ETHIRAJ COLLEGE FOR WOMEN (Autonomous) Chennai - 600 008

Affiliated to the University of Madras
College with Potential for Excellence
Reaccredited with A+ Grade by NAAC



1.3 CURRICULUM ENRICHMENT

1.3.4 INTERNSHIP/PROJECT

*PG -PROJECT

திருமூலர் கூறும் பிராணாயாமம் – சீனர்களின் கிகோங் மூச்சுப்பயிற்சி ஒப்பீடல்

தமிழ் முதுகலைப் பட்டத்திற்காக அளிக்கப்பட்ட திட்டக்கட்டுரை 2021 - 2022

ஆய்வாளர்

இரா. கு. திவ்யா

பதிவு எண் : 2013312001003

மேற்பார்வையாளர் முனைவர் தே.ரேவதி எம்.ஏ., எம்.ஃபில்., பிஎச்.டி., உதவிப் பேராசிரியர், தமிழ்த்துறை,



தமிழ்த்துறை எத்திராஜ் மகளிர் கல்லூரி (தன்னாட்சி) சென்னை 600 008.

மே 2022

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAL-600 UOB

நிலம் பூத்து மலர்ந்த நாள்: திணை வாழ்வும் நிலவெளிப் பயணமும்

தமிழ் முதுகலைப் பட்டத்திற்காக அளிக்கப்பட்ட திட்டக்கட்டுரை

ஆய்வாளர்

ப. காயத்ரி

பதிவு எண்: 2013312001004

மேற்பார்வையாளர் முனைவர் ந. <mark>கவிதா</mark>



தமிழ் முதுகலை மற்றும் உயராய்வுத்துறை எத்திராஜ் மகளிர் கல்லூரி (தன்னாட்சி) சென்னை – 600 008. ஏப்ரல் - 2022

(AUTONOMOUS) CHENNAI-600 008

முனைவர் பெ. நிர்மலா துறைத் தலைவர் தமிழ் முதுகலை மற்றும் உயராய்வுத்

Scanned with OKEN Scanner

வலையொளியில் தமிழ் __ ஓர் ஆய்வு

தமிழ் முதுகலைப் பட்டத்திற்காக அளிக்கப்பட்ட திட்டக்கட்டுரை

ஆய்வாளர்

வீ.காவேரி பதிவு எண்:2013312001006

மேற்பார்வையாளர்

முனைவர் வீ செந்தமிழ்ச் செல்வி எம்.ஏ,எம் ஃபில்,பிஎச்டி, உதவிப் பேராசிரியர், தமிழ்த்துறை, தமிழ் முதுகலை மற்றும் (உயராய்வுத்துரை) எத்திராஜ் மகளிர் கல்லூரி(தன்னாட்சி) சென்னை-600008



தமிழ்த்துறை

எத்திராஜ் மகளிர் கல்லூரி(தன்னாட்சி)

சென்னை 600008

மே 2022

முனைவர் பெ. நிர்மலா துறைத் தலைவர் தமிழ் முதுகலை மற்றும் உயராய்வு**க் துறை**

எத்திராஜ் மகளிர் கல்லூரி சென்னை-600 008.

ETHIRAJ COLLEGE FOR WOMEN

(AUTONÓMOUS)

CHENNAI-600 008.



சிவப்புக் கழுத்துடன் ஒரு பச்சைப் பறவை சிறுகதைத் தொகுப்பின் புனைவுலகம்

தமிழ் முதுகலைப் பட்டத்திற்காக அளிக்கப்பட்ட திட்டக்கட்டுரை 2020-2022

> ஆய்வாளர் பா. லட்சுமி பதிவு எண்:2013312001008

மேற்பார்வையாள**ர்** முனைவர் இரெ. மிதிலா உதவிப் பேராசிரிய**ர்** தமிழ் முதுகலை மற்றும் உயராய்வுத்துறை

> ETHIRAJ COLLEGE FOR WOMEN



தமிழ் முதுகலை மற்றும் உய**ராய்வுத்துறை** எத்திராஜ் மகளிர் கல்லூரி (தன்னாட்சி)

சென்னை - 600 008

GLD 2022

முனைவர் பெ. நிர்மலா துறைத் தலைவர் தமிழ் முதுகலை மற்றும் **உ**யராய்வு**த் துறை** எத்திராஜ் மகளிர் கல்லூரி சென்னை-600 008.

(AUTONOMOUS) CHENNAI-600 008



அரங்க மல்லிகா கவிதைகளில் சூழலியல் சிந்தனைகள் - ஓர் ஆய்வு

தமிழ் முதுகலைப் பட்டத்திற்காக அளிக்கப்பட்ட திட்டக்கட்டுரை

ஆய்வாளர் ச. மாரியம்மாள் பதிவு எண்:2013312001010

மேற்பார்வையாளர்
முனைவர் பிரியாகிருஷ்ணன்
எம்.ஏ (தமிழ்),எம்.ஏ(மொழியியல்),எம் ஃபில்,பிஎச்டி,பிடிஎப்
உதவிப் பேராசிரியர்
தமிழ் முதுகலை மற்றும் உயராய்வுத்துறை
எத்திராஜ் மகளிர் கல்லூரி (தன்னாட்சி)
சென்னை-600008

ETHIRAJ COLLEGE FOR WOMEN



தமிழ்த்துறை

எத்திராஜ் மகளிர் கல்லூரி (தன்னாட்சி) சென்னை 600 008.

மே 2022

S. Muslowrie

PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN

CHENNAI-600 008

முனைவர் பெ. நிர்மலா துறைத் தலைவர் தமிழ் முதுகலை மற்றும் உயராய்வுத் துணு எத்திராஜ் மகளிர் கல்லூரி சென்னை-600 008.



கவிஞனின் காலச்சுவடுகள் – ஓர் ஆய்வு

தமிழ் முதுகலைப் பட்டத்திற்காக அளிக்கப்பட்ட திட்டக்கட்டுரை

ஆய்வாளர்

அ.மஜ்ரினா பதிவு எண்:2013312001011

மேற்பார்வையாளர்

முனைவர் சி.முத்துமாலை

உதவிப்பேராசிரியர்

தமிழ் முதுகலை மற்றும்

உயராய்வுத்துறை
எத்திராஜ் மகளிர் கல்லூரி(தன்னாட்சி)
சென்னை-600008

ETHIRAJ COLLEGE FOR WOMEN



தமிழ்த்துறை

எத்திராஜ் மகளிர் கல்லூரி(தன்னாட்சி) சென்னை-600008

மே 2022

Q ellapo

மு**னைவர் பெ. நிர்மலா** துறைத் தனைவர் தமிழ் முதுகலை மற்றும் உயராய்வுத் துறை எத்திராஜ் மகளிர் கல்லூரி சென்னன-600 008.

PRINCIPAL
ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS)



நட்சத்திரக் கோட்டை - ஒர் ஆய்வு

தமிழ் முதுகலைப் பட்டத்திற்காக அளிக்கப்பட்ட திட்டக் கட்டுரை- 2021-2022

> ஆய்வாளர் அ.மெர்லின் பதிவு எண்: 2013312001012

மேற்பார்வையாளர் முனைவர் சௌ.பா. சாலாவாணிஸ்ரீ தமிழ் முதுகலை மற்றும் உயராய்வுத்துறை எத்திராஜ் மகளிர் கல்லூரி (தன்னாட்சி) சென்னை - 600 008.

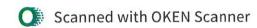


தமிழ் முதுகலை மற்றும் உயராய்வுத்துறை எத்திராஜ் மகளிர் கல்லூரி (தன்னாட்சி)

சென்னை - 600 008

CHENNAL-600 008

முனைவர் பெ. நிர்மலா துறைத் தலைவர் த<mark>மிழ் முது</mark>கலை மற்றும் உயராய்வு<mark>க் துறை</mark> எத்திராஜ் மகளிர் கல்லூரி



"திருவள்ளூர் மாவட்டப் பழமொழிகள்"

(சூழலியல் அடிப்படையில்)

தமிழ் முதுகலைப் பட்டத்திற்காக அளிக்கப்பட்ட திட்டக்கட்டுரை 2020 - 2022

ஆய்வாளர்

செல்வி ஆ. வள்ளி

பதிவு எண்: 2013312001014

நெறியாளர்

முனைவர் மு. வனிதா,

உதவிப் பேராசிரியர் ,

தமிழ் முதுகலை மற்றும் உயராய்வுத்துறை,



தமிழ் முதுகலை மற்றும் உயராய்வுத்துறை, எத்திராஜ் மகளிர் கல்லூரி (தன்னாட்சி),

சென்னை - 600 008.

மே - 2022

S. Musyown

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS) CHENNAL-600 DOS

முனைவர் பெ. நிர்மலா துறைத் தகுவர் தமிழ் முதுகலை மற்றும் இயராய்வு எத்திராஜ் மகளித் கல்லூரி

Scanned with OKEN Scanner

EDUCATION - AN IDENTITY OF JEWS: A STUDY OF ANTONIO ITURBE'S THE LIBRARIAN OF AUSCHWITZ

PROJECT WORK

Submitted in partial fulfilment of the

Requirements for the degree of

MASTER OF ARTS

IN

ENGLISH

By

ADLINE JEBA RANI. S

REGISTER NO: 2013312005001



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

ETHIRAJ COLLEGE

CHENNAI-600 008.

Dr. J. MANGAYARRANGE 600008

CERTIFICATE

This is to certify that DURGA DHARSHINI J (2013312005007) is a bona fide student of II M.A. English, Ethiraj College for Women (Autonomous), Chennai – 600008 during 2020 - 2022 and the project titled FEMALE SUBALTERN AND KITCHEN SPACE FROM STORY TO SCREEN AS SEEN IN C.S LAKSHMI'S "A KITCHEN IN THE CORNER OF THE HOUSE" AND JEO BABY'S"THE GREAT INDIAN KITCHEN" is done by her.

PROJECT SUPERVISOR

Dr. Mrs. R. PREETHI M.A. MPhil. PH.D. Assistant Profesor of English Ethiraj College For Women, Chennai-600 ons

Controller of Examinations Ethiraj College for Women (Autonomous) Ethiral Salai, Chennai-600 008. HEAD OF THE DEPARTMENT

ETHIRAJ CULLEGIOR WOMEN

(AUTONOMOUS) CHENNAI-600 008

SEARCH DEPARTMENT OF ENGLISH OLLEGE FOR WOMEN,

CHENNAI-600 008

25) 7/20

BREAKING THE FALLACY OF CHILDHOOD TRAUMA IN THE POSTCOLONIAL ASPECT WITH REFERENCE TO THE LIGHTLESS SKY AND RUNNING FOR MY LIFE

PROJECT WORK

Submitted in partial fulfilment of the

Requirements for the degree of

MASTER OF ARTS

IN

ENGLISH

By

EUCHARISTA P

REGISTER NO: 2013312005010



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI - 600008

SOCIATE PROFESSOR AND PRILL 200

ASSOCIATE AND RESEARCH DEPARTMENT PRIL 2022
POST GRADUATE AND RESEARCH DEPARTMENT PRIL 2022

CHENNAI-600 008.

PRINCIPAL ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAL-600 608

Unveiling the Fabricated Gender and Its Strings with reference to Devdutt Pattanaik's The Pregnant King

PROJECT WORK

Submitted in partial fulfilment of the

Requirements for the degree of

MASTER OF ARTS

IN

ENGLISH

By

HARINI T

REGISTER NO: 2013312005011



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI - 600008

APRIL 2022

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS) CHENNAI-600 008

J. MANGE PSOOR AND OF ESSOR AND

PAUL TREMBLAY'S 'A HEAD FULL OF GHOSTS' - SCHIZOPHRENIA AND MODERN

GOTHIC THEORY

PROJECT WORK

Submitted in partial fulfilment of the

Requirements for the degree of

MASTER OF ARTS

IN

ENGLISH

Ву

R. IFFATH KHANAM

REGISTER NO: 2013312005012



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI - 600008

MANGAYARKARASI
MANGAYARKARASI
M.A., M. Phil., PGCTE(EFLU)., Ph.D.,
ASSOCIATE PROFESSOR AND HEAD
POST GRADUATE AND RESEARCH DEPARTMENT OF ENGLISH
ETHIRAJ COLLEGE FOR WOMEN,
CHENNAI-600 008.

PRINCIPAL
ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS)
CHENNAI-600 008:

WOMEN IN CONFLICT AREAS:

ANALYSING THE LIVES OF TRIBAL WOMEN IN NAGALAND THROUGH SHORT STORIES OF TEMSULA AO'S THESE HILLS CALLED HOME: STORIES FROM A WAR ZONE AND LABURNUM FOR MY HEAD

PROJECT WORK

Submitted in partial fulfilment of the

Requirements for the degree of

MASTER OF ARTS

IN

ENGLISH

By

JANANI S

REGISTER NO: 2013312005013



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI - 600008

APRIL 2022

FLU).,Ph.D.,
AND HEAD
MENT OF ENGLISH
VOMEN,

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS) CHENNAL-600 008

13. 25 T Dr.

ASSOCIATE PROFESSOR AND HEAD POST GRADUATE AND RESEARCH DEPARTMENT OF ENGLISH ETHIRAJ COLLEGE FOR WOMEN, CHENNAI-600 008.

HEGEMONY AND SOCIAL INEQUITY: A STUDY OF SELECT SHORT STORIES OF BAMA WITH REFERENCE TO BAMA'S SHORT STORY COLLECTION

TITLED JUST ONE WORD

PROJECT WORK

Submitted in partial fulfilment of the

Requirements for the degree of

MASTER OF ARTS

IN

ENGLISH

By

JOY SHARMILI S

REGISTER NO: 2013312005014



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI - 600008

APRIL 2022

ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS)

CHENNAI-600 608

Dr. J. MANGAYARKARASI

MAN PROFESSOR AND HEAD

ASSOCIATE PROFESSOR AND HEAD

FUSI GRADUATE AND RESCARCH DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN,

CHENNAI-600 008.

CHANNELING FEMALE SUBORDINATION IN ANITA DESAUS FASTING, FEASTING

PROJECT WORK

Submitted in partial fulfilment of the

Requirements for the degree of

MASTER OF ARTS

IN

ENGLISH

By

MALAVIKA J

REGISTER NO: 2013312005017



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNA1 - 600008

MARCH/APRIL 2022

MANGAYARKARASI

Or. J. MANGATAR M.A., M. Phil., PGCTE(EFLU)., Ph.D., ASSOCIATE PROFESSOR AND HEAD POST GRADUATE AND RESEARCH DEPARTMENT OF ENGLISH ETHIRAJ COLLEGE FOR WOMEN, CHENNAI-600 008. PRINCIPAL ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS) CHENNAL-600 008

P. x 87 x /3

COMPARE & CONTRAST: THE NAMESAKE AND INTERPRETER OF MALADIES BY JHUMPA LAHIRI

PROJECT WORK

Submitted in partial fulfilment of the

Requirements for the degree of

MASTER OF ARTS

IN

ENGLISH

By

MUNISWARI M

REGISTER NO: 2013312005019



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

Dr. J. MANGAYARKARASI 600008

SSOCIATE PROFESSOR AND HEAD

POST GRADUATE AND RESEARCH DEPARTMENT OF ENGLISH

CHENNAL-600 008

PRINCIPAL
ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS)

CHENNAI-609 098.

REINFORCING GUBAR AND GILBERT'S OPINIONS ON REPRESENTATION OF WOMEN IN WRITING AND REVERSING ITS CONNOTATIONS

PROJECT WORK

Submitted in partial fulfilment of the

Requirements for the degree of

MASTER OF ARTS

IN

ENGLISH

By

S.P. NIROSHINI

REGISTER NO: 2013312005021



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI - 600008

APRIL 2022

CHENNAI-600 008.

POST GRADUATE AND RESEARCH DEPARTMENT OF ENGLISH ETHIRAJ COLLEGE FOR WOMEN, CHENNAI-600 008.

JUXTAPOSING SCIENCE AND MYTHOLOGY WITH REFERENCE TO

DEVDUTT PATTANAIK'S MYTH=MITHYA DECODING HINDU MYTHOLOGY

PROJECT WORK

Submitted in partial fulfillment of the

Requirements for the degree of

MASTER OF ARTS

IN

ENGLISH

By

POONGUZHALI.S

REGISTER NO: 2013312005024



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI - 600008

APRIL 2022

PRINCIPAL
ETHIRAJ COLVEGE FOR WOMEN
(AUTONOMOUS)
CHENNAI-600 008

ASSOCIATE PROFESSOR AND HEAD POST GRADUATE AND RESEARCH DEPARTMENT OF ENGLISH POST GRADUATE AND COLLEGE FOR WOMEN, ETHIRAJ COLLEGE FOR WOMEN, CHENNAI-600 008.

PROJECT WORK

Submitted in partial fulfilment of the

Requirements for the degree of

MASTER OF ARTS

IN

ENGLISH

By

N R POORVAJA

REGISTER NO: 2013312005025



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI - 600008

APRIL 2022

PRINCIPAL ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS) CHENNAI-600 908.

ASSOCIATE PROFESSOR AND HEAD
POST GRADUATE AND RESEARCH DEPARTMENT OF ENGLISH
ETHIRAJ COLLEGE FOR WOMEN,
CHENNAI-600 008.

REVISIONING INDIAN MYTHOLOGY - THROUGH THE LENS OF KAVITHA KANE

PROJECT WORK

Submitted in partial fulfilment of the

Requirements for the degree of

MASTER OF ARTS

IN

ENGLISH

By

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A Study of Ecological Degradation in the Movie The Day After Tomorrow

PROJECT WORK

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IN

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BREAKING THROUGH THE FETTERS: A STUDY OF PADMA DESAPS BREAKING OUT: AN INDIAN WOMENS AMERICAN JOURNEY

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IN

ENGLISH

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OVERCOMING CONTROVERSIES- A SUCCESS OF AUTHORSHIP AND ${\bf TRANSLATION}$

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JHUMPA LAHIRI'S *THE LOWLAND* AS A MATRYOSHKA DOLL SET ANCHORED ON SOCIAL CONCEPTS MIRRORING TALCOTT PARSON'S AGIL MODEL

PROJECT WORK

Submitted in partial fulfilment of the

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IN

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IRSHAD ABDULKADIR'S 'PRODIGAL' – A REPRESENTATION OF CATHARSIS

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A STUDY ON CONSUMPTION PATTERN OF FAST FOOD AMONG COLLEGE STUDENTS IN CHENNAI CITY

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN GENERAL ECONOMICS

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A STUDY ON COVID-19 INDUCED UNEMPLOYMENT IN INDIA WITH SPECIAL REFERENCE TO UNORGANIZED SECTOR

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(MAY 2022)

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A STUDY ON IMPACT OF CHILD LABOUR IN TAMILNADU

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A STUDY ON THE UTILISATION OF AGRICULTURAL LOANS BY THE FARMERS IN TAMIL NADU WITH SPECIAL REFERENCE TO KANCHIPURAM DISTRICT

REPORT SUBMITTED FOR THE DEGREE OF

MASTER OF ARTS IN ECONOMICS

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A STUDY ON THE AWARENESS AND EFFCTIVENESS OF RAISING THE LEGAL AGE OF MARRIAGE FOR WOMEN WITH SPECIAL REFERENCE TO CHENNAI CITY

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COLLEGE STUDENTS PERCEPTION ON VACCINATION TO PREVENT CORONA VIRUS

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A STUDY ON THE IMPACT OF COVID -19 ON VEGETABLE VENDORS

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN GENERAL ECONOMICS

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A STUDY ON AWARENESS AND PERCEPTION OF CRYPTOCURRENCY IN INDIA WITH SPECIAL REFERENCE TO TAMILNADU

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN ECONOMICS

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A STUDY ON CONSUMER'S PREFERENCE TOWARDS ORGANIC FOOD WITH SPECIAL REFERENCE TO AVADI AREA IN CHENNAL CITY

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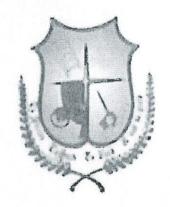
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A STUDY ON THE IMAPCT OF SOCIAL MEDIA WITH SPECIAL REFRENCE TO CHENNAI CITY

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IMPACT OF ENVIRONMENTAL AWARNESS ON THE PURCHASE OF SUSTAINABLE PRODUCTS WITH REFERENCE TO CHENNAI CITY

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A STUDY ON THE IMPACT OF SOCIAL MEDIA ON PSYCHOLOGICAL WELL-BEING

REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN ECONOMICS

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A STUDY ON THE IMPACT OF CYBERCRIME ON THE YOUTH AND ADULTS WITH SPECIAL REFERENCE TO CHENNAI CITY

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AN ANALYSIS ON SAVINGS AND INVESTMENT PATTERN OF SALARIED PEOPLE WITH SPECIAL REFERENCE TO CHENNAI CITY

REPORT SUBMITTED FOR THE DEGREE OF

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A STUDY ON NUTRITIONAL STATUS OF COLLEGE GIRLS IN CHENNAL CITY WITH SPECIAL REFERENCE TO ETHIRAJ COLLEGE

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A STUDY ON AWARENESS ABOUT THE NATIONAL SOCIAL ASSISTANCE PROGRAMME IN CHENNAI, TAMIL NADU

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN ECONOMICS

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AN ASSESSMENT ON SOLID WASTE MANAGEMENT WITH SPECIAL REFERENCE TO CHENNAI CITY

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DIGITALIZATION OF RURAL INDIA WITH RETERENCE TO PRRIYAPALAAM (E)RUVALLUR DISTRICE)

RESPORT LUBWITTED FOR THE DEGREE OF

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By

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ENETERPRISES WITH REFERENCE TO CHENNAI CITY

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ANALYZING THE EXISTENCE OF ENVIRONMENTAL KUZNETS CURVE AND POLLUTION HAVEN HYPOTHESIS: AN INDIAN SCENARIO

PROJECT REPORT SUBMITTED FOR THE DEGREE OF

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A STUDY ON GENDER DISCRIMINATION AND ITS IMPACTON EMPLOYEE PERFORMANCE

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A STUDY ON INVESTMENT BEHAVIOUR OF WORKING WOMEN WITH SPECIAL REFERENCE TO CHENNAI CITY.

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REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN ECONOMICS

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A STUDY ON INTERNET ADDICTION AMONG ADOLESCENTS WITH SPECIAL REFERENCE TO CHENNAI CITY PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN ECONOMICS

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A STUDY ON BANKING FACILITIES IN RURAL AREAS IN TAMIL NADU

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A STUDY ON ROAD ACCIDENTS WITH SPECIAL REFERENCE TO VILLUPURAM DISTRICT

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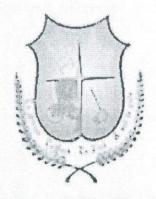
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A STUDY ON BANK EMPLOYEE STRESS DUE TO COVID 19 WITH REFERENCE TO CHENNAI CITY

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IMPACT OF "CONSUMPTION VALUE" ON "BRAND LOYALTY" WITH RESPECT TO PERSONAL CARE PRODUCTS

A project submitted in partial fulfilment of the requirement

for the award of the degree of

MASTER OF COMMERCE

Under the Supervision and Guidance of

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AKSHAYA. T

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I, Akshaya T, a bonafide student of the Department of Commerce, Ethiraj College for Women hereby declare that the project entitled, "IMPACT OF "CONSUMPTION VALUE" ON "BRAND LOYALTY" WITH RESPECT TO PERSONAL CARE PRODUCTS", in partial fulfilment of the requirement of degree of Master of Commerce, is my original work.

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PERSONALITY FACTORS, PURCHASE INTENTION AND ACTUAL PURCHASE BEHAVIOUR WITH RESPECT TO BRANDED COSMETICS

A project submitted in partial fulfillment of the requirement

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A STUDY ON THE IMPACT OF INFLUENCER MARKETING ON CONSUMERS' PURCHASE INTENTION – SPECIAL REFERENCES WITH SOCIAL MEDIA

A project submitted in partial fulfillment of the requirement

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A STUDY ON THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION TOWARDS MOBILE WALLET

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A STUDY ON THE IMPACT OF SOCIAL MEDIA ON ENTREPRENEURIAL GROWTH AND ITS EFFECTIVENESS

A project submitted in partial fulfillment of the requirement

for the award of the degree of

MASTER OF COMMERCE

Under the Supervision and Guidance of

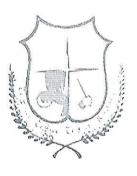
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A project submitted in partial fulfilment of the requirement

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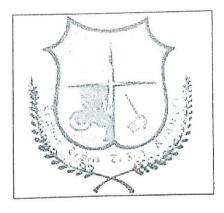
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on 31 |05|2022

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This is to certify that the project titled 'INFLUENCING VARIABLES OF **SERVICES** BANK'S **CHATBOT TOWARDS** CONTINUANCE OF CUSTOMERS' was carried out by Kavitha V INTENTION (2013312083008) in partial fulfillment of the requirement for the degree of MASTER OF COMMERCE during the academic year 2020-2022.

Place: Chennai

Date: May 2022

Controller of Examinations Ethiraj College for Women (Autonomous) Ethiraj Salai, Chennai-600 008.

Dr. S. Revathi

Assistant Professor,

Department of Commerce

Ethiraj College for Women,

Chennai - 600008

GE FOR WOMEN ETHIRAJ SALAI. CHENNAI-600 008

> THIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI-600 008.

A.S. Gayathui

Dr. A. S. Gayathri Associate Professor & Research Supervisor PG & Research Department of Commerce (Aided)
Ethiraj College for Women (Autonomous)
Chennai - 600008

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A STUDY ON CONSUMER PERCEPTION TOWARDS GREEN PRODUCTS AMONG STUDENTS

A project submitted in partial fulfilment of the requirement

for the award of the degree of

MASTER OF COMMERCE

Under the Supervision and Guidance of

Dr. N. NANDINI

Department of Commerce (AIDED)

By

KEERTHIPRIYA N

Reg. No: 2013312083009



Department of Commerce (AIDED)

Ethiraj College for Women (Autonomous)

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CHENNAI-600 008.

Chennai - 600 008

2020 - 2022

Associate Professor & Research Supervisor PG & Research Department of Commerce (Aided) Ethiraj College for Women (Autonomous) Chennai - 600008

Viva voce conducted

Noce conducted

Noce conducted

Noce conducted

Noce conducted

This is to certify that the project titled "A STUDY ON CONSUMER PERCEPTION TOWARDS GREEN PRODUCTS AMONG STUDENTS" was carried out by KEERTHIPRIYA N. (Register No: 2013312083009) in partial fulfilment of the requirement for the degree of Master of Commerce during the academic year 2020-2022.

Place: Chennai

Date: May 2022

N. Namoin

Dr. N. Nandini.

Assistant Professor.

Department of Commerce.

Ethiraj College for Women,

Chennai - 600 008.

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS) GHENNAI-600 008.

Dr. A. S. Gayathri
Controller of Examination Sociate Professor & Research Supply Sor
Ethiral College for Work Research Department of Commerce Aided)
(Autonomous) Ethiral College for Women (Autonomous)

Chappai - 600008

Ethiraj Salai, Chennai-600 008. Chennai - 600008

COLLEGE FOR WOMEN

CHENNAI-600 008

CONSUMER CHOICE CRITERIA ON PURCHASE OF MOBILE PHONES

A project submitted in partial fulfillment of the requirement

For the award of the degree of

MASTER OF COMMERCE

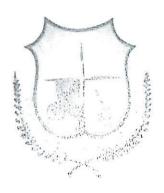
Under the supervision and guidance of

Dr. K. Mythili

BY

R. KOWSALYA

REGISTER NO: 2013312083010



DEPARTMENT OF COMMERCE

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUSS. Muslowres

AFFILIATED TO THE UNIVERSITY OF MADRAS

ETHIRAJ COLLEGE FOR WOMEN

CHENNAI - 600008

MAY - 2022

(AUTONOMOUS) CHENNAI-600 008.

Viva Voce exami

Conducted on 31/05/2011

Conducted on 31/05/2011



This is to certify that the project titled "CONSUMER CHOICE CRITERIA ON PURCHASE OF MOBILE PHONES" was carried out by R. Kowsalya (Reg no: 2013312083010) in partial fulfillment of the requirement for the degree of MASTER OF COMMERCE during the academic year 2021-22.

Place: Chennai

Date: May 2022

Assistant Professor

Department of Commerce

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Chennai-600008

Dr. A. S. Saranya

Associate Produssor and Research Supervisor Bend, Pr. & Research Department of Commerce (Aided) Ethiraj Collège for Women (Auton, mous) Chennai - 6000001

FOR WOMEN (AU

ETHIRAJ SALAI,

Controller of Examinations Ethiraj College for Women

(Autonomous)

Ethiraj Salai, Chennai-600 noc

PRINCIPA

Dr. A. S. Gayathri ETHIRAJ COLLEGE FOR WOMEN PG & Research Department of Commerce (Aided) Ethiraj College for Women (Autonomous) Chennai - 600008

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IMPACT OF PACKAGING AND ORIENTATION ON CONSUMER **PURCHASE INTENTIONS**

A project submitted in partial fulfilment of the requirement for the award of degree of

MASTER OF COMMERCE

Under the Supervision and Guidance of

Dr. ANNAPOORNI. M

Department of Commerce (AIDED)

By

LAVANYA, E.

Reg. no: 2013312083011



Department of Commerce (AIDED) THIRAJ COLLEGE FOR WOMEN CHENNAI-600 008.

Ethiraj College for Women (Autonomous)

Affiliated to the University of Madras

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(2020 - 2022)

Associate Professor & Research Supervisor
PG & Research Department of Commerce (Aided)
Ethiraj College for Women (Autonomous) Chennai - 600008

Viva Vou exam conducted

viva Vou exam conducted

viva Vou exam conducted

This is to certify that the project titled "IMPACT OF PACKAGING AND ORIENTATION ON CONSUMER PURCHASE INTENTIONS" was carried out by LAVANYA E (Reg no: 2013312083011) in partial fulfilment of the requirement for the degree of MASTER OF COMMERCE during the academic year 2020-2022.

Place: Chennai

Date: May 2022

Controller of Examinations Ethiraj College for Women (Autonomous) Chal Balai, Chennai-600 008.

EGE FOR WOMEN

ETHIRAJ SALAI,

Dr. ANNAPOORNI. M

Associate Professor,

Department of commerce,

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PRINCIPAL ETHIRAJ COLLEGE FOR WOMEN

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI-600 008.

A & Cayothi

Dr. A. S. Gayathri
Associate Professor & Research Supervisor
PG & Research Department of Commerce (Aided)
Ethiraj College for Women (Autonomous)
Chennai - 600008

Dr. A. S. Saranya Associate Professor and Research Supervisor Bood, etc. & Research Department of Commerce (Nabol) Emiraj College for Women (Auton, anoth) Chemia - 000008

A STUDY ON ENHANCING EMPLOYEE PERFORMANCE THROUGH MONETARY AND NON-MONETARY INCENTIVES

PROJECT REPORT

A project submitted in partial fulfillment of the requirement

for the award of Degree of

MASTER OF COMMERCE

Under the Supervision and Guidance of

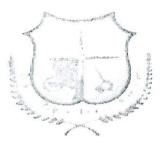
Dr. B. DHANA LAKSHMI

Department of Commerce (AIDED)

By

MEENA B

Reg. No: 2013312083012



Department of Commerce (AIDED)

Ethiraj College for Women (Autonomous)

Affiliated to the University of Madras

Chennai-600008

(2020 - 2022)

sor (ded)

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600

This is to certify that the project titled "A STUDY ON ENHANCING EMPLOYEE PERFORMANCE THROUGH MONETARY AND NON-MONETARY INCENTIVES" was carried out by Meena B, (Reg. No: 2013312083012) in partial fulfillment of the requirement for the degree of MASTER OF COMMERCE during the academic year 2020-2022.

Place: Chennai

Date: May 2022

Controller of Examinations
Ethiraj College for Women
(Autonomous)
Ethiraj Salai, Chennai-600 000

Dr. B. Dhana Lakshmi

Assistant Professor,

Department of Commerce,

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Chennai - 600 008.

ETHIRAJ SALAJ,

CHENNAI-600 008.

THIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS)
CHENNAI-600 008.

A.S. Gayathur

A STUDY ON CONSUMER PERCEPTION TOWARDS **ELECTRIC VEHICLES**

A project submitted in partial fulfilment of the requirement For the award of the degree of

MASTER OF COMMERCE

Under the Supervision and Guidance of

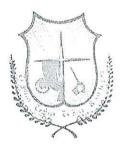
Dr. V. KRISHNA KUMARI

Department of Commerce (Aided)

By

NISHITHA A

Reg.no: 2013312083013



Department of Commerce (Aided)

Ethiraj College for Women (Autonomous)

Affiliated to the University of Madras

CHENNAI-600 008

(2020-2022)

This is to certify that the project titled "A STUDY ON CONSUMER PERCEPTION TOWARDS ELECTRIC VEHICLES" was carried out by Nishitha A, (Reg no: 2013312083013) in partial fulfilment of the requirement for the degree of MASTER OF COMMERCE during the academic year 2020-2022.

Place: Chennai

Date: May 2022

Dr. V. Krishna Kumari,

Assistant professor,

Department of Commerce,

Ethiraj College for Women,

Chennai- 600 008.

Dr. A. S. Saranya
Associate Professor and Research Supervisor
Head, P.G. & Restauch Department of a union for Vided)
Ething College for Women (Autonomous)
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Controller of Examinations
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Controller of Examinations
(Autonomous)
(Autonomous)
Citizel Salai, Chennal-600 non

Associate Professor & Research Supervisor
PG & Research Department of Commerce (Aided)
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Chennai - 600008

ETHIRAJ SALAI,

CHENNAI-600 008

ETHIRAJ COLLEGE FOR WOMEN
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A STUDY ON THE IMPACT OF OMNICHANNEL INTEGRATION PRACTICES ON CUSTOMER SATISFACTION BASED ON COGNITIVE **EXPERIENCE**

A project submitted in partial fulfillment of the requirement

for the award of Degree of

MASTER OF COMMERCE

Under the Supervision and Guidance of

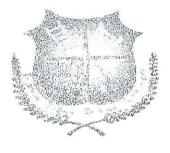
Dr. Veena Murali

Department of Commerce (AIDED)

By

NIVETHA R

Reg. no: 2013312083014



Department of Commerce (AIDED)

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Associate Professor & Research Supervisor
PG & Research Department of Commerce (Aided)
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Chennai - 600008

CHEN.NAI-600 008

This is to certify that the project titled "A STUDY ON THE IMPACT OF **CUSTOMER** ON **PRACTICES** INTEGRATION **OMNICHANNEL** SATISFACTION BASED ON COGNITIVE EXPERIENCE" was carried out by NIVETHA R (Register no:2013312083014) in partial fulfilment of the requirement for the degree of MASTER OF COMMERCE during the academic year 2020-2022.

Place: Chennai

Date: May 2022

Controller of Examinations Ethiraj College for Women (Autonomous)

Ethiraj Salai, Chennai-600 008.

Ver7

Dr. Veena Murali

Assistant Professor

Department of Commerce

Ethiraj College for Women

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EGE FOR WOMEN ETHIRAJ SALAI. CHENNAI-600 008

> (AUTONOMOUS) CHENNAI-600 008

Dr. A. S. Saranya Associate Professor and Research Supervising Mead, Pt. & S. Scarce Department of the State St Chamal- pr

ANTECEDENTS OF CONSUMER ATTITUDE TOWARDS VIRAL MARKETING ON PURCHASE INTENTION

A project submitted in partial fulfilment of the requirement

For the award of the degree of

MASTER OF COMMERCE

Under the Supervision and Guidance of

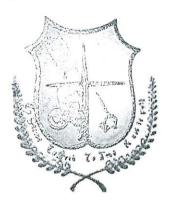
Dr. S. Revathi

Department of Commerce (Aided)

By

PAVITHRA R S

Reg. No: 2013312083015



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CHENNAI - 600008

2020 - 2022

Dr. A. S. Gayathri Associate Professor & Research Supervisor
PG & Research Department of Commerce (Aided) Ethiraj College for Women (Autonomous) Chennai - 600008

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ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS) CHENNAI-600 008.

This is to certify that the project titled "ANTECEDENTS OF CONSUMER ATTITUDE TOWARDS VIRAL MARKETING ON PURCHASE INTENTION" was carried out by Pavithra R S (Reg no: 2013312083015) in partial fulfilment of the requirement for the degree of MASTER OF COMMERCE during the academic year 2021-2022.

Place: Chennai

Date: May 2022

Controller of Examinations Ethiraj College for Women (Autonomous) Ethiraj Salai, Chennai-600 008.

Dr. S. Revathi

Assistant Professor,

Department of Commerce

Ethiraj College for Women,

Chennai - 600 008.

ETHIRAJ SALAI,

CHENNAI-600 008.

Dr. A. S. Sarianya Associate Pentessor and Research Supersister Head, P.J. S. Research the parameter of Committee (Noded) Eding College for Women (Voting mous)

A-S. Gayaltui

ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS)

CHENNAI-600 008

Maljourea

IMPACT OF YOUTUBE VLOGS ON IMPULSE BUYING BEHAVIOUR

A project submitted in partial fulfilment of the requirement

for the award of Degree of

MASTER OF COMMERCE

Under the Supervision and Guidance of

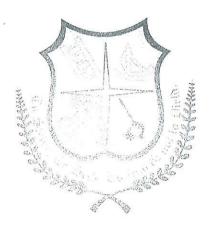
Dr. N. NANDINI

Department of Commerce (AIDED)

By

PREETHY ROSE. M

Reg. no: 2013312083016



Department of Commerce (AIDED)

Ethiraj College for Women (Autonomous)

Affiliated to the University of Madras

Chennai-600 008

2020 - 2022

A.S. Gayattui

VINA 31/05/222 VINA 31/05/2222 HIRAJ COLLEC (AUT

Dr. A. S. Gayathri

Associate Professor & Research Supervisor ETHIRAJ COLLEGE FOR WOMEN
PG & Research Department of Commerce (Aided)
Ethiraj College for Women (Autonomous)
Chennai - 600008

CHENNAI-600 008.

This is to certify that the project titled "IMPACT OF YOUTUBE VLOGS ON IMPULSE BUYING BEHAVIOUR" was carried out by Preethy Rose. M, (Reg no: 2013312083016) in partial fulfilment of the requirement for the degree of MASTER OF COMMERCE during the academic year 2020-2022.

Place: Chennai

Date: May 2022

N. Naudini

Dr. N. Nandini

Assistant Professor,

Department of Commerce,

Ethiraj College for Women,

Chennai - 600 008.

Controller of Examinations Ethiraj College for Women (Autonomous)

Ethiral Salai, Channal-800 000.

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ETHIRAJ SALAI.

CHENNAI-600 008

Dr. L.S. SACHILL

Assisting Products and District

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS) CHENNAI-600 008.

This is to certify that the project titled "A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING FOR APPARELS" was carried out by Priscilla M (Regno: 2013312083017)in partial fulfilment of the requirement for the degree of MASTER OF COMMERCE during the academic year 2020-2022.

Place: Chennai

Date: May 2022

Dr K MYTHILI

Assistant professor

Department of Commerce

Ethiraj College for Women

Chennai- 600 008

Controller of Examinations Ethiraj College for Women (Autonomous)

Ethiraj Salai, Chennai-600 008.

ETHIRAJ SALAI,

CHENNAI-600 008

Jr.

PRINCI

AJ COLLEGE FOR WOMEN

CHENNAI-600 008.

A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING FOR APPARELS

A project submitted in partial fulfilment of the requirement

for the award of the degree of

MASTER OF COMMERCE

Under the Supervision and Guidance of

Dr. K. MYTHILI

Department of Commerce (AIDED)

By

PRISCILLA. M

Reg. no: 2013312083017



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Ethiraj College for Women (Autonomous)

Affiliated to the University of Madras

CHENNAI-600008

2020 - 2022

S. Musepuria ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS) CHENNAI-600 008.

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31/05/2022

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Dr. A. S. Gayathri Associate Professor & Research Supervisor

PG & Research Department of Commerce (Aided) Ethiraj College for Women (Autonomous) Chennai - 600008

IMPACT OF THE FACTORS AFFECTING OVER-THE-TOP (OTT) ON INTENTION TO USE

A project submitted in partial fulfilment of the requirement

for the award of degree of

MASTER OF COMMERCE

Under the Supervision and Guidance of

Dr. ANNAPOORNI. M

Department of Commerce (AIDED)

By

RAJESHWARI. S

Reg. no: 2013312083018



Department of Commerce (AIDED)

ETHIRAJ COLLEGE FOR WOMEN

Ethiraj College for Women (Autonomous)

(AUTONOMOUS)

Affiliated to the University of Madras

Chennai-600008

(2020 - 2022)

Niva Voce exam

Niva on 31/05/2022

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h Supervisor

merce

This is to certify that the project titled "IMPACT OF THE FACTORS AFFECTING OVER-THE-TOP (OTT) ON INTENTION TO USE" was carried out by RAJESHWARI S (Reg no: 2013312083018) in partial fulfilment of the requirement for the degree of MASTER OF COMMERCE during the academic year 2020-2022.

Place: Chennai

BIRR BELL BULL

Date: May 2022

Controller of Examinations Ethiraj College for Women (Autonomous) Ethiraj Salai, Chennai-600 008.

Dr. ANNAPOORNI. M

Associate Professor,

Department of commerce,

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Chennai - 600 008.

ETHIRAJ SALAI,

** CHENNAI-600 008.**

PRINCIPAL
ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS)
CHENNAI-600 008.

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A.S. Gayathi

IMPACT OF CONTENT MARKETING ON BRAND LOYALTY BY CUSTOMER ENGAGEMENT – REFERENCE WITH ONLINE PRODUCTS

A project submitted in partial fulfilment of the requirement

for the award of degree of

MASTER OF COMMERCE

Under the Supervision and Guidance of

Dr. B. DHANA LAKSHMI

Department of Commerce (AIDED)

By

SOWMIYA C

Reg. No: 2013312083019



Department of Commerce (AIDED)

Ethiraj College for Women (Autonomous)

Affiliated to the University of Madras (AUTONOMOUS)

Chennai-600008

2020 - 2022

A. S. Gayallingon

CHENNAI-600 008.

Viva

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Pervisor

Tec (Aida)

This is to certify that the project titled "IMPACT OF CONTENT MARKETING ON BRAND LOYALTY BY CUSTOMER ENGAGEMENT – REFERENCE WITH ONLINE PRODUCTS" was carried out by SOWMIYA C, (Register No: 2013312083019) in partial fulfilment of the requirement for the degree of Master of Commerce during the academic year 2020-2022.

Place: Chennai

Date: May 2022

Controller of Examinations Ethiraj College for Women (Autonomous) Ethiraj Salai, Chennai-600 008.

Dr. B. Dhana Lakshmi,

Assistant Professor,

Department of Commerce,

Ethiraj College for Women,

Chennai - 600 008.

COLLEGE FOR WOMEN (AUTOJO)

ETHIRAJ SALAI,

CHENNAI-600 008.*

ETHRAJ COLLEGE FOR WOMEN
(AUTONOMOUS)
CHENNAI-600 008.

Associated by A. S. Northern (Charge College) and the college of t

A.S. Gayathu

A IMPACT ON CONSUMER BUYING BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS

A project submitted in partial fulfilment of the requirement for the award of the degree of

MASTER OF COMMERCE

Under the Supervision and Guidance of

Dr. V. KRISHNA KUMARI

Department of Commerce (AIDED)

By

SWETHA D

Reg. no: 2013312083020



Department of Commerce (AIDED)

Ethiraj College for Women (Autonomous)

Affiliated to the University of Madras

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(2020 - 2022)

Associate Professor & Research Supervisor PG & Research Department of Commerce (Aided) Ethiraj College for Women (Autonomous) Chennai - 600008

Viva Voce exam 31/05/2022
ronducted on 31/05/2022

This is to certify that the project titled "A IMPACT ON CONSUMER BUYING BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS" was carried out by SWETHA D, (Reg no: 2013312083020) in partial fulfilment of the requirement for the degree of MASTER OF COMMERCE during the academic year 2020-2022.

Place: Chennai

Date: May 2022

Controller of Examinations Ethiraj College for Women (Autonomous) Ethiraj Salai, Chennai-600 008.

Dr. V. Krishna Kumari

Assistant Professor,

Department of Commerce,

Ethiraj College for Women,

Chennai - 600 008.

ETHIRAJ SALAI,

CHENNAI-600 008.

A.S. Gayathu

Dr. A. S. Gayathri
Associate Professor & Research Supervisor
PG & Research Department of Commerce (Aided)
Ethiraj College for Women (Autonomous)
Chennai - 600008

Dr. A. S. SHEADYA

Associate Protess of and Reversion Supervitor

Head, Proc. B. Cont. of Depter of Commerces Vided)

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Changat builded

ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS)

CHENNAI-600 008

STUDY ON EFFECTIVENESS OF SOCIAL MEDIA MARKETING AND CUSTOMER ENGAGEMENT ON E-WOM

A project submitted in partial fulfilment of the requirement For the award of the degree of

MASTER OF COMMERCE

Under the Supervision and Guidance of

Dr. VEENA MURALI Department of Commerce (Aided)

By SYEDA MAARIYA FATHIMA Reg.no: 2013312083021



Department of Commerce (Aided)

Ethiraj College for Women (Autonomous)

Affiliated to the University of Madras

CHENNAI-600008

(2020-2022)

Dr. A. S. Gayathri Associate Professor & Research Supervisor
PG & Research Department of Commerce (Aided)
Ethiraj College for Women (Autonomous)
Chennai - 600008 Liva Lord Programme Combuckets

Liva Jose Programme Combuckets

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI-600 008

CERTIFICATE

This is to certify that the project titled "A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA MARKETING AND CUSTOMER ENGAGEMENT ON E-WOM" was carried out by Syeda Maariya Fathima, (Reg no: 2013312083021) in partial fulfilment of the requirement for the degree of MASTER OF COMMERCE during the academic year 2020-2022.

Place: Chennai

Date: MAY 2022

Controller of Examinations Ethiraj College for Women (Autonomous) Ethiraj Salai, Chennai-600 008.

Very-

Dr. VEENA MURALI,

Assistant Professor,

Department of Commerce,

Ethiraj College for Women,

Chennai- 600 008.



A-S-Gayattin

Dr. A. S. Gayathri
Associate Professor & Research Supervisor
PG & Research Department of Commerce (Aided)
Ethiraj College for Women (Autonomous)
Chennai - 600008

Dr. A. S. Saranya

Associate Protessor and Research Supervisor

Head, PG of Research Department of Commerce (Aided)

Editor College for Younca (Auton, mous)

Chapter a populary

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600 008.

CONSUMER PERCEPTION TOWARDS ONLINE GROCERY SHOPPING

A project submitted in partial fulfilment of the requirement

for the award of Degree of

MASTER OF COMMERCE

Under the Supervision and Guidance of

Dr. S. REVATHI

Department of Commerce

By

THAMARAI SELVI.U

Reg. no: 2013312083022



Department of Commerce

ETHIRAJ COLLEGE FOR WOMEN Ethirai College for Women (Autonomous) (AUTONOMOUS) CHENNAI-600 008

Affiliated to the University of Madras

Chennai-600008

(2020 - 2022)

Viva Vou exam conducted

Viva Vou on 31/05/2022

Note to 21/05/2022

A.S. Crayathu

CERTIFICATE

This is to certify that the project titled "CONSUMER PERCEPTION TOWARDS ONLINE GROCERY SHOPPING" was carried out by THAMARAI SELVI U (Reg no: 2013312083022) in partial fulfilment of the requirement for the degree of MASTER OF COMMERCE during the academic year 2020-2022.

Place: Chennai

Date: May 2022

Controller of Examinations Ethiraj College for Women (Autonomous) Ethiraj Salai, Chennai-600 008.

Dr. S. REVATHI

Assistant professor,

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Ethiraj College for Women,

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(AUTONOMOUS)

CHENNAI-600 008.

Dr. A. S. Sarathya Associate Frederica and Received Supervices Urad, 14. & Uranes Department of Commerce (Aded) Utiliza Control of Wanter (Antonomina) Channa - 6000008

A.s. Coyathu

CUSTOMER PERSPECTIVE TOWARDS CELEBRITY ENDORSEMENT IN BUYING FMCG PRODUCTS

A project submitted in partial fulfillment of the requirement

for the award of the degree of

MASTER OF COMMERCE

Under the supervision and guidance of

Dr. K. MYTHILI

Department of Commerce (AIDED)

By

ZULFITH CHAN BEGUM.M

Reg. no: 2013312083025



Department of Commerce (AIDED)

Ethiraj College for Women (Autonomous)

Affiliated to the University of Madrashiral College for Women

Chennai – 600008

2020-2022

CERTIFICATE

This is to certify that the project titled "CUSTOMER PERSPECTIVE TOWARDS CELEBRITY ENDORSEMENT IN BUYING FMCG PRODUCTS" was carried out by Zulfith Chan Begum. M (Reg no: 2013312083025) in partial fulfillment of the requirement for the degree of MASTER OF COMMERCE during the academic year 2021-22.

Place: Chennai

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Date: May 2022

Dr. K. Mythili

Assistant Professor

Department of Commerce

Ethiraj College for Women

Chennai-600008

A.S. Crayathin

Dr. A. S. Gayathri
Associate Professor & Research Supervisor
PG & Research Department of Commerce (Aided)
Ethiraj College for Women (Autonomous)
Chennai - 600008

Mr. A. S. Saturdies and Section of the Section of t

ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS)
CHENNAI-600 008

DECLARATION

I, Zulfith Chan Begum. M a bonafide student of the Department of Commerce, Ethiraj College for Women hereby declare that the project entitled, "CUSTOMER PERSPECTIVE TOWARDS CELEBRITY ENDORSEMENT IN BUYING FMCG PRODUCTS" in partial fulfillment of the requirement of degree of Master of Commerce, is my original work.

M. Zulfith Chan Begum.
Signature of the student
(M. Zulfith Chan Begum)

Place: Chennai

Date: May 2022

Controller of Examinations Ethiraj College for Women (Autonomous) Ethiraj Salai, Chennai-600 008.

C. Lythili Dr. K. Mythili

Assistant Professor

Department of Commerce

Ethiraj College for Women

Chennai-600008

ETHIRAJ SALAI,

* CHENNAI-600 008.*

Asagellin

FRINCIPAL
ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS)
CHENNAI-600 008.

Project (1) 0

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

ANEES FATHIMA S T

with •

2013322083001

of Class II M.Com (SS) has completed a report on

Financial Analysis Report On COSYN Ltd

as part of curriculum of M.Com degree

MS.GEETHA K

HEAD OF THE BATT NETWENTS

Department of COMMIERCE WS Frien

Ethical College for WS Frien

Chennai-600 008.

MS. S. ANITHA

STAFF IN-CHARGE

ETHIRAJ COLLEGE FOR WOMEN

CHENNAL-600 008.



Certificate of Report Submission

This is to certify that

Ms.

BHAGAVATHY.S

2013322083002

of Class II M.Com (SS) has completed a report on

with

Ratio Analysis of TAFE Ltd

as part of curriculum of M.Com degree

Chennai-600 008

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

BHARATHIA

with

2013322083003

of Class II M.Com (SS) has completed a report on

Ratio analysis of Ford Motors

as part of curriculum of M.Com degree

STAFF IN-CHARGE

Julles. llus

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

BHAVADHARANI B

2013322083004

of Class II M.Com (SS) has completed a report on

with

Ratio Analysis of Wipro

as part of curriculum of M.Com degree

UMS GEETHA K

Head of the Department

Ethiraj College for WoomMerce (SS)

....

MS. S. ANITHA

STAFF IN-CHARGE

HIRAJ COLLEGE FOR WOME

(AUTONOMOUS)

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

HANSWATHI S

2013322083005

of Class II M.Com (SS) has completed a report on

with

Ratio Analysis of Infosys

as part of curriculum of M.Com degree

MS.GEETHA K

HEAD OF THE DEPARTMENT

thiraj Conege HERCE (SS)

Chennal-600 003

MS. S. ANITHA

STAFF IN-CHARGE

THIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600 008

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

HILLARY ACCELIA

2013322083006

with

of Class II M.Com (SS) has completed a report on

Ratio Analysis of Louis Vuitton

as part of curriculum of M.Com degree

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

ISWARIYA M

2013322083007

with •

of Class II M.Com (SS) has completed a report on

Ratio Analysis of Coca cola

as part of curriculum of M.Com degree

HEAD OF THE DEPARTMENT
Head of MM PREZTIGENT
Department of Commerce (Self Supporting)

Ethiraj College for Women Chennai-600 008.

MS. S. ANITHA

STAFF IN-CHARGE

THIRAJ CULLEGE FOR WOMEN

CHENNAI-600 008.

O_{MS.GEETHA K}

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

JAYADHARSHINI. P

2013322083008

of Class II M.Com (SS) has completed a report on

with

Ratio Analysis Of TI CYCLES OF INDIA LTD

as part of curriculum of M.Com degree

Ethiraj College for Women

Chennal-600 008

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

KEERTHANA G

2013322083009

of Class II M.Com (SS) has completed a report on

with

Ratio Analysis of Samsung

as part of curriculum of M.Com degree

Ethiraj College for Women

Chennai-600 008.

STAFF IN-CHARGE

CHENNAI-600 008

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

MAHALAKSHMI R

10.000

2013322083010

of Class II M.Com (SS) has completed a report on

with

Ratio analysis of TVS Motors pvt. Ltd

as part of curriculum of M.Com degree

MS.GEETHA K

HEAD OF THE DEPARTMENT

Ethiral College for Women

Chennai-600 008

MS. S. ANITHA

STAFF IN-CHARGE

BRINGIPAL

THIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

190

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

MALAVIKA.B

2013322083011

of Class II M.Com (SS) has completed a report on

Ratio Analysis of HDFC Bank

as part of curriculum of M.Com degree

MS.GEETHA K

COMMERCE (SS)

MS. S. ANITHAIRAJ COLLEGE FO

STAFF IN-CHARGE

CHENNAL 600 668

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

with

Ms.

MONIKA. M

2013322083012

of Class II M.Com (SS) has completed a report on

Ratio Analysis of APPLE INC.

as part of curriculum of M.Com degree

Chennai-600 008

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

MONISHA EVANJALIN D Ms.

2013322083013

with

of Class II M.Com (SS) has completed a report on

Ratio Analysis of Mahindra and Mahindra Ltd.

as part of curriculum of M.Com degree

Ethirai College for Women Chennai-600 008.

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

NANDHINI. J

2013322083014

of Class II M.Com (SS) has completed a report on

with

Ratio Analysis of Reliance Industries Limited

as part of curriculum of M.Com degree

MS.GEETHA K

HEAD OF THE DEPARTMENT

MS. S. ANITHA

STAFF IN-CHARGE

ETHIRAJ COLLEGE FOR WOMEN

CHENNAL-600 DOR

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

NAVITHA K

2013322083015

of Class II M.Com (SS) has completed a report on

Ratio Analysis of Cadbury

with

as part of curriculum of M.Com degree

MS.GEETHA K

Head HEAD OF THE SUBBARTMEN

Ethiraj College Why Andree (55)

chennal-600 000

MS. S. ANITHAHIRAJ COLLEGE

STAFF IN-CHARGE

CHENNAI-600 888.

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

NIVEDHA.J Ms.

with

2013322083016

of Class II M.Com (SS) has completed a report on

Ratio Analysis of Dharani Sugars and Chemicals Ltd

as part of curriculum of M.Com degree

Chennai-600 008.

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

PAVITHRA T M

2013322083017

of Class II M.Com (SS) has completed a report on

with

Ratio analysis of Whirlpool company

as part of curriculum of M.Com degree

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

RAGHINI R

2013322083018

of Class II M.Com (SS) has completed a report on

with

Ratio Analysis of CPCL

as part of curriculum of M.Com degree

Department of Commerce (Self Supporting) Ethiraj College for Women Chennai-600 008.

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

RAJALAKSHMI. N

2013322083019

of Class II M.Com (SS) has completed a report on

with

Ratio Analysis of Vodafone Idea LTD

as part of curriculum of M.Com degree

MS.GEETHA K

HEAD OF THE DEPARTMENT

Department of Commerce (Self Supporting

Chennal-600 003.

MS. S. ANITHA

STAFF IN-CHARGE

PRINCIPAL COLLEGE FOR WOMEN

(AUTONOMOUS)

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

RAMYA.A

2013322083020

of Class II M.Com (SS) has completed a report on

Ratio Analysis of Flextronics

with

as part of curriculum of M.Com degree

, MS.GEETHA K

HEAD OF THE DEPARTMENT

MS. S. ANITHA ET

STAFF IN-CHARGE

COLLEGE FOR WOM

HENNAL-OUT COS

Geettor

Elevan Nothern

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

RASUL FATHIMA A

2013322083021

with '

of Class II M.Com (SS) has completed a report on

Ratio analysis of HCL Technologies Ltd

as part of curriculum of M.Com degree

MS.GEETHA K

HEAD OF THE DEPARTMENT

COMMERCE (SS)
Head of the Department (SS)

Department of Commerce (Self Supporting)

Ethiraj College for Women

Chennai-600 008.

MS. S. ANITHA

IVIS. S. AIVITTA

STAFF IN-CHARGE

PRINCIPAL

OLLEGE FOR WOME

(AUTONOMOUS)

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

RIJHAVANA PARVEEN. K

2013322083022

with

of Class II M.Com (SS) has completed a report on

Ration Analysis of Larsen & Toubro Ltd

as part of curriculum of M.Com degree

MS.GEETHA K

Head of the Penetroephartment ment of Commerce (Self Supporting)

Ethiraj College for Wome

Chennai GNA 003

MS S ANITHAE

STAFF IN-CHARGE

PRINCIPAL COLLEGE FOR WOME!

(AUTONOMOUS)

HENNAI-600 008.

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

SANGEETHAPRIYA. P

with •

2013322083023

of Class II M.Com (SS) has completed a report on

Ratio analysis of Amazon

as part of curriculum of M.Com degree

MS.GEETHA K

HEAD OF THE DEPARTMENT
COMMERCE (SS)

MS. S. ANITHA

STAFF IN-CHARGE

I COLLEGE FOR WOME

(AUTONOMOUS)

CHENNAI-609 (198

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

SANJANA S

with -

2013322083024

of Class II M.Com (SS) has completed a report on

Ratio Analysis of IFB Ltd

as part of curriculum of M.Com degree

MS.GEETHA K

Head Ext Dhe Departo EPARTMENT
Department of Condown Merce (SS)

Chennai-600 008.

MS. S. ANITHA

STAFF IN-CHARGE

PRINCIPAL COLLEGE FOR WOMEN

(AUTONICMOUS)

CHENNAL-BOOK THE

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

SHALINI D

2013322083025

of Class II M.Com (SS) has completed a report on

with

Ratio Analysis of TCS

as part of curriculum of M.Com degree

MS.GEETHA K

Heriend of Commerce (SS)

Ethiraj College for Women

Chennai-600 003.

MS. S. ANITHA ETHIRAJ

STAFF IN-CHARGE

COLLEGE FOR

HENNAL-600 008.

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

SINDHU S

with

2013322083026

of Class II M.Com (SS) has completed a report on

Ratio Analysis of Asian Paints Pvt. Ltd

as part of curriculum of M.Com degree

MS. S. ANITHA

STAFF IN-CHARGE

THIRAJ COLLEGE

CHENNAI-600 1100

MS. GEET, HA K

Head of the Department of the De

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

SUFIARISWANA J

2013322083027

with —

of Class II M.Com (SS) has completed a report on

Ratio Analysis of Maruti Suzuki India Ltd

as part of curriculum of M.Com degree

MS.GEETHA K

HEAD OF THE DEPARTMENT lead of the Department COMMERCE (SS)

separtment of Commerce (Self Supportme)

STAFF IN-CHARGE

MS. S. ANITHA

Chebral 600 008

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

SUVITHRADEVI K

2013322083028

of Class II M.Com (SS) has completed a report on

with

Ratio analysis of Nippon paint pvt limited

as part of curriculum of M.Com degree

Chennai-600 008.

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

TRISHA V

with

2013322083029

of Class II M.Com (SS) has completed a report on

Ratio Analysis of CIPLA.Ltd

as part of curriculum of M.Com degree

Chennal-600 008

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

VAISHNAVI B

2013322083030

of Class II M.Com (SS) has completed a report on

with

Ratio Analysis of ITC LTD

as part of curriculum of M.Com degree

AS.GEETHA K

Head of the Department of HEAD (SEA BUM ENT)

Ethiraj Comedero E Washen Chennai-600 008. MS. S. ANITHA

STAFF IN-CHARGE

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms. YASMIN M

2013322083031

with

of Class II M.Com (SS) has completed a report on

Ratio Analysis of MRF(Madras rubber factory)

as part of curriculum of M.Com degree

MS.GEETHA K

Mead of the Department

epartment of the Dingerof Heilder ARTIMENT

Ethiraj Collegenturelikosh (SSS)

Chennai-600 003.

FTHIRAL COLLEG

MS. S. ANITHA (AU

STAFF IN-CHARGE

(AUTONOMOUS) CHENNAL-600 008. ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

DEPARTMENT OF COMMERCE (SS)

Certificate of Report Submission

This is to certify that

Ms.

YUVA LAKSHMI S

2013322083032

with '

of Class II M.Com (SS) has completed a report on

Ratio Analysis of TATA Motors Ltd

as part of curriculum of M.Com degree

MS.GEETHA K

HEAD OF THE DEPARTMENT

MS. S. ANITHA

STAFF IN-CHARGE

A STUDY ON IMPACT OF SOCIAL MEDIA TOWARDS CONSUMER BUYING BEHAVIOUR IN CHENNAI CITY, TAMIL NADU

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN ECONOMICS

By

AASHA. T

(2013312016001)

UNDER THE GUIDANCE OF

Dr. Tmt. S. SUDHA M.A., M.Phil., Ph.D., SET



POSTGRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS

ETHIRAJ COLLEGE FOR WOMEN

(AUOTONOMOUS)

CHENNAI - 600 008

(MAY 2022)

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI-600 008.

Jackaray 18/8/23

A STUDY ON THE SAVINGS ATTITUDE FOR WORKING PEOPLE WITH SPECIAL REFERENCE TO CHENNAL

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN BUSINESS ECONOMICS

By

ABHITHA SHREE S

(2013312026002)

UNDER THE GUIDANCE OF

Dr. D. SUNDARI M.A., M.Phil., Ph.D.



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS ETHIRAJ COLLEGE FOR WOMEN (AIDED)

(AUTONOMOUS)

CHENNAI - 600 008

MAY 2022

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI-600 008.

Darbaras 4/8/23

A STUDY ON CUSTOMER PERCEPTION ON ONLINE DELIVERY APPS IN THE CITY OF CHENNAL

REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN BUSINESS ECONOMICS

BY

ASRA FATHIMA

REGISTER NUMBER: 2013312016004

UNDER THE GUIDANCE OF

Dr. Tmt. B.Shyamala, M.A., M.Phil., Ph.D., B.Fd

ASSOCIATE PROFESSOR



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS
FTHIRAJ COI LEGE FOR WOMEN (AUTONOMOUS)

CHENNAI- 600 008

MAY 2022

Dhehanar Glel >s

(AUTONOMOUS) CHENNAI-600 008.

A STUDY ON COMMUTER'S SATISFACTION TOWARDS METRO RAIL WITH SPECIAL REFERENCE TO CHENNAI CITY PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN BUSINESS ECONOMICS

By

CHITRA D

(Reg. No.2013312016005)

UNDER THE GUIDANCE OF

Dr. C. HEMAMALINI, MA., M.Phil., PGDCA., Ph.D.

ASSISTANT PROFESSOR



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI 600008

Exhana Colohs

MAY 2022

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS) CHENNAI-600 008.

A STUDY ON CONSUMER ATTITUDE TOWARDS FAST FOOD WITH SPECIAL REFERENCE TO CHENNAI CITY

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN BUSINESS ECONOMICS

BY

DEVADHARSHINI.S

(2013312016006)

UNDER THE GUIDANCE OF

Dr. D. SUNDARI M.A., M.Phil., Ph.D.



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS ETHIRAJ COLLEGE FOR WOMEN (AIDED)

(AUTONOMOUS)

CHENNAI - 600 008

(MAY)

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI-600 008.

A STUDY ON THE ANALYSIS OF CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO CHENNAI CITY.

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN BUSINESS ECONOMICS

BY

DEVIKA.G

Reg.No 2013312016007

UNDER THE GUIDANCE OF

Maj.R. SHANTHINI M.A., M.Phil.,

ASSOCIATE PROFESSOR



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600008

MAY-2022

Darhan

(AUTONOMOUS)

CHENNAI-600 008.

A STUDY ON THE IMPACT OF ADVERTISEMENT ON CONSUMERS' BUYING BEHAVIOUR

REPORT SUBMITTED FOR THE DEGREE OF

MASTER OF ARTS IN ECONOMICS

By

FAIZA PARVEEN Z.

(Reg. No: 2013312016009)

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UNDER THE GUIDANCE OF

Tmt. M. SUGANTHI, M.A., M.Phil.

ASSISTANT PROFESSOR



POST GRADUATE AND RESEARCH DEPARTMENT OF **ECONOMICS**

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI-600 008

MAY 2022

THING SULLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI-600 008

A STUDY ON CONSUMER SATISFACTION FOR AACHI MASALA PRODUCTS

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN BUSINESS ECONOMICS

Ву

GLORY A

(Reg. No.2013312016010)

UNDER THE GUIDANCE OF

Dr. Tmt. RASHMI SUBBIAH, M.A., M.Phil., Ph.D.



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI 600008

ETHIFAS CULLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI-600 008.

MAY 2022

Dhiharen 41th

A STUDY ON THE IMPACT OF ADVERTISMENT ON FOOD HABITS AMONG THE YOUNGSTERS IN CHENNAL.

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN BUSINESS ECONOMICS

By

C.JABAPRIYA REGISTER NUMBER: 2013312016011 UNDER THE GUIDANCE OF

Dr.Bindhu.K, M.B.E., M.Phil., M.B.A., Ph.D., PGDHRD.,



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600008

Phrihama

ETHIRAJ COLLEGE FOR WOMEN
(AUTONÓMO!'S
CHENNAI-600 008.

A COMPARATIVE STUDY ON OVER-THE-TOP (OTT), NETFLIX AND AMAZON PRIME VIDEO

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN BUSINESS ECONOMICS

BY

JAMUNA T

(Reg. No.2013312016012)

UNDER THE GUIDANCE OF

Dr. Tmt. RASHMI SUBBIAH, M.A, M. Phil., Ph.D.



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI 600008

MAY 2022

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI-600 008

Phrohaman

A STUDY ON CUSTOMER SATISFACTION TOWARDS LG PRODUCTS

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF BUSINESS ECONOMICS

By

JAYASHREE. D

(Reg. No 2013312016013)

UNDER THE GUIDANCE OF

DR. C. SUNITA M.A. M.Phil., Ph.D



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI 600008

MAY 2022

ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS)

CHENNAI-600 008

Phylanes ylets

AN ANALYSIS ON THE IMPACT OF JOH SATISFACTION ON EMPLOYEE PERFORMANCE.

PROJECT REPORT SUBMITTED FOR THE DEGREE OF

MASTER OF ARTS IN BUSINESS ECONOMICS

114

KALALSELVI, P

REGISTER NO: 2013312016014

UNDER THE GUIDANCE OF

Dr. Tmt. S Malini, M.A, M.Phil. Ph.D.

ASSOCIATE PROFESSOR



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI-600008

MAY 2022

THE ALCOLUEGE FOR WOMEN

(AUTONOMOUS)

CHENNAL-600 008

Dhus have

EFFECT OF ONLINE EDUCATION ON INDIAN YOUTH

PROJECT REPORT SUBMITTED FOR THE DEGREE OF BACHELOR OF ARTS IN ECONOMICS

By KARISHMA S

(2013312016015)

UNDER THE GUIDANCE OF DR. RASHMI SUBBIAH M.A, M.Phil., PH. D



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS) CHENNAL-

Phushaus

600008 MAY 2022

ETHIRAJ COLLEGE FOR WOMEN

CHENNAI-600 008.

A STUDY ON CONSUMER PERCEPTIONS TOWARDS NATURAL SKINCARE PRODUCTS IN CHENNAI CITY.

PROJECT REPORT SUBMITTED FOR THE DEGREE OFMASTER OF ARTS IN BUSINESS ECONOMICS

By

H.KARTHIGAYANI

REGISTER NUMBER: 2013312016016

UNDER THE GUIDANCE OF

Dr.Bindhu.K, M.B.E., M.Phil., M.B.A., Ph.D., PGDHRD.



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS
ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600008

Abrishan ylder

ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS)

CHENNAI-600 008.

A STUDY ON CONSUMER PERCEPTION TOWARDS ORGANIC FOOD PRODUCTS

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN BUSINESS ECONOMICS

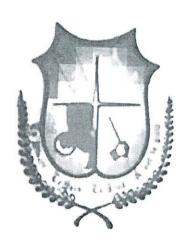
By

KEERTHANA.M

2013312016017

UNDER THE GUIDANCE OF

Dr.Tmt.RASHMI SUBBIAH M.A., M.Phil., Ph.D.



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI- 600 008

MAY 2022

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)
CHENNAI-600 008.

philapping

SPECIAL REFERENCE TO THIRUVALLUR DISTRICT

PROJECT REPORT SUBMITTED FOR THE DEGREE OF

MASTER OF ARTS IN BUSINESS ECONOMICS

BY

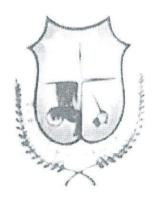
KEERTHIGA B

REGISTER NUMBER: 2013312016018

UNDER THE GUIDANCE OF

Dr. Tmt. D. B. USHARANI, MA., M.Phil., Ph.D

ASSOCIATE PROFESSOR & HEAD OF DEPARTMENT



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI- 600 008

MAY 2022

ETHIRAJ COLLEGE FOR WOMEN

CHENNAI-600 005

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A STUDY ON IMPULSE BUYING BEHAVIOUR TOWARDS FASHION PRODUCTS PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN

BUSINESS ECONOMICS

BY

A.KOWSALYA

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A STUDY ON CUSTOMER SATISFACTION TOWARDS CREDIT CARDS

REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN ECONOMICS

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A STUDY ON ONLINE GROCERY SHOPPING TRENDS DURING PANDEMIC WITH REFERENCE TO CHENNAL

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN BUSINESS ECONOMICS

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Shistone



A STUDY ON THE IMPACT OF ARTIFICIAL INTELLIGENCE ON E-COMMERCE WITH SPECIAL REFERENCE TO AMAZON

IN CHENNAL

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN BUSINESS ECONOMICS

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Phylas

A STUDY ON THE IMPACT OF SALES PROMOTION STRAILGIES TOWADS MAC COSMETICS

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BY

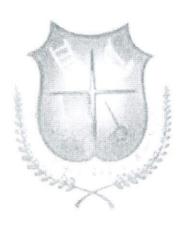
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Dhuhan 41 ets

AN ANALYSIS OF CONSUMER PERCEPTIONS ON MOBLIE APPLICATIONS IN CHENNAI

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN BUSINESS ECONOMICS

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A STUDY ON CONSUMER BUYING BEHAVIOUR AND MANIPULATION & TACTICS TOWARD BRANDS

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN BUSINESS ECONOMICS

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A STUDY ON THE IMPACT OF INFLUENCER MARKETING THROUGH SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOR IN CHENNAI

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN BUSINESS ECONOMICS

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A STUDY ON CONSUMER PERCEPTION TOWARDS FOOD APPS PROJECT REPORT SUBMITTED FOR THE DEGREE OF

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A STUDY ON THE IMPACT OF WORK FROM HOME ON THE WORK-LIFE. BALANCE OF THE EMPLOYED POPULATION DURING COVID-19 PANDEMIC

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN BUSINESS ECONOMICS

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A STUDY ON THE ECONOMIC STATUS AND MARKETING PROBLEMS FACED BY THE BETEL LEAF FARMERS WITH REFERENCE TO NAMAKKAL DISTRICT

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN BUSINESS ECONOMICS

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A STUDY ON THE IMPACT OF DIGITALIZATION ON THE GROWTH OF MSME IN INDIA

PROJECT REPORT SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN BUSINESS ECONOMICS

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IMPACT OF WORKING FROM HOME DURING COVID-19 PANDEMIC – ON PHYSICAL & MENTAL WELL-BEING OF EMPLOYEES.

PROJECT REPORT

Submitted to the UNIVERSITY OF MADRAS

In partial fulfillment of the requirement for the award of the degree

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A STUDY ON THE EMPLOYEE PERCEPTION ON HUMAN RESOURCE PRATICES AND CULTURE IN IT SECTOR

PROJECT REPORT

Submitted to the UNIVERSITY OF MADRAS

In partial fulfillment of the requirement for the award of the degree

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A STUDY ON THE IMPACT OF DELEGATION OF AUTHORITY ON EMPLOYEES PERFORMANCE

PROJECT REPORT

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SELF-ESTEEM AND JOB SATISFACTION: A CORRELATIONAL STUDY

PROJECT REPORT

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A STUDY ON CAREER DEVELOPMENT AMONG INDIVIDUALS WITH SPECIFIC REFERENCE TO EMPLOYEES IN THE IT SECTOR

PROJECT REPORT

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EFFECTS OF LEADERSHIP STYLE ON EMPLOYEE PERFORMANCE PROJECT REPORT

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A STUDY ON THE HYBRID WORK MODEL IN FLEXIBLE WORK

PROJECT REPORT

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CHEMAN COLLEGE TO THE CONTROL OF THE COLLEGE TO THE

A STUDY ON EMPLOYEE MOTIVATION AND REWARD ON JOB SATISFACTION

PROJECT REPORT

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A STUDY ON EMPLOYEE SATISFACTION LEVEL AT

FORD INDIA PRIVATE LIMITED

PROJECT REPORT

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A STUDY ON EMPLOYEE ATTRITION RATE AND

RETENTION STRATEGY

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A STUDY ON EMPLOYEE STRESS MANAGEMENT AT GOOGLE LLC

PROJECT REPORT

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LILLENSY (2)

FORMULATION OF POLYHERBAL ANTIDANDRUFF SHAMPOO

Project Work submitted
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MASTER OF SCIENCE

in

PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

by

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ANT BIOLOGY & PLANT BIOTECHMOLOGY

* ETHIRAJ COLLEGE FOR WOMEN

EFFECT OF PLANT EXTRACT IN ENHANCING PROTEIN CONTENT IN SPROUTS

Project Work submitted in partial fulfillment of the requirement for the award of the Degree of

MASTER OF SCIENCE

IN

PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

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ETHIRAJ, COLLEGE FOR WOMEN
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PHYTOCHEMICAL ANALYSIS AND ANTIOXIDANT ACTIVITY OF Alpinia Officinarum Hance

in partial fulfillment of the requirement

for he award of the Degree of

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ETHIRAJ COLLEGE FOR MOMENTAU FONDAMO JOS 100 008.

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FFFECT OF VEGETABLE PEEL AND FRUIT PEEL AS A NATURAL FERTILIZER ON THE GROWTH OF Vigna radiata

Project Work submitted
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* ETHIRAJ COLLEGE FOR WOMEN *

PROCESSING OF EDIBLE ENERGY JELLIES FROM THE PEEL OF Ipomea batatas.L

Project Work submitted
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MASTER OF SCIENCE

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PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

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A CHIRAJ COLLEGE FOR WOMEN *

PREPARATION OF HERBAL SOAP BY USING GUAVA LEAF EXTRACT SUPPLEMENTED WITH THREE DIFFERENT OILS

Project Work submitted in partial fulfillment of the requirement for the award of the Degree of

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FORMULATION AND EVALUATION OF POLYHERBAL CHOCOLATE FOR TREATING HORMONAL IMBALANCE AND STRESS

Project work submitted

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NATURAL DYE EXTRACTION FOR COTTON FABRICS USING BARK OF AZ4DIR4CHT4 INDIC4 AND FLOWER OF TECOM4 ST4NS

Project Work submitted
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AND BIOLOGY & PLANT BIOTECH STATE OF THE RAJ COLLEGE FOR WOMEN & STATE OF THE RAJ COL

PRODUCTION AND COMPARISON OF BIOPLASTIC FROM VEGETABLE PEELS USING DIFFERENT POLYMERS

Project Work submitted
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RIANT BIOLOGY & PLANT HIDTECHNOLOGY & FIHIRAJ COLLEGE FOR WOMEN *

Jught

HYTOCHEMICAL ANALYSIS AND ANTIOXIDANT ACTIVITIES OF Bauhinia variegata Linn...PLANT, BARK, LEAVES AND FLOWERS.

Project Work submitted

In partial fulfillment of the requirement

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PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

135

Miss PAMCHUILA LUNGLENG Reg. No: 201332207310



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SOLANT BIOLOGY & PLANT BIOTECHE

STAIR AJ COLLEGE FOR WOMEN *

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Phytochemical Analysis and Antioxidant activities in bark, leaves and seed of Mangifera indica Linn

Project Work submitted in partial fulfillment of the requirement for the award of the Degree of

MASTER OF SCIENCE

in

PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

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Juy Hit.

Bougainvillea spectabilis : AN HERBAL TEA

Project Work submitted
in partial fulfillment of the
requirementfor the award of the
Degree of

MASTER OF SCIENCE

in

PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

by

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RIANT MOLOGY & PLANT BIOTECTS Jeythick's STAIRAJ COLLEGE FOR WOMEN *

PRODUCTION OF BIOPLASTIC FROM WATERMELON RIND AND ALOE VERA PEEL

Project Work submitted

in partial fulfilment of the requirement

for the award of the Degree of

MASTER OF SCIENCE

in

PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

by

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PRODUCTION OF BIOPLASTICS FROM Epipremnum aureum LEAVES AND Musa paradisiaca SPATHE

Project Work submitted in partial fulfillment of the requirement for the award of the Degree of

MASTER OF SCIENCE

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PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

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PRINCIPAL WOMEN

(AUTÓNOMOUS) CHENNAI-600 008 ON COLLEGE FOR WOMEN *

FORMULATION AND EVALUATION OF POLYHERBAL NIGHT CREAM

Project Work submitted
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QUANTITATIVE AND QUALITATIVE ESTIMATION OF PHYTOCHEMICALS AND EVALUTION OF ANTIOXIDANTS IN

THREE MILLET GRAINS Echinochloa frumentacea Link., Eleucine corcana

Gaertn., Paspalum scrobiculatum Linn.

Project Work submitted

in partial fulfillment of the requirement

for the award of the Degree of

MASTER OF SCIENCE

in

PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

by

Miss Sivapriva.S

Reg. No. 2013322073016



DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

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AFFILIATED TO THE UNIVERSITY OF MADRAS

APRIL 2022

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(AUTONOMOUS)
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A CHIMAJ COLLEGE FOR WOMEN *

Juy the Zi

FORMULATION & EVALUATION OF POLYHERBAL ANTI-ACNE FACE WASH GEL

Project Work submitted
in partial fulfillment of the requirement
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in

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PHYTOCHEMICAL SCREENING AND ANTIOXIDANT ACTIVITY OF COUROUPITA GUIANENSIS Aubl.

Project Work submitted
in partial fulfillment of the requirement
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in

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ECO-FRIENDLY DEVELOPMENT OF ECONOMICAL MOSQUITO EPELLENT COUPLED WITH GC-MS ANALYSIS OF USING MARIGOLD (TAGETES ERECTA)

Project Work submitted
in partial fulfillment of the requirement
for the award of the Degree of

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in

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& LINIT BIOLOGY & PLANT BIOTECH MONEN *

Jught

PHARMACOGNOSY, PHYTOCHEMISTRY AND MOLECULAR DOCKING STUDIES ON *Pongamia pinnata*

Project Work submitted
in partial fulfillment of the requirement
for the award of the Degree of

MASTER OF SCIENCE

in

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ECRIC- STUDENT SUMMER PROJECT

M.Sc PBPB-2021- 2022

PREPARATION OF SIDDIIA POLYHERBAL PARANGIPATTAI CHOORANAM TO TREAT SKIN DISEASES

ECRIC Students summer project report 2022- PG (SS)

Submitted to

ECRIC - Ethicaj College for Women (Autonomous), Chennal- 600 008

Submitted by

KARUVAKI B, II M.Se

PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

Register number: 2113322073010

Under the guidance of

Ms. Sanjana Julias Thilakar,

Assistant Professor (SS)



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BONAFIDE CERTIFICATE

This is to verify that the project report titled "PREPARATION OF SIDDIA POLYHERBAL, PARANGIPATTAL CHOORANAM TO TREAT SKIN DISEASES" for the ECRIC SUMMER PROJECT is a bonafide record of the work carried out by Ms. Karuvaki B, a student of II M.Sc during the academic year 2022-23 of the Department of Plant Biology and Plant Biotechnology, Ethiraj college for women (Autonomous) affliated to the university of madras under my supervision, it has not been submitted to any of the Institution / University.

Sonjand

RESEARCH SUPERVISOR

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JNy122 30/9/22

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Dr. T. Mythili,

Associate professor and head

Department of plant biology

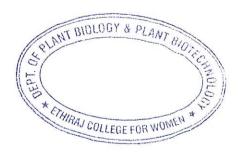
and plant biotechnology,

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Chemai - 600008

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CHENNAI-600 008



Biofortification of Fenugreek Microgreens in soil less Production system

'ECRIC Students summer project report 2022- UG (AIDED)

. Submitted to

ECRIC - Ethiraj College for Women (Autonomous), Chennai- 600 008

By

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Register number: 2013311085046

Under the guidance of

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This is to certify that project work entitled "A STUDY ON THE FINANCIAL

OF TAMILNADU NEWSPRINT AND PERFORMANCE LIMITED" is a bonafide record of work done by DEEPIKA A, Register number: 2013322085001 final year (Master of Commerce in Corporate Secretaryship), Inthiraj College for Women. Chenna in partial fulfillment of requirement for the award of the degree of M.com Corporate Secretaryship for the academic year fin21=2022.

Place: Chennai

Date: 106 2022

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BONAFIDE CERTIFICATE

This is to certify that project work entitled "A STUDY ON THE FINANCIAL PERFORMANCE OF ASHOK LEYLAND LIMITED" is a bonafide record of work done by DIVYA E, Register number: 2013322085002 final year (Master of Commerce in Corporate Secretaryship), Ethiraj College for Women, Chennai, in partial fulfilment of requirement for the award of the degree of M.com Corporate Secretaryship for the academic year 2021 – 2022.

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Place : Chennai

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GEETIKA ANISH BHIMANI 2013322085003

BONAFIDE CERTIFICATE

This is to certify that project work entitled "A STUDY ON THE FINANCIAL PERFORMANCE OF THE RELIANCE INDUSTRIES LIMITED" is a bonafide record of work done by GEETIKA.ANISH.BHIMANI. Register number 2013322085003 final year (Master of Commerce in Corporate Secretary ship), Ething College for Women, Chemas, in partial fulfillment of requirement for the award of the degree of M.Com Corporate Secretary ship for the academic year 2021-2022

Place: Chennai

Date: 106 2022

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Internal Examiner

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JAYASHREE. 4 2013322085004

BONAFIDE CERTIFICATE

This is to certify that project work entitled "A Study on the Financial Performance of Madras Rubber Factory Limited" is a bonafide record of work done by K. JAYASHREE. Register number: 2013322085004 final year (Master of Commerce in Corporate Secretaryship), Ethiraj College for Women, Chennai, in partial fulfilment of requirement for the award of the degree of M.COM Corporate Secretaryship for the academic year 2021-2022.

Place: Chennai

Date: 1 6 2022

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External Examiner

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This is to certify that project work entitled "A STUDY ON THE FINANCIAL PERFORMANCE OF TVS MOTORS LIMITED" is a bonafide record of work done by KAVIYA P, Register number: 2013322085005 final year (Master of Commerce in Corporate Secretaryship), Ethiraj College for Women, Chennai, in partial fulfilment of requirement for the award of the degree of M.com Corporate Secretaryship for the academic year 2021 – 2022.

Place: Chennai

Date: 16 2022.

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This is to certify that project work entitled "A STUDY ON THE FINANCIAL PERFORMANCE OF CHENNAI PORT TRUST" is a bonafide record of work done by KAVYA S, Register number: 2013322085006 final year (Master of Commerce in Corporate Secretaryship), Ethiraj College for Women, Chennai, in partial fulfilment of requirement for the award of the degree of M.Com Corporate Secretaryship for the academic year 2021 – 2022.

Place: Chennai

Date: 1)6/2022.

P. Seetlebel Head of the Department 1/6/2

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External Examiner

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LATHECKA SAI. M.A

2013322085007

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This is to certify that the project work entitled on "A STUDY ON THE FINANCIAL PERFORMANCE OF THE TATA STEEL LTD" is a Bonafide record of work done by M.A.LATHECKA SAI, Register number 2013322085007, Final Year (Master of Commerce in Corporate Secretaryship), Ethiraj College for Women(Self Supporting) in partial fulfillment of the requirement for award of the degree of M. Corporate Secretaryship for the academic year 2021-2022

Place: Chennai

Date: 106 2022

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This is to certify that project work entitled "A STUDY ON THE FINANCIAL PERFORMANCE OF DHARANI SUGARS AND CHEMICAL LIMITED" is a bonafide record of work done by LAVANYA R. Register number: 2013322085008 final year (Master of Commerce in Corporate Secretaryship). Ethiraj College for Women, Chennai, in partial fulfilment of requirement for the award of the degree of M.com Corporate Secretaryship for the academic year 2021 - 2022

Place: Chennai

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This is to certify that project work entitled "A STUDY ON THE FINANCIAL PERFORMANCE OF TTK HEALTHCARE LTD" is a bonafide record of work done by NAZIA S, Register number: 2013322085010 final year (Master of commerce in corporate secretaryship), Ethiraj College for Women, Chennai, in partial fulfillment of requirement for the award of degree of M.COM Corporate Secretaryship for the academic year 2021-2022.

Place: Chennai

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This is to certify that project work entitled "A STUDY ON THE FINANCIAL PERFORMANCE OF "BGR ENERGY SYSTEMS LIMITED" is a Bonafide record of work done by NIVETHA V, Register number: 2013322085011 final year (Master of Commerce in Corporate Secretaryship), Ethiraj College for Women, Chennai, in partial fulfilment of requirement for the award of the degree of M.com Corporate Secretaryship for the academic year 2021 – 2022.

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Date: 1/6/2022

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This is to certify that project work entitled "A STUDY ON THE FINANCIAL PERFORMANCE OF LARSEN & TOUBRO LIMITED" is a bonafide record of work done by PAVITHRA.B, Register number: 2013322085012, final year (Master of Commerce in Corporate Secretaryship), Ethiraj College for Women, Chennai, in partial fulfilment of requirement for the award of the degree of M.com Corporate Secretaryship for the academic year 2021 - 2022.

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This is to certify that project work entired "A STUDY ON THE FINANCIAL PERFORMANCE OF RAMCO CEMENTS LIMITED" is a bonafide record of work done by PRITHIKSHA K, Register number: 2013322085013 final year (Master of Commerce in Corporate Secretaryship), Ethiraj College for Women, Chennai, in partial fulfilment of requirement for the award of the degree of M.com Corporate Secretaryship for the academic year 2021 - 2022.

Place: Chennai

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Place: Chennai

Date: 1/6/2022

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Department of Corponate See notariship (SS)

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This is to certify that project work entitled "A STUDY ON THE FINANCIAL PERFORMANCE OF KCP CEMENTS LIMITED" is a bonafide record of work done by SANGEETHA N Register number: 2013322085015 final year (Master of Commerce in Corporate Secretaryship), Ethiraj College for Women, Chennai, in partial fulfilment of requirement for the award of the degree of M.com Corporate Secretaryship for the academic year 2021 - 2022.

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> SNEHA.T 2013322085016

BONAFIDE CERTIFICATE

This is to certify that project work entitled "A STUDY ON THE FINANCIAL PERFORMANCE OF INDIAN OIL CORPORATION LIMITED" is a bonafide record of work done by SNEHA T. Register number: 2013322085016 final year (Master of Commerce in Corporate Secretaryship). Ethira) College for Women, Chennai, in partial fulfillment of requirement for the award of the degree 5f M. Com Corporate Secretaryship for the academic year 2021-2022.

'lace: Chennai

)ate: 1 6 2022

Department Corporate Secresar Ethiraj College for Women

External Examiner

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Ethiraj College for Women ETHIRAJ COLL

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Alemat Examiner

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TEETHIKA . G 2013322085018

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This is to certify that project work entitled "A STUDY ON THE FINANCIAL PERFORMANCE OF "CHENNAI PETROLEUM CORPORATION LIMITED" is a bonafide record of work done by TEETHIKA G, Register number: 2013322085018 final year (Master of Commerce in Corporate Secretaryship), Ethiraj College for Women, Chennai, in partial fulfilment of requirement for the award of the degree of M.com Corporate Secretaryship for the academic year 2021 - 2022.

K. Seetlelehola 16/22

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Date: 1 6 2022

External Examiner

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THEJESUINIE.C.R 2013322085019

BONAFIDE CERTIFICATE

This is to certify that project work entitled "A STUDY ON THE FINANCIAL PERFORMANCE OF THE CARBORUNDUM UNIVERSAL LIMITED is a bonafide record of the work done by THEJESVINIE C R, register number 2013322085019 final year (Master of Commerce in Corporate secretaryship), in partial fulfilment of requirement for the award of the degree of M.Com in Corporate secretaryship for the academic year 2021-2022.

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Date: 162022.

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ETHIRAJ COLLEGE FOR WOMEN

(Autonomous)

Chennai - 600 008

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STANDARDIZATION AND ACCEPTABILITY OF MALTED BUCKWHEAT FLOUR BASED RECIPES AMONG YOUNG ADULTS (18 – 25 YEARS)

BY
AKSHAYAA DEVI S
2013322057001



A Dissertation submitted to the

UNIVERSITY OF MADRAS

In partial fulfilment of the requirements of the degree of

MASTER OF SCIENCE

PRINCIPAL ETHIRAJ COLLEGE FOR WOMEN (AUTONOMBUS)
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DEPARTMENT OF CLINICAL NUTRITION AND DIETETICS

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI - 600008

JUNE 2022

Wi hy



DEVELOPMENT OF READY TO DRINK BEVERAGES FROM FERMENTED MILLETS

BY

DHURGA DHANAM.P



A dissertation submitted to

UNIVERSITY OF MADRAS

In partial fulfilment of the requirement for the degree of

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JUNE 2022

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NUTRIENT AND ORGANOLEPTIC ANALYSIS OF

RED RICE BLACK GRAM LADOO

BY

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A Dissertation submitted to the

UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the degree of

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ASSESSMENT OF ANTHROPOMETRY AND NUTRITION STATUS IN RELATION TO PERCEIVED STRESS OF POLICEMEN

RESIDING IN CHENNAL

BY JAYAKUMARI.S



A dissertation submitted to

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ACCEPTABILITY OF FIG (Ficus carica) JAM PREPARED USING DIFFERENT SWEETENERS

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ASSESSMENT OF THE NUTRITIONAL STATUS OF ADOLESCENTS IN GOVERNMENT SCHOOL IN ERODE DISTRICT.

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NUTRITIONAL AND SENSORY ANALYSIS OF GERMINATED MULTIGRAIN BASED RECIPES

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DEVELOPMENT OF CORN SILK INCORPORATED RECIPES

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A STUDY ON CHANGE IN EATING HABITS AND LIFESTYLE BEHAVIOUR DURING LOCKDOWN AMONG YOUNG FEMALE COLLEGE GOING STUDENTS (18-19YEARS)

BY

PAVITHRA M



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ASSESSMENT OF NUTRITIONAL STATUS AND NUTRITIONAL KNOWLEDGE OF ETHIRAJ COLLEGE SPORTS STUDENTS

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ASSESSMENT OF NUTRITIONAL STATUS OF WORKING AND NON-WORKING MOTHERS OF TODDLERS

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A COMPARATIVE STUDY ON NUTRITIONAL STATUS OF ADOLESCENTS STUDYING IN GOVERNMENT SCHOOL AND MATRICUALATION SCHOOL (11-14 YEARS)

BY T.SUBBU LAKSHMI



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ASSESSMENT OF THE NUTRITIONAL STATUS OF CENTRAL

GOVERNMENT EMPLOYEE WORKING IN GOODS AND SERVICES

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DESING AND FABRICATION OF COPPER IMPARTED CHITOSAN/HAP SCAFFOLD TOWARDS BONE TISSUE ENGINEERING

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SYNTHESIS AND CHARACTERIZATION OF Nd SUBSTITUTED La₂FeMnO₆ DOUBLE PEROVSKITE COMPOUNDS

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Ab initio Study of Structural and Electronic properties of Half

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A STUDY ON THE EFFECT OF COPPER ENRICHMENT IN CHITOSAN MODIFIED HYDROXYAPATITE NANOCOMPOSITE FOR BONE REGENERATION

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A STUDY ON THE REDUCTION OF COPPER SULPHATE(CuSo4) TO CUPROUS OXIDE(Cu2O) NANOPARTICLE USING LIME EXTRACT

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STUDIES ON Yb SUBSTITUTED La₂FeMnO₆ DOUBLE PEROVSKITE COMPOUNDS

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A STUDY ON THE GREEN SYNTHESIS OF CUPROUS OXIDE NANOPARTICLES USING CITRUS LIMON AS A BIOTEMPLATE

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SYNTHESIS AND STUDIES OF Gd³⁺ DOPED ZnO NANOCOMPOSITES BY CHEMICAL CO-PRECIPITATION METHOD

Dissertation

Submitted in partial fulfilment of the requirement

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MASTER OF SCIENCE

IN

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ELUCIDATION ON THE CHEMICAL PREPARATION AND CHARACTERIZATION OF CHITOSAN/HAp/Au SCAFFOLD FOR BONE GRAFT APPLICATIONS

Project Work Submitted
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STUDIES ON THE STRUCTURAL AND OPTICAL PROPERTIES OF PURE Gd:ZnO (GZO) AND GRAPHENE OXIDE (GO) DOPED (GO:GZO) THIN FILMS BY SOL – GEL METHOD

Project Work submitted
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STUDIES ON THE PROPERTIES OF GRAPHENE OXIDE (GO) DOPED RARE EARTH METAL DOPED ZnO (GO/Gd/ZnO) THIN FILMS BY SPIN COATING METHOD

Project Work submitted in partial fulfilment of the requirement for the award of the Degree of

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ANALGESIC AND ANTI-INFLAMMATORY PROPERTIES OF RUBUS IDAEUS, FORENICULUM VULGARE AND MENTHA PIPERITA EXTRACTS ON THE SEVERITY OF PRIMARY DYSMENNORHEA AND EFFECTS ON HeLa CELLS.

By

G. ANITHA

REG.NO. 2013322043001

A Dissertation submitted in the partial fulfillment

For the award of the Degree of

MASTER OF SCIENCE

In

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IN VITRO EVALUATON OF ANTIOXIDANT ACTIVITY AND GC-MS ANALYSIS OF AQUEOUS EXTRACT OF CITRUS MEDICA PEEL AND PULP

BY

ANUSHA S

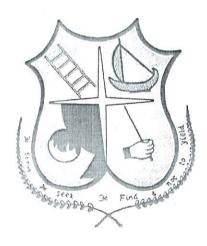
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A STUDY OF HERBAL FORMULATION FOR ANTI-ENFLAMMATORY, ANTI-OXIDANT AND ANTI-MIGRAINE ACTIVITIES

BY

ASWINI.M

REG.NO.2013322043003

A Dissertation submitted in partial fulfillment

For the award of the Degree of

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IN

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EXPLORATION OF THERAPEUTIC TARGET FROM MICROCOCCA MERCURIALIS LEAVES (PETROLEUM ETHER EXTRACT) FOR TYPE 2 DIABETES MELLITUS: AN IN SILICO AND IN VITRO APPROACH

BY

FAZILATHUL SOFIYA A

REG.NO. 2013322043004

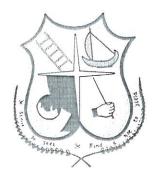
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TYPECT OF POLYCYSTIC OVARIAN SYNDROME ON LIVER

AND KIDNEY PROFILES IN YOUNG WOMEN

A Dissertation submitted in the partial fulfilment

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A STUDY ON PHARMACOLOGICAL ACTIVITIES OF KIWI AND BLUEBERRY FOR THE TREATMENT OF UTERINE FIBROIDS.

A Dissertation submitted in the partial fulfillment

For the degree of

MASTER OF SCIENCE

IN

BIOCHEMISTRY

BY

JASMEEN FAHIRA.S

REG NO: 2013322043006



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STUDY ON THE EFFECT OF LACTIC ACID BACTERIAL CULTURE & PHOTOSYNTHETIC BACTERIAL CULTURE ON GROWTH AND PHYTOCHEMICAL COMPOSITION OF PLECTRANTHUS AMBOINICUS

BY

JAYAPRATHA M

REG NO: 2013322043007

A Dissertation submitted In Partial Fulfillment

For the award of Degree of

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IN

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ANCER EFFECT OF GYMNEMA SYLVESTRE AND CALOTROPIS GIGANTEA LEAF EXTRACT AGAINST MCF7 CELL LINE - A COMPARATIVE STUDY

A Dissertation submitted in the partial fulfillment For the degree of

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IN

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STUDY ON THE EFFECT OF FRUIT PEEL AND VEGETABLE PEEL ON GROWTH AND PHYTOCHEMICAL COMPOSITION OF PLECTRANTHUS AMBONICUS

A dissertation submitted in partial fulfilment

For the award of the degree of

MASTER OF SCIENCE

IN

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BY

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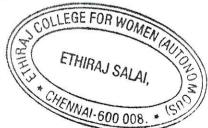
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THE THEMICAL INVESTIGATION AND INVITRO PANCREATIC THE SE INHIBITORY ACTIVITY OF Citrus medica PEEL AND PULP The second submitted in the partial fulfillment for the degree of

MASTER OF SCIENCE

IN

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BLOOD MEAL AS ORGANINC FERTILIZER AND ITS EFFICIENT DELIVERY USING ALMOND GUM

BY

MUNISWARY.P

REG.NO: 2013322043011

A Dissertation submitted in partial fulfillment

For the award of the Degree of

MASTER OF SCIENCE

IN

BIOCHEMISTRY



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Explication of Synergistic Antimicrobial and Antioxidant efficacy of ethanolic extract of Indian spices.

A Dissertation submitted in the partial fulfillment

For the degree of

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THE COMBINATORIAL INVITRO - ANTIUROLITHIATIC ACTIVITY OF Tribulus terrestris, Cucurbita Pepo AND Litchi Chinensis

A Dissertation submitted in the partial fulfilment For the degree of

MASTER OF SCIENCE

IN

BIOCHEMISTRY

BY

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AN IN-VITRO STUDY ON ANTIOXIDANT, ANTIMICROBIAL AND ANTI-DIABETIC EFFICACY OF A VALUE-ADDED THERAPEUTIC PRODUCT FROM ORGANIC WASTES

BY

PRIYADARSINI P

REG.NO.2013322043015

A Dissertation submitted in partial fulfillment

For the award of the Degree of

MASTER OF SCIENCE

IN

BIOCHEMISTRY



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ANTI-INFLAMMATORY, ANTIOXIDANT, ANTIMICROBIAL ACTIVITIES, GC-MS ANALYSIS AND ISOLATION OF POTENTIAL COMPOUND AGAINST T HESCs FROM THE BARK EXTRACT OF CAESALPINIA SAPPAN.

By
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A Dissertation submitted in the partial fulfillment

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INSILICO AND INVITRO ANALYSIS OF INDIGENOUS RICE VARIETY MAPILLAI SAMBA

A dissertation submitted in partial fulfilment

For the award of degree of

MASTER OF SCIENCE

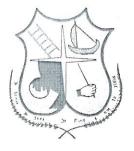
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COMPLICATIONS OF PCOS ON THE LEVEL OF C-REACTIVE PROTEIN, LIPID PROFILE AND METABOLIC PROFILE IN YOUNG WOMEN

A Dissertation submitted in the partial fulfillment for the degree of

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By

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PHYTOCHEMICAL INVESTIGATION AND IN VITRO ANTHELMINTIC ACTIVITY ON CITRUS MEDICA PEEL AND PULP.

A Dissertation submitted in the partial fulfillment

For the degree of

MASTER OF SCIENCE

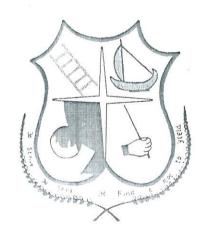
IN

BIOCHEMISTRY

BY

REVATHI B

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TIONS OF PCOS ON THYROID HORMONE MATOLOGICAL PARAMETERS IN YOUNG WOMEN

Dissertation submitted in the partial fulfillment

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INVESTIGATION OF HERBAL FORMULATION FOR ENHANCING IMMUNITY BY Terminalia catappa, Phyllanthus emblica, Daucus carota L.

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IN VITRO ANTI-DIABETIC ACTIVITY AND ANTI-PROLIFERATIVE ACTIVITY ON A549 HUMAN LUNG ADENOCARCINOMA CELL LINE OF CATHARANTHUS ROSEUS

A Dissertation submitted in partial fulfillment

For the award of the Degree of

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TARATIVE STUDY ON PHYTOCHEMICAL COMPOSITION AND PIPER NIGRUM, PIPER LONGUM AND PIPER CUBEBA

BY

SUMIYA RIZWANA.A

REG NO: 2013322043024

A Dissertation submitted In Partial Fulfillment

For the award of Degree of MASTER OF SCIENCE

IN

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Phytoconstituents of Micrococca mercularis leaf Phytoconstituents (chloroform and ethylacetate) as potent drugs Phytoconstituents (chloroform

BY

SUSEELA K

REG.NO. 2013322043025

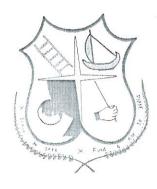
A Dissertation submitted in partial fulfillment

For the award of the Degree of

MASTER OF SCIENCE

IN

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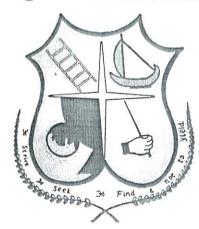
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*** **TTRO ANTIDIABETIC ACTIVITY AND INVITRO TIPROLIFERATIVE ACTIVITY ON TYPE II ALVEOLAR A 549 HUMAN LUNG ADENOCARCINOMA CELL LINE OF COSTUS IGNEUS

A Dissertation submitted in the partial fulfilment For the award of the degree of

> MASTER OF SCIENCE IN **BIOCHEMISTRY**

By TANUSREE P Reg No: 2013322043026



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TRO ANTI-DIABETIC STUDY AND GC-MS ANALYSIS OF BAEL (AEGLE MARMELOS) FRUIT PULP"

A Dissertation submitted in the partial fulfillment

For the degree of

MASTER OF SCIENCE

IN

BIOCHEMISTRY

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"USE OF FUNGAL MYCELIUM TO DESIGN ECO FRIENDLY PACKAGING MATERIAL AS SUBSTITUTE TO CONVENTIONAL STYROFOAM PACKAGING"

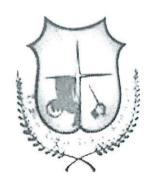
By

AISHWARYA B

2013322041001

A dissertation in partial fulfillment of the requirements for the degree in

MASTER OF SCIENCE IN APPLIED MICROBIOLOGY



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This is to certify that the dissertation entitled "USE OF FUNGAL MYCELIUM TO DESIGN ECO FRIENDLY PACKAGING MATERIAL AS SUBSTITUTE TO CONVENTIONAL STYROFOAM PACKAGING" submitted in partial fulfillment of the requirements for the degree in Master of Science in Applied Microbiology, is the bonafide work carried out by Ms. AISHWARYA B (Reg No: 2013322041001), during the period from August 2021 to April 2022, under my guidance and supervision. The results embodied in this dissertation have not been submitted to any other Universities or Institutes for the award of any degree or diploma.

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BIODEGRADATION OF WASTE COOKING OIL BY Yarrowia lipolytica

BY

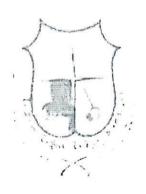
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OCCURRENCE OF FILAMENTOUS FUNGI IN DRINKING WATER, RELATED TO BIOFILM FORMATION

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IN

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BIO DEGRADATION OF DYES PRESENT IN INDUSTRIAL EFFLUENT BY PSEUDOMONAS PUTIDA

By

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(Reg No.2013322041004)

A dissertation in partial fulfilment of the requirement for the degree in

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IN

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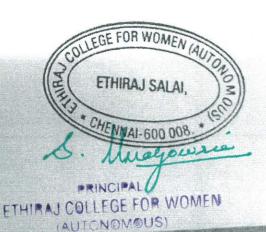
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EXTRACTION OF CHITOSAN FROM Aspergillus niger AND FORMULATION OF CHITOSAN BASED EDIBLE FOOD COATING

A dissertation in partial fulfillment of the requirement for the degree in

MASTER OF SCIENCE

IN

APPLIED MICROBIOLOGY

Submitted by

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ii

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iii

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CULTIVATION OF OYSTER MUSHROOM (Pleurotus ostreatus) USING TEA WASTE AND COW DUNG MANURE AND TO ANALYSE THE WORKABILITY OF MICROORGANISMS ASSOCIATED WITH THE SUBSTRATE

Submitted by

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(Reg No: 2013322041006)

A dissertation in partial fulfilment of the requirement for the degree in

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IN

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STUDY ON THE PRESENCE OF PATHOGENS IN THE WATER USED FOR SURFACE CLEANING OF THE SEA FOOD IN FISH MARKET AND ITS CONTROL USING NATURAL HERBS

BY

HARINI. S

(2013322041007)

A dissertation in partial fulfillment of the requirement for the degree in

MASTER OF SCIENCE

IN

APPLIED MICROBIOLOGY



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SCREENING AND CHARACTERIZATION OF DRUG RESISTANT BACTERIA FROM INANIMATE SOURCES

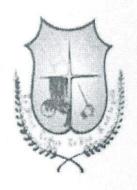
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SCREENING OF ALKALINE PROTEASE PRODUCING BACTERIAL ISOLATES AND TESTING THEIR EFFICACY FOR COMMERCIAL UTILITY

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"A STUDY ON INFLUENCE OF EFFECTIVE MICROORGANISM [EM] ON MUNICIPAL WASTEWATER TREATMENT AND FORMULATION OF EFFECTIVE MICROORGANISM CONSORTIUM TO ANALYSE ITS IMPACT ON WASTEWATER TREATMENT"

By

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DECLARATION

I hereby declare that the dissertation entitled "A STUDY ON INFLUENCE OF EFFECTIVE MICROORGANISM [EM] ON MUNICIPAL WASTEWATER TREATMENT AND FORMULATION OF EFFECTIVE MICROORGANISM CONSORTIUM TO ANALYSE ITS IMPACT ON WASTEWATER TREATMENT" submitted by me, for the award of the degree of Master of Science to University of Madras is a record of bonafide work carried out by me under the supervision of **Dr. G. Sangeetha Vani**, Assistant Professor, Department of Microbiology, Ethiraj College for Women, Chennai-600008.

I further declare that the work reported in this thesis has not been submitted and will not be submitted, either in part or in full, for the award of any other degree or diploma in this Institution or any other Institute or a University.

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BACTERIAL ISOLATES OF LANDFILL LEACHATE AS A PROMISING BIOREMEDIATING TOOL OF HEAVY METALS

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RHIZODEGRADATION OF HYDROCARBONS FROM PETROL DIESEL AND CRUDE OIL- CONTAMINATED SOIL USING Cajanus cajan (PIGEON PEA)

By

MIRTHULA SHINLJ

(Reg no: 2013322041012)

A dissertation in partial fulfilment of the requirement for the degree

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DEVELOPMENT OF CURD USING VARIOUS STARTER CULTURE

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FATTY ACID PROFILING OF PADDY RHIZOSPHERE SOIL MICROORGANISM BY GC-FAME ANALYSIS AND CHECKING ITS GERMINATION EFFICIENCY

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This is to certify that the dissertation entitled "Fatty acid profiling of paddy rhizosphere soil microorganism by GC-FAMF analysis and checking its germination efficiency" Submitted in partial fulfillment of the requirements for the degree in Master of Science in Applied Microbiology, is the bonafide work carried out by Ms. Monika SD (Reg No: 2013322041014), during the period from August 2021 to April 2022, under my guidance and supervision. The results embodied in this dissertation have not been submitted to any other Universities or Institutes for the award of any degree or diploma.

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INVESTIGATION OF BACTERIAL CONSORTIUM ISOLATED FROM AQUAPONICS SYSTEM AS AN EFFECTIVE BIOFERTILIZER

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COMPARING THE FILTERING EFFICIENCY OF KOMBUCHA SCOBY AND NITROCELLULOSE MEMBRANE FILTER

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PRODUCTION OF BIOPLASTIC USING SPIRULINA PLATENSIS BY

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STUDY ON THE PRESENCE OF BACTERIAL PATHOGEN IN FREQUENTLY USED OBJECTS AND EVALUATION OF THE ANTIBACTERIAL ACTIVITY OF HAND SANITIZERS

A dissertation submitted in partial fulfillment of the requirement for the degree in MASTER OF SCIENCE

IN

APPLIED MICROBIOLOGY

Submitted by

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FORMULATION OF COST-EFFECTIVE CULTURE MEDIUM USING CAULIFLOWER WASTES AS AN ALTERNATIVE TO COMMERCIAL MEDIA

131

S. SAMYUKTHA

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A dissertation in partial fulfillment of the requirement for the degree in

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IN

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COMPOSTING OF KITCHEN WASTE USING MICROBIAL INOCULANTS AND DETERMINATION OF EFFICIENCY COMPOSTING USING DIFFERENT CONSORTIA OF BACTERIA

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BIODEGRADATION OF DISPOSABLE PLASTIC MASKS USING SOIL MICROFLORA BY WINOGRADSKY'S COLUMN METHOD

SUBMITTED BY

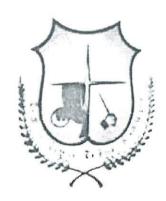
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STANDARDIZATION OF PROBIOTIC ISOLATES IN FOOD PRODUCTS

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Isolation and Co-Inoculation Effects of Rhizobium and Phosphate Solubilizing Bacteria on Vigna radiata as a Potential Biofertilizer

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PRESERVATION OF FISH WITH NATURAL INGREDIENTS AT DIFFERENT TEMPERATURE

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POTENTIAL USE OF ECO ENZYME IN INDUSTRIAL EFFLUENT TREATMENT

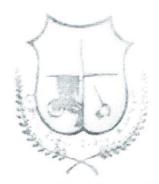
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A STUDY ON AWARENESS AND EFFECTIVE UTILIZATION OF ESI BENEFITS IN THG PUBLISHING PRIVATE LIMITED

Report submitted in partial fulfilment of the degree of MASTER OF BUSINESS ADMINISTRATION

By

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RE. Phil. PGDLit, i'b.U.

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A STUDY ON EMPLOYEE RETENTION IN HINDU

Report submitted in partial fulfilment of the degree of

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A STUDY ON RISK MANAGEMENT IN GENERAL INSURANCE OF UNITED INDIA INSURANCE COMPANY LTD, CHENNAI

FINAL PROJECT REPORT

SUBMITTED BY

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UNDER THE GUIDANCE OF MRS. DR.P.JAYALAKSHMI., B.A, M.BA, HSM, M.PHIL., Ph.D.,

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A STUDY ON GENERAL INSURANCE MANAGEMENT ON UNITED INDIA INSURANCE COMPANY LIMITED, CHENNAI.

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A STUDY ON EMPLOYEES JOB SATISFACTION WITH REFERENCE TO IC TECH ENGINEERING SOLUTIONS CHENNAI

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A STUDY ON STRESS MANAGEMENT AT PRASHANTH SUPERSPECIALITY HOSPITALS

Final project

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A STUDY ON WORK LIFE BALANCE OF EMPLOYEES AT GREEN LEAD TECHNOLOGIES, CHENNAI

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AN EFFECTIVE STUDY ON THE RECRUITMENT AND SELECTION PROCESS AT SWELECT ENERGY SYSTEMS LTD., MYLAPORE, CHENNAI.

Final Project Report

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A STUDY ON PERFORMANCE APPRAISAL SYSTEM OF EMPLOYEES IN INDIA INFOTECH

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A STUDY ON FACTORS AND ISSUES LEADING TO FILING OF RETURNS UNDER GOODS AND SERVICES TAX AT JOSEPH & RAJARAM CHARTERED ACCOUNTANTS

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A STUDY ON STRATEGIES FOR SUCCESSFUL CUSTOMER RELATIONSHIP MANAGEMENT IN EXCEL FORTE

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AN ANALYSIS ON THE INVESTMENT PATTERN OF WORKING WOMEN IN CHENNAI WITH REFERENCE TO REAL ESTATE INVESTMENT IN CHENNAI CITY AND SUBURBAN AREAS AT ASHOK NANDAVANAM PROPERTIES PVT LTD

Final Project Report

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A STUDY ON CASH MANAGEMENT AT SPECTRA PACK AUTOMATION

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A STUDY OF MUTUAL FUND INVESTMENT AWARENESS IN INDIA'S ECONOMICALLY CHALLENGED TIER 2 & 3 CITIES AT PGIM INDIA ASSET MANAGEMENT PRIVATE LIMITED

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A STUDY ON FINANCIAL PERFORMANCE OF STATISTICAL SOFTWARE SOLUTIONS WITH REFERENCE TO RATIO ANALYSIS

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A STUDY ON PERFORMANCE OF MUTUAL FUND INDUSTRY IN INDIA DURING COVID PANDEMIC AT INTEGRATED ENTERPRISE.

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A STUDY ON PERFORMANCE APPRAISAL MANAGEMENT OF LARSEN AND TOUBRO, CHENNAI.

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A STUDY ON CUSTOMER PREFERENCE FOR HOME LOAN OF INDIAN **OVERSEAS BANK, CHENNAI**

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A STUDY ON GST AFTER ITS IMPLEMENTATION AT THE HINDU , CHENNAI.

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A STUDY ON FINANCIAL PLANNING AND PERFORMANCE AT UNIQ TECHNOLOGIES, CHENNAI

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A STUDY ON RECRUITMENT AND SELECTION PROCESS BY NOVATEUR ELECTRICAL & DIGITAL SYSTEMS PRIVATE LIMITED, CHENNAI

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A STUDY ON THE EMPLOYEE ENGAGEMENT STRATEGIES AT PROMAX ENTERPRISES PRIVATE LIMITED, CHENNAI.

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A STUDY ON LOANS AND ADVANCES OF INDIAN OVERSEAS BANK, CHENNAI.

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A STUDY TO ASCERTAIN THE COST EFFECTIVENESS AND FINANCIAL PERFORMANCE ANALYSIS OF SCUDDER MEMORIAL HOSPITAL

Final Project Report
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AN ANALYSIS ON THE VALUATION OF ASHOK NANDAVANAM PROPERTIES PRIVATE LIMITED

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A STUDY ON EFFECTIVENESS OF MANPOWER RATIONALIZATION IN GETMEP SOLUTION PRIVATE LTD, BANGALORE

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A STUDY ON THE EFFECTIVENESS OF EMPLOYEE TRAINING PROGRAM AT TECHVOLT SOFTWARE PRIVATE LIMITED, COIMBATORE.

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A STUDY ON MUTUAL FUND PORTFOLIO DIVERSIFICATION AND OVERLAP ANALYSIS AT INTEGRATED ENTERPRISE PRIVATE LIMITED

Final Project Report

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A STUDY ON EMPLOYEE'S ABSENTEEISM IN FARIDA SHOES PVT LTD

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A STUDY ON HR SYSTEMS AND SERVICES OF LARSEN AND TOUBRO, CHENNAI.

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A STUDY ON COMPARATIVE ANALYSIS OF ONLINE AND OFFILINE RECRUITMENT AT BEEZ INNOVATION LABS PVT LTD, CHENNAI.

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A STUDY ON ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT IN BANKS

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the award of degree of

MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT

By

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Register No: 2013322082001

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CHENNAI-600 008.

HEAD OF THE DEPARTMENT
DEPARTMENT OF BANK MANAGEMENT (SS)
ETHIRAJ COLLEGE FOR WOMEN, CHENNAT

THE STUDY ON SERVICE QUALITY AND CUSTOMER SATISFACTION IN HDFC BANK

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the award of degree of

MASTER OF COMMERCE IN BANKING AND INSURANCEMANAGEMENT

By

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Register No. 2013322082002

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ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)(SELF-SUPPORTING) CHENNAI – 600 008

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(AUTONOMOUS)

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HEAD OF THE DEPARTMENT

DEPARTMENT OF SINGLES NAGEMENT (SS)

CUSTOMER RELATIONSHIP MANAGEMENT IN INSURANCE SECTOR

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the award of degree of

MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT

By

G. BHAVADHARANI

Register Nov 2013322082003

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DEPARTMENT OF BANK MANAGEMENT (SS)
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Frence

A BEHAVIOURAL STUDY OF LIFE INSURANCE PURCHASE DECISION IN

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the award of degree of

MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT

By

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12/2/2

CUSTOMER RELATIONSHIP MANAGEMENT IN INSURANCE SECTOR

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the award of degree of

MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT

By

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DEPARTMENT OF BANK MANAGEMENT (SS)
ETHIRAJ COLLEGE FOR WOMEN, CHENNAI

Palaka Palaka

A STUDY ON CUSTOMER'S PERCEPTION TOWARDS PROMOTION STRATEGIES OF INSURANCE COMPANY - WITH RESPECT TO CHENNAL.

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfillment of the requirements for the award of degree of

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By

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Palaha

A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT ON BANKS

PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF MADRAS

In partial fulfillment of the requirements for the award of degree of

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(AUTONOMOUS) CHENNAI-600 008. HEAD OF THE DEPARTMENT
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ETHIRAJ COLLEGE FOR WOMEN, CHENNAI

P1/8/2

A COMPARATIVE STUDY ON HOME LOAN BETWEEN PUBLIC SECTOR BANKS AND PRIVATE SECTOR BANKS

PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF MADRAS

In partial fulfillment of the requirements for the award of degree of

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ETHIRAJ COLLEGE FOR WOMEN, CHENNAI

Algho Colonia

A STUDY ON PAYROLL SYSTEM IN ICICI BANK

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the award of degree of

MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT

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K. M. LAVANYA

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(AUTONOMOUS) CHENNAI-600 008. HEAD OF THE DEPARTMENT
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F18/2

A STUDY ON SECURITY ISSUES IN ELECTRONIC PAYMENT SYSTEMS

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the award of degree of

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By

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DEPARTMENT OF BANK MANAGEMENT (SS)
ETHIRAJ COLLEGE FOR WOMEN, CHENNAI

THE IMPACT OF TBSSB SERVICE QUALITY DIMENSIONS ON CUSTOMER LOYALTY

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

in partial fulfilment of the requirements for the award of degree of

MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT

By

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ETHIRAL COLL FGE FOR WOMEN (AUTONOMOUS) (SELF-SUPPORTING) CHENNAL 600 008 MAY 2022

CHENNAI 600 008.

HEAD OF THE DEPARTMENT **DEPARTMENT OF BANK MANAGEMENT (SS)** ETHIRAJ COLLEGE FOR WOMEN, CHENNAI

BEHAVIORAL INTENTION TOWARDS ADOPTION OF UPI SERVICE BASED ON UNIFIED THEORY OF ACCEPTANCE & USE OF TECHNOLOGY MODEL

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

in partial fulfillment of the requirements for the award of degree of MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT

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MANJU, M

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ETHIRAJ COLLEGE FOR WOMEN, CHENNAI

F2/2/2

A STUDY ON PERFORMANCE BEHAVIOUR OF PUBLIC SECTOR BANK WITH SPECIAL REFERENCE TO STATE BANK OF INDIA

PROJECTREPORTSUBMITTEDTOTHE

UNIVERSITYOFMADRAS

Inpartial fulfillment of the requirements fortheawardofdegreeof

MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT

By

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ETHIRAJ COLLEGE FOR WOMEN, CHENNAI

R/S/2/2

A STUDY ON CURRENT PRIORITY SECTOR LENDING TARGETS AND ITS AWARENESS LEVEL ON CONSUMERS

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfillment of the requirements for the award of degree of

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PRINCIPAL ETHIRAJ COLLEGE FOR WOMEN

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CUSTOMERS INTENTION TO CONTINUOUS USAGE OF DIGITALIZATION IN BANKS

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfillment of the requirements for the award of degree of

MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT

By

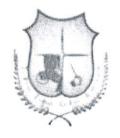
V. NEVEDHA

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ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)
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S. Museourie

EJHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS) CHENNAL-600 008. HEAD OF THE DEPARTMENT
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ETHIRAJ COLLEGE FOR WOMEN, CHENNAI

E CONTY

MOBILE BANKING ADOPTION, USAGE AND CUSTOMER SATISFACTION – WITH REFERENCE TO INDIAN OVERSEAS BANK

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the award of degree of

MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT

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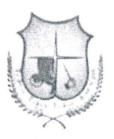
NISHA M A

Register No. 2013322082016

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ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

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(AUTONÓMOUS)

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ETHIRAJ COLLEGE FOR WOMEN, CHENNAI

Falph

A STUDY ON CUSTOMER SATISFACTION ON E WALLET

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the award of degree of

MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT

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Register No. 2013322082017

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ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)(SELF-

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MAY 2022

S. Musepowsia

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(AUTONOMOUS) CHENNAJ-600 008. HEAD OF THE DEPARTMENT
DEPARTMENT OF BANK MANAGEMENT (SS)
ETHIRAJ COLLEGE FOR WOMEN, CHENNAI

F. John

A STUDY ON CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICES OF SBI

PROJECT REPORT SUBMITTED TO DIF

UNIVERSITY OF MADRAS

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MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT

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Register 20113322082018

Under the guidance and supervision of

MANDEL B. MODE

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ETHIRALCOLLEGE FOR WOMEN
(ALTONOMOR/SHSELE-SUPPORTING)
CHENNAL BODGER
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Proph

A STUDY ON THE CUSTOMERS PERCEPTION AND ACTUAL USAGE OF E-BANKING

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the award of degree of

MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT

By

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ETHIRAJ COLLEGE FOR WOMEN, CHENNA!

2/2/2

A STUDY ON CUSTOMER LOYALTY WITH SPECIAL REFERENCE TO LIFE INSURANCE POLICIES

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the award of degree of

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By

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BANKING WITH CHATBOT- A SURVEY ON THE PERCEPTION AND ATTITUDE TO USE ARTIFICIAL INTELLIGENCE.

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfillment of the requirements for the award of degree of

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By

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RIVA

ANTECEDENTS AND CONSEQUENCE OF CUSTOMER ENGAGEMENT IN BANKING SERVICES

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfillment of the requirements for the award of degree of

MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT

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DEPARTMENT OF BANK MANAGEMENT (SS)
ETHIRAJ COLLEGE FOR WOMEN, CHENNAI

A STUDY ON CUSTOMERS' SATISFACTION TOWARDS PLASTIC MONEY

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the award of degree of

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By B. Vahista Register No: 2013322082023

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DEPARTMENT OF BANK MANAGEMENT (SS)
ETHIRAJ COLLEGE FOR WOMEN, CHENNAI

7/3/2

A COMPARATIVE STUDY ON CRYPTOCURRENCY AND FIAT CURRENCY

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

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By

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HEAD OF THE DEPARTMENT
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A COMPARITIVE STUDY ON CUSTOMER SATISFACTION TOWARDS MOBILE BANKING SERVICES BETWEEN ICICI AND IOB BANK

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the award of degree of

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BY

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HEAD OF THE DEPARTMENT
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ETHIRAJ COLLEGE FOR WOMEN, CHENNAI

A STUDY ON IMPACT OF CONSUMER BUYING BEHAVIOUR TOWARDS STAR HEALTH INSURANCE

PROJECT REPORT SUBMITTED TO THE

UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the award of degree of

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BY

M. VIDHYASRI

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(AUTONOMOUS)

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ETHIRAJ COLLEGE FOR WOMEN, CHENNAI

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8

CERTIFICATE

This is to certify that the project entitled "LEVEL OF AWARENESS OF WOMEN'S PROPERTY RIGHTS AMONG HOUSEWIVES IN CHENNAI

CITY – A STUDY" submitted by AISHVARYA.S.K for the partial fulfilment for the Degree of Master of Arts in human rights and Duties Education is a record of the research work done by her in the period of 2020-2022 and this project has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship or similar title to the candidate.

It also certifies that this project represents independent work carried out by the candidate.

R. Nytay4

Ms. R. Nithya

Assistant Professor & Head

Department of Human Rights and

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1. Shorbha Sharma

Research Supervisor

Dr. SHOBHA SHARMA.C

Assistant professor,

Department of Human Rights

and Duties Education,

Ethiraj college for women(Autonomous)

Chennai-600008.

Place Chennai

Dane 31/05/22

S. Musepouria

ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS)
CHENNAL-600 008.

This is to certify that this project report titled, "Rights of children - A study on the role of parents of street children" submitted by Aarthi.S in partial fulfillment of the requirement for award of the degree of Master of Arts in Human Rights and Duties Education is a record of research work done by her during the academic year 2021-2022 and this research project has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or any other similar title.

It is also certified that this project report represents independent work done by the candidate.

R. N: theye

Ms. R. Nithya

Assistant Professor & Head,

Post Graduate Department of Human Rights and

Duties Education

Ethiraj College for Women

(Autonomous) Chennai - 600 008

PRINCIPA

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS) CHENNAI-600 008.

is is to certify that this project report titled, "A STUDY ON PROBLEM FACED BY WOMEN ONTRACT LABOURERS submitted by HARSHA.G in partial fulfillment of the requirement r award of the degree of Master of Arts in Human Rights and Duties Education is a record of the esearch work done by her during the academic year 2021-2022 and this research project has not rmed the basis for the award to the candidate of any Degree, Diploma, Associateship, Fellowship or any other similar title. It is also certified that this project report represents independent work done by the candidate.

(1. Shy Grace Nimals

Is V.R. Shirly Grace Nirmala

roject Supervisor

ssistant Professor, Post Graduate Department of

Juman Rights and Duties Education

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R. Nithus

Assistant Professor & Head,

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Ethiraj College for Women

(autonomous)

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CHENNAI-600 008

Controller of Examinations Ethiraj College for Women (Autonomous) Ethiraj Salai, Chennai-600 008.

This is to *certify that this project report titled, "A CASE STUDY ON ADOLESCENT CHILDREN DRUG ADDICTION IN KANNAGI NAGAR" submitted by INDHUMATHI V in partial fulfillment of the requirement for award of the degree of Master of Arts in Human Rights and Duties Education is a record of the research work done by her during the academic year 2021-2022 and this research project has not formed the basis for the award to the candidate of any Degree, Diploma, Associateship, Fellowship or any other similar title. It is also certified that this project report represents independent work done by the candidate.

Chennai
31.65.2022

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Controller of Examinations Ethiraj College for Women (Autonomous) Ethirai Salai, Chennai-600 223

This is to certify that this project report titled, "A Study on Women Empowerment - A Human Rights Perspective" submitted by Ishwarya. A in partial fulfillment of the requirement for award of the degree of Master of Arts in Human Rights and Duties Education is a record of research work done by her during the academic year 2021-2022 and this research project has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or any other similar title.

It is also certified that this project report represents independent work done by the candidate.

R. Mithys

Ms. R. Nithya

Assistant Professor & Head,

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This is to certify that the project entitled "CORPORATE SOCIAL RESPONSIBILITY OF THE CORPORATES IN CHENNAI CITY- A CASE STUDY" submitted by KOMALAVALLI .J for the partial fulfilment for the Degree of Master of Arts in Human Rights and Duties Education is a record of the research work done by her in the period of 2020-2022 and this project has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship or similar title to the candidate.

It also certifies that this project represents independent work carried out by the candidate.

R. Nitaya.

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Assistant Professor & Head of the department

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C. Shobla Sharma

Research Supervisor

Dr. SHOBHA SHARMA.C

Assistant professor,

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Chennai-600008.

Place: Chennai

Date: 31/05/22

S. Musyouses

CHENNAI-609 908

This is to certify that this project report titled,"A study on advocacy against caste based human rights violations through contemporary Tamil movies" submitted by Megala Privadharshin R in partial fulfillment of the requirement for award of the degree of Master of Ans in Human Rights and Duties Education is a record of research work done by her during the demic year 2021-2022 and this research project has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or any other similar title.

tis also certified that this project report represents independent work done by the candidate.

P. Niterya

Ms. R. Nithya

Assistant Professor & Head,

Post Graduate Department of Human Rights and

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P. Mithya 31/5/22

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EGE FOR WOMEN

ETHIRAJ SALAI,

Controller of Examinations Ethiraj College for Women (Autonomous) ij Salai, Chennai 6

This is to certify that the project report on "AN ANALYSIS OF COLLEGE STUDENTS' submitted IN CHENNAI" DISCIPLINES **ACROSS** DARSHINI.V for the partial fulfillment for the Degree of Master of Arts in Human Rights and Duties Education is a record of the research work done by her in the period of 2020 -2022 and this project report has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or similar title to the candidate.

It is also certifies that this project report represents independent work carried out by the candidate.

R. Niteryc 21/5/122

Ms. R.NITHYA

Assistant Professor & Head, Department of Human Rights and Duties Education, Ethiraj College for Women (Autonomous), Chennai - 600 008.

Place: Chennai Date: 31.05.22

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S. Musepouria ETHERAL COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI-608 088



This is to certify that the project entitled "THE STUDY OF USE OF PLASTIC BAGS BY STREET VENDORS EVEN AFTER THE BAN OF PLASTICS BY THE GOVERNMENT OF TAMILNADU IN 2019 -A HUMAN RIGHTS PERSPECTIVE" submitted by PARKAVI.P for the partial fulfillment for the Degree of Master of Arts in Human Rights and Duties Education is a record of the research work done by me in the Period of 2020-2022 and this project has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship or similar title to the candidate.

It also certifies that this project represents independent work carried out by the candidate.

R. 31/5/22.

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Dr. SHOBHA SHARMA. C

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Place: Chennai

Date: 31/5/2022

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This is to certify that this project study on "Issues of Teachers in Implementing Effective Online Teaching in Rural Township of Neyveli" submitted by SANCHANA V in partial fulfillment of the requirement for the Degree of Master of Arts and Human Rights and Duties Education is a record of the research work done by her during the academic year 2020-2022 and this project study has not formed for the award of any degree diploma, associate, fellowship or any other similar title to the candidate.

It is also certified that this project report represents independent work carried out by the candidate.

R. Nithya. 31/5/22.

Ms. R. Nithya

Assistant Professor

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Place: Chennai

Date: 31:05:2022

9. Oly Grave Nirmala

Ms. V. R. Shirly Grace Nirmala

Assistant Professor

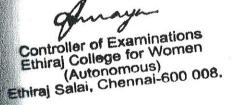
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This is to certify that the project entitled "BODY SHAMING AS A HUMAN RIGHTS VIOLATION – AN AWARENESS STUDY AMONG COLLEGE STUDENTS IN CHENNAI CITY" submitted by THARRNIVARSHAA.K.E for the partial fulfilment for the Degree of Master of Arts in human rights and Duties Education is a record of the research work done by her in the period of 2020-2022 and this project has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship or similar title to the candidate.

It also certifies that this project represents independent work carried out by the candidate.

R. Nittenga 315/22

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TRIBUTION TO THE SINGLE WOMEN IN KANNAGINAGAR, CHENNAI"

Of Arts in Human Rights and Duties Education is a record of the research work done by her

the academic year 2021-2022 and this research project has not formed the basis for the

to the candidate of any Degree, Diploma, Associateship, Fellowship or any other similar title.

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T. V.R. Shirly Grace Nirmala

Inject Supervisor

Professor, Post Graduate Department of

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This is to certify that this project report titled "An observational study on the superstitious beliefs and practices in Vizhupuram District in a Human Rights perspective" submitted by Vivitha. R in partial fulfillment of the requirement for award of the degree of Master of Arts in Human Rights and Duties Education is a record of research work done by her during the academic year 2021-2022 and this research project has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or any other similar title.

It is also certified that this project report represents independent work done by the candidate.

Dr. M. B. Pavithra

Project Supervisor

Assistant Professor, Post Graduate Department of

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