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This file is a **study reference** for the IGNOU MBA Project course MMPP-001. It shows how one synopsis can be laid out on the parts that the MMPP-001 guidelines of IGNOU's School of Management Studies ask for: introduction, rationale, objectives, research methodology and limitations. It is not a synopsis for you to submit.

Why it must not be submitted. IGNOU asks for your own original work, and the proforma, your guide's bio-data and the certificate of originality carry your signature and your guide's. A topic copied from a file that other students also download is the kind of repeated topic evaluators notice. Use this file to see the shape of a good synopsis, then build your own with your guide.

What the square brackets mean. Everything in [brackets] is yours to supply: your city, your sample size, your study period, your guide's name, and the empirical studies you have actually read. No figures about buyers, jewellers or results appear in this file, because only your own fieldwork can produce them.

How it was made. Prepared by the editorial desk of Shri Chakradhar Publication Private Limited, New Delhi, with AI assistance, from the MMPP-001 Project Guidelines (SOMS, IGNOU) and the Bureau of Indian Standards and Press Information Bureau pages listed in the references, all read in November 2026. Every statement about hallmarking was checked against those pages before release. Rules change: check the current guidelines and the BIS pages before you rely on any line here.

Where this topic sits on the proforma. Subject Area: Marketing. Type of project: field study, one of the three types the MMPP-001 guidelines allow (comprehensive case study, inter-organisational study, field study).

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Project Proposal (Synopsis) for MMPP-001

Consumer Awareness and Use of HUID Hallmark Verification while Buying Gold Jewellery in [City]: A Field Study

Item	Entry
Programme	[MBA / MBAMM / your programme]
Course	MMPP-001 Project (8 credits)
Subject Area (proforma)	Marketing
Type of project	Field study (empirical)
Student	[Name], Enrolment No. [ ]
Regional Centre / Study Centre	[ ] / [ ]
Guide	[Name, designation, official address]

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1. Introduction

Gold jewellery is one of the largest purchases many Indian households make, and the buyer cannot judge its purity by looking at it. Hallmarking exists to close that gap: an independent Assaying and Hallmarking Centre recognised by the Bureau of Indian Standards (BIS) tests the article and marks its purity.

BIS began its hallmarking scheme for jewellery in 2000. Hallmarking of gold jewellery and artefacts became mandatory from 23 June 2021 in 288 districts, under the Hallmarking of Gold Jewellery and Gold Artefacts Order and its amendments; coverage has since been extended in phases, so [state whether your district is among the notified districts, as listed on the BIS hallmarking pages]. The six-digit alphanumeric Hallmark Unique Identification number (HUID) was introduced on 1 July 2021, and from 1 April 2023 the sale of hallmarked gold jewellery or artefacts without a six-digit HUID is not permitted (Press Information Bureau, 2023). A hallmark now carries three marks: the BIS mark, the purity grade and the HUID. Hallmarked jewellery that consumers already hold under the old schemes remains valid.

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The HUID gives the buyer a way to check the article. The "Verify HUID" feature of the BIS CARE app shows the jeweller who had the article hallmarked, the jeweller's registration number, the purity, the type of article and the details of the hallmarking centre, so the buyer can match them with the piece being bought (Press Information Bureau, 2023). If a hallmarked article is later found to be of lower purity than marked, the buyer is entitled to compensation of twice the sum of the purity shortfall amount and the testing charges (Bureau of Indian Standards, 2025).

A free verification tool is only useful if buyers know about it and use it at the counter. This study examines how far gold jewellery buyers in [City] are aware of the hallmark and the HUID, whether they verify the HUID, and what shapes that behaviour.

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2. Rationale of the study

The topic belongs to marketing because it concerns consumer information, trust and the communication that happens at the point of sale. A regulation can make a mark compulsory; whether buyers read the mark, and whether jewellers explain it, is a question of consumer behaviour and retail practice. [Name the course of your specialisation that this study draws on, for example the consumer behaviour course you studied.]

[Summarise in three or four sentences what the empirical studies you have read found about hallmark awareness or gold purchase behaviour, with author and year, and state the gap: for example, that none of them studied buyers in your city after HUID became compulsory.] Starr and Tran (2008) find that the determinants of physical gold demand, which includes jewellery, differ from those of portfolio demand and also differ between developed and developing economies, which is one reason buyer-level evidence from Indian markets matters.

The findings can help jewellers in [City] decide how to explain the hallmark at the counter, and help consumer awareness efforts focus on the groups least likely to verify a purchase.

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3. Objectives of the study

The objectives are written in the neutral form the MMPP-001 guidelines ask for, with no assumption about what the findings will be.

1. To study the level of awareness of the BIS hallmark and the HUID among gold jewellery buyers in [City].

2. To explore the extent to which buyers verify the HUID through the BIS CARE app before or after purchase.

3. To analyse the factors affecting buyers' use of HUID verification, such as age group, education, frequency of purchase and smartphone use.

4. To investigate the influence of the jeweller's explanation of the hallmark on buyers' trust in the purchase.

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4. Research methodology

4.1 Research design

A descriptive, cross-sectional field study. It describes awareness and use at one point in time and examines associations between buyer characteristics and verification. It does not test purity and makes no causal claim.

4.2 Nature and source of data

Primary data from a structured questionnaire answered by buyers. Secondary data from BIS and Press Information Bureau pages on hallmarking and HUID, IS 1417:2016 as amended, and the published studies cited in the review.

4.3 Universe, sample and sampling technique

Universe: adults in [City] who bought gold jewellery in the last [24] months. Sample size: with no reliable earlier estimate of the proportion who verify a HUID, p is taken as 0.5, at 95 per cent confidence (z = 1.96) and a margin of error of [7] per cent: $n = z^2 p (1 - p) / e^2 = 1.96^2 \times 0.5 \times 0.5 / 0.07^2 = 196$ (Cochran, 1977). The study will approach [about 220] buyers to allow for incomplete forms.

Technique: convenience sampling at [three] jewellery market areas of [City], with quotas by age group ([18 to 30], [31 to 45], [46 and above]) so that no single age group dominates. Rationale: no list of jewellery buyers exists from which a random sample could be drawn; the quota keeps the age groups needed for objective 3 in the sample. [City] is chosen because [your reason, for example that you live and work there and can reach the market areas].

4.4 Tools and the questionnaire

A structured questionnaire in [English and Hindi], in five sections, pilot-tested with [20] buyers before fieldwork. The reliability of the trust scale in section E will be checked with Cronbach's alpha.

Section	What it asks	Objective served
A. Profile	Age group, education, occupation, purchase frequency, smartphone use	3
B. Awareness	Recognition of the BIS mark, purity grade and HUID; knowledge that a HUID can be verified	1

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Section	What it asks	Objective served
C. Verification	Whether the BIS CARE app is installed; HUID checked before purchase, after purchase or never; reasons for not checking	2, 3
D. Information at the counter	Whether the jeweller explained the hallmark; other sources (advertising, family, news)	4
E. Trust	Five statements on trust in the purchase, five-point agreement scale	4

4.5 Method of data collection

Face-to-face intercepts near jewellery showrooms with each respondent's consent, during [month year] to [month year]. No names or contact details are recorded, and respondents may skip any question.

4.6 Data analysis and statistical tools

Objective	Analysis	Why it fits
1. Awareness	Frequencies and percentages	Describes how many buyers recognise each mark
2. Verification	Frequencies and percentages; cross-tabulation by time of check	Describes how many verify, and when
3. Factors	Cross-tabulation with the chi-square test of independence at the 5 per cent level	Tests association between buyer characteristics and verification, both categorical
4. Jeweller's explanation and trust	Spearman rank correlation between the explanation score and the trust score	Both are ordinal scores

Data will be entered and analysed in [MS Excel / SPSS / Jamovi]. The analysis plan follows the methods described in the open MMPP-001 methodology guide listed in the references.

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5. Limitations of the study

Convenience sampling limits how far the findings can be generalised beyond the buyers met. Verification is self-reported and may be over-stated. The study covers one city and a recall period of [24] months. Buyers without a smartphone cannot use the app, which the analysis must keep in view. The study does not test the purity of any article.

6. Proposed chapter plan of the report

The report will follow the order printed in the MMPP-001 guidelines: (i) introduction and review of literature, (ii) research methodology, (iii) results and discussion, (iv) summary and conclusion, (v) recommendations, (vi) limitations and directions for further research, (vii) references, (viii) annexures, including the questionnaire.

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References

One consistent format (APA) is used throughout; the MMPP-001 guidelines do not prescribe a referencing style, so the rule is consistency.

Bureau of Indian Standards. (2016). *IS 1417:2016 Gold and gold alloys, jewellery/artefacts: Fineness and marking: Specification* (Fourth Revision, as amended). BIS.

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Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). Wiley.

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Indira Gandhi National Open University, School of Management Studies. (n.d.). *MMPP-001: Project course. Guidelines for submission of synopsis and project report*. https://www.ignou.ac.in/viewFile/soms/profile/MMPP-001-Project-Guidelines.pdf

Press Information Bureau. (2023, March 4). *Sale of hallmarked gold jewelry or gold artefacts without 6 digit alphanumeric Hallmark Unique Identification Number (HUID) to be prohibited after 31st March 2023* [Release ID 1904262]. Ministry of Consumer Affairs, Food and Public Distribution.

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Starr, M., and Tran, K. (2008). Determinants of the physical demand for gold: Evidence from panel data. *The World Economy, 31*(3), 416 to 436. https://doi.org/10.1111/j.1467-9701.2007.01091.x

[Add the three to five empirical studies on hallmark awareness or gold purchase behaviour that you have read, in the same format.]

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Annexure to attach with your packet (not part of this file): Proforma for Approval of Project Proposal (MMPP-001), signed and dated by you and your guide, and your guide's signed bio-data unless the guide is an approved academic counsellor. Send the packet to the Regional Director of your own Regional Centre, as the guidelines direct; the guidelines also point to the Regional Centres' e-mail list, so ask your Centre whether it accepts the proposal by e-mail.