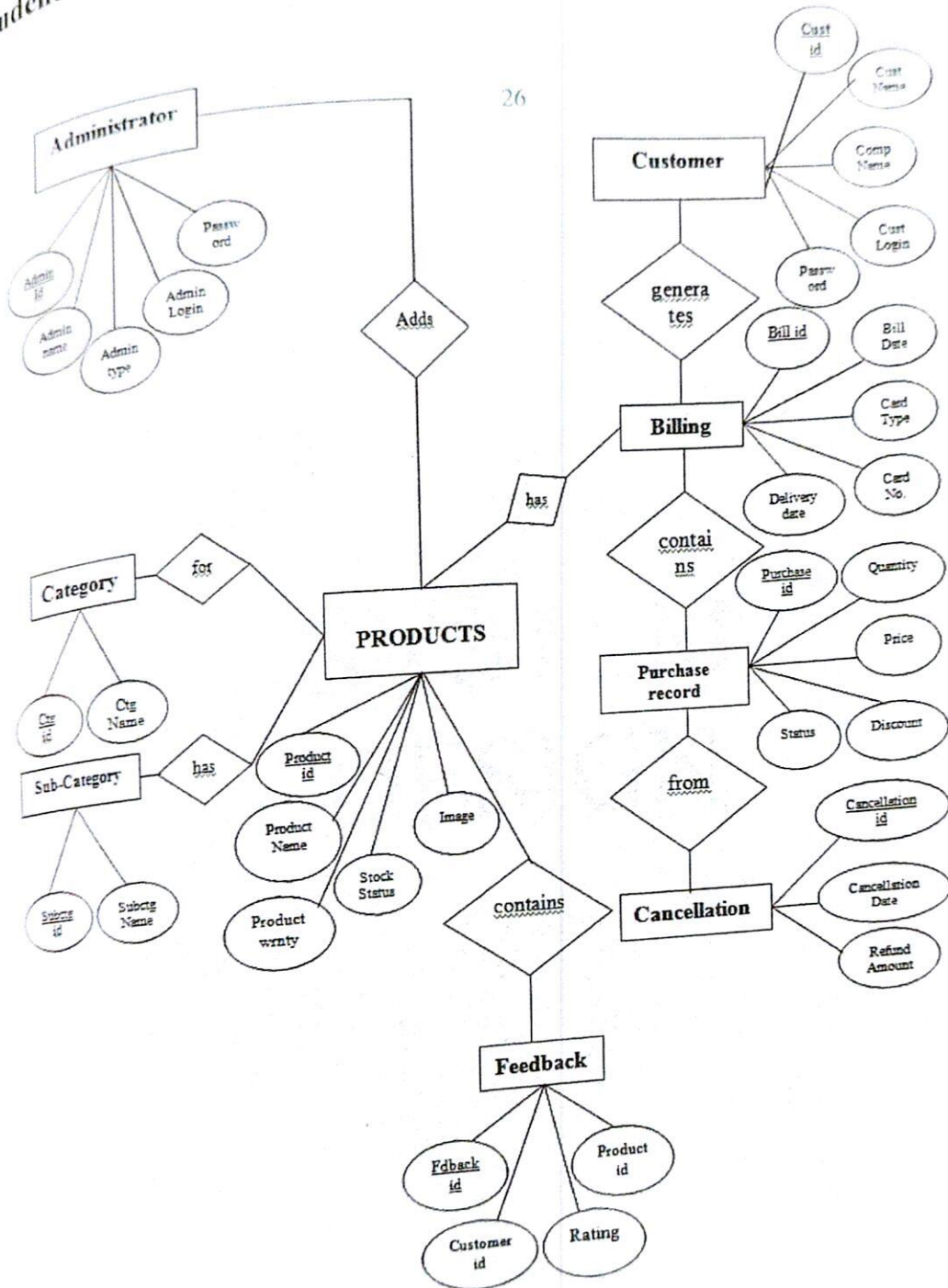


Admin Use Case Diagram



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Student ER Diagram



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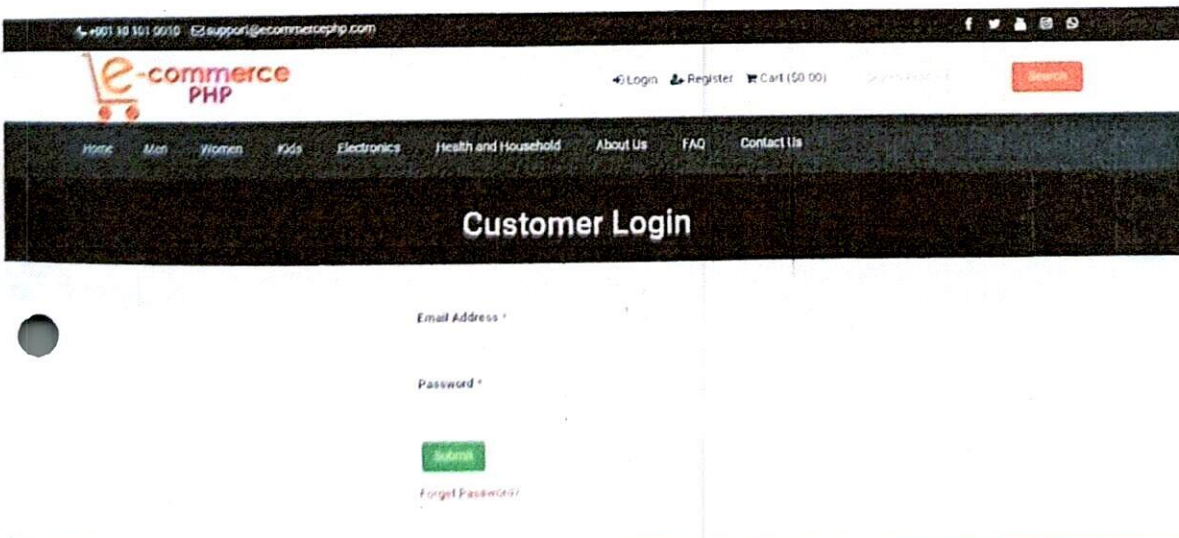
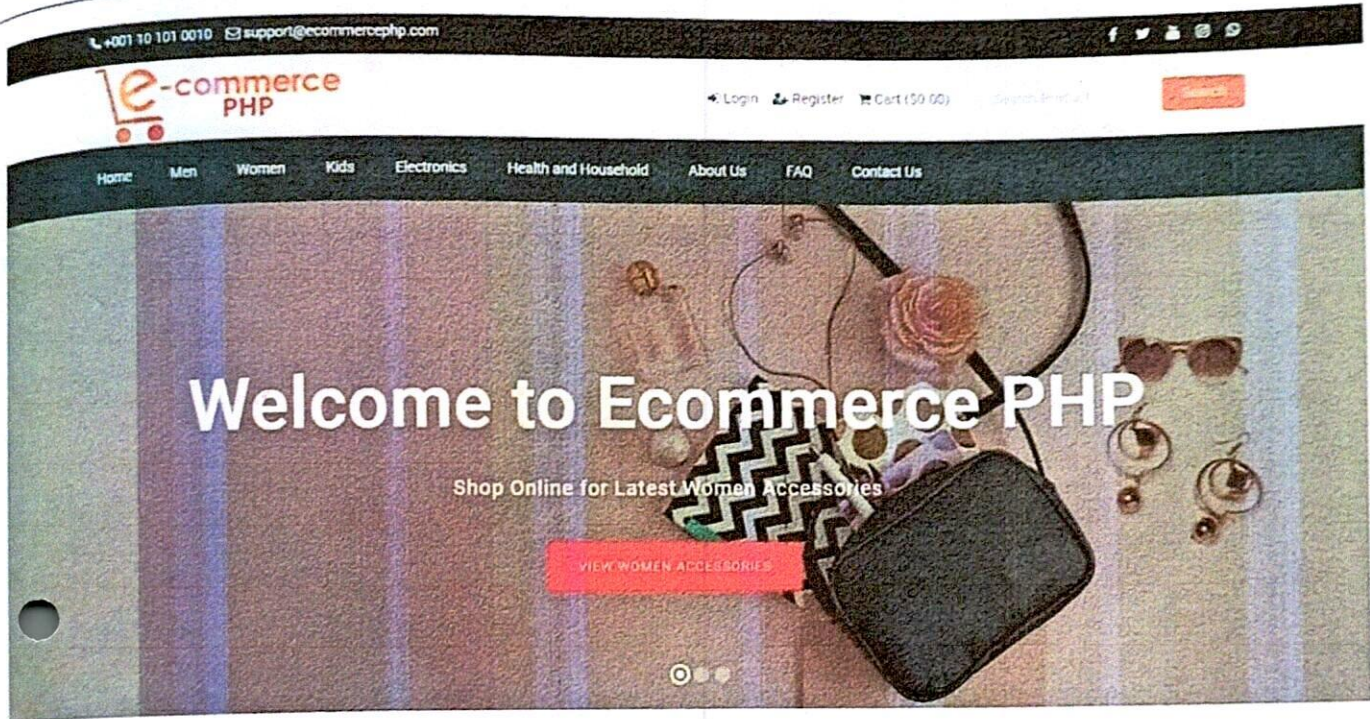
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SYSTEM DESIGN

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SYSTEM DESIGN



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Welcome To Ecommerce PHP Project

We aim to offer our customers a variety of the latest [PRODUCTS_CATEGORY_NAME]. We've come a long way, so we know exactly which direction to take when supplying you with high quality yet budget friendly products. We offer all of this while providing excellent customer service and friendly support.

We always keep an eye on the latest trends in [PRODUCTS_CATEGORY_NAME] and put our customers' wishes first. That is why we have satisfied customers all over the world, and are excited to be a part of the [PRODUCTS_CATEGORY_NAME] industry.

The interests of our customers are always top priority for us, so we hope you will enjoy our products as much as we enjoy making them available to you. We make sure you get the best quality outfits with hassle-free returns and exchanges policy. We ensure what you see is exactly what you get!

- 1 Year Price Guarantee
- 24/7 Customer Support
- Email - Text - Call
- We are here for you 24/7 online and via phone
- Same & Color
- Worldwide Shipping
- We'd love to expand our business internationally soon
- Easy Returns

Bought an outfit but want to return it? We have a 3 days easy return policy. Please mail us at support@ecommercephp.com for more details.

Dream Dresses for Every Occasion

Fashionis.com comes all carefully handpicked by our stylists. If you're interested in a particular model please mail us we will try our best to offer you the loved dress.

Verified Security

All our transactions are verified by Norton and with the highest standards of security. Plus, there's a lot to go around too through regular exciting offers and gifts, so spread the word and refer us to everyone from your family, friends and colleagues and get rewarded for it. And to top it all, you can share your user experience by posting reviews. Don't wait any longer Sign up with us now! Start stalking, start buying and start loving and start introducing the beauty in you.

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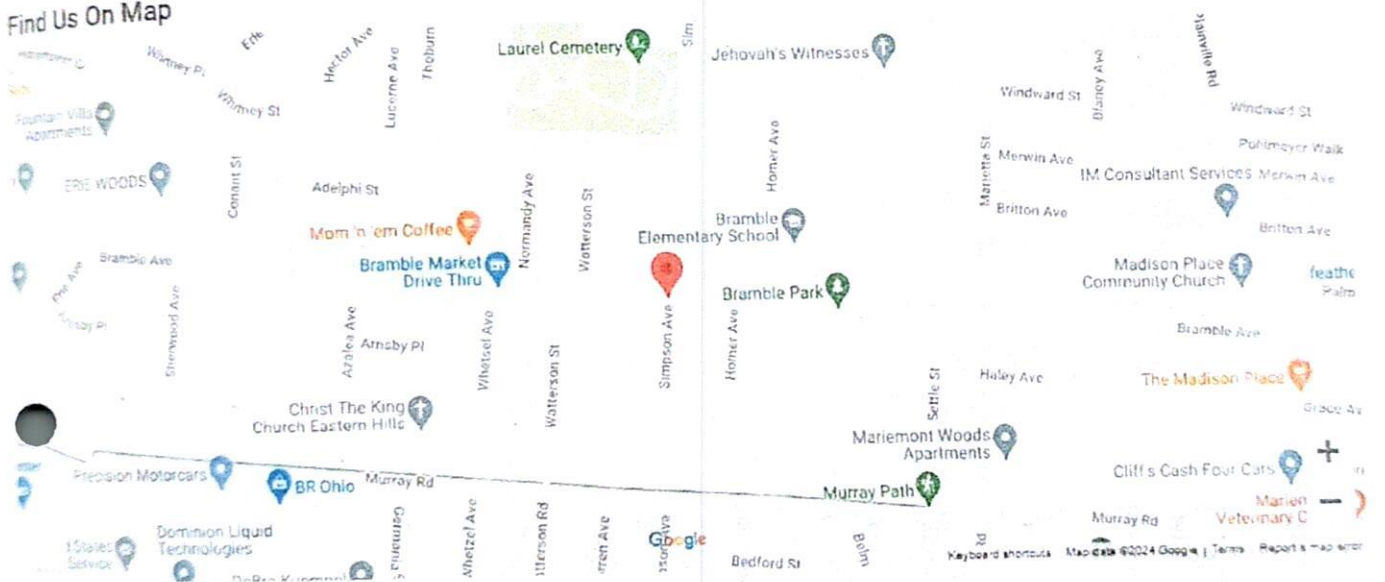
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CONCLUSION

In conclusion, the e-commerce website project represents a significant milestone in the realm of online commerce, encapsulating months of rigorous research, meticulous planning, and collaborative effort. Through this endeavor, we have not only created a sophisticated platform that simplifies the online shopping experience but also laid the foundation for future innovation and growth in the e-commerce landscape. By prioritizing user-centric design, robust security measures, and scalable architecture, we have set new standards of excellence and redefined the benchmarks of success in the dynamic and competitive e-commerce industry. Moreover, the project's impact extends beyond the digital realm, empowering businesses to thrive in the global marketplace and fostering economic inclusion and empowerment on a global scale. As we reflect on the journey that has brought us to this point, we are filled with gratitude for the support, dedication, and expertise of all involved. Moving forward, we remain committed to continuous improvement, innovation, and collaboration, as we strive to create value, inspire change, and make a positive impact in the world of e-commerce and beyond.


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- Software Engineering-Pressman
- System Analysis and Design-Elias Award

Some websites referred:

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- <https://stackoverflow.com/>
- <https://bootstrapmade.com/>
- <https://themewagon.com/theme-categories/admin-dashboard/>
- <https://www.google.com/>
- <https://www.quora.com/>


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SKP's



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A

Project Report

On

“ **TAZZA AGRI SHOP** “

Submitted by

SWAYAM KANOJIA

BBA(CA) BACHELOR OF BUSSINESS ADMINISTRATION
(COMPUTER APPLICATION)

SAVITRIBAI PHULE PUNE UNIVERSITY

Academic year 2023-2024



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SKP's



Dnyansagar Arts and Commerce College, Balewadi,

Pune-45

(Bachelor Of Computer Application)

CERTIFICATE

Exam Seat No:- 2511

Date: 15/4/2024

This is Certified that Mr/Ms. Swayam Kanjia has successfully completed the project "TAZZA AGRI SHOP" under my supervision, in the partial fulfillment of BBA in Computer Application in SEMESTER IV for the academic year 2023 - 2024 has been found satisfactory.

Project Guide: Chaitali

Principal: Munish

Internal Examiner: Prachi

External Examiner: Kjoshi



S. J. Joshi

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ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to everyone who supported me throughout the development of the TAZZA AGRI SHOP project.

First and foremost, I would really like to thank my project supervisor, Prof. PRIYANKA MALI for her invaluable guidance and insights, which were instrumental in shaping this project. Her encouragement and constructive feedback motivated me to enhance my skills and work diligently.

I would also like to extend my appreciation to my classmates and friends for their support and collaboration during various phases of the project. The discussions and brainstorming sessions we had greatly enriched my understanding of web development and e-commerce systems.

A special thank you goes to my family for their unwavering support and belief in my abilities. Their encouragement has been a constant source of motivation.

I would like to acknowledge DNYANSAGAR ARTS AND COMMERCE COLLEGE for providing me with the opportunity to work on this project and gain practical experience in web development. I am also grateful to our principal, Dr. MANISHA KHALADKAR, for fostering an environment that encourages learning and innovation.

Finally, I would like to acknowledge the online resources, tutorials, and documentation that provided me with the knowledge and tools necessary to complete this project successfully.

Thank you all for being a part of this journey!



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3.	System Analysis <ul style="list-style-type: none">• Existing system• Limitation of ES• Proposed system
4.	System Design <ul style="list-style-type: none">• DFD• E-R diagram• DD
5.	Implementation details <ul style="list-style-type: none">• H/W• S/W
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7.	Scope
8.	Conclusion
9.	Future
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1.3. Scope of project:

- The website 'Agri Shop' has different categories of cereals, pulses and many more.
- User can explore wide range of products available in this website. This project can be mostly used by common man and retailers.
- In this website farmers can sell their products by being a price maker, whereas a user can buy the product in affordable range.
- Overall, Agri Shop provides a platform for the farmers to sell their products and users to buy their products.

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SYSTEM ANALYSIS

Existing system:

- In the 1960s, when the country was going through green revolution, Agriculture Produce Marketing Committees (APMC) were started which are also called mandis.
- They started regulating farm produce, Except APMC nobody was allowed to buy produce from the farmers. APMCs would give a license and space for traders to buy.
- Mandi has different traders who negotiate with the farmer and together, they arrive at a mutually acceptable price.

Problems in existing system:

- The farmer doesn't decide the price for his produce. The traders decide the prices. Even today the farmer is a price taker not a price maker.
- Traders colluded and formed a cartel to decide one price. For example, the price today is RS. 20 for xx product; all traders will quote the same price. So the farmer is ultimately a price taker, he accepts the price.
- The mandi system is not perfect. There are just over 7000 mandis all over India. The state of Meghalaya has a mandi covering 11,215 sq.KM.
- National committee of farmers said, for mandi system to be successful, there should be a mandi at every 5 KMS distance.
- The largest portion of marketable surplus agriculture produce in India is sold outside the regulated market yard spaces and NSSO data reflects this. Only around 40% or less than that goes to mandis.
- Small farmers can't afford the transport costs to mandis. These farmers sell their produce to unlicensed traders in their village whatever the price the trader quotes, the farmer has to accept. As a result, 3 out of 4 farmers want to quit farming.
- The market needs a good buyer to pay a fair price.

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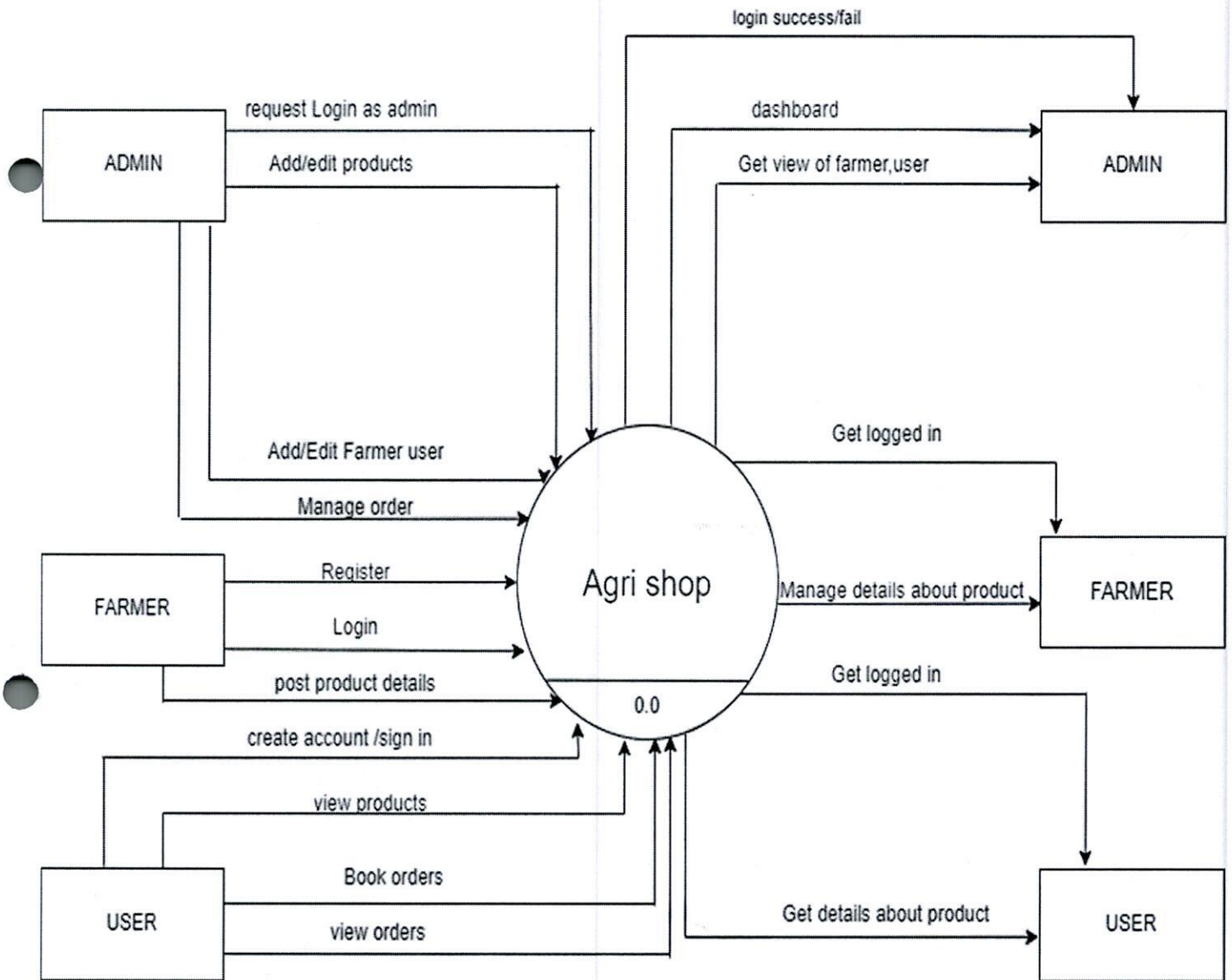
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SYSTEM DESIGN:

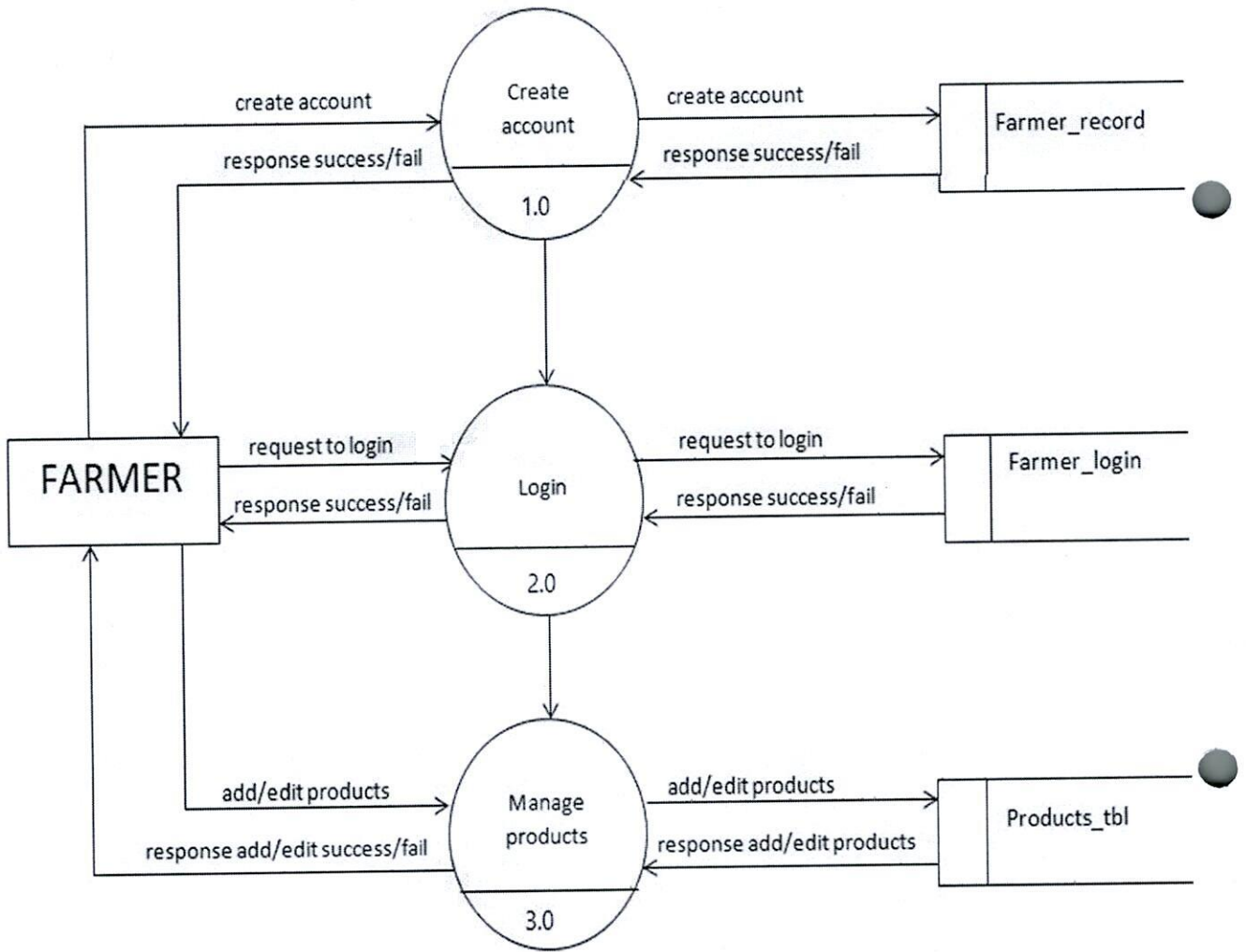
Data Flow Diagram (DFD):

Zero level dfd:



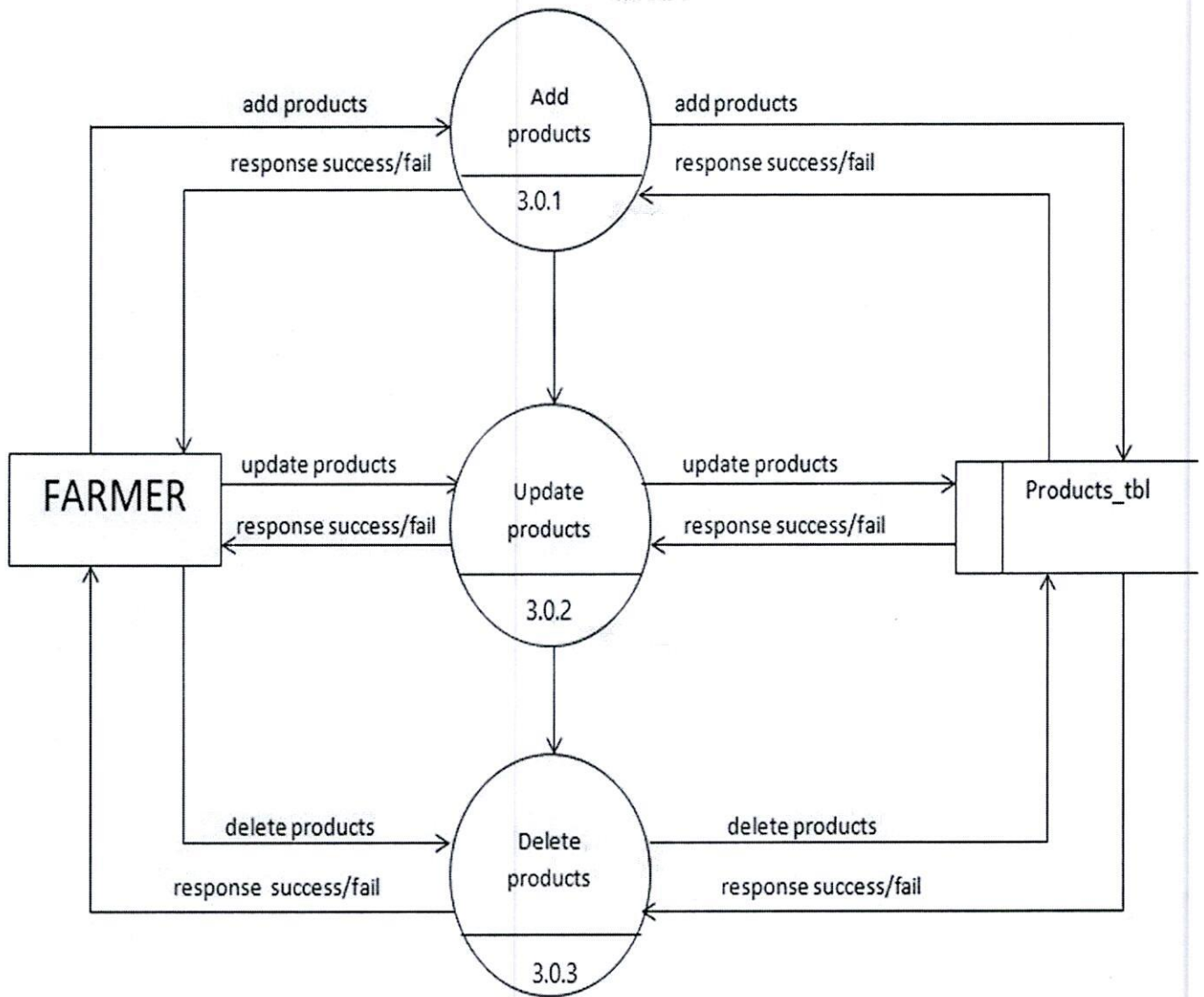
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First level farmer dfd:



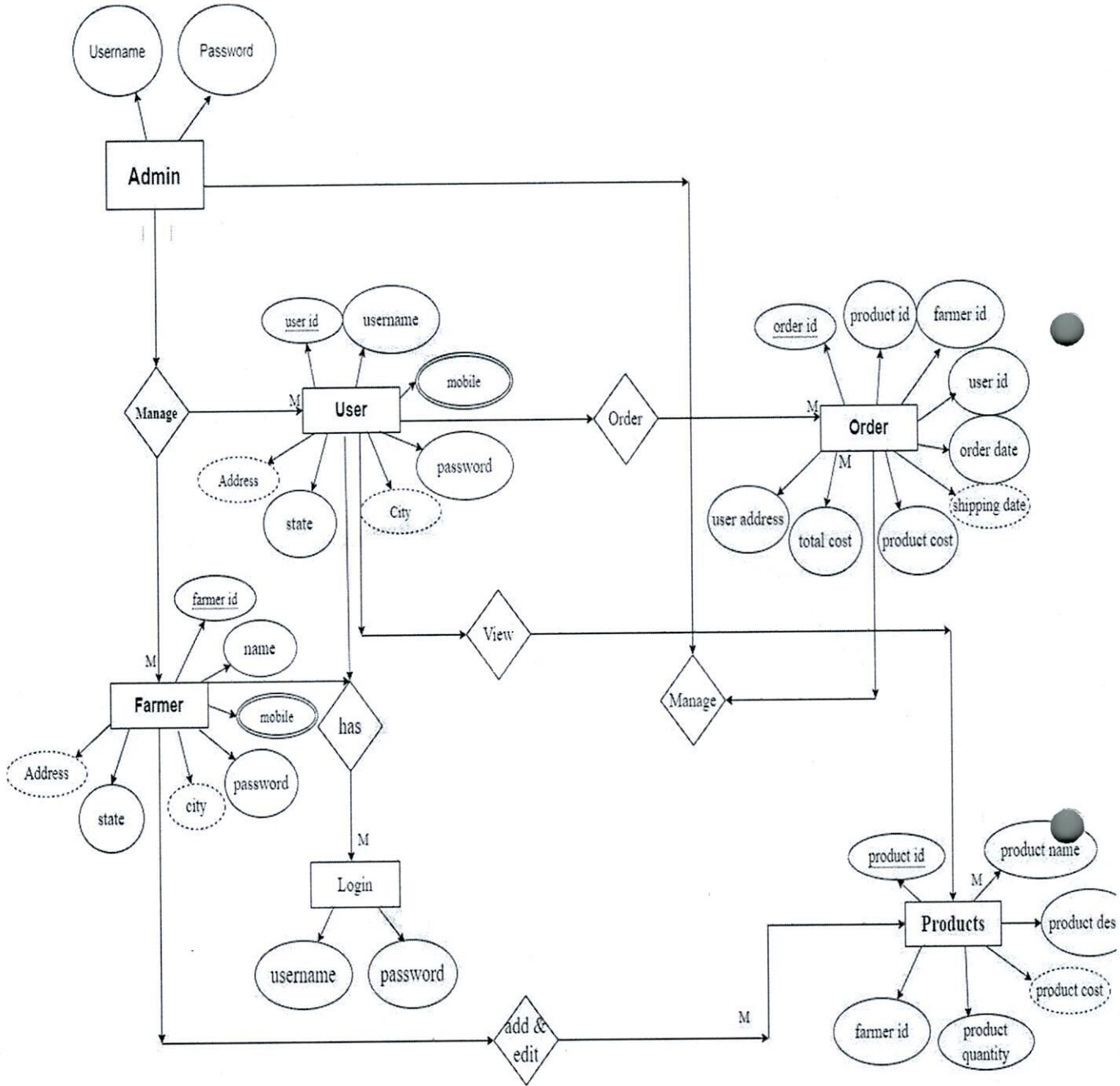
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Second level farmer dfd:



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ERD Diagram:

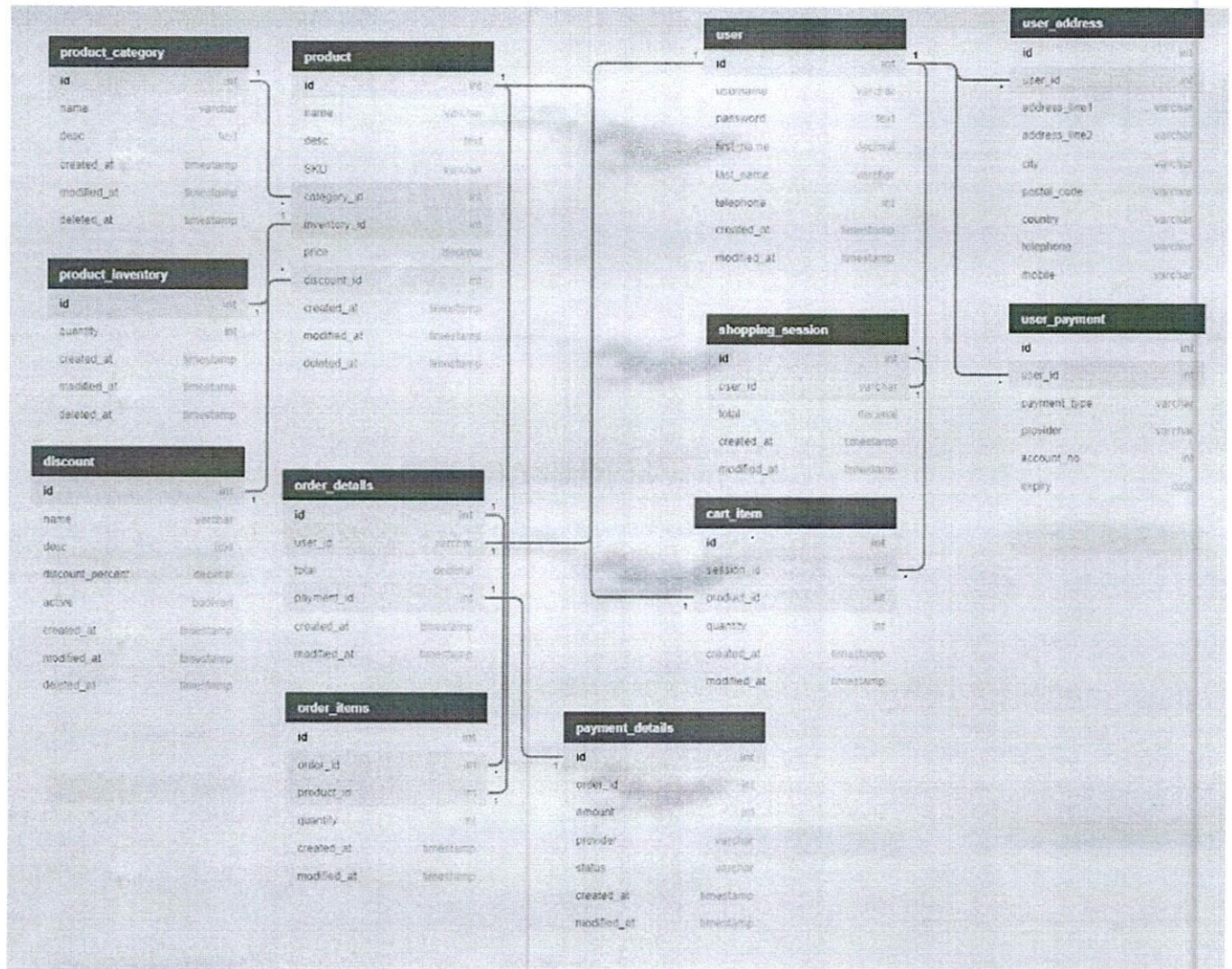


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DATABASE DESIGN:



Admin_tbl

Column name	Datatype	Constraints
Adm_Id	Int	Not null
Name	Varchar (20)	Not null
Password	Varchar (20)	Not null




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User_tbl

Column name	Datatype	Constraints
User_Id	Int	Primary key
User_Name	Varchar (20)	Not null
Mobile	Int	Unique key
Password	Varchar (20)	Not null
Confirm Password	Varchar (20)	Not null
User Address	Varchar (50)	Not null

Farmer_tbl

Column name	Datatype	Constraints
Farmer_Id	Int	Primary key
Farmer_Name	Varchar (20)	Not null
Mobile	Int	Unique key
Password	Varchar (20)	Not null
Confirm Password	Varchar (20)	Not null
Address	Varchar (50)	Not null

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Products_tbl

Column name	Datatype	Constraints
Prod_Id	Int	Primary Key
Prod_Name	Varchar (20)	Not null
Prod_descp	Varchar (50)	
Prod_category	Varchar (20)	Not null
Prod_cost	Int	Not null
Manufacture_date	Int	
Expiry_date	Int	
Prod_quantity	Int	Not null
Cate_Id		Foreign key
Farmer_Id	Int	Foreign key

Category_tbl

Column name	Datatype	Constraints
Cate_Id	Int	Primary Key
Cate_Name	Varchar (20)	Not null
Cate_descp	Varchar (50)	

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Order_tbl

Column name	Datatype	Constraints
Order Id	Int	Primary key
Farmer Id	Int	Foreign key
User Id	Int	Foreign key
Product Id	Int	Foreign key
Order date	DATE	Not null
Shipping date	Int	Not null
Total price	Int	Not null

userbill_tbl

Column name	Datatype	Constraints
Order Id	Int	Primary key
User_Id	Int	Foreign key
Product Id	Int	Foreign key
Order date	DATE	Not null
Total price	Int	Not null



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IMPLEMENTATION DETAIL:

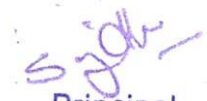
Hardware specifications:

- Operating System: Windows 7 or above
- Processor: i3 or above
- Hard Disk: 256 GB or above
- RAM: 1 GB or above

Software specifications:

- Development tool: NetBeans 8.2
- Database used: MYSQL
- Languages used: Java
- Technologies used: html, css




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TESTING

1. Test Plan

The Test Plan outlines the approach for testing the E-Commerce Online Store to ensure it meets the specified requirements and functions as intended. The main objectives of testing include identifying defects, verifying functionality, and validating that the system is user-friendly and reliable.


Testing Phases:

- **Unit Testing:** Testing individual components or modules (e.g., user login, product management) for expected functionality.
- **Integration Testing:** Testing the interaction between different modules (e.g., user module with order management) to ensure they work together seamlessly.
- **System Testing:** Testing the complete system to verify that it meets all specified requirements and functions correctly in a real-world environment.
- **User Acceptance Testing (UAT):** Involving end-users to validate that the system meets their needs and expectations.

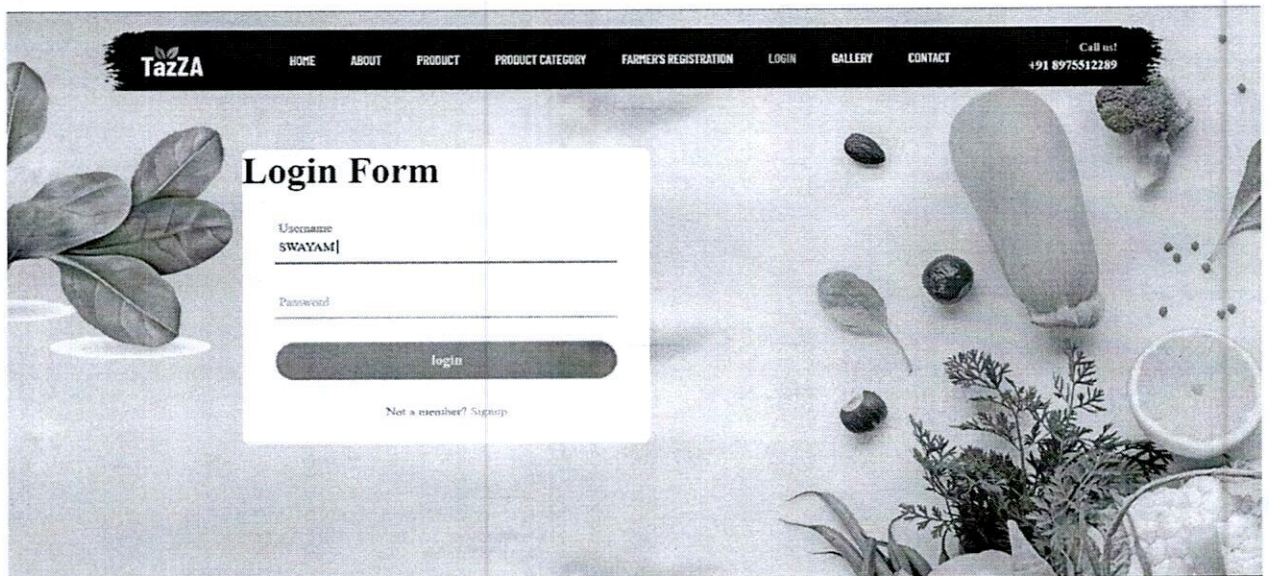
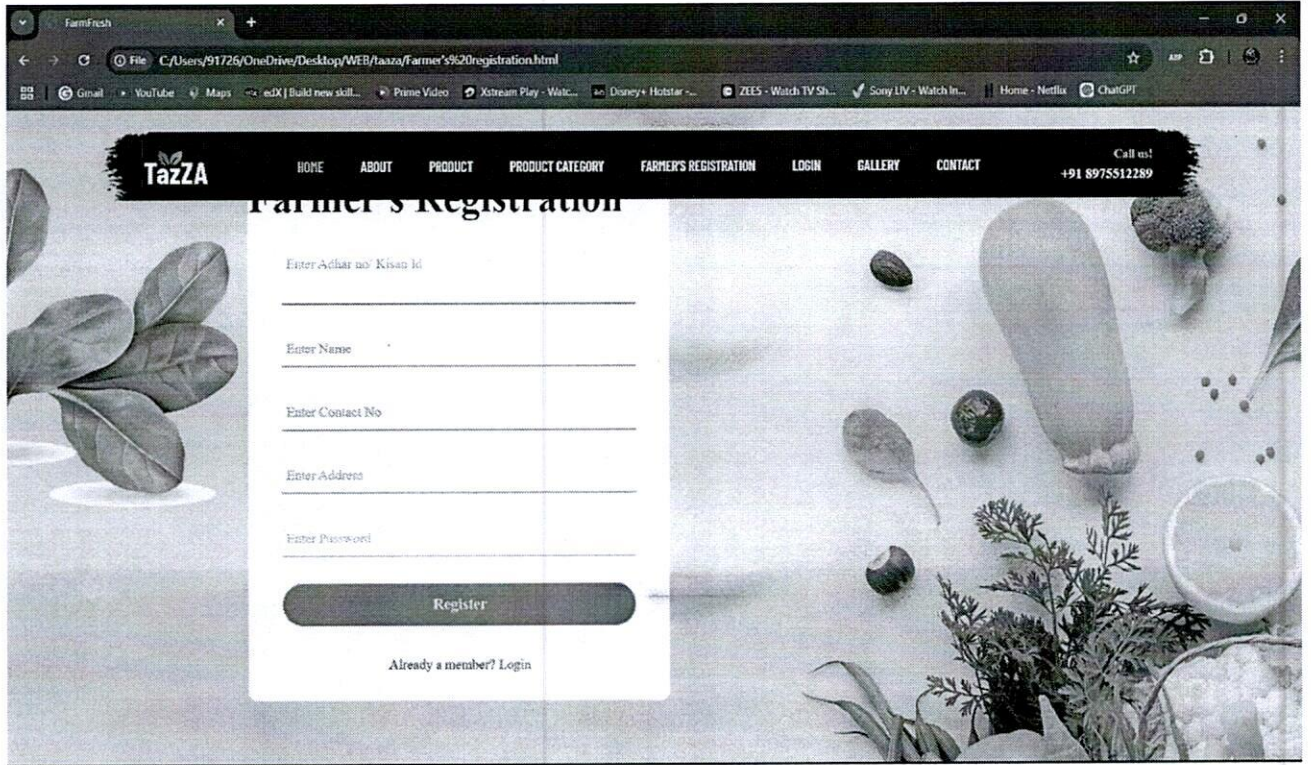
Testing Types:

- **Functional Testing:** Verify that each function of the application operates in conformance with the requirement specifications.
- **Performance Testing:** Assess the application's responsiveness, stability, and scalability under various load conditions.
- **Security Testing:** Identify vulnerabilities and ensure data protection measures are effective.
- **Usability Testing:** Evaluate the user interface and user experience to ensure the application is user-friendly and intuitive.




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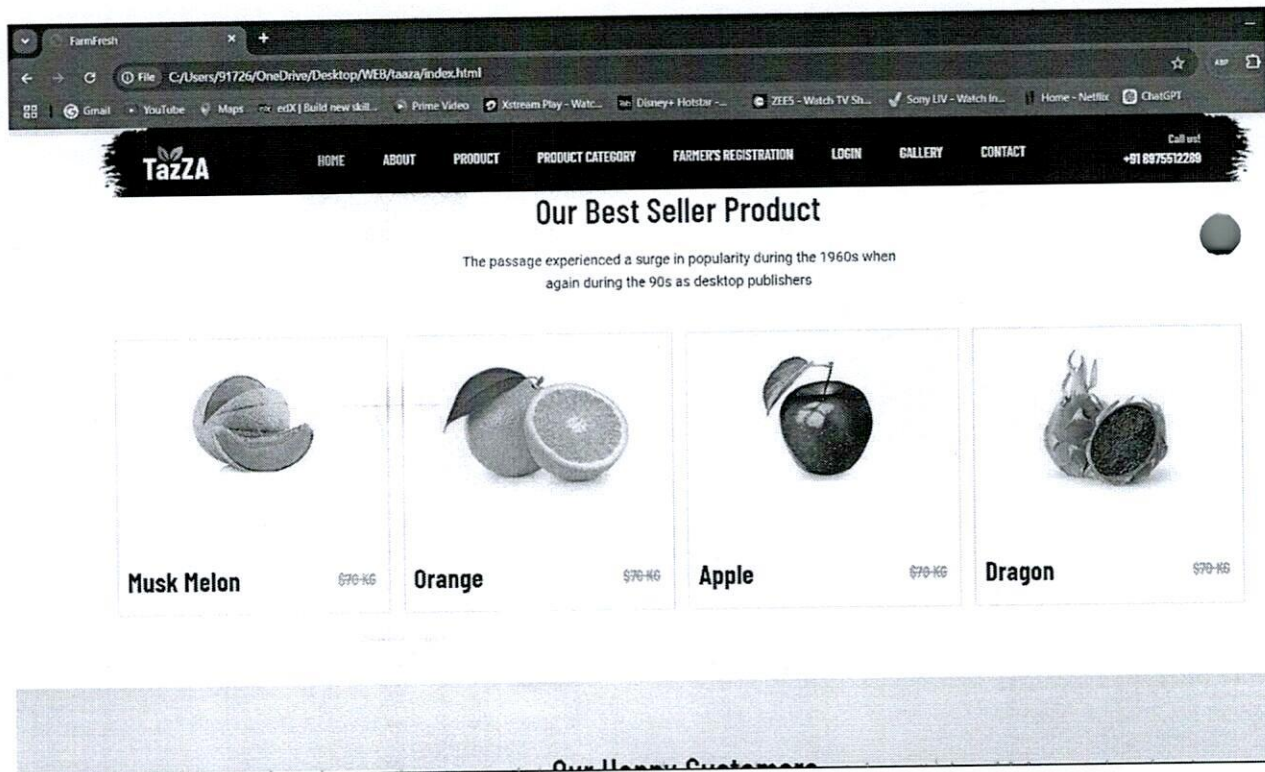
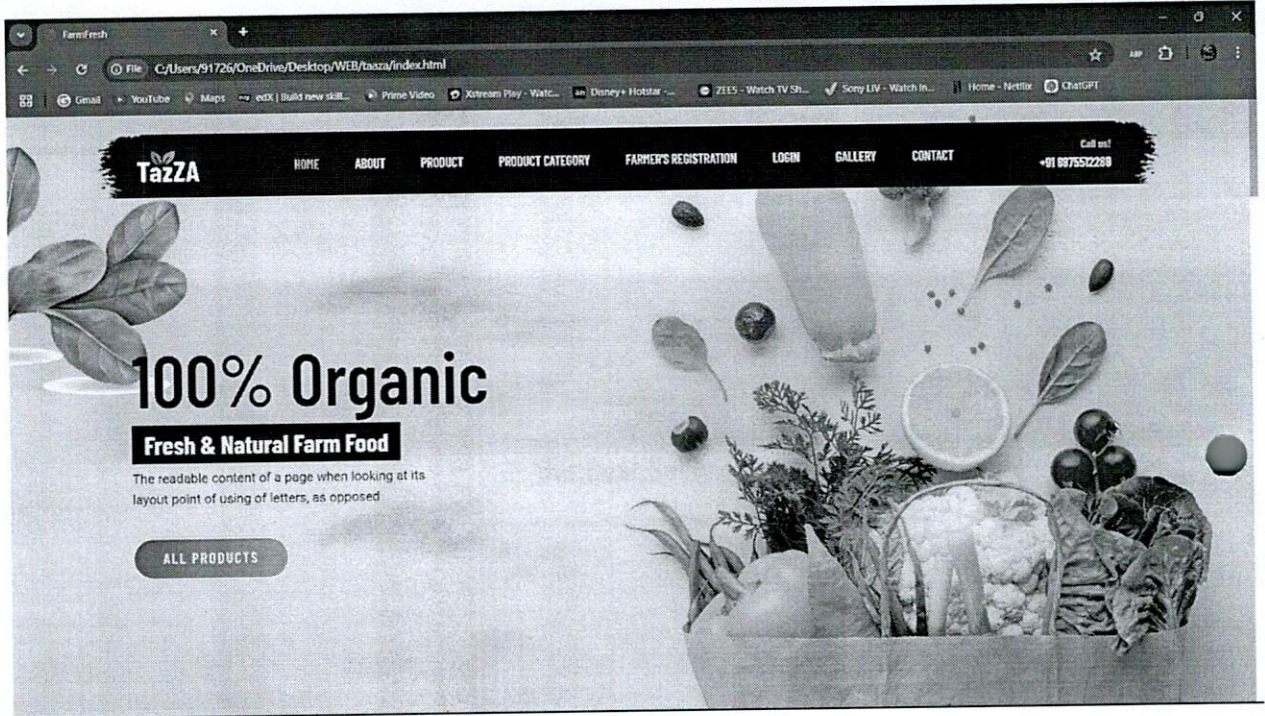
Validation



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INPUT OUT SCREEN



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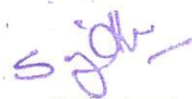
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SCOPE

The scope of the E-Commerce Online Store project outlines the key functionalities and boundaries of the system:

- **User Features:**
 - User registration and login
 - Profile management
 - Shopping cart and wishlist functionality
 - Order history tracking
 - Password management
- **Admin Features:**
 - Product management (add, update, delete)
 - Order management
 - User management
 - Category creation and organization
 - Analytics and reporting
- **Intended Audience:**
 - **Customers:** Users purchasing products online.
 - **Administrators:** Users managing the e-commerce platform.
- **Limitations:**
 - No mobile application available.
 - Limited payment options initially.
 - Basic user authentication without advanced security features.
 - Limited initial product database.




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CONCLUSION


The E-Commerce Online Store project represents a significant step towards modernizing the online shopping experience by providing users with an intuitive and comprehensive platform for purchasing products. Through the integration of essential functionalities such as user registration, product management, and order processing, the system effectively meets the needs of both customers and administrators.

This project not only emphasizes user-friendly design and ease of navigation but also prioritizes security and data integrity, ensuring a safe shopping environment. The implementation of features such as shopping carts, wishlists, and order history empowers users to manage their shopping experience efficiently.

As the project progresses, the outlined future enhancements provide a clear path for development, aimed at expanding the system's capabilities and improving user satisfaction. By incorporating advanced features like mobile applications, personalized recommendations, and enhanced security measures, the ECommerce Online Store can adapt to changing market dynamics and user expectations.

In summary, the E-Commerce Online Store project serves as a foundational model for an effective online retail platform, with the potential for growth and enhancement in line with technological advancements and user demands.

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FUTURE

The Future Scope outlines potential enhancements to improve functionality and user experience in the AGRI SHOP Store project:

1. **Mobile Application Development:** Creating iOS and Android apps for improved accessibility.
2. **Advanced Payment Integration:** Adding more payment options for user convenience.
3. **Personalized User Experience:** Implementing recommendation systems based on user preferences.
4. **Enhanced Security Features:** Incorporating two-factor authentication and data encryption.
5. **Multi-Language and Multi-Currency Support:** Expanding the platform for international users.
6. **Loyalty Programs:** Introducing rewards and discount systems for customer retention.
7. **Analytics and Reporting Tools:** Developing dashboards for insights into user behavior and sales trends.
8. **Social Media Integration:** Allowing users to share purchases and enabling social login options.
9. **Live Chat Support:** Implementing real-time customer support.
10. **Inventory Management System:** Automating stock level tracking and notifications.

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4. Documentation:

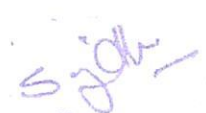
- XAMPP. "XAMPP Documentation." XAMPP.
- MySQL. "MySQL Documentation." [MySQL](#).

5. Online Courses:

- Coursera. "Full-Stack Web Development with React." [Coursera](#).

6. Tools:

- Visual Studio Code. "Visual Studio Code Documentation." [VS Code](#).


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A

PROJECT REPORT

ON

SUBMITTED BY:-

SHRUTI BALWADKAR

UNDER THE GUIDANCE OF:-

SWAMINI RAUT

SUBMITTED TO:-

SAVITRIBAI PHULE PUNE UNIVERSITY

**IN PARTIAL FULFILMENT OF THE REQUIREMENT OF
BACHELOR OF BUSNISS ADMINISTRATION**

**DNYANSAGAR ARTS AND COMMERCE COLLEGE,
BALEWADI**

ACADEMIC YEAR (2023– 24)



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M. S. R.
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**Dnyansagar Arts and Commerce College, Balewadi,
Pune-45**

CERTIFICATE

This is certify that **Mr/Ms. BALWADKAR SHRUTI GANESH** of Class SYBBA has completed his/her Project work for subject **Process of IPO (Initial Public Offering)** at the Department of Bachelor of Business Administration as a part of curriculum by Dnyansagar Arts and Commerce College, Savitribai Phule Pune University, Pune during the Academic year 2023-2024.

Signature of Teacher

Signature of Examiner

(Internal)

Dr. Manisha Khaladkar

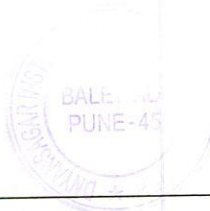
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Signature of Examiner

(External)

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ACKNOWLEDGEMENT

I would like to extend my warm regards to **Dnyansagar Arts And Commerce College, Balewadi, Pune** for providing me the opportunity for successfully completing the Project Report on **Process of IPO (Initial Public Offering)**. I would like to express profound gratitude to my Guide, **PROF. SWAMINI RAUT** for his valuable support, encouragement, and suggestions throughout this project work. His guidance enabled me to complete my project work successfully.




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DECLARATION

This is to certify that the project on **Process of IPO (Initial Public Offering)** submitted in partial fulfillment of the award for Degree of Business Administration Bachelor is a bonfire record of original project work done by me during the academic year 2024 – 25, under the guidance of, **PROF. SWAMINI RAUT** I hereby declare that all the facts and figures included. The project is a result of my on research and investigation including formal analysis of the entire project work and the scene has not been previously submitted to any examination of the university. This declaration will hold good and in my wise belief with consciousness.

Date:

Place: Dnyansagar Arts and Commerce College, Balewadi, Pune

Balwolkars

Signature of Student

(Name of the Student)



S. J. Joshi
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INTRODUCTION

Companies go for Initial Public Offering (IPO) to raise a large amount of capital in return for securities on the stock market. The IPO plays an important role in providing arms access to Financial resources required for their expansion and achieving long-term sustainable growth over the competitors. Moreover, understanding the IPO market is essential for aspiring entrepreneurs in a range of industries as well as for investors, Financial managers, and underwriters. Because entrepreneurs of small, private arms may need this market in the long run to realize the value of their business enterprise. Additionally, business owners of publicly traded companies should stay informed about this market since they can decide to launch new divisions or organize a leveraged buy-out that could go public sooner or later. Over the last few years, an increasing number of entrepreneurs in India have selected IPO as the main method of raising funds for their enterprise. The total number of IPOs came in the last five years since 2017 through public offerings in the primary stock market in India is given in Figure 1. From this, it is clear that there will be a dramatic increase in the number of IPOs listed in 2021. This paper examines India's IPO market during the COVID-19 Period (2021). We will start by listing the initial public offerings in 2021. We also analyze how these companies performed on a listing day. Finally, we will discuss how these IPOs are doing right now.




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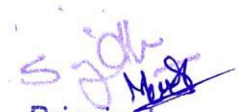
OBJECTIVES OF THE STUDY

- The performance of IPOs all over the major stock market
- Major impact of determinants on the underpricing of IPOs.
- This study contributes to the literature by investigating the factors that influence on the performance of IPO.
- This study aims to understand the effects of IPOs on stock market fluctuations and indices
- As well as provide basic knowledge about IPOs, stock markets, and economic impacts for both investors and companies

SCOPE OF THE STUDY

1. Grasping the Pulse of the Market. ...
2. Decoding the Ratios. ...
3. Evaluating Financial Valuation Ratios. ...
4. Assessing Growth Prospects. ...
5. Scanning the Management Team. ...
6. Verifying the Intended Use of the IPO Money. ...
7. Monitoring Over-subscription. ...
8. Evaluating IPO Price and Dividend Policy.




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Process of IPO

Step 1: Hire an investment bank

A company seeks guidance from a team of underwriters or investment banks to start the process of IPO. More often than not, they take services from more than one bank. The team will study the company's current financial situation, work with its assets and liabilities, and then they plan to cater to the financial needs. An underwriting agreement will be signed, which will have all the details of the deal, the amount that will be raised, and the securities that will be issued. Though the under-writers assure on the capital they will raise, they will not shoulder all the risks involved in the money movement.

Step 2: Prepare RHP and register with the SEBI


The Company and the underwriters, together, file the registration statement (mandatorily under the Companies Act) along with the Draft RHP (Red Herring Prospectus) which comprises of all the financial data, industry and business description, management details, probable price estimate per share, risk reports, business plans of the company and other disclosures as per the SEBI Act and Companies Act. It will have to declare how the Company is going to utilise the funds it will raise from the IPO and about the securities of public investment. These documents must be submitted to the local ROC (Registrar of Companies) at least 3 days before the offer is opened to the public for bidding. Then the company can make an application for the IPO to SEBI. The initial prospectus is called so because the first page of the prospectus contains a warning which states that this is not a final prospectus. However, all the obligations that the company's prospectus will have, should also be contained in the RHP. Any variations between the two will have to be highlighted and be duly approved by SEBI and ROC.

If the registration statement is compliant with the stringent guidelines set by the SEBI, which ensures that the company has disclosed every detail a potential investor should know, then it gets a green signal. Or else it is sent back with comments. The company should then work on the comments and file for registration again. Only after the SEBI approves the application can the company set the date for the IPO. Thereafter, the financial prospectus released. This phase also tests the waters for the IPO among the potential investors.

Step 3: Application to Stock Exchange

The Company should decide on the stock exchange where it is going to list its shares and apply there.




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Step 4: Go on a roadshow

Before the IPO goes public, this phase happens over an action-packed two weeks. The executives of the Company travel around the country marketing the upcoming IPO to potential investors, mostly QIBs in important financial centres. The agenda of the marketing includes the presentation of facts and figures, which will drum up the most positive interest. At this stage of the IPO, the company may also give an opportunity to the bigger organisations to buy stocks of the company at a price set before the stock goes public.

Step 5: IPO is priced

Based on whether the Company wants to float a Fixed Price IPO or Book Building Issue, the price or price band is fixed.

Fixed price method – The underwriter and company work together to fix a price for their shares. The account of the liabilities, the target capital to be achieved, and the demands of stocks and every other related detail to come up with a price.

Book building method – Here the underwriter and the company fix a price band within which the investors can bid. The final price is dependent on the demand for the shares, the biddings received and the target capital to be achieved. Except for infrastructure companies and banks, most companies are free to set their share price band. The Company is allowed to set the cap price at 20% higher than the floor price. Books are normally open for 3 days during which bidders can revise their bids. Issuers often prefer book-building as it allows better price discovery. The final price of the issue is called the Cut-off Price. The Company should also decide on the stock exchange where it is going to list its shares and apply there.


Step 6: Available to the public

On a planned date, the application forms are made available to the public who can get a form from any designated bank or broker firms. Once they fill in the details, they can submit them with a cheque, or online, as well. SEBI has fixed the period of availability of an IPO to the public, which is usually 5 working days.

When should the IPO reach the public – is a tricky decision. Because picking the right time to offer shares is very imperative to maximise the earnings of sale. Some companies have their own economic timeline to go public. If the giant companies are scheduled to come into the market, smaller companies avoid their entry going public at the same time, fearing the stealing of the limelight by the giant companies.

Once the IPO bidding is closed, the company has to submit the final prospectus to both ROC and SEBI. This should contain both the quantum of shares being allotted and the final issue price on which the sale is closed.




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Step 7: Going through with the IPO

After the IPO price is finalised, the stakeholders and under-writers work together to decide how many shares each investor will receive. Investors will usually get full securities unless they are oversubscribed. The shares are credited to their demat account. The refund is given if the shares are oversubscribed. Once the securities are allotted, the stock market will start trading the Company's IPO.

Businesses must also ensure that its internal investors do not trade and thereby manipulate the stock prices of the IPO.

IPO shares are allotted to the bidders within 10 days of the last date of bidding.

If the IPO is oversubscribed, the shares are allotted proportionately to the applicants. For example, if the oversubscription is five times the allotted number of shares. Then an application for 10 lakh shares will be allotted only 2 lakh shares.

Data and Methodology

The current paper's main data sources are the NSE (National Stock Exchange) websites and Chittorgarh. The NSE provides company details related to Initial Public offers and daily market updates. Furthermore, the IPO subscription and listing day data were collected from the Chittorgarh website and cross-checked the originality from the NSE website. The data includes the number of IPOs per calendar year, listing day details, and current price. Current year and previous year IPO details are available on the Chittorgarh website.

IPO Launches and Subscriptions in the Year 2021

In 2021, we saw more than one Initial Public offer per week, with sixty-six IPOs listed in the Indian Stock Market. This number may double if we take account of the sixty Small and Medium Enterprise (SME) IPOs listed on the exchanges. Technically, this means one IPO every alternate day in 2021. Another interesting fact this year is that the First day of the year began with an IPO listing and the last market day also saw an IPO listing. Antony Waste IPO got listed on 1st January 2021, while CMS Info Systems debuted on the last day of the year, 31st December 2021. The following list (Table 1) provides detail of IPOs in the year 2021 at BSE and NSE exchanges. Initial Public offers (IPO) of companies with strong management and financial track records and many <http://www.shanlaxjournals.com> 5ShanlaxInternational Journal of Management buyers in the primary market, resulting in a higher subscription. The higher demand for the IPO Shares is good for those looking for listing day gains and long-term bets. The below

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Table.1 present the list of most successful IPOs in 2021 by their subscription

Table 1 IPO Subscription Details of Top 10 Companies

Company name	QIB	NII	RII	Employee	Total
Latent view Analytics ltd	145.48	850.66	119.44	3.87	326.49
Paras Defence & Space tech ltd	169.65	927.7	112.81	-	304.26
Tega industrial ltd	215.45	666.19	29.44	-	219.04
MTAR Technologies ltd	164.99	650.79	28.4	-	200.79
TatvaChintan Pharma chem ltd	185.23	512.22	35.35	-	180.36
Nazara Techanologies ltd	103.77	389.89	75.29	7.55	175.46
Easy trip planner ltd	77.53	382.21	70.4	-	159.33
C.E. Info system ltd	196.36	424.69	15.2	-	154.71
Go Fashion (India) ltd	100.73	262.08	49.7	-	135.46
Rotex Rings ltd	143.58	360.11	24.49	-	130.44

- QIB – Financial Institution, bank, FIIs, Mutual funds register with SEBI
- NII – Individual Investors, NRIs, Companies, Trust etc who bid for more than 2 Lakh
- RII – Retail investors can apply up to Rs 2 Lakh in an IPO



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Table no 2 IPO Listing Day – Best Performance

Company name	Listing date	Issue Price	Listing closing day	Listing gain %
Sigachi Industrial Ltd	Nov 15,2021	163	603.75	270.40
Paras Defence & Space tech Ltd	Oct 01,2021	175	498.75	185
Latent View Analytic Ltd	Nov 23,2021	197	488.6	148.02
TatvaChintan Pharma Chem Ltd	Jul 29,2021	1083	2310.3	113.32
Indigo Paint ltd	Feb 02,2021	1490	3118.7	109.31
G R Infraproject ltd	Jul 19,2021	837	1746.8	108.70
FSN E-Commerce venture ltd	Nov 10,2021	1125	2206.7	96.15
MTAR Technologies ltd	Mar 15,2021	575	1082.3	88.22
Go Fashion (India) ltd	Nov 30,2021	690	1252.6	81.54
Clean Science & technologies ltd	Jul 19,2021	900	1585.2	76.13



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Table No 3 Listing Day – Worst Performance

Company name	Listing Price	Issue Price	Listing Close	Day	Listing Loss%
One 97 Communication ltd	Nov 18,2021	2150	156.2		-27.25
Rategain Travel technologies ltd	Dec 17,2021	425	340.5		-19.88
Shriram Properties ltd	Dec 20,2021	118	99.4		-15.76
Kalyan Jewellery India ltd	Mar26,2021	87	75.3		-13.45
Windlass Biotech ltd	Aug 16,2021	460	406.7		-11.59
Suryoday Small Finance Bank Ltd	Mar 26,2021	305	276.2		-9.44
CarTrade Tech ltd	Aug 20,2021	1681	1500.1		-7.29
Nuvaco Vista Corporation ltd	Aug 23,2021	570	531.3		-6.79
S.J.S. Enterprice ltd	Nov 15,2021	542	509.85		-5.93
Fino Payment Bank ltd	Nov 12,2021	577	545.25		-5.5



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Table No 4 IPO Current Performance Analysis-**Best Performance**

Company name	Listing Date	Issue Price	Current NSE Rate	Current Gain%
Paras Defence & Space tech Ltd	Oct 01,2021	175	674.20	285.26
Laxmi Organics Industry ltd	Mar 25,2021	130	433.55	233.50
Nureca ltd	Feb 25,2021	400	1280.35	220.09
MTAR Technologies ltd	Mar 15,2021	575	1651.15	187.16
Barbeque nation hospitality ltd	Apr 07,2021	500	1175.35	135.07
Easy Trip Planner ltd	Mar 19,2021	187	414.00	121.39
Latent view analytics ltd	Nov 23,2021	197	434.30	120.46
Sona BLW Precision Forgings ltd	Jun 24,2021	291	633.25	117.61
TatvaChintan Pharma ltd	Jul 29,2021	1083	2313.95	113.66
Clean Science and Technologies ltd	Jul 19,2021	900	1901.90	111.32



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**Table No 5 IPO Current Performance Analysis-
Worst Performance**

Company name	Listing date	Issue price	Current price NSE	Current Loss%
One 97 Communication ltd	Nov 18,2021	2150	601.55	-72.02
CarTrade Tech ltd	Aug 20,2021	1618	6552.95	-59.64
Suryoday Small Finance Bank Ltd	Mar 26,2021	305	137.80	-54.82
Fino Payment Bank ltd	Nov 12,2021	577	302.25	-47.62
Windlass Biotech ltd	Aug 16,2021	460	246.95	-46.32
Nuvaco Vista Corporation ltd	Aug 23,2021	570	346.60	-39.19
Shriram Properties ltd	Dec 20,2021	954	594.15	-39.6
Krsnaa Diagnostics ltd	Aug 16,2021	954	594.15	-37.72
PB Fintech ltd	Nov 15,2021	720	479.05	-33.87
Glenmark Life Science ltd	Aug 06,2021	720	479.05	-33.47



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IPO Performance Analysis 2021 - Listing Day IPO Performance

Conducted a study on how IPOs are a major source of funds for companies and have become a very popular way of raising funds. Their study deals with the pricing trend of IPOs and aims to determine whether they are, on average, over-priced or under-priced. Summary of listing day performance of IPO firms are set out in Table 2 and Table 3. As of December 2021, 46 of the 66 initial public offerings (IPOs) for 2021 had positive returns, while 20 generated negative returns, and 15 IPOs produced greater than 100%. Moreover, microcrystalline cellulose maker company Sigachi Industries had a bumper listing around 270 percent gain, followed by Paras Defence and Space Technology. Paras Defence jumps over 185 percent from its issue price of rupees 175 on the market.

Considering the market momentum and demand for products of a company like Sigachi, the listing valuation is justified. Other major IPO which gave more than 100 percent returns include Latent View Analytics, TatvaChintan Pharma, Indigo Paints, and G R Infraprojects. Some other IPOs gave decent returns, as given in Table 4. Unlike listing gains, certain IPOs made poor debuts. Likewise, after India's largest-ever initiated IPO, Paytm parent 'One 97 Communications' set a record on debut. The biggest IPO, One 97 Communication, faced the biggest drop by share price tanks -27.25 percent on day one.

We can see the performance after considering the IPO issue price, closing pricing on listing day, and gain or loss. An analysis of the listing day performance of large IPOs shows investors have been indifferent to the size of the issues.




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IPO Performance Analysis 2021 - Current Performance

The Indian stock market outperformed its global counterparts and scaled new heights in 2021. As a result, defence and aerospace company Paras Defence gave the investors a bumper return of 185% on listing day and 285% returns so far. It was on top of the best-performing IPOs (Table.4). However, India's largest Initial Public Offering, Paytm, has tumbled 72.02%, crashed on listing day, and 1/4th of investor wealth eroded. IPOs may under perform on a listing day but

under perform in the long run compared to market performance. The reasons for discounted listing include expensive pricing, concerns over growth, and Indian retail investors basing the stock on conventional metrics.

A list of worst-performing IPOs is given in table 5. It should be noted that some shares gave investors more than 100 percent returns. Paras defence, Laxmi Organic, Nureca Limited, and MTAR Technologies gave investors more than 150 percent returns. On the other hand, Paytm parent company, One 97 Communication, is on top of the other 24 loss-making shares on a listing day.

The Indian stock market has seen much buying behaviour over the past two years, especially in 2021. We have seen a lot of policy reforms and government thrust on developing country's infrastructure and making things at home than importing outside. Ultimately, it has resulted in better pricing and performance of shares



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Conclusion

The year 2021 was a historic year for the Indian IPO market. The IPOs with higher public demand have resulted in over-subscription and listing day gains. The average returns of IPOs stand at 53.85 percent. In other words, if someone had applied for all IPOs launched this year for the minimum lot size and assuming that they got allotment in all, they would have made more money than from investments in the broadly tracked indices of Sensex and Nifty. Moreover, the bumper listing gains seem justified as Paras Defence stands well as a leading player, catering to the space and defence sectors. It has received huge benefits from the central government's flagship programs like Atmanirbhar Bharat and Make-in-India initiatives, which have huge export potential. Unlike many IPOs that gave returns to their investors, some destroyed their wealth. In those lists of worst-performing IPOs, CarTrade leads with a negative return of 59.64 percent, followed by Small Finance Bank with a negative return of 54.82 percent. This study has some limitations, focusing only on the leading players in the market and the biggest losers. Similarly, this study does not focus on the allocation pattern between the different investors like retail and institutional investors. Such a kind of research can be taken up in future studies.




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- Secondary Data available from internet
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- SEBI Webside- Rules And Regulations
- Google – Other Websides informations about current status of companies



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