Project Brief

Project Title:

Project Brief:
(Write brief introduction of your FYP)

Objectives of the study:
(Specify the objectives of the study)

Proposed framework/Model/Methodology:
(Briefly explain the methodology you will follow to achieve your objectives)

Key Words: [INSTRUCTION]		
	Proposed Format of the Project	Empirical research/ Consultancy report/ strategic analysis/ business plan/ feasibility study/case study/Analytics report
	Proposed Cluster	Finance/ Marketing/ Management/Technology/ Fin-Tech
	Degree Program	BBA/BSAF/BSBA/BSFT/MBA
	Group Members (**Names and Roll No.**)	
	Supervisor's Name	
	Supervisor's Signature	
	Observer's Name (Incase of External Supervisor)	

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SDG	Description	Direct Mapping	Indirect Mapping
	Sustainable Development Goals (SDG) mapping table		
1	No poverty	☐	☐
2	Zero hunger	☐	☐
3	Good health and well-being	☐	☐
4	Quality Education	☐	☐
5	Gender equality	☐	☐
6	Clean water and sanitation	☐	☐
7	Affordable and clean energy	☐	☐
8	Decent work and economic growth	☐	☐
9	Industry, innovation and infrastructure	☐	☐
10	Reduced inequalities	☐	☐
11	Sustainable cities and economies	☐	☐
12	Responsible consumption and production	☐	☐
13	Climate action	☐	☐
14	Life below water	☐	☐
15	Life on land	☐	☐
16	Peace, justice and strong institutions	☐	☐
17	Partnership for the goals	☐	☐

[INSTRUCTION]
- The purpose of this table is to map your project to the **UN Sustainable Development Goals (SDGs)**.
- **Direct Mapping (☑)** means your project's main aim directly targets that SDG.
  - Example: A project on microfinance for low-income families → directly maps to **SDG 1: No Poverty**.
- **Indirect Mapping (☑)** means your project contributes indirectly via support functions, secondary effects, or enabling technologies.
  - Example: A FinTech analytics tool that improves loan risk assessment → indirectly supports **SDG 8: Decent Work and Economic Growth** and **SDG 9: Industry, Innovation and Infrastructure**.

Step-by-Step to Fill the SDG Table:
1. Read each SDG and its description carefully.
2. Ask: "Does my project **directly** target this goal?"
   - If YES, tick ✓ in **Direct Mapping**.
3. Ask: "Does my project **indirectly** support this goal (through better efficiency, transparency, inclusion, etc.)?"
   - If YES, tick ✓ in **Indirect Mapping**.
4. Avoid ticking too many SDGs just to look impressive;

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- o A realistic mapping usually has **1–2 direct** and **2–4 indirect** links.
5. Be ready to **justify your mapping** briefly in your proposal presentation or defense.

Proposed Format of the Project (Detail about what to choose and what it means)

Empirical research / Consultancy report / Strategic analysis / Business plan / Feasibility study / Case study / Analytics report

[INSTRUCTION]
Choose **one main format** (you may combine with analytics elements, but keep a primary label):

- **Empirical research**
  - o Data-driven, with hypotheses and statistical/ML testing.
  - o Suitable when you have measurable variables and a dataset.

- **Consultancy report**
  - o Practical recommendations for a specific company or sector.
  - o Includes industry analysis, benchmarking, and strategic suggestions.

- **Strategic analysis**
  - o Focus on competitive positioning, market structure, and long-term decisions.
  - o Often uses frameworks like SWOT, PESTEL, Porter's Five Forces.

- **Business plan**
  - o New startup or product idea with financial projections, marketing, and operations.

- **Feasibility study**
  - o Evaluates whether a proposed project is viable (technical, financial, operational feasibility).

- **Case study**
  - o Deep dive into one or a few organizations, events, or products.

- **Analytics report**
  - o Strong emphasis on dashboards, visualization, predictive modeling, and data storytelling.

Write 1–2 lines below the chosen type explaining **why this format matches your topic.**