

**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

*S. Mayawari*

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

*சென்னை*  
17/11/22

முனைவர் பெ. நிர்மலாவு  
துறைத் தலைவர்  
தமிழ் முதுகலை மற்றும் உயராய்வுக் கல்வி  
எத்திராஜ் மகளிர் கல்லூரி  
சென்னை-600 008.

நிலம் பூத்து மலர்ந்த நாள்:  
திணை வாழ்வும் நிலவெளிப் பயணமும்

தமிழ் முதுகலைப் பட்டத்திற்காக அளிக்கப்பட்ட திட்டக்கட்டுரை

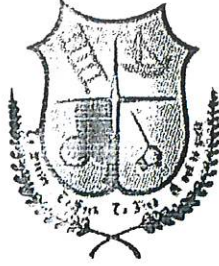
ஆய்வாளர்

ப. காயத்ரி

பதிவு எண்: 2013312001004

மேற்பார்வையாளர்

முனைவர் ந. கவிதா



தமிழ் முதுகலை மற்றும் உயராய்வுத்துறை

எத்திராஜ் மகளிர் கல்லூரி (தன்னாட்சி)

சென்னை - 600 008.

ஏப்ரல் - 2022

*S. Muralidharan*

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

*N. Kavitha*  
19/04/22

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

# வலையொளியில் தமிழ் — ஓர் ஆய்வு

தமிழ் முதுகலைப் பட்டத்திற்காக

அளிக்கப்பட்ட திட்டக்கட்டுரை

ஆய்வாளர்

வீ.காவேரி

பதிவு எண்:2013312001006

மேற்பார்வையாளர்

முனைவர் வீ செந்தமிழ்ச் செல்வி

எம்.ஏ,எம் ஃபில்,பிஎச்சி,

உதவிப் பேராசிரியர், தமிழ்த்துறை,

தமிழ் முதுகலை மற்றும்

(உயராய்வுத்துறை)

எத்திராஜ் மகளிர் கல்லூரி(தன்னாட்சி)

சென்னை-600008



தமிழ்த்துறை

எத்திராஜ் மகளிர் கல்லூரி(தன்னாட்சி)

சென்னை 600008

மே 2022

*Handwritten signature and date: 17/5/22*

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

*Handwritten signature: S. Mageswari*

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

சிவப்புக் கழுத்துடன் ஒரு பச்சைப் பறவை  
சிறுகதைத் தொகுப்பின் புனைவுலகம்  
தமிழ் முதுகலைப்பட்டத்திற்காக அளிக்கப்பட்ட திட்டக்கட்டுரை  
2020-2022

ஆய்வாளர்  
பா. லட்சுமி  
பதிவு எண்:2013312001008

மேற்பார்வையாளர்  
முனைவர் இ.ரெ. மிதிலா  
உதவிப் பேராசிரியர்  
தமிழ் முதுகலை மற்றும் உயராய்வுத்துறை

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Empower with potential for  
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தமிழ் முதுகலை மற்றும் உயராய்வுத்துறை  
எத்திராஜ் மகளிர் கல்லூரி (தன்னாட்சி)  
சென்னை - 600 008

மே 2022

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

*[Handwritten Signature]*  
19/9/22

முனைவர் பெ. நிர்மலா  
துறைத் தலைவர்  
தமிழ் முதுகலை மற்றும் உயராய்வுத் துறை  
எத்திராஜ் மகளிர் கல்லூரி  
சென்னை-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)  
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தமிழ்த்துறை  
எத்திராஜ் மகளிர் கல்லூரி (தன்னாட்சி)  
சென்னை 600 008.

மே 2022

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

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

# கவிஞனின் காலச்சுவடுகள் - ஓர் ஆய்வு

தமிழ் முதுகலைப் பட்டத்திற்காக

அளிக்கப்பட்ட திட்டக்கட்டுரை

ஆய்வாளர்

அ.மஜீரினா

பதிவு எண்:2013312001011

மேற்பார்வையாளர்

முனைவர் சி.முத்துமாலை

உதவிப்பேராசிரியர்

தமிழ் முதுகலை மற்றும்

உயராய்வுத்துறை

எத்திராஜ் மகளிர் கல்லூரி(தன்னாட்சி)

சென்னை-600008

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தமிழ்த்துறை

எத்திராஜ் மகளிர் கல்லூரி(தன்னாட்சி)

சென்னை-600008

மே 2022

*(Handwritten signature)*  
18/12/22

முனைவர் பெ. நிரமலா

துறைத் தலைவர்

தமிழ் முதுகலை மற்றும் உயராய்வுத் துறை

எத்திராஜ் மகளிர் கல்லூரி

சென்னை-600 008.

*(Handwritten signature)*

PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

# நட்சத்திரக் கோட்டை - ஓர் ஆய்வு

தமிழ் முதுகலைப் பட்டத்திற்காக  
அளிக்கப்பட்ட திட்டக் கட்டுரை- 2021-2022

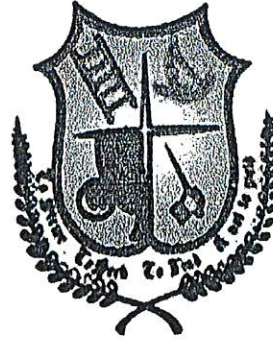
ஆய்வாளர்

அ.மெர்லின்

பதிவு எண்: 2013312001012

மேற்பார்வையாளர்

முனைவர் . செள.பா. சாலாவாணிமீர்  
தமிழ் முதுகலை மற்றும் உயராய்வுத்துறை  
எத்திராஜ் மகளிர் கல்லூரி (தன்னாட்சி)  
சென்னை - 600 008.



தமிழ் முதுகலை மற்றும் உயராய்வுத்துறை

எத்திராஜ் மகளிர் கல்லூரி (தன்னாட்சி)

சென்னை - 600 008

மே 2022

*S. Murali*<sup>1</sup>

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

*M. Nirmala*  
15/1/22

முனைவர் பெ. நிரமலா  
துறைத் தலைவர்  
தமிழ் முதுகலை மற்றும் உயராய்வுத் துறை  
எத்திராஜ் மகளிர் கல்லூரி



# “திருவள்ளூர் மாவட்டப் பழமொழிகள்”

(சூழலியல் அடிப்படையில்)

தமிழ் முதுகலைப் பட்டத்திற்காக அளிக்கப்பட்ட திட்டக்கட்டுரை  
2020 - 2022

ஆய்வாளர்

செல்வி ஆ. வள்ளி

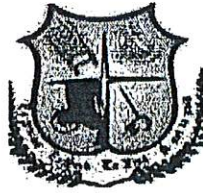
பதிவு எண்: 2013312001014

நெறியாளர்

முனைவர் மு. வனிதா,

உதவிப் பேராசிரியர் ,

தமிழ் முதுகலை மற்றும் உயராய்வுத்துறை,



தமிழ் முதுகலை மற்றும் உயராய்வுத்துறை,

எத்திராஜ் மகளிர் கல்லூரி (தன்னாட்சி),

சென்னை - 600 008.

மே - 2022

*S. Murugesan*

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

*முனைவர் பெ. நிர்மலா*  
18/11/22

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

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)

*S. Mangayarkarasi*  
PRINCIPAL

Dr. J. 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.

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

*J.R.*  
*25/7/22*

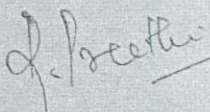
APR 2022

DURGA DHARSHINI J

2013312005007

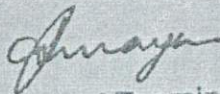
CERTIFICATE

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.

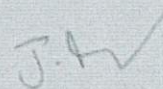


PROJECT SUPERVISOR

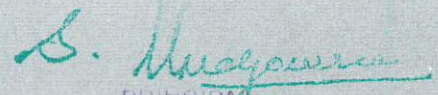
Dr. Mrs. R. PREETHI M.A. MPhil. PH.D.  
Assistant Professor of English  
Ethiraj College For Women,  
Chennai-600 008



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



HEAD OF THE DEPARTMENT



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

Dr. J. 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.



5/25/22

**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)**

**Dr. J. MANGAYARKARASI**  
M.A., M.Phil., PGCTE (EPED),  
ASSOCIATE PROFESSOR AND HEAD  
POST GRADUATE AND RESEARCH DEPARTMENT OF ENGLISH  
ETHIRAJ COLLEGE FOR WOMEN,  
CHENNAI-600 008.

**CHENNAI - 600008**

**APRIL 2022**

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

*J.W  
25/7/22*

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

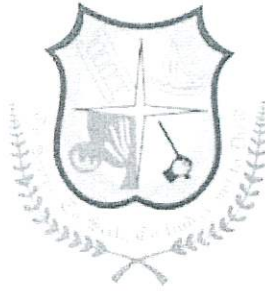
IN

ENGLISH

By

HARINI T

REGISTER NO: 2013312005011



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI - 600008

APRIL 2022

*S. Mageswari*

PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600 008.

J.T.  
25/7/22  
Dr. J. 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.

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

By

R. IFFATH KHANAM

REGISTER NO: 2013312005012



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI – 600008

J.W  
25/10/23  
Dr. J. 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.

*S. Manjappa*

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

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

*B.V.  
25/7/22*

Dr. J. 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.

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

*S. Mangayarkarasi*  
PRINCIPAL

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

*3.2  
25/7/22*

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



CHANNELING FEMALE SUBORDINATION IN  
ANITA DESAI'S *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)

CHENNAI - 600008

MARCH/APRIL 2022

Dr. J. 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.

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

T.W. 25/3/23

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

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

25/7/22

APRIL 2022

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

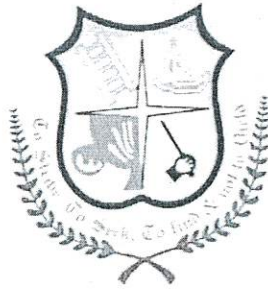
IN

ENGLISH

By

S.P. NIROSHINI

REGISTER NO: 2013312005021



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI - 600008

APRIL 2022

J.W  
25/7/22

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

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

JUXTAPOSING SCIENCE AND MYTHOLOGY WITH REFERENCE TO  
DEV DUTT PATTANAIAK'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

POONGUZHALLIS

REGISTER NO: 2013312005024



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI – 600008

APRIL 2022

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

*S.W. 25/7/22*  
Dr. J. 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.

A STUDY OF HOMER'S ILIAD IN TRANSLATION AND ITS POSITION IN  
THE 21<sup>ST</sup> CENTURY

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

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

*15/4/22*  
**Dr. J. 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.

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

ROSHNA P

REGISTER NO: 2013312005027



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI - 600008

Dr. J. MANGAYARKARASI  
M.A., M.Phil., PGCTE (EF),  
APRIL 2022  
ASSOCIATE PROFESSOR AND HEAD  
POST GRADUATE AND RESEARCH DEPARTMENT OF ENGLISH  
ETHIRAJ COLLEGE FOR WOMEN,  
CHENNAI-600 008.

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

S.R.  
25/7/22

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

PROJECT WORK

*Submitted in partial fulfilment of the*

*Requirements for the degree of*

MASTER OF ARTS

IN

ENGLISH

By

SHASMITHA K S

REGISTER NO: 2013312005030



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI - 600008

APRIL 2022

*S. Mangayarkarasi*

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

5.4 ✓  
25/7/22

Dr. J. 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.

**BREAKING THROUGH THE FETTERS: A STUDY OF PADMA DESAI'S  
BREAKING OUT: AN INDIAN WOMENS AMERICAN JOURNEY**

**PROJECT WORK**

*Submitted in partial fulfilment of the*

*Requirements for the degree of*

**MASTER OF ARTS**

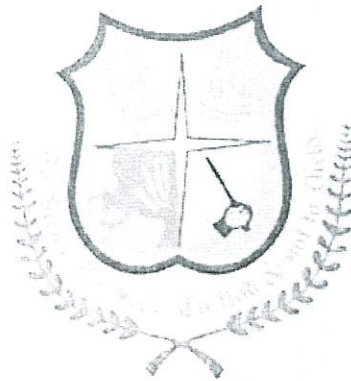
**IN**

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**By**

**SNOWLIN DAFFNIE A.**

**REGISTER NO: 2013312005032**



**DEPARTMENT OF ENGLISH**

**ETHIRAJ COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

**CHENNAI - 600008**

*S. Mangayarkarasi*

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

**Dr. J. 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.

*15/11/2021  
25/12/21*

**APRIL 2022**



OVERCOMING CONTROVERSIES- A SUCCESS OF AUTHORSHIP AND  
TRANSLATION

PROJECT WORK

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Requirements for the degree of*

MASTER OF ARTS

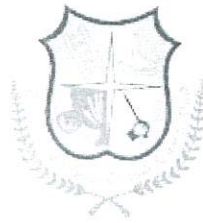
IN

ENGLISH

By

SWETHA.S

REGISTER NO: 2013312005033



DEPARTMENT OF ENGLISH  
ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI - 600008

APRIL 2022

*S. Mangayarkarasi*  
PRINCIPAL

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

*J.M.  
25/7/22*

**Dr. J. 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.

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

PROJECT WORK

*Submitted in partial fulfilment of the*

*Requirements for the degree of*

MASTER OF ARTS

IN

ENGLISH

By

TEJASHWINI GK

REGISTER NO: 2013312005034



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI – 600008

APRIL 2022

Dr. J. 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.

*S. Mangayarkarasi*

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

5/4/22  
25/1/22

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

PROJECT WORK

*Submitted in partial fulfilment of the*

*Requirements for the degree of*

MASTER OF ARTS

IN

ENGLISH

By

S.THASLEEM RAYEESHA

REGISTER NO: 2013312005035



DEPARTMENT OF ENGLISH

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI – 600008

APRIL 2022

*S. Mangayarkarasi*

PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600 008.

*S.W. 25/7/22*  
Dr. J. 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.

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

BY

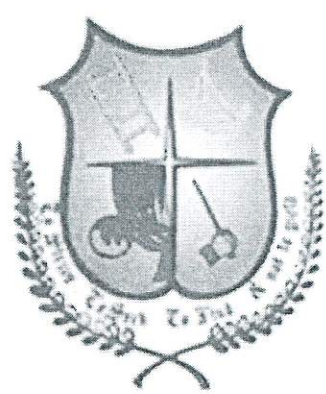
ABINAYA.S

(REGISTER NO: 2013312020001)

UNDER THE GUIDANCE OF

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

ASSISTANT PROFESSOR



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI - 600 008

MAY-2022

*Dharmara*  
4/8/22

*S. Manjowari*  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN,  
(AUTONOMOUS)  
CHENNAI-600 008.

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

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

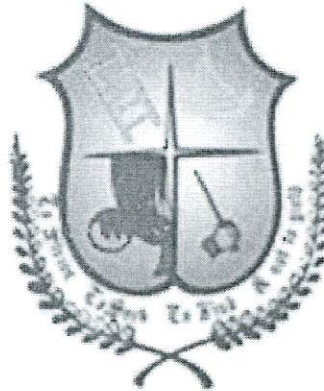
**By**

**ANANYA K**

**(2013312020002)**

**UNDER THE GUIDANCE OF**

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



**POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS**

**ETHIRAJ COLLEGE FOR WOMEN (AIDED)**

**(AUTONOMOUS)**

**CHENNAI - 600 008**

**(MAY 2022)**

*Ananya K*  
4/8/22

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

**A STUDY ON IMPACT OF CHILD LABOUR IN TAMILNADU**

**SUBMITTED**

**By**

**ANEES FATHIMA. S**

**(2013312020003)**

**UNDER THE GUIDIANCE OF**

**MRS .Maj.R.SHANTHINI, M.A.,M.PHIL**

**ASSOCIATE PROFESSOR**



**POST GRADUATE AND RESEARCH DEPARTMENT OF  
ECONOMICS**

**ETHIRAJ COLLEGE FOR WOMEN (AIDED)**

**(AUTONOMOUS)**

**CHENNAI – 600 008**

**(DECEMBER 2021)**

*Danbare*  
*4/8/23*

*S. Anjamma*  
S. Anjamma  
ASSOCIATE PROFESSOR FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.

**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**

**By**

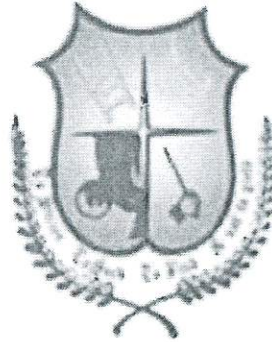
**R.BHUVANESHWARI**

**REGISTER NUMBER: 2013312020004**

**UNDER THE GUIDANCE OF**

**Dr. Tmt. B.Shyamala, M.A., M.Phil., Ph.D.,B.Ed**

**ASSOCIATE PROFESSOR**



**POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI- 600 008**

**MAY 2022**

*R. Bhuvaneshwari*  
4/1/22

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

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

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

**By**

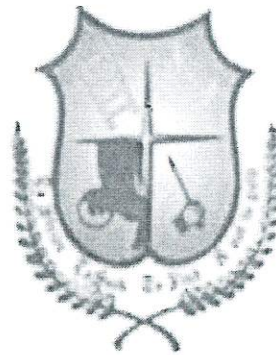
**DIVYA R.**

**REGISTER NUMBER: 2013312020005**

**UNDER THE GUIDANCE OF**

**Dr. Tmt. R. SANGEETHA MA, M.Phil., Ph.D.,S.E.T**

**ASSISTANT PROFESSOR & HEAD OF DEPARTMENT**



**POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI- 600 008**

**MAY 2022**

*Dr. R. Sangeetha*  
4/21/22

*S. Manojkumar*

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



**COLLEGE STUDENTS PERCEPTION ON VACCINATION TO PREVENT  
CORONA VIRUS**

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

**By**

**FATHIMA FASHIHA.M. F**

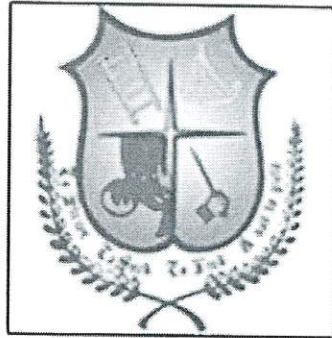
**REGISTER NUMBER: 2013312020006**

**UNDER THE GUIDANCE OF**

**Dr. V.M. SUNEELA SHYAM,**

**MA (Eco)., M.A(Pop.Stud)., M.A(Pub.Adm)., M.A(Hist)., M.A(JMC).,  
M.Phil., M.Ed., M.B.A., PGDCA., PGDHE., Ph.D(Edn)., Ph.D(Eco).,**

**Assistant professor**



**POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI - 600 008**

**MAY 2022**

*Dhruva*  
*4/18/22*

*S. Manojkumar*  
PRINCIPAL

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

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

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

**BY**

**GAYATHRIK**

**(REGISTER NO: 2013312020007)**

**UNDER THE GUIDANCE OF**

**Dr. SARADHA.A, MA., M.Phil., Ph.D., MDA., B.ED**



**POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS**

**ETHIRAJ COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

**CHENNAI - 600 008**

**1**

*Damba*  
*4/2/23*

*S. Manjureshi*

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

**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**

**By**

**S.GAYATHRI**

**(Reg. No: 2013312020008)**

**UNDER THE GUIDANCE OF**

**Dr. G. NEELAVATHY, M.A., M.Phil., Ph.D**

**Assistant professor**

**PG & Research Department of Economics**



**POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**AFFILIATED TO UNIVERSITY OF MADRAS**

**CHENNAI – 600 008**

**APRIL- 2022**

*Dhruva*  
4/8/22

*S. Murugesan*

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

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

REPORT SUBMITTED FOR THE DEGREE OF  
MASTER OF ARTS IN ECONOMICS

By

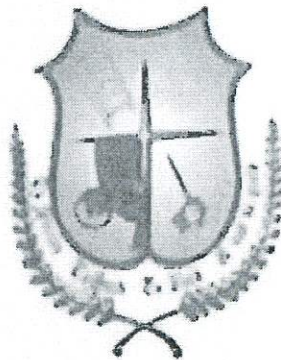
**T. HARITHA**

REGISTER NUMBER: 2013312020009

UNDER THE GUIDANCE OF

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

ASSOCIATE PROFESSOR



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI- 600 008

MAY 2022

*Dharshini*  
4/1/22

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

**A STUDY ON THE IMPACT OF SOCIAL MEDIA WITH  
SPECIAL REFERENCE TO CHENNAI CITY**

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

**BY**

**HEMA LATHA.V**

**(REGISTER NO: 2013312020010)**

**UNDER THE GUIDANCE OF**

**Dr. Tmt. G. NEELAVATHY, MA., M.Phil., Ph.D.,  
ASSISTANT PROFESSOR**



**POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS  
ETHIRAJ COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

**CHENNAI - 600 008**

**MAY-2022**

*Dhruva*  
4/1/22

*B. Murugesan*

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

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

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

**By**

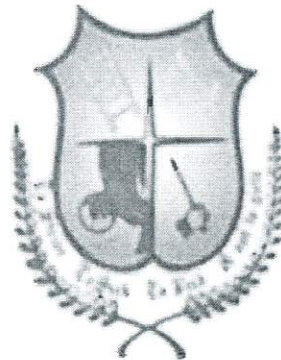
**JAGATHESWARI G**

**REGISTER NUMBER: 2013312020011**

**UNDER THE GUIDANCE OF**

**Dr. Tmt. D. B. USHARANI, M.A., 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**

*D. Usharani*  
4/8/22

*S. Jagatheswari*

**PRINCIPAL**  
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**A STUDY ON THE IMPACT OF SOCIAL MEDIA ON  
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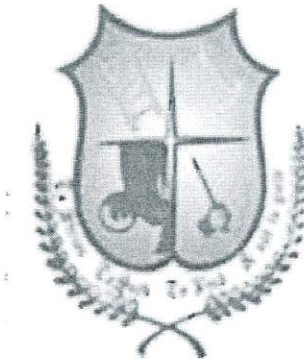
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**Tmt.M.SUGANTHI, M.A., M.Phil.**

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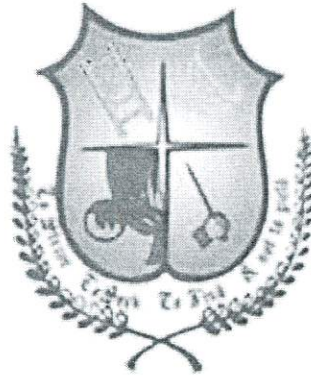
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**A STUDY ON THE IMPACT OF CYBERCRIME ON  
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**UNDER THE GUIDANCE OF  
MRS.C.JAYASHREE , M.A.,M.PHIL.,M.B.A  
ASSISTANT PROFESSOR**



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**Dr. Tml. R. SANGEETHA, M.A., MPhil., Ph.D., SET**

**ASSISTANT PROFESSOR**



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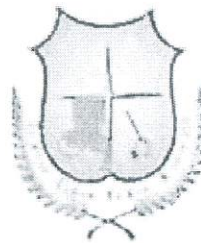
MMAGESHWARI

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ASSOCIATE PROFESSOR



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**A STUDY ON AWARENESS ABOUT THE NATIONAL  
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IN CHENNAI, TAMIL NADU**

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**N.MUMTAJ BEGAM**

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**Dr. V.M. SUNEELA SHYAM, M.A(Eco)., M.A(Pop.Stud).,  
M.A(Pub.Adm)., M.A(Hist)., M.A(JMC)., M.Phil., M.Ed., M.B.A.,  
PGDCA., PGDHE., Ph.D(Edn)., Ph.D(Eco).,  
ASSISTANT PROFESSOR**



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**AN ASSESSMENT ON SOLID WASTE MANAGEMENT WITH  
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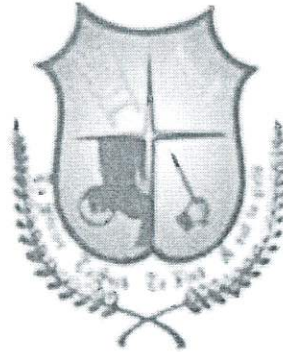
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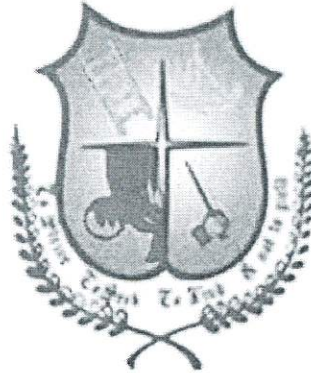
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MRS.MA.I.R.SHANTHINI, M.A.,M.PHIL.

ASSOCIATE PROFESSOR



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DISSERTATION OF BACHELOR IN DISTANCE EDUCATION IN  
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DR. J. R.

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WOMEN'S STUDIES DEPARTMENT

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ASSOCIATE PROFESSOR OF DEPARTMENT



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**PROJECT ON THE IMPACT OF COVID-19 CRISIS ON MICRO SMALL MEDIUM  
ENTERPRISES WITH REFERENCE TO CHENNAI CITY**

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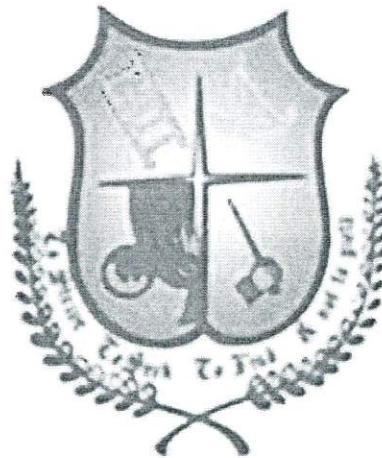
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ANALYZING THE EXISTENCE OF ENVIRONMENTAL KUZNETS CURVE AND  
POLLUTION HAVEN HYPOTHESIS : AN INDIAN SCENARIO

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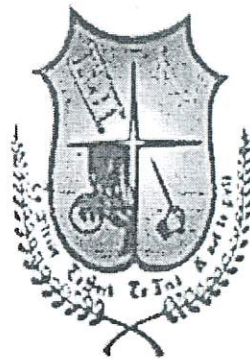
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Dr.Tmt. D. UMA, M.S., M.Phil., Ph.D

ASSOCIATE PROFESSOR



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**A STUDY ON GENDER DISCRIMINATION AND ITS IMPACT ON EMPLOYEE  
PERFORMANCE**

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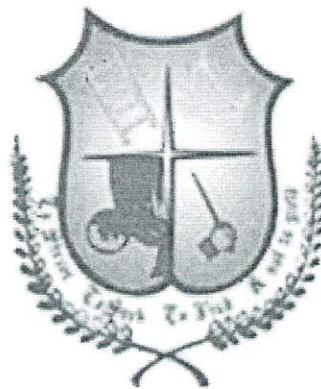
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**A STUDY ON INVESTMENT BEHAVIOUR OF WORKING  
WOMEN WITH SPECIAL REFERENCE TO CHENNAI CITY.**

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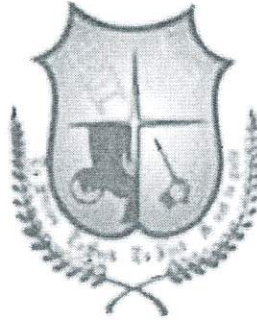
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SECTOR WITH SPECIAL REFERENCE TO TAMILNADU**

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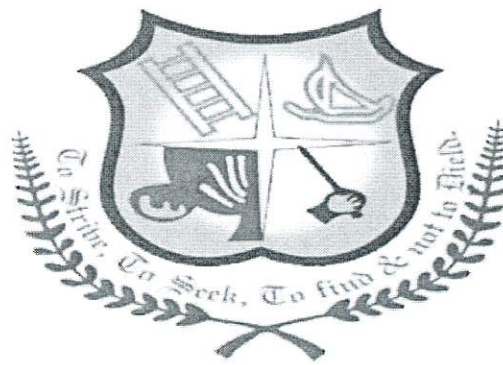
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SPECIAL REFERENCE TO ADOLESCENTS

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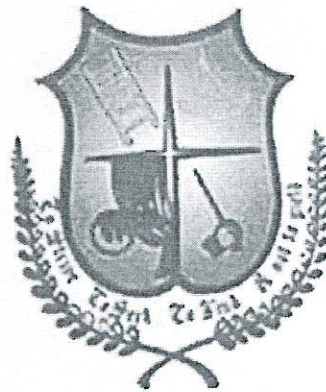
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ASSISTANT PROFESSOR



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*S. Muralidharan*

PRINCIPAL

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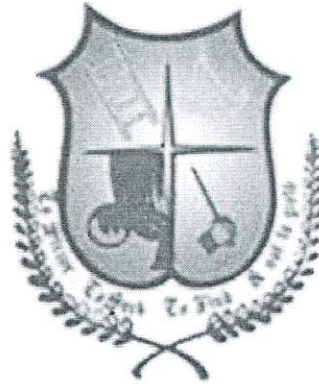
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**SONIYA B**

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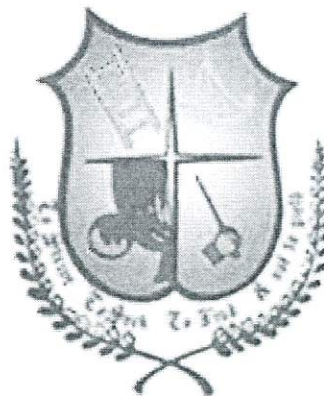
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**ASSISTANT PROFESSOR**



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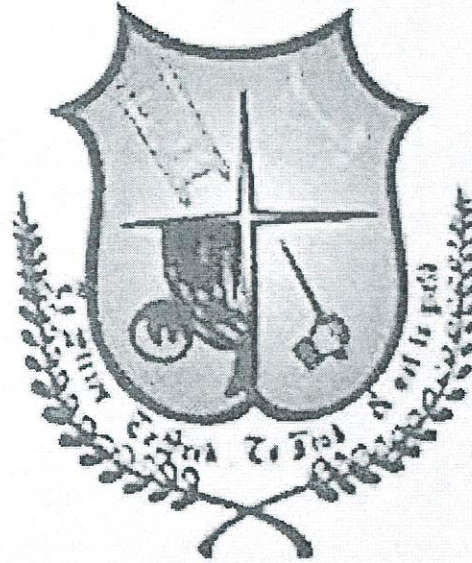
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THATCHAYANY B

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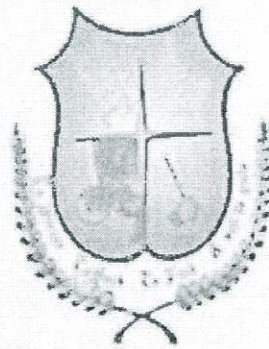
P. VIGNESHWARI

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Dr. Tmt. R. SANGEETHA M.A., M.Phil., Ph.D., SET

ASSISTANT PROFESSOR



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*D. Sangeetha*  
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19 WITH REFERENCE TO CHENNAI CITY**

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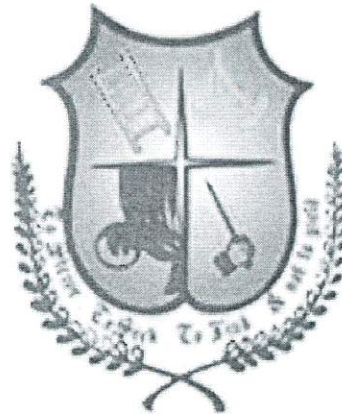
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**Dr. C. HEMAMALINI, MA., M.Phil., PGDCA., Ph.D., S.E.T**



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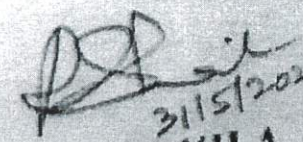
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This is to certify that the work embodied in this project entitled "ISOLATION AND CHARACTERIZATION OF FLAVONOIDS FROM LEAVES OF *CYCLEA PELTATA*" submitted by ANITHA.A. (Reg.No :2013312049002) Department of Chemistry, Ethiraj College for Women (Autonomous), Chennai-08, affiliated to the University of Madras is the original and independent work carried out by her in the laboratory of the Department of Chemistry, Siddha Central Research Institute, Govt. Anna Hospital Campus, under my supervision. This dissertation has not been previously formed basis for the award of any degree, diploma, associateship, fellowship or any other similar titles.

Project Supervisor

  
 31/5/2022  
**Dr. R. SHAKILA**  
 Research Officer and Head,  
 Department of Chemistry,  
 Siddha Central Research Institute,  
 Govt. Anna Hospital Campus,  
 Arumbakkam,  
 Chennai - 600 016.

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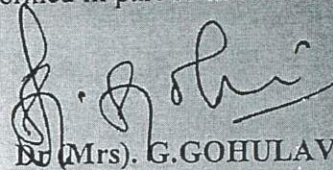
  
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Dr. (Mrs.) G. GOHULAVANI

Assistant professor,  
Department of Chemistry,  
Ethiraj College for Women (Autonomous),  
Chennai- 600 008

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Principal & Head,

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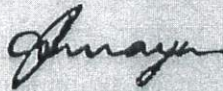
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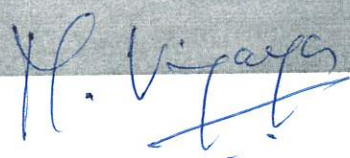
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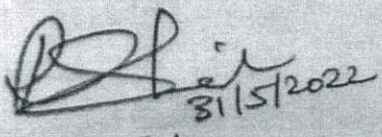
  
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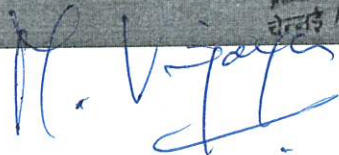
This is to certify that the work embodied in this project entitled "FRACTIONATION AND CHARACTERIZATION OF PHYTOCHEMICALS FROM LEAVES OF *CANAVALIA VIROSA*" submitted by GEETHA.G, (Reg. No: 2013312049004) Department of Chemistry, Ethiraj College for Women (Autonomous), Chennai- 600008, affiliated to the University of Madras is the original and independent work carried out by her in the laboratory of the Department of Chemistry, Siddha Central Research Institute, Govt. Anna Hospital Campus, under my supervision. This dissertation has not been previously formed basis for the award of any degree, diploma, associateship, fellowship or any other similar titles.

Project Supervisor

  
31/5/2022  
Dr. R. SHAKILA,  
Research Officer and Head,  
Department of Chemistry,  
Siddha Central Research Institute,  
Govt. Anna Hospital Campus,  
Arumbakkam  
Chennai-600 016

डॉ. आर. शकिला / Dr. R. Shakila  
अनुसंधान अधिकारी (रसायन) & प्रमुख /  
Research Officer (Chemistry) & Head  
रसायन विभाग / Department of Chemistry  
सिद्धा केंद्रीय अनुसंधान संस्थान /  
Siddha Central Research Institute  
अरुम्बाकम / Arumbakkam,  
चेन्नई / Chennai-600106

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

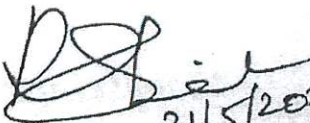


HEAD  
DEPT. OF CHEMISTRY  
ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI 600 008.

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It is to certify that the work embodied in this project entitled "SYNTHESIS OF SODIUM ALGinate BEADS INCORPORATED WITH SELENIUM NANOPARTICLES AND ITS ANTIDIABETIC ACTIVITY" submitted by KIRUTHIKA M, (Reg. No.:2013312049005) Department of Chemistry, Ethiraj College for Women (Autonomous), Chennai-08, affiliated to the University of Madras is the original and independent work carried out by her in the laboratory of Department of Chemistry, Siddha Central Research Institute, Govt. Anna Hospital Campus, under my supervision. This dissertation has not been previously formed basis for the award of any degree, diploma, associateship, fellowship or any other similar titles.

## Project Supervisor

  
31/5/2022

● Dr. R. SHAKILA,


Research Officer and Head,  
Department of Chemistry,  
Siddha Central Research Institute  
Govt. Anna Hospital Campus,  
Arumbakkam,  
Chennai-600 016.

डॉ. आर. शकिला / Dr. R. Shakila  
अनुसंधान अधिकारी (रसायन) & प्रमुख /  
Research Officer (Chemistry) & Head  
रसायन विभाग / Department of Chemistry  
सिद्धा केंद्रीय अनुसंधान संस्थान /  
Siddha Central Research Institute  
अरुम्बकम / Arumbakkam,  
चेन्नई / Chennai-600106



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



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DEPT. OF CHEMISTRY  
ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI 600 008.

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*S. Sudhaparimala*  
01/6/22

Dr. S. SUDHAPARIMALA,

Associate professor,

Department of Chemistry,

Ethiraj College for Women (Autonomous),

Chennai - 600008.

FORWARDED BY

*S. Kothai*

Dr. S. KOTHAI, PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI - 600 008

Principal and Head,

Department of Chemistry,

Ethiraj College for Women (Autonomous),

Chennai- 600008.

DEPARTMENT OF CHEMISTRY  
ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI-600 008.



*S. Muthuswami*

PRINCIPAL

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

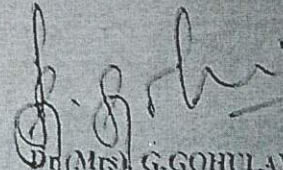
*H. V. G.*

HEAD  
DEPT. OF CHEMISTRY  
ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI 600 008.

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This is to certify that the dissertation entitled "A STUDY ON THE POTENTIAL UPTAKE OF Cr(VI) IONS FROM AQUEOUS SOLUTION USING MODIFIED *Tamarindus indica* L. HULL AS ADSORBENT" is a record of research work carried out by K.Nisrin Fathima in the Department of Chemistry, Ethiraj College for Women (Autonomous), Chennai-600 008, Affiliated to the University of Madras under my supervision and guidance during 2021-2022 and this dissertation has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title in any institution or University. I also certify that this dissertation represents work of the candidate and that it has not formed in part or in full the basis for the award of any other previous research degree.

  
Dr. (Mrs) G. GOHULAVANI

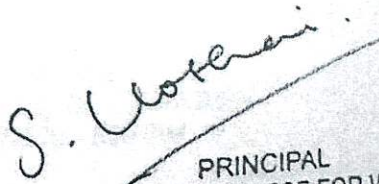
Assistant professor,

Department of Chemistry,

Ethiraj College for Women (Autonomous),

Chennai- 600 008

FORWARDED



PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI - 600 008

Dr. Mrs.S.KOTHAI

Associate Professor & Head,

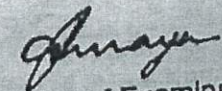
Department of Chemistry,

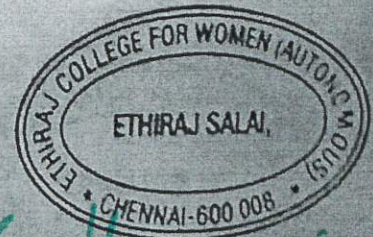
Principal & Secretary,

Ethiraj College for Women (Autonomous),

Chennai-600 008.

DEPARTMENT OF CHEMISTRY  
ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI-600 008.

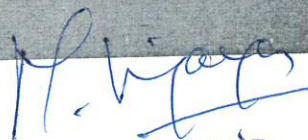
  
Controller of Examinations  
Ethiraj College for Women  
(Autonomous)  
Ethiraj Salai, Chennai-600 008.



  
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CHENNAI-600 008.



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DEPT. OF CHEMISTRY  
ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI 600 008.



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This is to certify that the dissertation entitled "METABOLOMICS OF TRAGIA INVOLUCRATA - EXTRACTION AND CHARACTERISATION" submitted at Ethiraj College for Women (Autonomous), Chennai-600 008, in partial fulfillment of the requirements for the degree of Master of Science in Chemistry from the University of Madras, is a bonafide work carried out by PREETHA S under my supervision and guidance. I also certify that this dissertation represents work of the candidate and it has not formed in part or in full the basis for award of any other previous research degree.

*M. Vijaya*  
11/6/22

Mrs. M. VIJAYA  
Associate Professor  
PG and Research Department of  
Chemistry  
Ethiraj College for Women  
(Autonomous),  
Chennai-600 008.

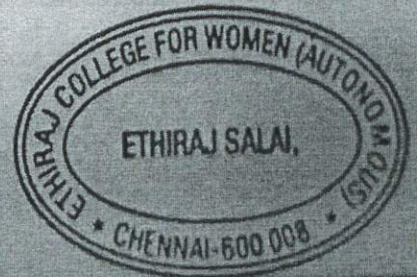
*S. Kothai*

PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
FORWARDED  
CHENNAI - 600 008

Dr.(Mrs).S. KOTHAI  
Associate Professor and Head  
PG and Research Department of Chemistry  
Principal  
Ethiraj College for Women  
(Autonomous),  
Chennai-600 008.

DEPARTMENT OF CHEMISTRY  
ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI-600 008.

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



*H. Vijaya*

HEAD  
DEPT. OF CHEMISTRY  
ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI 600 008.

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*S. Anayamma*

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

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This is to certify that the dissertation entitled "A STUDY ON THE ADSORPTION OF Co (II) ON CHEMICALLY TREATED SAWDUST" is a record of research work carried out by RUBAVATHILD in the Department of Chemistry, Ethiraj College for Women (Autonomous), Chennai-600 008, affiliated to the University of Madras under my supervision and guidance during 2021-22 and this dissertation has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title in any institution or University. I also certify that this dissertation represents work of the candidate and that it has not formed in part or in full the basis for the ward of any other previous research degree.

*G. Gohulavani*  
Dr (Mrs). G.GOHULAVANI

Assistant Professor,  
Department of Chemistry,  
Ethiraj College for Women (Autonomous),  
Chennai- 600 008.

FORWARDED

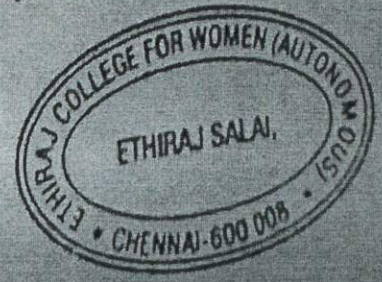
*S. Kothai*  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI - 600 008

Dr. Mrs.S.KOTHAI  
Associate Professor & Head,  
Department of Chemistry,  
Principal & Secretary,  
Ethiraj College for Women (Autonomous),  
Chennai-600 008

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



DEPARTMENT OF  
ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI-600 008.



*M. Vignesh*

HEAD  
DEPT. OF CHEMISTRY  
ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI 600 008.

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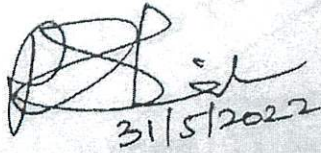
*S. Manojkumar*

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

# CERTIFICATE

This is to certify that the work embodied in this project entitled "SYNTHESIS OF MICROSTRUCTURED SELENIUM PARTICLES LOADED SODIUM ALGINATE BEADS AND ITS HEPATOPROTECTIVE ACTIVITY" submitted by SINDHUJA S, (Reg. No.: 2013312049010) Department of Chemistry, Ethiraj College for Women (Autonomous), Chennai-08, affiliated to the University of Madras is the original and independent work carried out by her in the laboratory of Department of Chemistry, Siddha Central Research Institute, Govt. Anna Hospital Campus, under my supervision. This dissertation has not been previously formed basis for the award of any degree, diploma, associateship, fellowship or any other similar titles.


## Project Supervisor



31/5/2022


**Dr. R. SHAKILA,**  
Research Officer and Head,  
Department of Chemistry,  
Siddha Central Research Institute,  
Govt. Anna Hospital Campus,  
Arumbakkam,

Dr. R. Shakila / Dr. R. Shakila  
Research Officer (Chemistry) & Head  
Department of Chemistry  
Siddha Central Research Institute  
Arumbakkam, Chennai-600108



**HEAD**  
**DEPT. OF CHEMISTRY**  
**ETHIRAJ COLLEGE FOR WOMEN**  
**CHENNAI 600 008.**

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

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*L. Leelavathy* 1/6/22.  
Dr.L.LEELAVATHY

Associate Professor,  
Department of Chemistry,  
Ethiraj College for Women  
(Autonomous),  
Chennai-600008.

Forwarded

*S. Kothai*

Dr. S.KOTHAI

PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI - 600 008

Associate Professor and Head,

Department of Chemistry,

Principal,

Ethiraj College for women

(Autonomous),

Chennai-600008.

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

DEPARTMENT OF CHEMISTRY  
ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI-600 008.

*A. Anaya*

HEAD  
DEPT. OF CHEMISTRY  
ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI - 600 008.



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*S. Anaya*

PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
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CHENNAI-600 008.

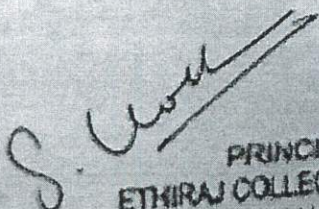
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Dr. S. SUDHAPARIMALA,  
Associate professor,  
Department of Chemistry,  
Ethiraj College for Women (Autonomous),  
Chennai-600 008.

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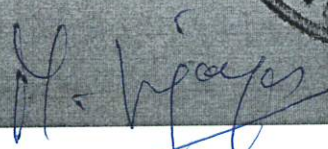
Dr. S. KOTHAI,  
Principal  
ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI - 600 008

Principal and Head  
Department of Chemistry,  
Ethiraj College for Women (Autonomous),  
Chennai-600 008

DEPARTMENT OF CHEMISTRY  
ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI-600 008.

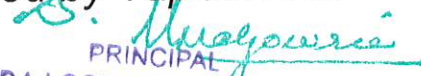


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(Autonomous)  
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ETHIRAJ COLLEGE FOR WOMEN  
CHENNAI - 600 008.

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(AUTONOMOUS)  
CHENNAI-600 008.

**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

**Dr. A.S. SARANYA**

**Department of Commerce (AIDED)**

By

**AKSHAYA. T**

**Reg. no: 2013312083001**



**Department of Commerce (AIDED)**

**Ethiraj College for Women (Autonomous)**

**Affiliated to the University of Madras**

**CHENNAI-600008**

**2020 - 2022**

*S. Murugesan*

PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600 008.

## CERTIFICATE

This is to certify that the project titled "IMPACT OF "CONSUMPTION VALUE" ON "BRAND LOYALTY" WITH RESPECT TO PERSONAL CARE PRODUCTS" was carried out by Akshaya T (Reg no: 2013312083001) 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 A.S. Saranya

Head, Department of Commerce

Ethiraj College for Women

Chennai- 600 008

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



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



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

## DECLARATION

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.

*Akshaya T*

Signature of the student

(AKSHAYA T)

Place: Chennai

Date: May 2022

*Saranya*

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

*Saranya*

Dr A.S. Saranya

Head, Department of Commerce

Ethiraj College for Women

Chennai- 600 008



*S. Murugesan*

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

*A-S Gayathri*  
*Asst AD*

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

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



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

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. A.S. GAYATHRI**

**Department of Commerce**

By

**BHARATHI. R**

**Reg. no: 2013312083002**



**Department of Commerce**

**Ethiraj College for Women (Autonomous)**

**Affiliated to the University of Madras**

**Chennai-600008**

**(2020 – 2022)**

*S. Murugesan*

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

*A.S. Gayathri*  
*(As Asst)*

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

## CERTIFICATE

This is to certify that the project titled "PERSONALITY FACTORS, PURCHASE INTENTION AND ACTUAL PURCHASE BEHAVIOUR WITH RESPECT TO BRANDED COSMETICS" was carried out by BHARATHI R (2013312083002) in partial fulfillment of the requirement for the degree of MASTER OF COMMERCE during the academic year 2020-2022.

Place: Chennai

Date: May 2022

*A-S Gayathri*

Dr. A.S. GAYATHRI  
Associate Professor,  
Department of Commerce,  
Ethiraj College for Women,  
Chennai – 600 008.

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



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

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

*A.S. Gayathri*  
*for AD*

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

**A STUDY ON THE PERCEPTION TOWARDS THE DETERMINANTS OF  
TAX EVASION**

A project submitted in partial fulfillment of the requirement

For the award of Degree of

**MASTER OF COMMERCE**

Under the Supervision and Guidance of

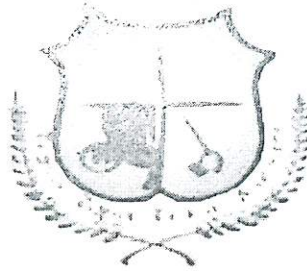
**Dr. ANNAPOORNI. M**

**Department of Commerce**

By

**BHUVANESWARI J.**

**Reg. no: 2013312083003**



**Department of Commerce**

**Ethiraj College for Women (Autonomous)**

**Affiliated to the University of Madras**

**Chennai-600008**

**(2020 – 2022)**

*S. Muralidharan*


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

## CERTIFICATE

This is to certify that the project titled "A STUDY ON THE PERCEPTION TOWARDS THE DETERMINANTS OF TAX EVASION" was carried out by BHUVANESWARI J. (Register no: 2013312083003) 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. ANNAPOORNI. M

Associate Professor

Department of Commerce

Ethiraj College for Women

Chennai – 600 008





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



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



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

**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

for the award of the degree of

**MASTER OF COMMERCE**

Under the Supervision and Guidance of

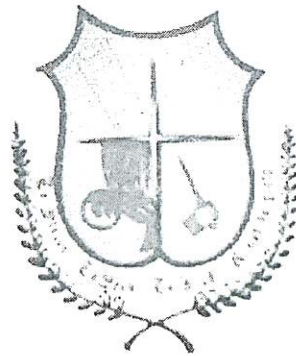
**Dr. B. DHANA LAKSHMI**

**Department of Commerce (AIDED)**

By

**GEERTHANA J**

**Reg. No: 2013312083004**



*S. Mageswari*

PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN

**Department of Commerce (AIDED) (AUTONOMOUS)**

CHENNAI-600 008.

**Ethiraj College for Women (Autonomous)**

**Affiliated to the University of Madras**

**CHENNAI-600008**

*A.S. Gayathri*  
As HOD

**(2020 - 2022)**

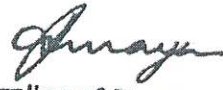
**Dr. A. S. Gayathri**  
Associate Professor & Research Supervisor  
PG & Research Department of Commerce (Aided)  
Ethiraj College for Women (Autonomous)  
Chennai - 600008

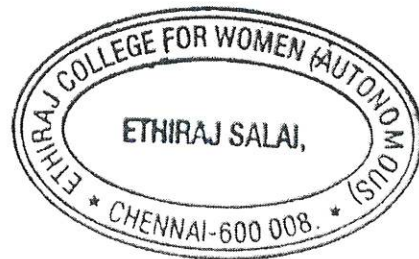
**CERTIFICATE**

This is to certify that the project titled "A STUDY ON THE IMPACT OF INFLUENCER MARKETING ON CONSUMERS' PURCHASE INTENTION – SPECIAL REFERENCES WITH SOCIAL MEDIA" was carried out by Geerthana J (Reg. No: 2013312083004) 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. B. Dhana Lakshmi

Assistant Professor,  
Department of Commerce,  
Ethiraj College for Women,  
Chennai-600 008.



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

  
A-S. Gayathri

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

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

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

**MASTER OF COMMERCE**

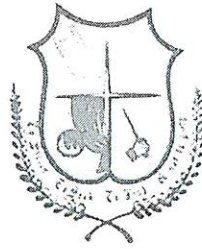
Under the Supervision and Guidance of

**Dr.V. Krishna Kumari**  
**Department of commerce (AIDED)**

By

**JANANI V**

**Reg. no: 2013312083006**



**Department of Commerce (AIDED)**  
**Ethiraj College for Women (Autonomous)**  
**Affiliated to the University of Madras**  
**CHENNAI-600 008**  
**2020-2022**

*A.S. Gayathri  
Asst HOD*

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

*S. Muralidharan*

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

*Viva Voce Exam conducted  
on 31/05/2022*

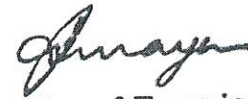
*N  
31/5/22*

## CERTIFICATE

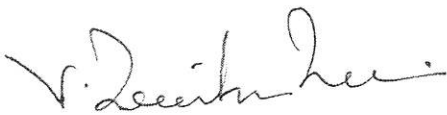
This is to certify that the project titled "A STUDY ON THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION TOWARDS MOBILE WALLET" was carried out by JANANI V (Reg no: 2013312083006) in partial fulfillment of the requirement for the degree of MASTER OF COMMERCE during the academic year 2020-2022.

Place: Chennai

Date: May 2022



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



Dr. V. Krishna Kumari,  
Assistant Professor,  
Department of commerce,  
Ethiraj College for Women,  
Chennai - 600 008.



PRINCIPAL

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



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



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



**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

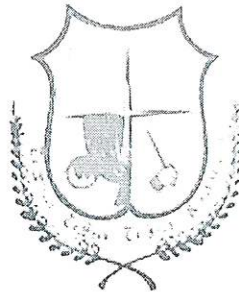
**Dr. VEENA MURALI**

**Department of Commerce**

By

**JAYAPRIYA S**

**Register No: 2013312083007**



**Department of Commerce**

**Ethiraj College for Women (Autonomous)**

**Affiliated to the University of Madras**

**Chennai – 600 008**

**(2020 – 2022)**

*A.S. Gayathri  
Asst HOD*

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

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

*Viva voce Exam conducted  
on 31/05/2022*  
*(Signature)*  
*31/5/22*

## CERTIFICATE

This is to certify that the project titled "A Study on the Impact of Social Media on Entrepreneurial Growth and its Effectiveness" was carried out by **JAYAPRIYA S**, Register No: 2013312083007 in partial fulfillment of the requirement for the degree of Master of Commerce during the academic year 2020-2022.

Place: Chennai

Date: May 2022



Dr. A. S. Saranya

Head, Department of Commerce

Ethiraj College for Women,

Chennai - 600 008.

Dr. A. S. Saranya  
Associate Professor & Research Supervisor  
PG & Research Department of Commerce (Aided)  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008



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

A-S Gayathri  
PG & RD

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



Dr. Veena Marali

Assistant Professor

Department of Commerce

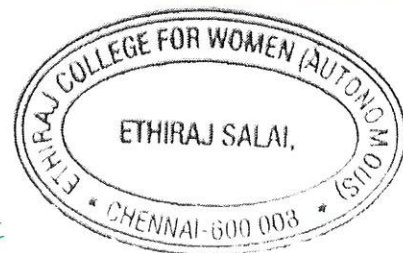
Ethiraj College for Women,

Chennai - 600 008



PRINCIPAL

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



**INFLUENCING VARIABLES OF BANK'S CHATBOT SERVICES  
TOWARDS CONTINUANCE INTENTION OF CUSTOMERS**

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

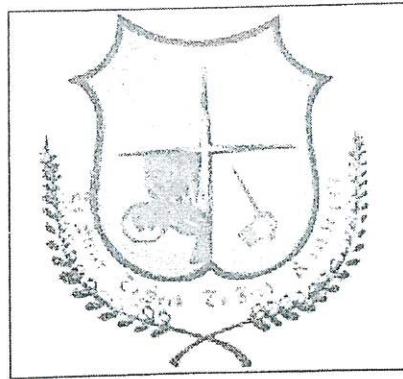
**Dr. S. Revathi**

**Department of Commerce (Aided)**

By

**KAVITHA V**

Reg. no: 2013312083008



**Department of Commerce (Aided)**

**Ethiraj College for Women (Autonomous)**

**Affiliated to the University of Madras**

**Chennai – 600008**

**2020-2022**

*A-S. Gayathri  
Asst Prof*

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

*S. Muralidharan*

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

*Niva Voca exam conducted  
on 31/05/2022*


*M  
31/5/2022*

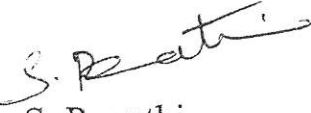
CERTIFICATE

This is to certify that the project titled 'INFLUENCING VARIABLES OF BANK'S CHATBOT SERVICES TOWARDS CONTINUANCE INTENTION OF CUSTOMERS' was carried out by Kavitha V (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



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

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

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

**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

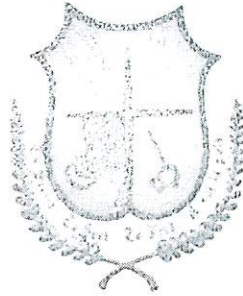
**Dr. N. NANDINI**

**Department of Commerce (AIDED)**

By

**KEERTHIPRIYA N**

**Reg. No: 2013312083009**



**Department of Commerce (AIDED)**

**Ethiraj College for Women (Autonomous)**

**Affiliated to the University of Madras**

**Chennai – 600 008**

**2020 – 2022**

*S. Manjureshi*

PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600 008.

*A-S Gayathri  
for I-D*

**Dr. A. S. Gayathri**

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

*Viva voce conducted  
on 31/05/2022  
M  
31/5/22*

CERTIFICATE

This is to certify that the project titled "A STUDY ON CONSUMER PERCEPTION TOWARDS GREEN PRODUCTS AMONG STUDENTS" was carried out by KFERTHUPRIYA 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. Nandini*  
Dr. N. Nandini,

Assistant Professor,

Department of Commerce,

Ethiraj College for Women,

Chennai – 600 008.

*S. Murugesan*

PRINCIPAL

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

*A. S. Gayathri*  
Asst. AD

Dr. V. S. Saranya  
Associate Professor and Research Supervisor  
Head, P.G. & R.D. Department of Commerce  
Ethiraj College for Women (Autonomous)  
Chennai - 600008

*Shravan*

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

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



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

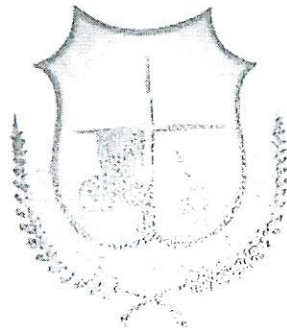
Under the supervision and guidance of

Dr. K. Mythili

BY

R. KOWSALYA

REGISTER NO : 2013312083010



DEPARTMENT OF COMMERCE

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

AFFILIATED TO THE UNIVERSITY OF MADRAS

CHENNAI - 600008

MAY - 2022

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

*A S Gayathri*

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


Viva Voce exam  
conducted on 31/05/2022  
*(NO)*  
*31/5/22*

**CERTIFICATE**

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



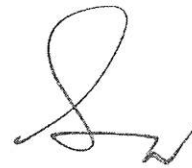
Dr. K. Mythili

Assistant Professor

Department of Commerce

Ethiraj College for Women

Chennai-600008



Dr. A. S. Saranya  
Associate Professor and Research Supervisor  
Head, P.G. & Research Department of Commerce (Aided)  
Ethiraj College for Women (Autonomous)  
Chennai - 600008



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



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



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



**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

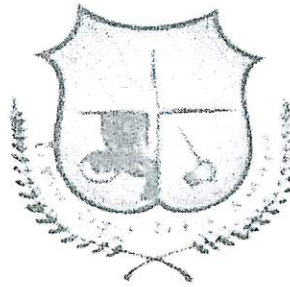
**Dr. ANNAPOORNI. M**

**Department of Commerce (AIDED)**

By

**LAVANYA. E**

**Reg. no: 2013312083011**



**Department of Commerce (AIDED)**

**Ethiraj College for Women (Autonomous)**

**Affiliated to the University of Madras**

**Chennai-600008**

**(2020 – 2022)**

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

*S. Muralidharan*

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


*Viva Voce exam conducted  
on 31/05/2022  
31/5/22*

CERTIFICATE

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)  
Ethiraj Salai, Chennai-600 008.



  
Dr. ANNAPOORNI. M

Associate Professor,

Department of commerce,


Ethiraj College for Women,

Chennai – 600 008.

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



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

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

**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

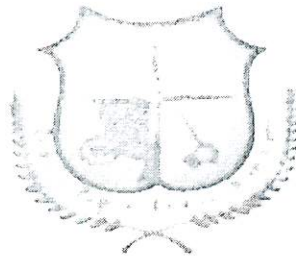
**Dr. B. DHANA LAKSHMI**

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)

*S. Manojewari*

PRINCIPAL

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

*Viva Voce Exam conducted  
on 31/5/2022  
CNS  
31/5/2022*

*A.S. Gayathri*

**Dr. A. S. Gayathri**


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


## CERTIFICATE

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

  
Dr. B. Dhana Lakshmi  
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



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



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

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

**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

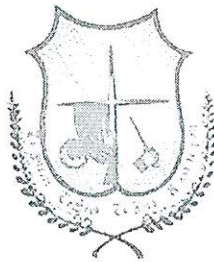
**Dr. V. KRISHNA KUMARI**

**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)**

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

*Viva voce Exam conducted on 31/5/2022*  
*N*  
*S. Nishagowri*  
**PRINCIPAL**  
**ETHIRAJ COLLEGE FOR WOMEN**  
**(AUTONOMOUS)**  
**CHENNAI-600 008.**

## CERTIFICATE

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.

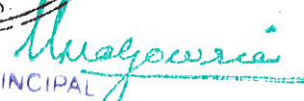
Dr. A. S. Saranya  
Associate Professor and Research Supervisor  
Head, PG & Research Department of Commerce (Aided)  
Ethiraj College for Women (Autonomous)  
Chennai - 600008



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



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



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

**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

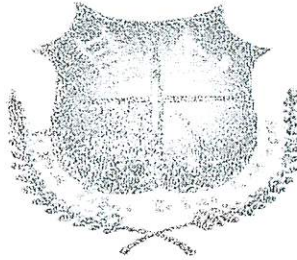
**Dr. Veena Murali**

**Department of Commerce (AIDED)**

By

**NIVETHA R**

**Reg. no: 2013312083014**



**Department of Commerce (AIDED)**

**Ethiraj College for Women (Autonomous)**

**Affiliated to the University of Madras**

**Chennai-600008**

**2020 – 2022**

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

*Viva Voce Exam conducted  
on 31/5/2022*  
*S. Manojkumar*  
**PRINCIPAL**  
**ETHIRAJ COLLEGE FOR WOMEN**  
**(AUTONOMOUS)**  
**CHENNAI-600 008.**

## CERTIFICATE

This is to certify that the project titled "A STUDY ON THE IMPACT OF OMNICHANNEL INTEGRATION PRACTICES ON CUSTOMER 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

*Veena*

Dr. Veena Murali

Assistant Professor

Department of Commerce

Ethiraj College for Women

Chennai – 600 008.

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



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

*A.S. Gayathri*  
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  
Head, PG & Research Department of Commerce (Aided)  
Ethiraj College for Women (Autonomous)  
Chennai - 600008



**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

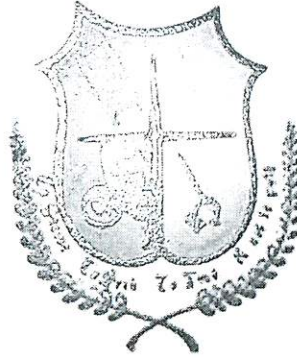
**Dr. S. Revathi**

**Department of Commerce (Aided)**

By

**PAVITHRA R S**

**Reg. No: 2013312083015**



**Department of Commerce (Aided)**

**Ethiraj College for Women (Autonomous)**

**Affiliated to the University of Madras**

**CHENNAI – 600008**

**2020 - 2022**

*A-S. Gayathri*

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

*Viva Voce Exam Completed  
07/05/2022  
CMJ  
21/05/2022*

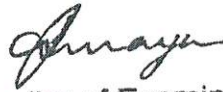
**PRINCIPAL**  
**ETHIRAJ COLLEGE FOR WOMEN**  
**(AUTONOMOUS)**  
**CHENNAI-600 008.**


## CERTIFICATE

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.

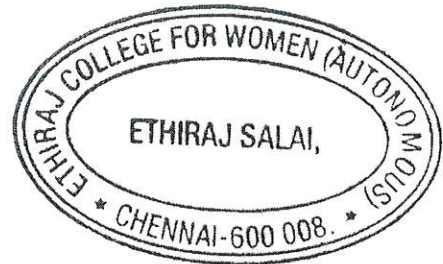
Place: Chennai

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.





Dr. A. S. Saranya  
Associate Professor and Research Supervisor  
Head, P.G. & Research Department of Commerce (Aided)  
Ethiraj College for Women (Autonomous)  
Chennai - 600008





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

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

# 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

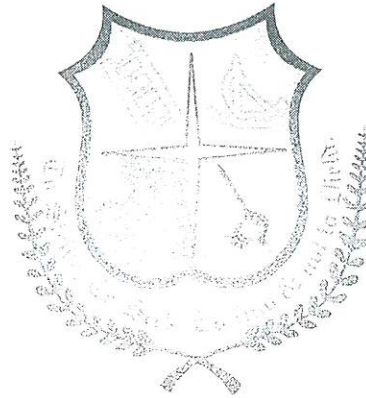
**Dr. N. NANDINI**

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. Gayathri*

*Viva Voce exam conducted  
on 31/05/2022  
S. Murgowari*

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

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

CERTIFICATE

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. Nandini*

Dr. N. Nandini

Assistant Professor,

Department of Commerce,

Ethiraj College for Women,

Chennai – 600 008.

*Anuraga*

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

*S. Sriniva*

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



*A-S. Gayathri*

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

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

CERTIFICATE

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

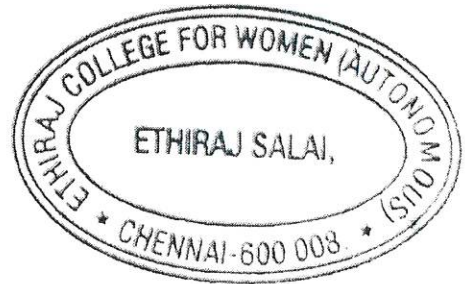
Department of Commerce

Ethiraj College for Women

Chennai- 600 008



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



A. S. Gayathri

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



PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
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

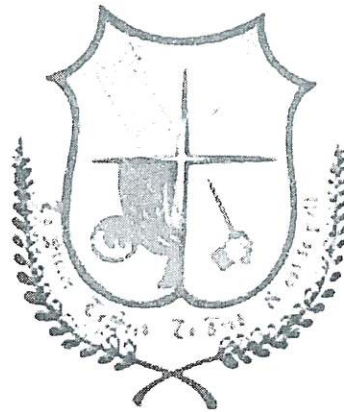
**Dr. K. MYTHILI**

**Department of Commerce (AIDED)**

By

**PRISCILLA. M**

**Reg. no: 2013312083017**



**Department of Commerce (AIDED)  
Ethiraj College for Women (Autonomous)  
Affiliated to the University of Madras  
CHENNAI-600008**

**2020 - 2022**

*S. Mageswari*

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

*Viva Voce exam conducted  
on 31/05/2022*

*A. S. Gayathri*

**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 (Autonomous)**

**Affiliated to the University of Madras**

**Chennai-600008**

**(2020 – 2022)**

*A-S Gayathri*

*S. Muralidharan*

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

*Niva Voce exam conducted  
on 31/05/2022  
NO  
31/05/2022*

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

CERTIFICATE

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

Date: May 2022

*Anna Poorni M*

Dr. ANNAPOORNI. M

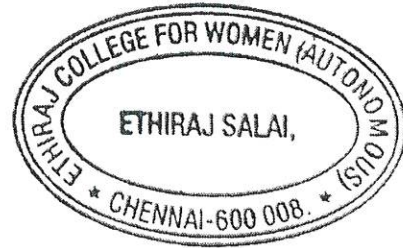
Associate Professor,

Department of commerce,

Ethiraj College for Women,

Chennai – 600 008.

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



*S. Muralidharan*

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

*A. S. Gayathri*

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

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI - 600 008



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

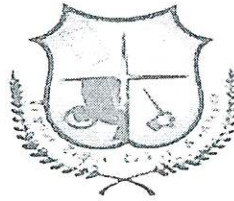
A project submitted in partial fulfilment of the requirement  
for the award of degree of  
**MASTER OF COMMERCE**

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  
Chennai-600008

2020 – 2022

*S. Muralidharan*  
PRINCIPAL

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

Viva Voce exam conducted  
on 31/05/2022  
*(Signature)*  
31/05/2022

*A.S. Gayathri*  
Asst Prof

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

CERTIFICATE

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.



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

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



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

**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

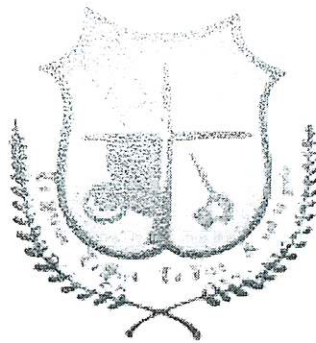
**Dr. V. KRISHNA KUMARI**

**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**

**CHENNAI-600008**

**(2020 – 2022)**

*A. S. Gayathri*

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

*S. Muralidharan*

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

*Viva Voce exam  
conducted on 31/05/2022*


*M*  
*31/05/2022*

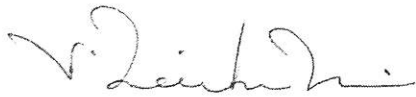
## CERTIFICATE

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

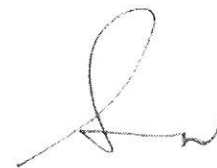
Assistant Professor,

Department of Commerce,

Ethiraj College for Women,

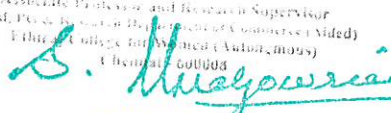
Chennai – 600 008.







**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  
Head, PG & Research Department of Commerce (Aided)  
Ethiraj College for Women (Autonomous)  
Chennai - 600008  
  
**PRINCIPAL**  
**ETHIRAJ COLLEGE FOR WOMEN**  
**(AUTONOMOUS)**  
CHENNAI-600 008.

**A 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

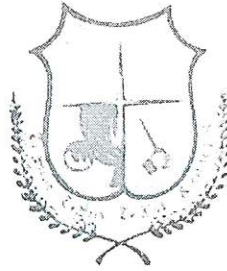
**Dr. VEENA MURALI**

**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)**

*A-S Gayathri*

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

*Viva Voce Exam Conducted  
on 31/05/2022*

*M*  
*31/05/2022*

*S. Murali*  
PRINCIPAL  
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




Dr. VEENA MURALI,

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.



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



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

PRINCIPAL  
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

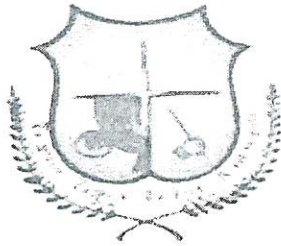
**Dr. S. REVATHI**

**Department of Commerce**

By

**THAMARAI SELVI.U**

**Reg. no: 2013312083022**



**Department of Commerce**

**Ethiraj College for Women (Autonomous)**

**Affiliated to the University of Madras**

**Chennai-600008**

**(2020 – 2022)**

*S. Murugesan*

PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600 008.

*Viva Voce exam conducted  
on 31/05/2022  
CN  
31/5/2022*

*A.S. Gayathri*

**Dr. A. S. Gayathri**


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

## 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,  
Department of Commerce,  
Ethiraj College for Women,  
Chennai – 600 008.



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



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



**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 Madras**

**Chennai – 600008**

**2020-2022**

*S. Mageswari*

PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600 008

*Viva Voce exam conducted  
on 31/05/2022  
AS*

*A S Gayathri*

**Dr. A. S. Gayathri**

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

## 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

Date : May 2022



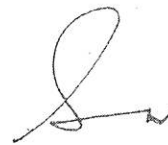
Dr. K. Mythili

Assistant Professor

Department of Commerce

Ethiraj College for Women

Chennai-600008



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



PRINCIPAL  
**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

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

*K. Mythili*  
Dr. K. Mythili  
Assistant Professor  
Department of Commerce  
Ethiraj College for Women  
Chennai-600008



*A.S. Gayathri*

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

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

Project (1) ①

# 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

*Geetha*  
MS. GEETHA K

HEAD OF THE DEPARTMENT  
Department of Commerce (Self Supporting)  
COMMERCE (SS)  
Ethiraj College for Women  
Chennai-600 008.

*S. Anitha*

MS. S. ANITHA  
STAFF IN-CHARGE

*S. Narayanaswami*  
PRINCIPAL

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

# ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. BHAGAVATHY.S with 2013322083002

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

Ratio Analysis of TAFE Ltd

as part of curriculum of M.Com degree

*Geetha*  
MS.GEETHA K

HEAD OF THE DEPARTMENT

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

*S. Anitha*

MS. S. ANITHA  
STAFF IN-CHARGE

*S. Manjowari*

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

# ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. BHARATHI A 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

*Geetha K*  
MS.GEETHA K

HEAD OF THE DEPARTMENT  
COMMERCE (SS)

*S. Anitha S. Mageswari*

MS. S. ANITHA  
STAFF IN-CHARGE

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

*Geetha K*  
Department of Commerce, Head of the Department  
Ethiraj College for Women  
Chennai-600 008.

# ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. BHAVADHARANI B with 2013322083004

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

Ratio Analysis of Wipro

as part of curriculum of M.Com degree

*Geetha*

MS. GEETHA K

*Geetha*  
Head of the Department  
Department of Commerce (SS) Supporting  
Ethiraj College for Women  
Chennai-600 008.

*S. Anitha* *S. Manojamma*

MS. S. ANITHA

STAFF IN-CHARGE

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

# ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. HANSWATHI S with 2013322083005

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

Ratio Analysis of Infosys

as part of curriculum of M.Com degree

*Geetha*  
MS. GEETHA K

*Geetha*  
Head of the Department  
HEAD OF THE DEPARTMENT  
Department of Commerce (SS)  
Ethiraj College for Women  
Chennai-600 008.

*S. Anitha*  
MS. S. ANITHA  
STAFF IN-CHARGE

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



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. HILLARY ACCELIA with 2013322083006

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

Ratio Analysis of Louis Vuitton

as part of curriculum of M.Com degree

*Geetha*  
MS. GEETHA K

HEAD OF THE DEPARTMENT  
Department of COMMERCE (SS) (wing)  
Ethiraj College for Women

*S. Anitha* *S. Mageswari*  
MS. S. ANITHA  
STAFF IN-CHARGE  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008

# ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. ISWARIYA M with 2013322083007

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

Ratio Analysis of Coca cola

as part of curriculum of M.Com degree

*Geetha*  
MS.GEETHA K

*Geetha*  
HEAD OF THE DEPARTMENT  
Department of Commerce (Self Supporting)  
Ethiraj College for Women  
Chennai-600 008.

*S. Anitha*  
MS. S. ANITHA  
STAFF IN-CHARGE

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

# ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. JAYADHARSHINI. P with 2013322083008

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

Ratio Analysis Of TI CYCLES OF INDIA LTD

as part of curriculum of M.Com degree

*Geetha*  
MS.GEETHA K

HEAD OF THE DEPARTMENT  
COMMERCE (SS)

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

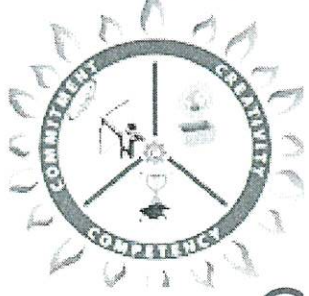
*S. Anitha*

MS. S. ANITHA  
STAFF IN-CHARGE

*S. Manjureswarini*  
PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. KEERTHANA G with 2013322083009

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

Ratio Analysis of Samsung

as part of curriculum of M.Com degree

*Geetha*  
MS. GEETHA K

*Geetha*  
HEAD OF THE DEPARTMENT  
Department of Commerce (Self Supporting)  
Ethiraj College for Women  
Chennai-600 008.

*S. Anitha*  
MS. S. ANITHA  
STAFF IN-CHARGE

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



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. MAHALAKSHMI R with 2013322083010

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

Ratio analysis of TVS Motors pvt. Ltd

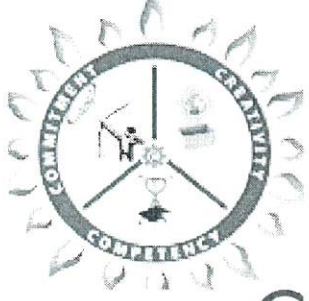
as part of curriculum of M.Com degree

*Geetha*  
MS.GEETHA K

HEAD OF THE DEPARTMENT  
Department of Commerce (SS) (Supporting)  
Ethiraj College for Women  
Chennai-600 008

*S. Anitha*  
MS. S. ANITHA  
STAFF IN-CHARGE

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



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. MALAVIKA.B with 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

*Geetha*

MS.GEETHA K

HEAD OF THE DEPARTMENT  
COMMERCE (SS)

*S. Anitha S. Mageswari*

MS. S. ANITHA  
STAFF IN-CHARGE

PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 088.

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. MONIKA. M with 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

*Geetha*  
MS.GEETHA K

*Geetha*  
HEAD OF THE DEPARTMENT  
Department of Commerce (Self Supporting)  
Ethiraj College for Women  
Chennai-600 008.

*S. Anitha S. Muralidharan*  
MS. S. ANITHA  
STAFF IN-CHARGE

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

# ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. MONISHA EVANJALIN D with 2013322083013

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

*Geetha*  
MS.GEETHA K

*Geetha*  
HEAD OF THE DEPARTMENT  
Department of Commerce (SS)  
Ethiraj College for Women  
Chennai-600 003.

*S. Anitha*  
MS. S. ANITHA  
STAFF IN-CHARGE

*S. Muralidharan*  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 003.



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. NANDHINI. J with 2013322083014

of Class II M.Com (SS) has completed a report on  
Ratio Analysis of Reliance Industries Limited

as part of curriculum of M.Com degree

*Geetha*  
*Geetha*  
MS. GEETHA K  
HEAD OF THE DEPARTMENT  
COMMERCE (SS)

*S. Anitha* *S. Mageswari*  
MS. S. ANITHA  
STAFF IN-CHARGE  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.

# ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. NAVITHA K with 2013322083015

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

Ratio Analysis of Cadbury

as part of curriculum of M.Com degree

*Geetha*

MS. GEETHA K

Head of the Department  
HEAD OF THE DEPARTMENT  
Department of Commerce (SS)  
Ethiraj College for Women  
Chennai-600 008.

*S. Anitha S. Muzavarria*

MS. S. ANITHA

STAFF IN-CHARGE

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

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. NIVEDHA.J 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

*Geetha*  
MS.GEETHA K

*Geetha*  
HEAD OF THE DEPARTMENT  
Head of the Department  
Department of Commerce (Self Supporting)  
Ethiraj College for Women  
Chennai-600 008.

*S. Anitha S. Muzavarra*  
PRINCIPAL  
MS. S. ANITHA  
STAFF IN-CHARGE  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. PAVITHRA T M with 2013322083017

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

Ratio analysis of Whirlpool company

as part of curriculum of M.Com degree

*Geetha*  
MS. GEETHA K

HEAD OF THE DEPARTMENT  
DEPARTMENT OF COMMERCE (SS)

CHENNAI-600 003.

*S. Anitha* *S. Manjureshi*  
PRINCIPAL

MS. S. ANITHA  
STAFF IN-CHARGE

ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 003.

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. RAGHINI R with 2013322083018

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

Ratio Analysis of CPCL

as part of curriculum of M.Com degree

*Geetha*  
MS. GEETHA K

HEAD OF THE DEPARTMENT  
COMMERCE (SS)

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

*S. Anitha*  
PRINCIPAL

MS. S. ANITHA

STAFF IN-CHARGE

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

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. RAJALAKSHMI. N with 2013322083019

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

Ratio Analysis of Vodafone Idea LTD

as part of curriculum of M.Com degree

*Geetha*  
MS. GEETHA K  
HEAD OF THE DEPARTMENT  
Head of the Department  
Department of Commerce (Self Supporting)  
Ethiraj College for Women  
Chennai-600 006.

*S. Anitha*  
MS. S. ANITHA  
STAFF IN-CHARGE

*S. Manjamma*  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 006.

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. RAMYA.A with 2013322083020

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

as part of curriculum of M.Com degree

*Geetha*  
MS.GEETHA K

HEAD OF THE DEPARTMENT  
COMMERCE (SS)

Department of Commerce (SS)

Ethiraj College for Women

Chennai - 600 009

*S. Anitha S. Muralidharan*

MS. S. ANITHA  
STAFF IN-CHARGE

PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 009

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. RASUL FATHIMA A with 2013322083021

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

*Geetha*  
MS.GEETHA K

HEAD OF THE DEPARTMENT  
COMMERCE (SS)

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

*S. Anitha* *S. Muralidharan*  
MS. S. ANITHA  
STAFF IN-CHARGE  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. RIJHAVANA PARVEEN. K with 2013322083022

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

*Geetha*  
MS. GEETHA K

*Geetha*  
Head of the Department  
HEAD OF THE DEPARTMENT  
Department of Commerce (Self Supporting)  
COMMERCE (SS)  
Ethiraj College for Women  
Chennai-600 008.

*S. Anitha* *S. Narayanasri*  
MS. S. ANITHA  
STAFF IN-CHARGE  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.

# ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

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

*Geetha*  
MS. GEETHA K

HEAD OF THE DEPARTMENT  
COMMERCE (SS)

*S. Anitha* *S. Narayanasri*  
PRINCIPAL

MS. S. ANITHA

STAFF IN-CHARGE

ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 088.

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



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

*Geetha*  
MS.GEETHA K

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

*S. Anitha* *S. Muzumdar*  
MS. S. ANITHA  
STAFF IN-CHARGE  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. SHALINI D with 2013322083025

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

Ratio Analysis of TCS

as part of curriculum of M.Com degree

*Geetha*

MS. GEETHA K

HEAD OF THE DEPARTMENT  
Department of Commerce (Self Supporting)  
COMMERCE (SS)  
Ethiraj College for Women  
Chennai-600 008.

*S. Anitha S. Murugesan*

MS. S. ANITHA  
STAFF IN-CHARGE

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

# ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



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

*Geetha*  
MS. GEETHA K  
Head of the Department  
Department of Commerce  
Ethiraj College for Women  
Chennai-600 008.

*S. Anitha S. Muralidharan*  
MS. S. ANITHA  
STAFF IN-CHARGE  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.

# ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. SUFARISWANA J with 2013322083027

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

*Geetha*  
MS. GEETHA K

HEAD OF THE DEPARTMENT  
Head of the Department  
Department of Commerce (Self Supporting)  
COMMERCE (SS)

Ethiraj College for Women  
Chennai-600 008.

*S. Anitha*

MS. S. ANITHA  
STAFF IN-CHARGE

*S. Murugesan*

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

# ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. SUVITHRADEVI K with 2013322083028

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

Ratio analysis of Nippon paint pvt limited

as part of curriculum of M.Com degree

*Geetha*  
MS. GEETHA K

*Geetha*  
HEAD OF THE DEPARTMENT  
Department of Commerce (SS)  
Ethiraj College for Women  
Chennai-600 008.

*S. Anitha*  
MS. S. ANITHA  
STAFF IN-CHARGE

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

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



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

*Geetha*  
*Geetha*  
MS.GEETHA K  
HEAD OF THE DEPARTMENT  
Head of the Department  
Department of Commerce (Self-Supporting)  
COMMERCE (SS)  
Ethiraj College for Women  
Chennai-600 008.

*S. Anitha*  
*S. Anitha*  
MS. S. ANITHA  
STAFF IN-CHARGE  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.



# ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. VAISHNAVI B with 2013322083030

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

Ratio Analysis of ITC LTD

as part of curriculum of M.Com degree

*Geetha*  
MS. GEETHA K  
Head of the Department  
Department of Commerce (SS) (Autonomous)  
Ethiraj College for Women  
Chennai-600 008.

*S. Anitha*  
MS. S. ANITHA  
STAFF IN-CHARGE

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

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission


This is to certify that

Ms. YASMIN M with 2013322083031

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  
Head of the Department  
HEAD OF THE DEPARTMENT  
Department of Commerce (SS)  
Ethiraj College for Women  
Chennai-600 003.

  
MS. S. ANITHA  
STAFF IN-CHARGE  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 003.

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)



DEPARTMENT OF COMMERCE (SS)



## Certificate of Report Submission

This is to certify that

Ms. YUVA LAKSHMI S with 2013322083032

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

*Geetha*  
MS. GEETHA K

HEAD OF THE DEPARTMENT  
COMMERCE (SS)

*S. Anitha*

MS. S. ANITHA  
STAFF IN-CHARGE

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

*Project*

5

**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**

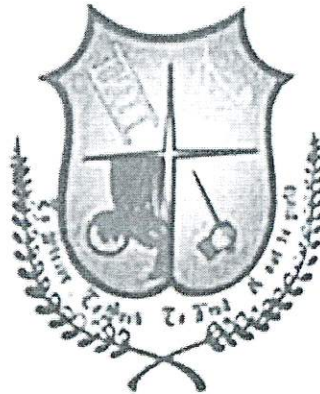
By

**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)**

*S. Manjureshi*

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

*Darshana*  
*4/2/22*

**A STUDY ON THE SAVINGS ATTITUDE FOR WORKING PEOPLE  
WITH SPECIAL REFERENCE TO CHENNAI.  
PROJECT REPORT SUBMITTED FOR THE DEGREE OF  
MASTER OF ARTS IN BUSINESS ECONOMICS**

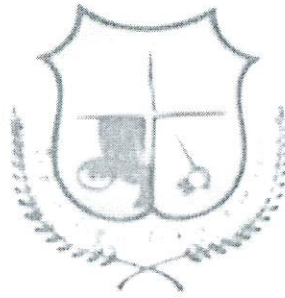
By

**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

*S. Murugesan*

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

*D. S. Sundari*  
4/8/22

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

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

By

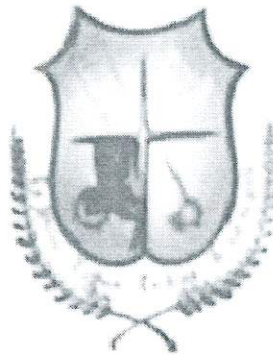
ASRA FATHIMA

REGISTER NUMBER: 2013312016004

UNDER THE GUIDANCE OF

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

ASSOCIATE PROFESSOR



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI- 600 008

MAY 2022

*Dr. Shyamala*  
4/8/22

*S. Manojkumar*  
Principal  
ETHIRAJ COLLEGE FOR WOMEN  
(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

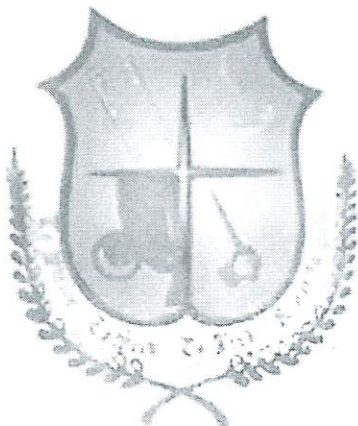
CHITRA D

(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

MAY 2022

*Chithra D*  
*4/1/22*

*S. Muralidharan*

PRINCIPAL  
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

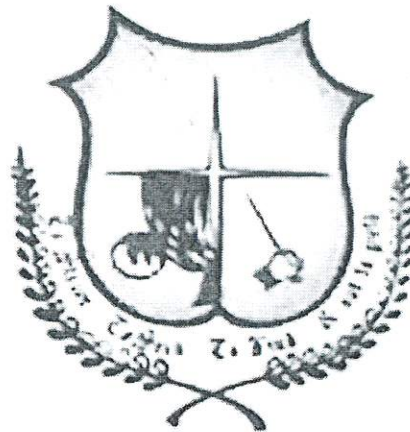
BY

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)

*Devadharshini.S*  
21/8/20

*S. Manjamma*

PRINCIPAL  
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**

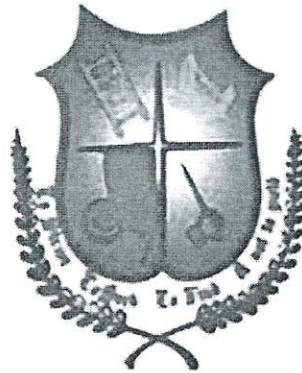
**DEVIKA.G**

**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**

*Darshan  
4/2/22*

*S. Manjowria*

**PRINCIPAL,  
ETHIRAJ COLLEGE FOR WOMEN  
(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**

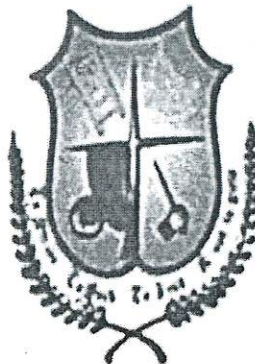
**FAIZA PARVEEN Z.**

**(Reg. No: 2013312016009)**

**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**

*Dharmara  
4/5/22*

*S. Suganthi*

**ETHIRAJ COLLEGE 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**

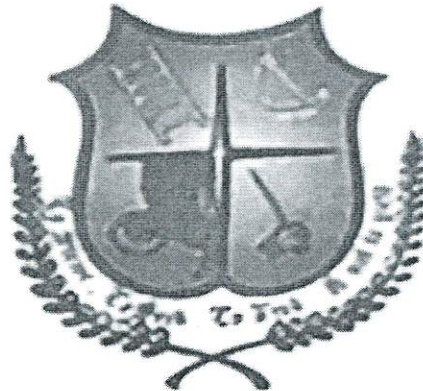
**By**

**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**

**MAY 2022**

*Rashmi Subbiah*  
4/5/22

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

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

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

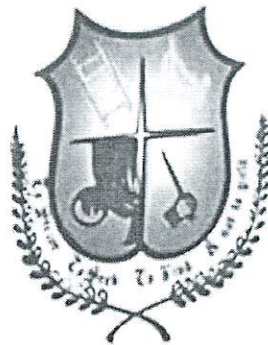
By

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

*Dharmara*  
*4/12/13*

*S. Manjamma*  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
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

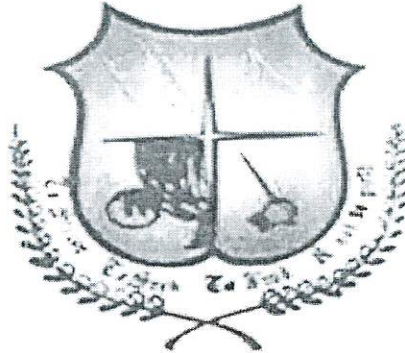
BY

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

*Dhishan*  
*4/5/22*

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

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

*S. Murugesan*

PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600 008.

*Dhishra*  
*4/5/22*

AN ANALYSIS ON THE IMPACT OF JOBSATISFACTION ON EMPLOYEE  
PERFORMANCE

PROJECT REPORT SUBMITTED FOR THE DEGREE OF

MASTER OF ARTS IN BUSINESS ECONOMICS

By

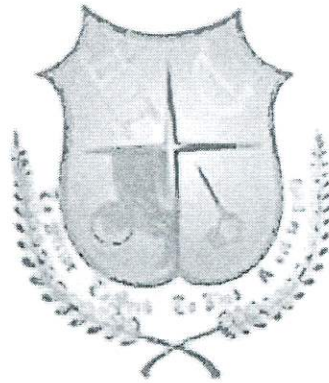
KALAI SELVI P

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

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

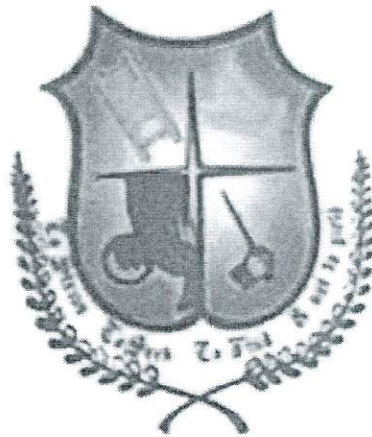
*Dhushara*  
*et al*

**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) CHENNAI-**

**600008 MAY 2022**

*Rushana*  
*4/1/22*

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



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

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

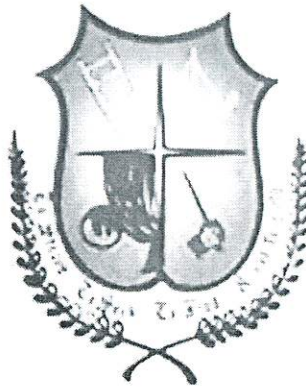
**By**

**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**

*H. Karthigayani*  
4/6/23

*S. Murugesan*  
S. Murugesan  
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**

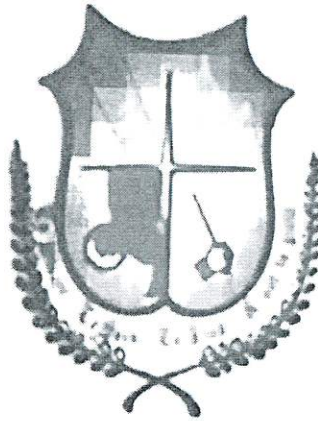
**By**

**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**

*Keerthana*  
*4/8/22*

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

A STUDY ON DIGITAL MARKETING IN RURAL AREAS WITH  
SPECIAL REFERENCE TO THIRUVALLUR DISTRICT

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

BY

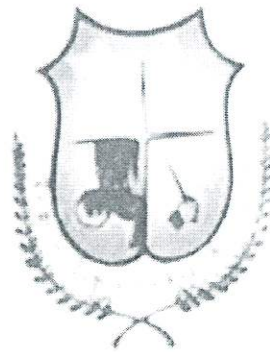
KEERTHIGA B

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

*Usharani*  
4/5/22

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

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

**BY**

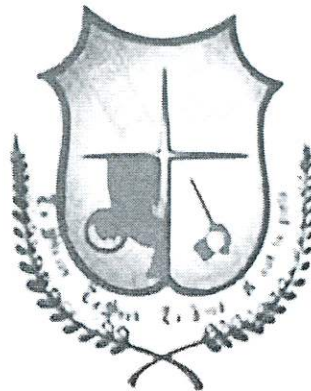
**A.KOWSALYA**

**Reg.No-2013312016019**

**UNDER THE GUIDANCE OF**

**Dr. Tmt. S. MALINI, M.A., M.Phil., PhD**

**ASSOCIATE PROFESSOR**



**POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS**

**ETHIRAJ COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

**CHENNAI-600008**

**MAY-2022**

*Ashwini*  
*4/5/22*

*S. Malini*

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

**A STUDY ON CUSTOMER SATISFACTION TOWARDS  
CREDIT CARDS**

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

**By**

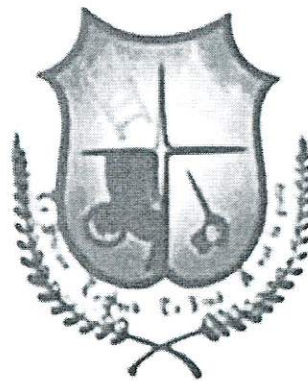
**KOWSALYA.G**

**REGISTER NUMBER: 2013312016020**

**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**

*S. Muralidharan*

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

*Abushara  
4/1/22*

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

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

**By**

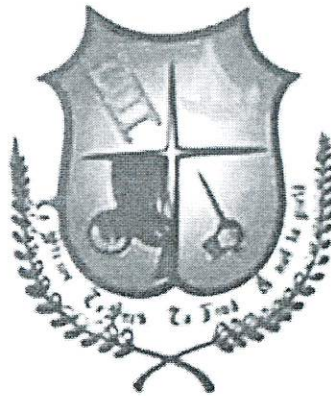
**MANIMEGHALAI N**

**(Reg. No.2013312016021)**

**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**

**MAY 2022**

*Shirana*  
*4/5/22*

*S. Manjamma*

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

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

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

BY

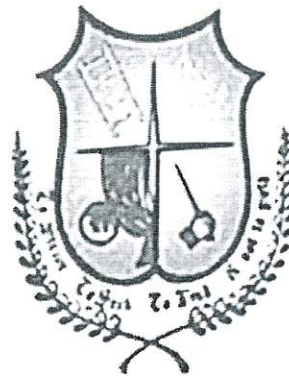
MIRRA MARI A

(Reg. no: 2013312016022)

UNDER THE GUIDANCE OF

Dr. Tmt. G RADHIKA, M.A., M.Phil., Ph.D

ASSISTANT PROFESSOR



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI- 600 008

MAY 2022

*Dhishana*  
*4/5/22*

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

A STUDY ON THE IMPACT OF SALES PROMOTION STRATEGIES  
TOWARDS MAC COSMETICS

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

By

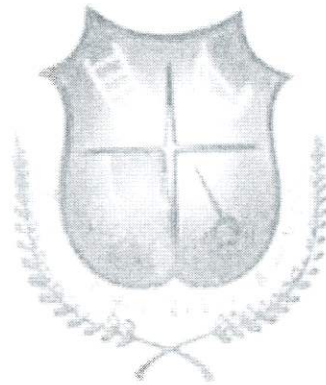
MOHANASURYA .SK

REGISTER NO: 2013312016023

UNDER THE GUIDANCE OF

DR. Tmt. G. JAMUNA RANI M.A, M.Phil. Ph.D.

ASSISTANT PROFESSOR



POST GRADUATE AND RESEARCH DEPARTMENT OF  
ECONOMICS

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI-600008

MAY 2022

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

*Dhruva*  
*4/1/22*



AN ANALYSIS OF CONSUMER PERCEPTIONS ON MOBLIE  
APPLICATIONS IN CHENNAI  
PROJECT REPORT SUBMITTED FOR THE DEGREE OF  
MASTER OF ARTS IN BUSINESS ECONOMICS

by

MUBASHERA.S

REGISTER NO: 2013312016024

UNDER THE GUIDANCE OF

Dr. Tmt. SARADHA A M.A, M.Phil. Ph.D., M.B.A., B.ED.,



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI-600008  
MAY 2022

*Mubasher*  
*4/2/22*

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

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

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

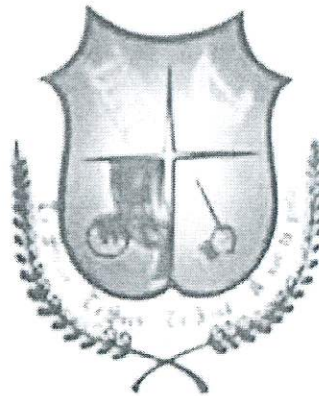
BY

NANDHINI

Reg.No-2013312016026

UNDER THE GUIDANCE OF

(Mrs C.JAYASHREE, M.A., M.Phil., M.B.A.)



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600008

MAY-2022

*Dhishana  
y/eps*

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

**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**

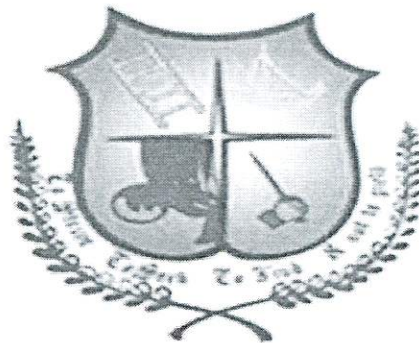
**BY**

**PRATHIMA P**

**(Reg. No.2013312016027)**

**UNDER THE GUIDANCE OF**

**Dr. C. SUNITA, MA. M.Phil., Ph.D**



**POST GRADUATE AND RESEARCH DEPARTMENT OF BUSINESS ECONOMICS**

**ETHIRAJ COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

**CHENNAI 600008**

**MAY 2022**

*Prathima P*  
4/8/22

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

**A STUDY ON CONSUMER PERCEPTION TOWARDS FOOD APPS  
PROJECT REPORT SUBMITTED FOR THE DEGREE OF  
MASTER OF ARTS IN BUSINESS ECONOMICS**

By

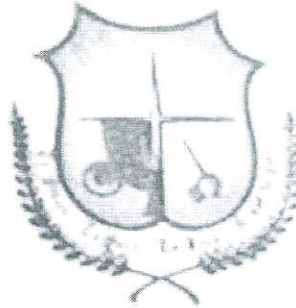
**SHREE KAVITHA. K**

**REGISTER NO: 2013312016029**

**UNDER THE GUIDANCE OF**

**Dr. JAMUNA RANI. G, M.A, M.Phil. Ph.D.**

**ASSISTANT PROFESSOR**



**POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI-600008**

**MAY 2022**

*Shubha  
4/5/22*

*S. Muralidharan*

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

**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**

**By**

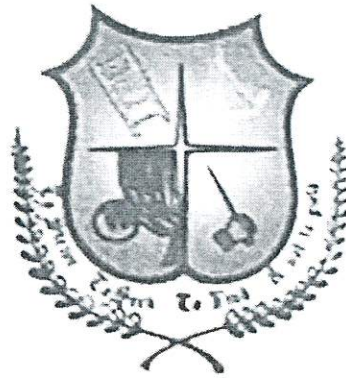
**SOWMYA.R**

**(Reg. No.2013312016030)**

**Under the guidance of**

**Dr. Tmt. G. RADHIKA, M.A., M.Phil., Ph.D.**

**ASSISTANT PROFESSOR**



**POSTGRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI- 600 008**

**MAY 2022**

*Shushana*  
*4/5/22*

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

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

BY

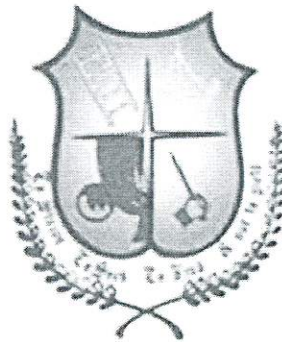
SUJITHA.R

Reg.No-2013312016031

UNDER THE GUIDANCE OF

Dr. Tmt. S. MALINI, M.A., M.Phil., PhD

ASSOCIATE PROFESSOR



POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600008

MAY-2022

*Dhulka*  
*4/8/22*

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

**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**

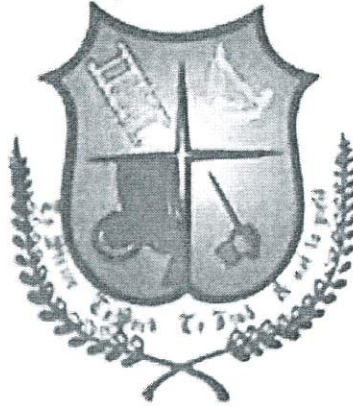
by

**THAMARAI K**

**(Reg. No.2013312016032)**

**UNDER THE GUIDANCE OF**

**Dr. SARADHA. A, MA., M.Phil., Ph.D., MBA, B.ED**



**POSTGRADUATE & RESEARCH DEPARTMENT OF ECONOMICS**

**ETHIRAJ COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

**CHENNAI 600008**

**MAY 2022**

*Saradha A*  
4/5/22

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

**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**

**Of**

**M.A HUMAN RESOURCE MANAGEMENT**

**BY**

**ANJALI.V**

**REGISTER NO 2013322022001**

**Under the guidance of**

**DR.G. RAJALAKSHMI, M.COM, M.PHIL, MBA, PhD**



**M.A. HUMAN RESOURCE MANAGEMENT**

**Ethiraj College for Women**

**Chennai-600 008**

**2021-2022**

*f. Padma*



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



**A STUDY ON THE EMPLOYEE PERCEPTION ON HUMAN  
RESOURCE PRACTICES 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**

**Of**

**M.A HUMAN RESOURCE MANAGEMENT**

**BY**

**HEMA.M**

**REGISTER NO 2013322022002**

**Under the guidance of**

**M. Padmaja**



**M.A. HUMAN RESOURCE MANAGEMENT**

**Ethiraj College for Women**

**Chennai-600 008**

**2021-2022**

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



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

**PROJECT REPORT**

**Submitted to the UNIVERSITY OF MADRAS**

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

**Of**

**M.A HUMAN RESOURCE MANAGEMENT**

**BY**

**KIRUTHIKA.R**

**REGISTER NO 2013322022003**

**Under the guidance of**

**Tmt. R. BHUVANESWARI, M.Com., M.Phil.**



**M.A. HUMAN RESOURCE MANAGEMENT**

**Ethiraj College for Women**

**Chennai-600 008**

**2021-2022**



*S. Manjureshi*

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

**SELF-ESTEEM AND JOB SATISFACTION: A CORRELATIONAL STUDY**

**PROJECT REPORT**

**Submitted to the UNIVERSITY OF MADRAS**

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

**Of**

**M.A HUMAN RESOURCE MANAGEMENT**

**BY**

**MADHUMITHAA P K**

**REGISTER NO 2013322022004**

**Under the guidance of**

**Tmt. Dr. M.VANISHREE, M.C.S., MBA, M.A(WS), M.PHIL**



**M.A. HUMAN RESOURCE MANAGEMENT**

**Ethiraj College for Women**

**Chennai-600 008**

**2021-2022**



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

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

**PROJECT REPORT**

**Submitted to the UNIVERSITY OF MADRAS**

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

**Of**

**M.A HUMAN RESOURCE MANAGEMENT**

**BY**

**NEERAJA R**

**REGISTER NO 2013322022005**

**Under the guidance of**

**Tmt. JAYALAKSHMI C.S**



**M.A. HUMAN RESOURCE MANAGEMENT**

**Ethiraj College for Women**

**Chennai-600 008**

**2021-2022**



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

**EFFECTS OF LEADERSHIP STYLE ON EMPLOYEE PERFORMANCE**

**PROJECT REPORT**

**Submitted to the UNIVERSITY OF MADRAS**

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

**Of**

**M.A HUMAN RESOURCE MANAGEMENT**

**BY**

**NETHRA C S**

**REGISTER NO 2013322022006**

**Under the guidance of**

**Tmt. Dr. S. SARANYA., MBA.,M.Phil.,Ph.D**



**M.A. HUMAN RESOURCE MANAGEMENT**

**Ethiraj College for Women**

**Chennai-600 008**

**2021-2022**

*S. Mageswari*

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



*f. Radang*

**A STUDY ON THE HYBRID WORK MODEL IN FLEXIBLE WORK**

**PROJECT REPORT**

**Submitted to the UNIVERSITY OF MADRAS**

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

**Of**

**M.A HUMAN RESOURCE MANAGEMENT**

**BY**

**NITHYA. M**

**REGISTER NO 2013322022007**

**Under the guidance of**

**Dr. S. SHARMILA**



**M.A. HUMAN RESOURCE MANAGEMENT**

**Ethiraj College for Women**

**Chennai-600 008**

**2021-2022**



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

**A STUDY ON EMPLOYEE MOTIVATION AND REWARD ON JOB SATISFACTION**

**PROJECT REPORT**

**Submitted to the UNIVERSITY OF MADRAS**

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

**Of**

**M.A HUMAN RESOURCE MANAGEMENT**

**BY**

**POOJA V**

**REGISTER NO 2013322022008**

**Under the guidance of**

**Tmt. Dr. S. Gayathri**



**M.A. HUMAN RESOURCE MANAGEMENT**

**Ethiraj College for Women**

**Chennai-600 008**

**2021-2022**



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

**A STUDY ON EMPLOYEE SATISFACTION LEVEL AT**

**FORD INDIA PRIVATE LIMITED**

**PROJECT REPORT**

**Submitted to the UNIVERSITY OF MADRAS**

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

**Of**

**M.A HUMAN RESOURCE MANAGEMENT**

**BY**

**R SANGHUJA**

**REGISTER NO 2013322022009**

**Under the guidance of**

**Tmt. DR. R. LATHA, MBA, M.Phil., Ph.D.,**



**M.A. HUMAN RESOURCE MANAGEMENT**

**Ethiraj College for Women**

**Chennai-600 008**

**2021-2022**



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



**A STUDY ON EMPLOYEE ATTRITION RATE AND  
RETENTION STRATEGY  
PROJECT REPORT**

**Submitted to the UNIVERSITY OF MADRAS  
In partial fulfillment of the requirement for the award of the degree  
Of  
M.A HUMAN RESOURCE MANAGEMENT  
BY**

**SAROJ PRIYANKA RAJ J N  
REGISTER NO 2013322022010**

**Under the guidance of  
Tmt. Dr. S. SARANYA., MBA.,M.Phil.,Ph.D**



**M.A. HUMAN RESOURCE MANAGEMENT**

**Ethiraj College for Women**

**Chennai-600 008**

**2021-2022**

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

*S. Padmay.*



**A STUDY ON EMPLOYEE STRESS MANAGEMENT AT GOOGLE LLC**

**PROJECT REPORT**

**Submitted to the UNIVERSITY OF MADRAS**

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

**Of**

**M.A HUMAN RESOURCE MANAGEMENT**

**BY**

**T.D. YOGALAKSHMI**

**REGISTER NO 2013322022011**

**Under the guidance of**

**Tmt. Dr. R. LATHA, MBA., M.Phil., Ph.D.,**



**M.A. HUMAN RESOURCE MANAGEMENT**

**Ethiraj College for Women**

**Chennai-600 008**

**2021-2022**



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

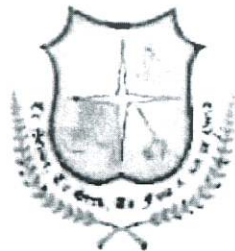
Project PBPS  
A. Priyadarshini (12)

# FORMULATION OF POLYHERBAL ANTIDANDRUFF SHAMPOO

*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 A. Andal Priyadarshini  
Reg. No: 2013322073001

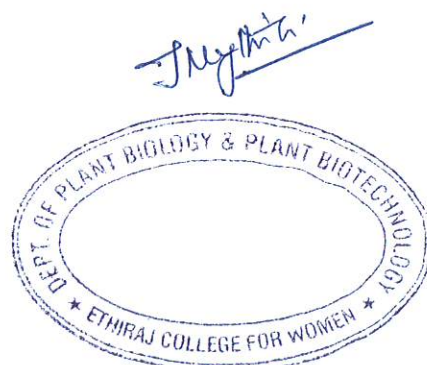


DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 008.  
AFFILIATED TO THE UNIVERSITY OF MADRAS

APRIL 2022

*S. Murugesan*

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



**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**

by

**Miss ANJALI KUMARI**

**Reg. No: 2013322073002**



**DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI - 600 008.**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

**APRIL 2022**

*S. Narayanasri*  
PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI - 600 008



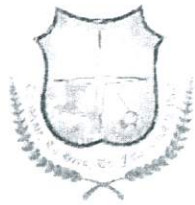
Project 1.3.4

PHYTOCHEMICAL ANALYSIS AND ANTIOXIDANT ACTIVITY OF  
*Alpinia officinarum* Haussk.

*Project Work submitted*  
*in partial fulfillment of the requirements*  
*for the award of the Degree of*

MASTERS OF SCIENCE  
in  
PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

M. S. JAYARAJAN  
Reg. No. 20.2327073003



EXPERIMENTAL WORK SUBMITTED AND READ FOR THE DEGREE OF  
M.A. IN BOTANY AND PLANT BIOTECHNOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI - 600 008.  
AFFILIATED TO THE UNIVERSITY OF MADRAS

APRIL 2022

*S. Muralidharan*

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



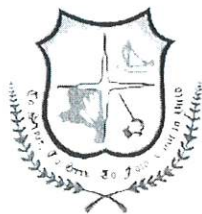
*M. S. Jayarajan*

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

*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. DURGA. M  
Reg. No: 2013322073004

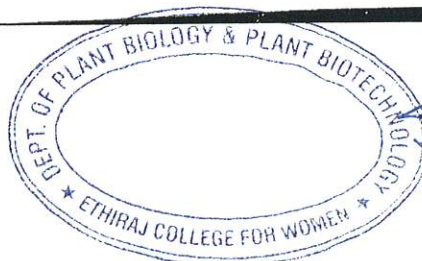


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ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI - 600 008.  
AFFILIATED TO THE UNIVERSITY OF MADRAS

APRIL 2022

*S. Muralidharan*

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



*M. Jeyanthi*

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

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

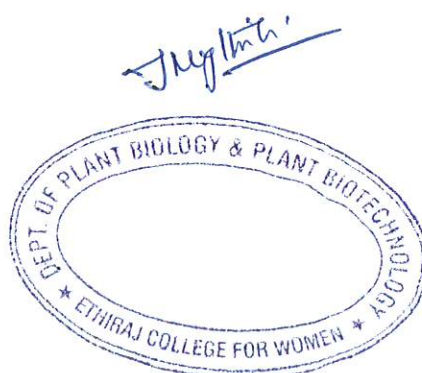
**MASTER OF SCIENCE  
in  
PLANT BIOLOGY AND PLANT BIOTECHNOLOGY**

by  
Miss R. GAYATHRI  
Reg. No: 2013322073005



**DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 008.  
AFFILIATED TO THE UNIVERSITY OF MADRAS**

*S. Murugesan*  
APRIL 2022  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.



**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*

**MASTER OF SCIENCE  
in  
PLANT BIOLOGY AND PLANT BIOTECHNOLOGY**

by  
Miss: C. HANUSHA  
Reg. No: 2013322073006



**DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY**

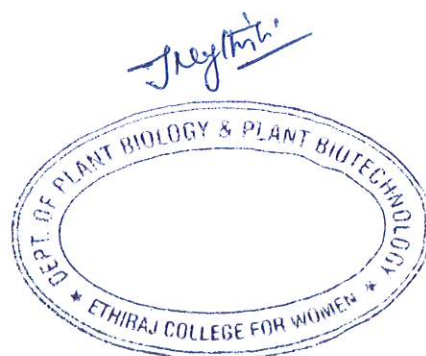
**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI – 600 008.**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

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

**APRIL 2022**





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

*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 MEENA PRIYADARSHINI.S

Reg. No: 2013322073007



**DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY ETHIRAJ COLLEGE  
FOR WOMEN (AUTONOMOUS)**

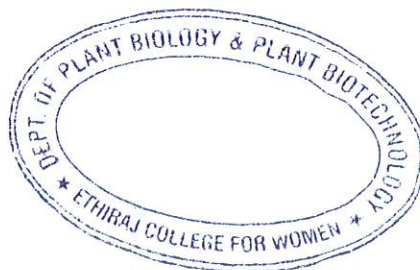
**CHENNAI – 600 008.**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

**APRIL 2022**

*S. Manojamma*  
PRINCIPAL

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



NATURAL DYE EXTRACTION FOR COTTON FABRICS USING BARK OF  
AZADIRACHTA INDICA AND FLOWER OF TECOMA STANS

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

MASTER OF SCIENCE

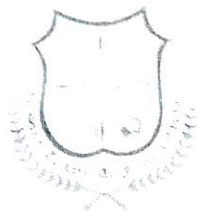
in

PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

by

Miss NANDITHA.D

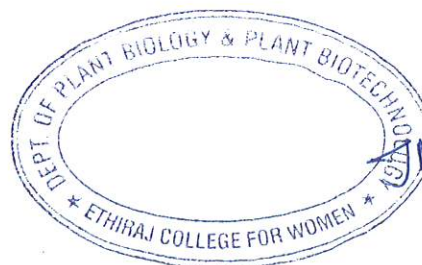
Reg. No: 2013322073008



DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI - 600 008.  
AFFILIATED TO THE UNIVERSITY OF MADRAS

APRIL 2022

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



*Manjamma*

**PRODUCTION AND COMPARISON OF BIOPLASTIC FROM  
VEGETABLE PEELS USING DIFFERENT POLYMERS**

*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 NIHARIKA

Reg. No: 2013322073009

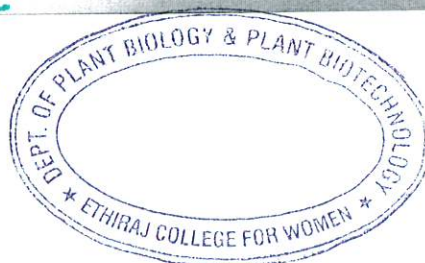


DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 008.  
AFFILIATED TO THE UNIVERSITY OF MADRAS

APRIL 2022

*S. Muralidharan*

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



*Muralidharan*

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

*Project Work submitted*

*In partial fulfillment of the requirement*

*for the award of the Degree of*

MASTER OF SCIENCE

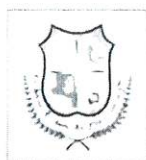
IN

PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

By

Miss PAMCHULA LUNGLING

Reg. No: 201332207310



DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

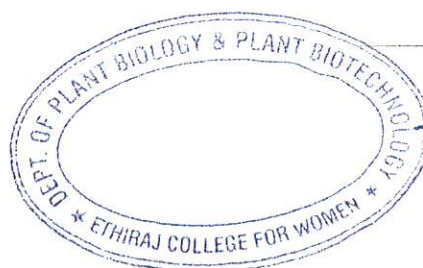
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI – 600 008.

AFFILIATED TO THE UNIVERSITY OF MADRAS

APRIL 2022

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



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

by

Miss RAGHASRI K

Reg. No: 2013322073011



DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI - 600 008.  
AFFILIATED TO THE UNIVERSITY OF MADRAS

APRIL 2022

*S. Murugesan*  
PRINCIPAL

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



*J. Keythi*

# *Bougainvillea spectabilis* : AN HERBAL TEA

*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 R.RAJADURGA

Reg. No: 2013322073012



DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY ETHIRAJ

COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI – 600 008.

AFFILIATED TO THE UNIVERSITY OF MADRAS

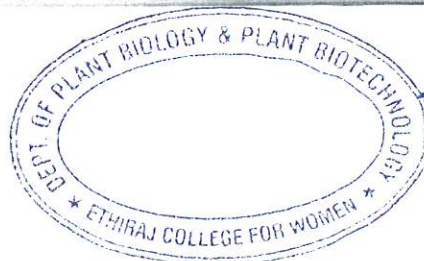
APRIL 2022

1

*S. Manjureshi*

PRINCIPAL

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



*Manjureshi*

**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  
Miss: REKHA K  
Reg. No: 2013322073013



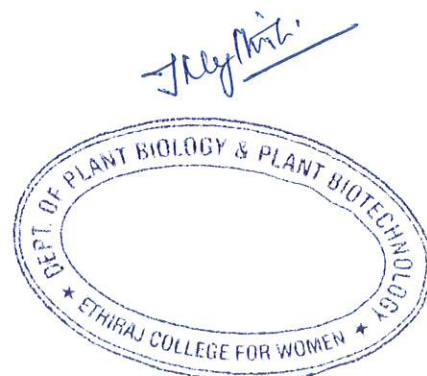
**DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY ETHIRAJ  
COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI – 600 008.**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

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

**APRIL 2022**

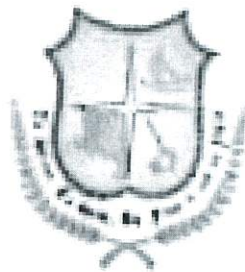


**PRODUCTION OF BIOPLASTICS FROM *Eplpremmum aureum* LEAVES  
AND *Musa paradislaca* SPATHE**

*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**

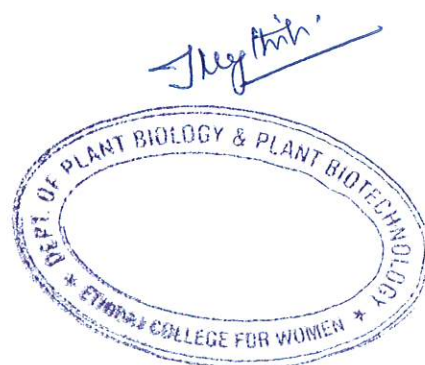
by  
**Min. SARASWATHI P M**  
Reg. No: 2013322073014



**DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI - 600 008.**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

*S. Mageswari* APRIL 2022  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.



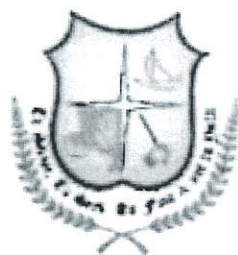


# FORMULATION AND EVALUATION OF POLYHERBAL NIGHT CREAM

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

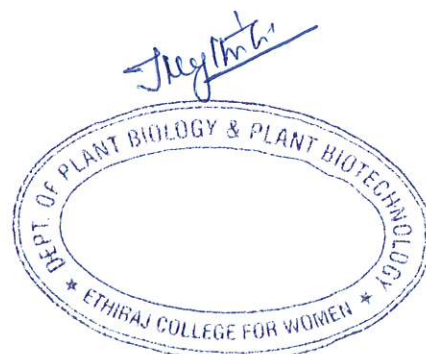
**MASTER OF SCIENCE**  
in  
**PLANT BIOLOGY AND PLANT BIOTECHNOLOGY**

by  
**Miss S. Sivagami**  
Reg. No: 2013322073015



**DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY**  
**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**  
**CHENNAI - 600 008.**  
**AFFILIATED TO THE UNIVERSITY OF MADRAS**

*S. Mageswari* APRIL 2022  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.



QUANTITATIVE AND QUALITATIVE ESTIMATION OF  
PHYTOCHEMICALS AND EVALUATION OF ANTIOXIDANTS IN  
THREE MILLET GRAINS *Echinochloa frumentacea* Link., *Eleusine coracana*  
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 Sivapriya.S

Reg. No. 2013322073016



DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

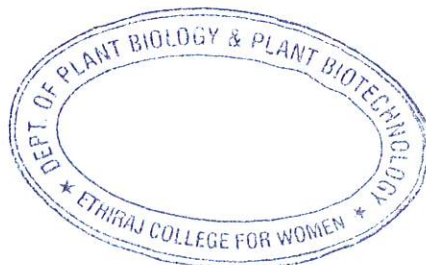
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI – 600 008.

AFFILIATED TO THE UNIVERSITY OF MADRAS

APRIL 2022

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



*Jaleg Anil*

**FORMULATION & EVALUATION OF POLYHERBAL ANTI-ACNE  
FACE WASH GEL**

*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**

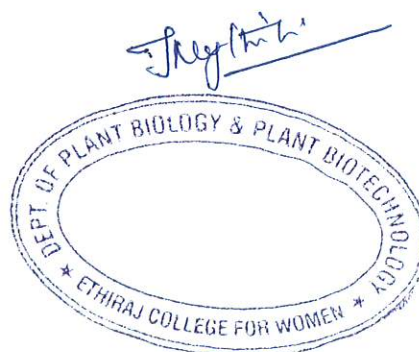
by  
**Miss SUBHA LAKSHMI**  
Reg. No: 2013322073017



**DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI – 600 008.  
AFFILIATED TO THE UNIVERSITY OF MADRAS**

**APRIL 2022**

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



**PHYTOCHEMICAL SCREENING AND ANTIOXIDANT  
ACTIVITY OF *COUROUPITA GUIANENSIS* Aubl.**

*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 SUBHASRIK  
Reg. No: 2013322073018

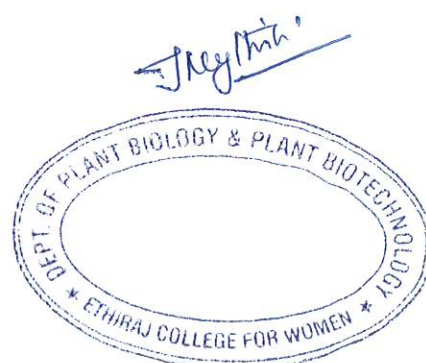


**DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI - 600 008.  
AFFILIATED TO THE UNIVERSITY OF MADRAS**

*S. Murugesan*

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

APRIL 2022



ECO-FRIENDLY DEVELOPMENT OF ECONOMICAL MOSQUITO  
REPELLENT 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*

MASTER OF SCIENCE  
in  
PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

By  
Miss SUJARITHA RA  
Reg. No: 2013322073019



DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI - 600 008.  
AFFILIATED TO THE UNIVERSITY OF MADRAS

APRIL 2022

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



*J. Sujaritha*

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

**PLANT BIOLOGY AND PLANT BIOTECHNOLOGY**

by

Miss V.V. VAISHNAVI

Reg. No: 2013322073020



DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI – 600 008.

AFFILIATED TO THE UNIVERSITY OF MADRAS

*S. Manjowari*

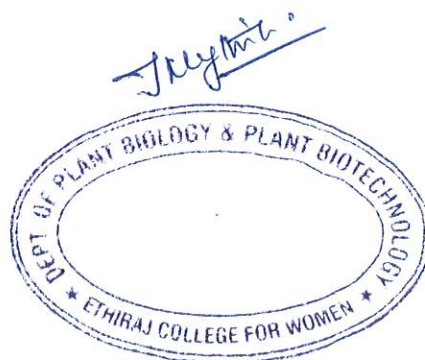
PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600 008.

APRIL 2022



# ECRIC- STUDENT SUMMER PROJECT

M.Sc PBPB-2021- 2022

## PREPARATION OF SIDDHA POLYHERBAL PARANGIPATTAI CHOORANAM TO TREAT SKIN DISEASES

ECRIC Students summer project report 2022- PG (SS)

Submitted to

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

Submitted by

KARUVAKI B, II M.Sc

PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

Register number: 2113322073010

Under the guidance of

Ms. Sanjana Julius Thilakar,

Assistant Professor (SS)



DEPARTMENT OF PLANT BIOLOGY AND  
PLANT BIOTECHNOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
(AFFILIATED TO THE UNIVERSITY OF MADRAS)  
EGMORE, CHENNAI - 600008.

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI-600008.

## BONAFIDE CERTIFICATE

This is to verify that the project report titled "PREPARATION OF SIDDHA POLYHERBAL PARANGIPATTAI 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) affiliated to the university of madras under my supervision. It has not been submitted to any of the Institution / University.

*Sanjana J. Thilakar*

RESEARCH SUPERVISOR

Miss. Sanjana Julius Thilakar M.Sc., M.Phil.

Assistant Professor (SS),

Department of plant biology

and plant biotechnology,

Ethiraj college for women,

Chennai- 600008.

*J. Mythili*  
30/7/22

HEAD OF THE DEPARTMENT (SS)

Dr. T. Mythili,

Associate professor and head

Department of plant biology

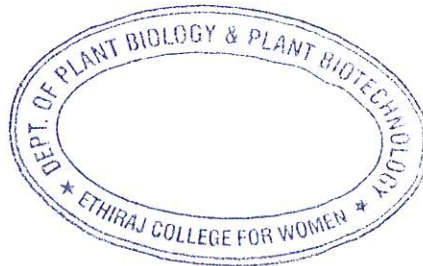
and plant biotechnology,

Ethiraj College for women,

Chennai- 600008.

*S. Mageswari*  
Principal

ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
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

**S MANASVINI, III B.Sc**

**PLANT BIOLOGY AND PLANT BIOTECHNOLOGY**

**Register number: 2013311085046**

Under the guidance of

**Dr. S. KAVITHA M.Sc., M.Phil., PhD**



**DEPARTMENT OF PLANT BIOLOGY AND  
PLANT BIOTECHNOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
(AFFILIATED TO THE UNIVERSITY OF MADRAS)**

**EGMORE, CHENNAI – 600008.**

*S. Manasvini*  
PRINCIPAL

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



*for MOD*  
*S. Manasvini*



Dr. R. GEETHALAKSHMI, M.Com., M.Phil., M.B.A.

HEAD OF THE DEPARTMENT

DEPARTMENT OF CORPORATE SECRETARYSHIP (SELF SUPPORTING)

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI - 600 008

DEEPIKA A

2013322085001

### BONAFIDE CERTIFICATE

This is to certify that project work entitled "A STUDY ON THE FINANCIAL PERFORMANCE OF TAMILNADU NEWSPRINT AND PAPERS LIMITED" is a bonafide record of work done by DEEPIKA A, Register number: 2013322085001 final year (Master of Commerce in Corporate Secretaryship), Ethiraj College for Women, Chennai in partial fulfillment of requirement for the award of the degree of M.com Corporate Secretaryship for the academic year 2021-2022.

Place: Chennai

Date: 1/06/2022

*R. Geethal* 1/6/22  
HEAD OF THE DEPARTMENT

*R. Geethal*  
INTERNAL EXAMINER

*R. Geethal*  
Department of Corporate Secretaryship (SS)  
Ethiraj College for Women  
Chennai - 600 008  
EXTERNAL EXAMINER

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

*Shiraya*  
Controller of Examinations  
Ethiraj College for Women  
(Autonomous)  
Chennai-600 008.



Dr.R.GEETHALAKSHMI, M.Com., M.Phil., M.B.A.

HEAD OF THE DEPARTMENT

DEPARTMENT OF CORPORATE SECRETARYSHIP (SELF SUPPORTING)

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI - 600008

DIVYA E  
2013322085002

### 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.

*R. Geethalakshmi*  
Head of the Department 16/22

Place : Chennai

Date : 1/6/2022 .

*Kannan*  
1/6/22  
Internal Examiner

*Sudhakar*  
EXTERNAL EXAMINER

*R. Geetha*  
Department of Corporate Secretaryship (SSM)  
Ethiraj College for Women  
Chennai - 600 008

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



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

DR. R. GEETHALAKSHMI, M.COM, M. PHIL, M.B.A  
HEAD OF THE DEPARTMENT  
DEPARTMENT OF CORPORATE SECRETARYSHIP (SELF SUPPORTING)  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI-600008

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 Secretaryship), Ethiraj College for Women, Chennai, in partial fulfillment of requirement for the award of the degree of M.Com Corporate Secretaryship for the academic year 2021-2022.

*R. Geethalakshmi*  
Head of the Department 17/6/22

Place: Chennai

Date: 11/06/2022

*Kanika*  
11/6/22  
Internal Examiner

*R. Geethalakshmi*  
Department of Corporate Secretaryship (SM)  
Ethiraj College for Women  
Chennai - 600 008

External Examiner

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

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



DR. R. GEETHALAKSHMI, M.COM, M. PHIL, MBA, Ph.D.

HEAD OF THE DEPARTMENT

DEPARTMENT OF CORPORATE SECRETARYSHIP (SELF SUPPORTING)

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI 600 008.

JAYASHREE · K

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

*R. Geethalakshmi*  
Head of the Department 1/6/22

*R. Vijayalakshmi*  
1.6.2022  
Internal Examiner

*R. Geethalakshmi*  
Department of Corporate Secretaryship (SS)  
Ethiraj College for Women  
Chennai - 600 008  
External Examiner

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

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



Dr. R. GEETHALAKSHMI, M.Com., M.Phil., M.B.A., Ph.D.

HEAD OF THE DEPARTMENT

DEPARTMENT OF CORPORATE SECRETARYSHIP (SELF SUPPORTING)

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI - 600 008

KAVIYA P  
2013322085005

### BONAFIDE CERTIFICATE

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.

*R. Geethalakshmi*  
Head of the Department 1/6/22

Place : Chennai

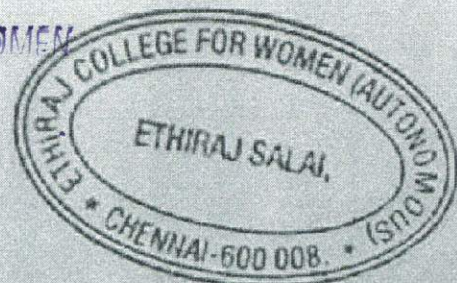
Date : 1/6/2022.

*R. Vijayalakshmi*  
1.6.2022  
Internal Examiner

*R. Geeth*  
Department of Corporate Secretaryship (SS)  
Ethiraj College for Women  
Chennai - 600 008  
External Examiner

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

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



Dr. R. GEETHALAKSHMI, M.Com., M.Phil., M.B.A., Ph.D.

HEAD OF THE DEPARTMENT

DEPARTMENT OF CORPORATE SECRETARYSHIP (SELF SUPPORTING)

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI - 600 008

KAVYA S

2013322085006

### BONAFIDE CERTIFICATE

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.

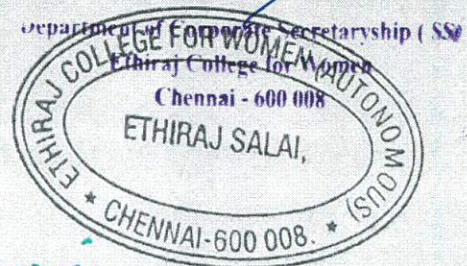
*R. Geethalakshmi*  
Head of the Department 1/6/22

*Shanmuga*  
1/6/2022  
Internal Examiner

*Jushan Fey*  
External Examiner

*R. Geethalakshmi*

*Shanmuga*  
Controller of Examinations  
Ethiraj College for Women  
(Autonomous)  
Chennai



*S. Muralidharan*  
Principal  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.

DR. R.GEETHALAKSHIMI  
HEAD OF THE DEPARTMENT

DEPARTMENT OF CORPORATE SECRETARYSHIP (SELF SUPPORTING)

ETHIRAJ COLLEGE FOR WOMEN(AUTONOMOUS)

CHENNAI -600-008

LATHECKA SAI.M.A

2013322085007

BONAFIDE CERTIFICATE

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.Com Corporate Secretaryship for the academic year 2021-2022

Place: Chennai

Date: 11/06/2022

*R. Geethalakshmi*  
Head of the Department 11/6/22

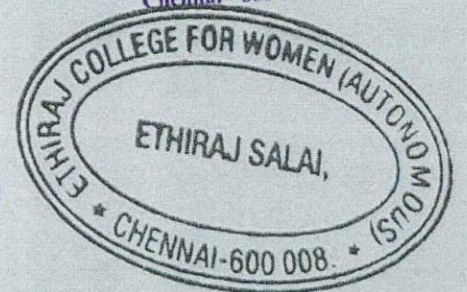
*Shreya*  
11/6/2022  
Internal Examiner

*S. Subhakar*  
*R. Geetha*  
External Examiner

Department of Corporate Secretaryship (SS)  
Ethiraj College for Women  
Chennai - 600 008

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

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



Dr. R. GEETHALAKSHMI, M.Com., M.Phil., M.B.A., Ph.D.  
HEAD OF THE DEPARTMENT  
DEPARTMENT OF CORPORATE SECRETARYSHIP (SELF SUPPORTING)  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI - 600 008

LAVANYA R  
2013322085008

### BONAFIDE CERTIFICATE

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.

*R. Geethalakshmi*  
Head of the Department 1/6/22

Place : Chennai

Date : 1/6/2022

*[Signature]*  
1/6/2022  
Internal Examiner

*[Signature]*  
External Examiner

*[Signature]*  
Department of Corporate Secretaryship (SS)  
Ethiraj College for Women  
Chennai - 600 008

*S. Manjureshi*

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

*[Signature]*  
Controller of Examinations  
Ethiraj College for Women  
(Autonomous)  
Chennai-600 008





DR. R. GEETHALAKSHMI, M.COM, M.PHIL, M.B.A  
HEAD OF THE DEPARTMENT  
DEPARTMENT OF CORPORATE SECRETARYSHIP (SELF SUPPORTING)  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI-600008

NAZIA S  
2013322085010

### BONAFIDE CERTIFICATE

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

Date: 1/06/2022

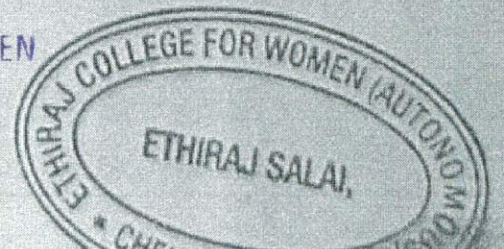
*R. Geethalakshmi*  
1/6/22  
Head of the Department

*K. V. S.*  
1/6/2022  
Internal Examiner

*S. Sushama*  
Department of Corporate Secretaryship (SS)  
Ethiraj College for Women  
Chennai - 600 008  
External Examiner

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

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



NIVETHA V  
2013322085011

Dr.R. GEETHALAKSHMI, M.Com., M.Phil., M.B.A  
HEAD OF THE DEPARTMENT  
DEPARTMENT OF CORPORATE SECRETARYSHIP (SELF SUPPORTING)  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI - 600008

**BONAFIDE CERTIFICATE**

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.

*P. Geethalakshmi*  
Head of the Department 1/6/22

Place: Chennai

Date: 1/6/2022

*P. Geethalakshmi*  
Internal Examiner 3/6/22

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

*Sushama*  
*P. Geethalakshmi*  
Department of Corporate Secretaryship (SS)  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI - 600 008

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

Dr.R. GEETHALAKSHMI, M.Com., M.Phil., M.B.A., Ph.D.

HEAD OF THE DEPARTMENT

DEPARTMENT OF CORPORATE SECRETARYSHIP (SELF SUPPORTING)

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI - 600 008

PAVITHRA.B

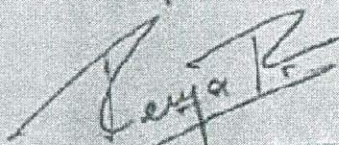
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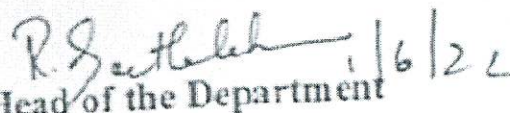
### BONAFIDE CERTIFICATE

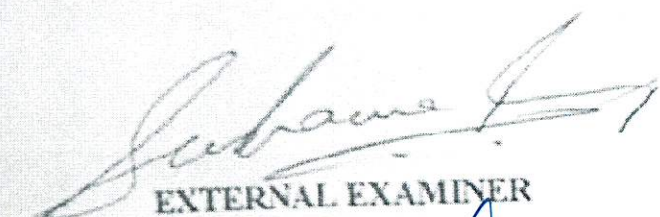
This is to certify that project work entitled "A STUDY ON THE FINANCIAL PERFORMANCE OF LARSEN & TOUBRO LIMITED" is a bonafide record of work done by PAVITHRA.B, Register number: 2013322085012, final year (Master of Commerce in Corporate Secretaryship), Ethiraj College for Women, Chennai, in partial fulfilment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

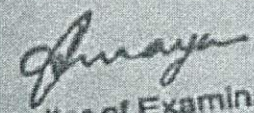
Place: Chennai

Date: 1/6/2022

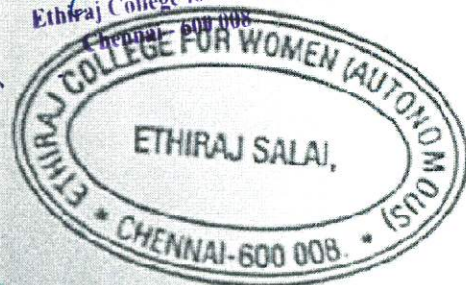
  
INTERNAL EXAMINER

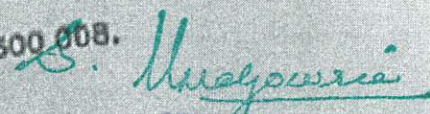
  
Head of the Department 1/6/22

  
EXTERNAL EXAMINER

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

  
Department of Corporate Secretaryship (CSS)  
Ethiraj College for Women  
Chennai - 600 008



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

Dr. R. GEETHALAKSHMI, M.Com., M.Phil., M.B.A.

HEAD OF THE DEPARTMENT

DEPARTMENT OF CORPORATE SECRETARYSHIP (SELF SUPPORTING)

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI - 600 008

PRITHIKSHA . K  
2013322085013

### BONAFIDE CERTIFICATE

This is to certify that project work entitled "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

Date: 1/6/2022

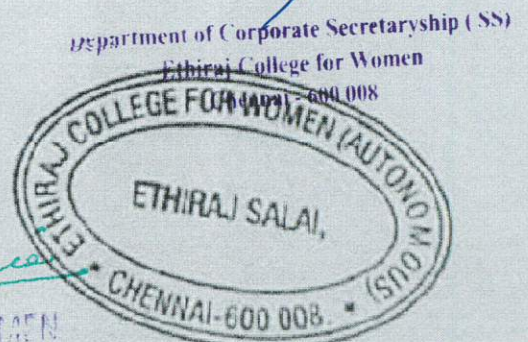
*R. Geethalakshmi*  
Head of the Department 1/6/22

*T.S. Vaishnavi*  
Internal Examiner

*S. Manojkumar*  
External Examiner *R. Geethalakshmi*

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

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



DR.R. GEETHALAKSHMI, M.COM, M. PHIL, M.B.A

HEAD OF THE DEPARTMENT

DEPARTMENT OF CORPORATE SECRETARYSHIP (SELF SUPPORTING)

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI- 600008

RADHIKA SASIKUMAR

2013322085014

### BONAFIDE CERTIFICATE

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*R. Geethalakshmi*  
Head of the Department

Place: Chennai

Date: 1/6/2022

*L. Meena*  
1/6/2022  
Internal Examiner

*R. Geethalakshmi*  
Department of Corporate Secretaryship (SS)  
Ethiraj College for Women  
Chennai-600 008

*S. Sathya*  
External Examiner

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

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



Dr. R. GEETHALAKSHMI, M.Com., M.Phil., M.B.A., Ph.D.

HEAD OF THE DEPARTMENT

DEPARTMENT OF CORPORATE SECRETARYSHIP (SELF SUPPORTING)

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI - 600 008

SANGEETHA . N

2013322085015

### BONAFIDE CERTIFICATE

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.

Place: Chennai

Date: 1/6/2022.

*R. Geethalakshmi*  
Head of the Department 1/6/22

*F. Parvitha Caroline*  
Internal Examiner

*Sudhakar*  
External Examiner

*R. Geetha*  
Department of Corporate Secretaryship (SS)  
Ethiraj College for Women  
Chennai - 600 008

*Anaya*

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

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



DR. R. GEETHALAKSHMI, M.COM., M.PHIL., MBA  
HEAD OF THE DEPARTMENT  
DEPARTMENT OF CORPORATE SECRETARYSHIP (SELF SUPPORTING)  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS) CHENNAI-600 008

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), Ethiraj College for Women, Chennai, in partial fulfillment of requirement for the award of the degree of M. Com Corporate Secretaryship for the academic year 2021-2022.

Place: Chennai

*R. Geethalakshmi*  
Head of the Department 1/6/22

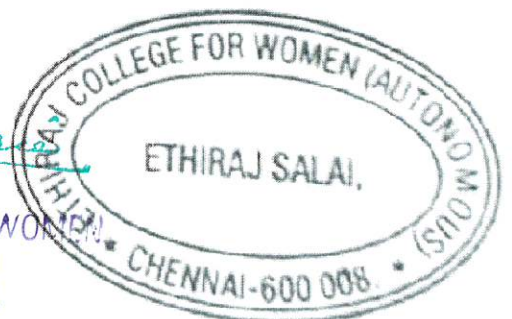
Date: 1/6/2022

*R. Geethalakshmi*  
Department of Corporate Secretaryship  
Ethiraj College for Women  
Chennai - 600 008  
*[Signature]*  
External Examiner

*R. Geethalakshmi*  
Internal Examiner 3/6/22

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

*[Signature]*  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.



DR.R. GEETHALAKSHMI, M.COM., M.PHIL., MBA  
HEAD OF THE DEPARTMENT  
DEPARTMENT OF CORPORATE SECRETARYSHIP (SELF SUPPORTING)  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS) CHENNAI-600008

SUGANTHI'S  
2013322085017

### BONAFIDE CERTIFICATE

This is to certify that project work entitled "A STUDY ON THE FINANCIAL PERFORMANCE OF TUBE PRODUCTS OF INDIA LIMITED" is a bonafide record of work done by SUGANTHI S. Register number: 2013322085017 final year (Master of Commerce in Corporate Secretaryship), Ethiraj College for Women, Chennai, in partial fulfillment 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

S. Parvathy  
Internal Examiner

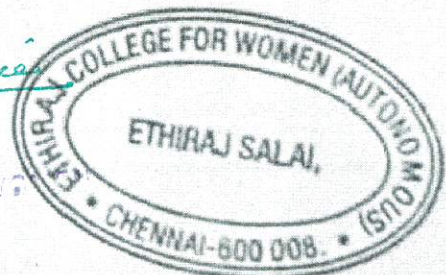
*R. Geethal*  
Head of the Department 1/6/22

*R. Geethal*  
Department of Corporate Secretaryship (SM)  
Ethiraj College for Women  
Chennai - 600008

*S. Parvathy*  
External Examiner

*Anaya S. Muralidharan*  
Controller of Examinations  
Ethiraj College for Women  
(Autonomous)  
Ethiraj Salai, Chennai-600008

PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600008.





Dr. R. GEETHALAKSHMI, M.Com., M.Phil., M.B.A

HEAD OF THE DEPARTMENT

DEPARTMENT OF CORPORATE SECRETARYSHIP (SELF SUPPORTING)

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI - 600 008

TEETHIKA G

2013322085018

### BONAFIDE CERTIFICATE

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.

*R. Geethalakshmi* 1/6/22  
Head of the Department

Place: Chennai

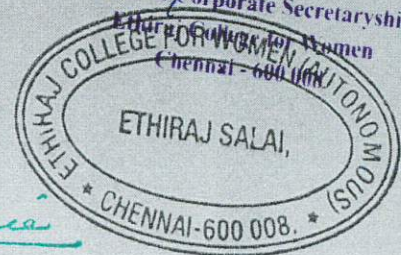
Date: 1/6/2022

*[Signature]*  
Internal Examiner

*[Signature]*  
External Examiner

*[Signature]*

Department of Corporate Secretaryship (SS)



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

*[Signature]*

PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI 600 008

DR. R. GEETHALAKSHMI, M.COM, M.PHIL., M.B.A  
HEAD OF THE DEPARTMENT  
DEPARTMENT OF CORPORATE SECRETARYSHIP (SELF SUPPORTING)  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI-600008

THEJESVINIE.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.

*R. Geethalakshmi*  
Head of the Department 1/6/22

Place : Chennai

Date : 1/6/2022.

*R. Geethalakshmi*  
Department of Corporate Secretaryship (SS)  
Ethiraj College for Women  
Chennai - 600 008  
*S. Muralidharan*  
External examiner

*R. Geethalakshmi*  
Internal examiner 1/6/22

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

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





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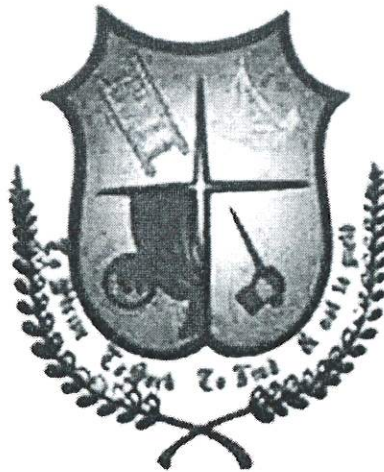
16

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

BY

AKSHAYAA DEVIS

2013322057001



*A Dissertation submitted to the*

UNIVERSITY OF MADRAS

*In partial fulfilment of the requirements of the degree of*

MASTER OF SCIENCE

*S. Mageswari*

PRINCIPAL

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

DEPARTMENT OF CLINICAL NUTRITION AND DIETETICS

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI – 600008

JUNE 2022

*V. S. Mageswari*

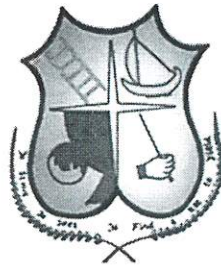


ETHIRAJ COLLEGE FOR WOMEN (Autonomous)  
Chennai – 600 008

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

MASTER OF SCIENCE

DEPARTMENT OF CLINICAL NUTRITION AND DIETETICS

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI - 600008

JUNE 2022

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

*M. M. M.*

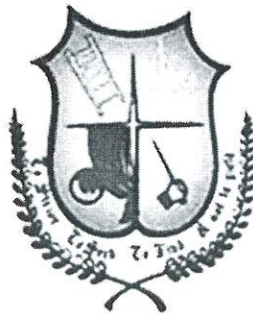


ETHIRAJ COLLEGE FOR WOMEN (Autonomous)  
Chennai – 600 008

NUTRIENT AND ORGANOLEPTIC ANALYSIS OF  
RED RICE BLACK GRAM LADOO

BY

JANANI S



A Dissertation submitted to the

UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the degree of

MASTER OF SCIENCE

DEPARTMENT OF CLINICAL NUTRITION AND DIETETICS

ETHIRAJ COLLEGE FOR WOMEN, (AUTONOMOUS)

CHENNAI-600008

JUNE 2022

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

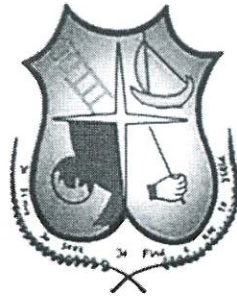
*Janani S*



ETHIRAJ COLLEGE FOR WOMEN (Autonomous)  
Chennai – 600 008

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

BY  
JAYAKUMARIS



A dissertation submitted to  
UNIVERSITY OF MADRAS

In partial fulfilment of the requirement for the degree of  
MASTER OF SCIENCE

*S. Jayakumaris*

PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)

DEPARTMENT OF CLINICAL NUTRITION AND DIETETICS  
CHENNAI-600 008

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI - 600008

JUNE 2022

*Jayakumaris*



ETHIRAJ COLLEGE FOR WOMEN (Autonomous)  
Chennai – 600 008

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

BY

KANMANI E



A Dissertation submitted to the  
UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the degree of  
MASTER OF SCIENCE

DEPARTMENT OF CLINICAL NUTRITION AND DIETETICS

AND

POST GRADUATE RESEARCH DEPARTMENT OF FOOD AND  
NUTRITION

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI - 600008

JUNE 2022

*S. Murugesan*

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

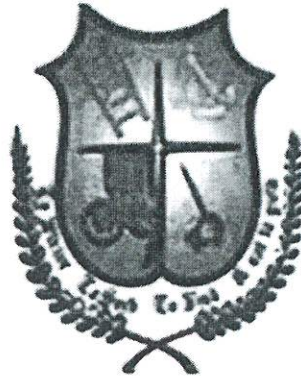
*M. S. S. S.*



ETHIRAJ COLLEGE FOR WOMEN (Autonomous)  
Chennai – 600 008

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

BY KARTHIGA.M



A dissertation submitted to

UNIVERSITY OF MADRAS

In partial fulfilment of the requirement for the degree of

MASTER OF SCIENCE

DEPARTMENT OF CLINICAL NUTRITION AND DIETETICS

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI - 600008

JUNE 2022

*S. Manojkumar*

PRINCIPAL

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

*K. Karthiga*

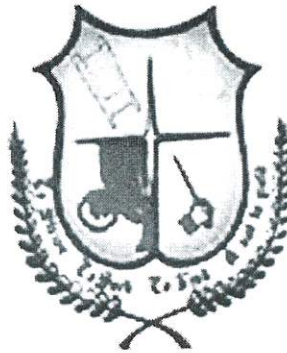




ETHIRAJ COLLEGE FOR WOMEN (Autonomous)  
Chennai – 600 008

NUTRITIONAL AND SENSORY ANALYSIS OF GERMINATED MULTIGRAIN  
BASED RECIPES

BY  
NEHA.R



A dissertation submitted to  
UNIVERSITY OF MADRAS

In partial fulfilment of the requirement for the degree of  
MASTER OF SCIENCE

*S. Manjureshi*  
PRINCIPAL

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

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI - 600008

JUNE 2022

*V. S. Arun*



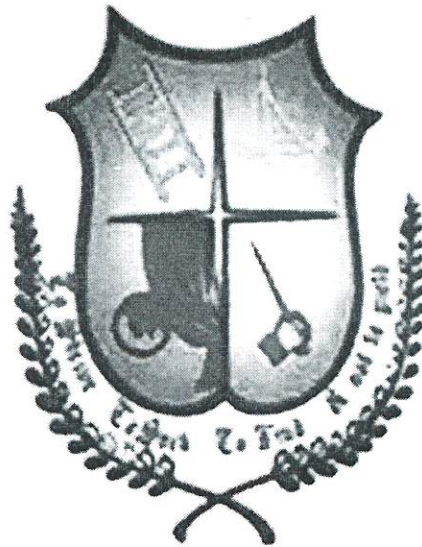
ETHIRAJ COLLEGE FOR WOMEN (Autonomous)  
Chennai – 600 008

DEVELOPMENT OF CORN SILK INCORPORATED RECIPES

BY

NIVETHA S

2013322057009



*A Dissertation submitted to the*

UNIVERSITY OF MADRAS

*In partial fulfilment of the requirements of the degree of*

MASTER OF SCIENCE

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

DEPARTMENT OF CLINICAL NUTRITION AND DIETETICS

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI – 600008

JUNE 2022

*W. S. Murugesan*



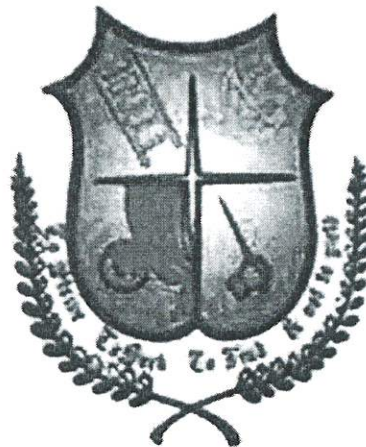
ETHIRAJ COLLEGE FOR WOMEN (Autonomous)  
Chennai – 600 008

A STUDY ON PHYSICAL ACTIVITY AND NUTRITIONAL STATUS  
OF ADOLESCENTS (11-15 years)

BY

NIVETHAA D

2013322057010



*A Dissertation submitted to the*

UNIVERSITY OF MADRAS

*In partial fulfilment of the requirements of the degree of*

MASTER OF SCIENCE

*S. Manjureshi*

PRINCIPAL

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

DEPARTMENT OF CLINICAL NUTRITION AND DIETETICS

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI – 600008

JUNE 2022

*M. S. R.*



ETHIRAJ COLLEGE FOR WOMEN (Autonomous)  
Chennai – 600 008

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

BY

PAVITHRA M



A Dissertation submitted to the  
UNIVERSITY OF MADRAS

In partial fulfillment of the requirements for the degree of

MASTER OF SCIENCE

DEPARTMENT OF CLINICAL NUTRITION AND DIETETICS

AND

POST GRADUATE RESEARCH DEPARTMENT OF FOOD AND  
NUTRITION

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI – 600008

JUNE 2022

*S. Murugesan*

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

*M. S. Srinivasan*



ETHIRAJ COLLEGE FOR WOMEN (Autonomous)  
Chennai – 600 008

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

BY

SHAJITHA MARIYAM B



A Dissertation submitted to the  
UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the degree of

MASTER OF SCIENCE

DEPARTMENT OF CLINICAL NUTRITION AND DIETETICS

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI - 600008

JUNE 2022

*S. Manjamma*  
PRINCIPAL

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

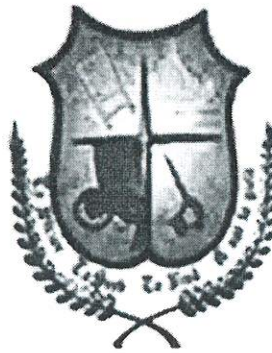
*Vandana*



ETHIRAJ COLLEGE FOR WOMEN (Autonomous)  
Chennai – 600 008

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

BY  
SRI PURNA PAVITHRA S



A dissertation submitted to  
UNIVERSITY OF MADRAS

In partial fulfilment of the requirement for the degree of  
MASTER OF SCIENCE

DEPARTMENT OF CLINICAL NUTRITION AND DIETETICS  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI - 600008

JUNE 2022

*S. Murugan*  
PRINCIPAL

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

*Vandana*



ETHIRAJ COLLEGE FOR WOMEN (Autonomous)  
Chennai – 600 008

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

BY

T.SUBBU LAKSHMI



*A Dissertation submitted to the*

UNIVERSITY OF MADRAS

*in partial fulfillment of the requirements for the degree of*

MASTER OF SCIENCE

DEPARTMENT OF CLINICAL NUTRITION AND DIETETICS

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI-600 008

JUNE-2022

*S. Murugesan*

PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600 008

*T. Subbu Lakshmi*

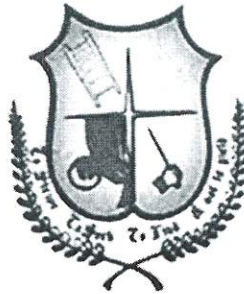


ETHIRAJ COLLEGE FOR WOMEN (Autonomous)  
Chennai – 600 008

ASSESSMENT OF THE NUTRITIONAL STATUS OF CENTRAL  
GOVERNMENT EMPLOYEE WORKING IN GOODS AND SERVICES  
TAX OFFICE - CHENNAI

BY

VAISHNAVI R



A Dissertation submitted to the  
UNIVERSITY OF MADRAS

In partial fulfilment of the requirements for the degree of

MASTER OF SCIENCE

DEPARTMENT OF CLINICAL NUTRITION AND DIETETICS

ETHIRAJ COLLEGE FOR WOMEN, (AUTONOMOUS)

CHENNAI-600008

*S. Manjovra*

JUNE 2022

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

*Manjovra*



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

Project Work Submitted  
In Partial fulfillment of the requirement  
For the award of the Degree

**MASTER OF SCIENCE**

**IN**

**PHYSICS**

**BY**

**BANUPRIYA V**

**REGISTER NUMBER: 2013322072002**



**DEPARTMENT OF PHYSICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

**CHENNAI - 600 008**

**JUNE 2022**

*S. Manjowria*

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

*Som 27/7/22*

**Ass. Professor and Head  
Department of Physics (SS)  
Ethiraj College for Women  
Chennai-600 008**

**SYNTHESIS AND CHARACTERIZATION OF Nd SUBSTITUTED**

**La<sub>2</sub>FeMnO<sub>6</sub> DOUBLE PEROVSKITE COMPOUNDS**

Project Work Submitted

in Partial fulfillment of the requirement

for the award of the Degree

**MASTER OF SCIENCE**

**In**

**PHYSICS**

**By**

**DAISY PHILOMINA S**

**REGISTER No: 2013322072003**



**DEPARTMENT OF PHYSICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

**CHENNAI – 600 008**

**MAY 2022**

*S. Manojkumar*  
PRINCIPAL

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

*S. Manojkumar*  
Asso. Professor and Head  
Department of Physics (SS)  
Ethiraj College for Women  
Chennai-600 008

**Ab initio Study of Structural and Electronic properties of Half**

**Heusler compound LiZnSb using Wien2k Code**

*Dissertation*

*Submitted in Partial fulfillment of the requirement*

*For the award of the Degree of*

**MASTER OF SCIENCE**

**IN**

**PHYSICS**

**BY**

**M. HEMALADHA**

**REGISTER NO: 2013322072004**



**DEPARTMENT OF PHYSICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

**CHENNAI 600 008**

**JUNE 2022**

*S. Muralidharan*

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

*Smy 27/12/23*  
**Asso. Professor and Head  
Department of Physics (SS)  
Ethiraj College for Women  
Chennai-600 008**

**Ab initio Study of Structural, Electronic and Optical Properties of  
LiZnP Compound using WIEN2K**

Dissertation

Submitted in Partial fulfilment of the requirement

For the award of the Degree of

**Master of Science**

**In**

**Physics**

**By**

**B.HEMAMALINI**

**REGISTER NO: 2013322072005**



**DEPARTMENT OF PHYSICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

**CHENNAI – 600 008**

*S. Murugesan*

PRINCIPAL

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

*S. Murugesan*  
27/7/22

**Asso. Professor and Head  
Department of Physics (SS)  
Ethiraj College for Women,  
Chennai-600 008**

**STUDIES ON DYSPROSIUM SUBSTITUTED  $\text{La}_2\text{FeMnO}_6$  DOUBLE  
PEROVSKITE COMPOUNDS**

Project Work Submitted  
in Partial fulfillment of the requirement  
for the award of the Degree

**MASTER OF SCIENCE**

in

**PHYSICS**

by

**JAISHREE V**

**REGISTER No: 2013322072006**



**DEPARTMENT OF PHYSICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

**CHENNAI - 600 008**

**MAY 2022**

*S. Manjureshi*

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

*S. Manjureshi*  
Asso. Professor and Head  
Department of Physics (SS)  
Ethiraj College for Women  
Chennai-600 008

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

Project Work Submitted  
In Partial fulfillment of the requirement  
For the award of the Degree

**MASTER OF SCIENCE**

**IN**

**PHYSICS**

**BY**

**A. JERLINE**

**REGISTER NUMBER: 2013322072007**



**DEPARTMENT OF PHYSICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

**CHENNAI - 600 008**

**MAY 2022**

*S. Manjureshi*

PRINCIPAL

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

*Somya*  
27/7/23  
Asso. Professor and Head  
Department of Physics (SS)  
Ethiraj College for Women  
Chennai-600 008

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

Project Work Submitted  
In Partial fulfillment of the requirement  
For the award of the Degree

**MASTER OF SCIENCE**

**IN**

**PHYSICS**

**BY**

**KEERTHANA A**

**REGISTER NUMBER: 2013322072008**



**DEPARTMENT OF PHYSICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

**CHENNAI - 600 008**

**MAY 2022**

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

*Som*  
*27/5/23*  
Asso. Professor and Head  
Department of Physics (SS)  
Ethiraj College for Women  
Chennai-600 008

**STUDIES ON Yb SUBSTITUTED  $\text{La}_2\text{FeMnO}_6$  DOUBLE  
PEROVSKITE COMPOUNDS**

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

**MASTER OF SCIENCE**

**in**

**PHYSICS**

**by**

**KEERTHANA M**

**REGISTER No: 2013322072009**



**DEPARTMENT OF PHYSICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

**CHENNAI - 600 008**

**MAY 2022**

*S. Manjureshi*

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

*Smm*  
*27/7/23*  
Asso. Professor and Head  
Department of Physics (SS)  
Ethiraj College for Women  
Chennai-600 008



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

Project Work Submitted  
In Partial fulfillment of the requirement  
For the award of the Degree

**MASTER OF SCIENCE**

**IN**

**PHYSICS**

**BY**

**ROHINI S**

**REGISTER NUMBER: 2013322072010**



**DEPARTMENT OF PHYSICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

**CHENNAI - 600 008**

**MAY 2022**

*S. Manojamma*

PRINCIPAL

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

*S. Manojamma*  
27/5/22  
Asso. Professor and Head  
Department of Physics (SS)  
Ethiraj College for Women  
Chennai-600 008

**SYNTHESIS AND STUDIES OF Gd<sup>3+</sup> DOPED ZnO  
NANOCOMPOSITES BY CHEMICAL CO-PRECIPIATION METHOD**

*Dissertation*

*Submitted in partial fulfilment of the requirement*

*For the award of the Degree of*

**MASTER OF SCIENCE**

**IN**

**PHYSICS**

**BY**

**SHOBHAVATHI K**

**REGISTER NO: 2013322072011**



**DEPARTMENT OF PHYSICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

**CHENNAI 600 008**

**JUNE 2022**

*S. Murugan*

**PRINCIPAL**

**ETHIRAJ COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

**CHENNAI-600 008.**

*S. Murugan*  
25/7/23  
**Asso. Professor and Head**  
**Department of Physics (SS)**  
**Ethiraj College for Women**  
**Chennai-600 008**

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

Project Work Submitted  
In Partial fulfillment of the requirement  
For the award of the Degree

**MASTER OF SCIENCE**

**IN**

**PHYSICS**

**BY**

**SRILEKHA K**

**REGISTER NUMBER: 2013322072013**



**DEPARTMENT OF PHYSICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

**CHENNAI - 600 008**

**MAY 2022**

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

*Som*  
*27/7/23*  
Asso. Professor and Head  
Department of Physics (SS)  
Ethiraj College for Women  
Chennai-600 008

**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  
in partial fulfilment of the requirement  
for the award of the Degree of*

**MASTER OF SCIENCE**

in

**PHYSICS**

by

**P. SWETHA THENDRAL**

**REGISTER NO: 2013322072014**



**DEPARTMENT OF PHYSICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

**CHENNAI 600 008**

**MAY 2022**

*S. Murugesan*

PRINCIPAL

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

*Swetha*  
27/5/23

**Asso. Professor and Head  
Department of Physics (SS)  
Ethiraj College for Women  
Chennai-600 008**

**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*

**MASTER OF SCIENCE**

in

**PHYSICS**

by

**VANI SHREE.V**

**REGISTER NO: 2013322072015**



**DEPARTMENT OF PHYSICS**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

**CHENNAI 600 008**

**MAY 2022**

*S. Manjamma*

PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600 008

*S. Manjamma*  
27/7/22

**ASS. Professor and Head  
Department of Physics (SS)  
Ethiraj College for Women  
Chennai-600 008**

Biochem I  
(7)

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

By

G. ANITHA

REG.NO. 2013322043001

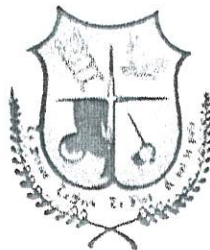
A Dissertation submitted in the partial fulfillment

For the award of the Degree of

MASTER OF SCIENCE

In

BIOCHEMISTRY



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POST GRADUATE DEPARTMENT OF BIOCHEMISTRY

Affiliated to the University of Madras

CHENNAI - 600 008

MAY - 2022

*S. Muralidharan*

PRINCIPAL

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

*M. Sujatha*

Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

CERTIFICATE

This is to certify that the dissertation titled "ANALGESIC AND ANTI-INFLAMMATORY PROPERTIES OF RUBUS IDAEUS, FOENICULUM VULGARE AND MENTHA PIPERITA EXTRACTS ON THE SEVERITY OF PRIMARY DYSMENORRHEA AND EFFECTS ON HeLa CELLS." for the award of Master of Science in Biochemistry is a bonafide work carried out by G. ANITHA, (Reg. No. 2013322043001) of Ethiraj College for Women (Autonomous), affiliated to the University of Madras. She has done this project at Ethiraj College for Women under my supervision and guidance. It has not been submitted to any University for the award of any degree.

*Safya*

SIGNATURE OF SUPERVISOR

Dr. Safya, M.Sc., M.Phil., Ph.D.,

Associate Professor

Department of Biochemistry

Ethiraj College for Women

Chennai - 600 008

*M. Sujatha*

SIGNATURE OF HOD

Dr. M. Sujatha, M.Sc., M.Phil., Ph.D.,

Head of the Department

Department of Biochemistry

Ethiraj College for Women

Chennai - 600 008

Associate Professor  
PG Department of Biochemistry (S.S)  
Ethiraj College for Women  
Chennai - 600 008.

*S. Gunasekaran*  
PRINCIPAL

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

*Anitha*

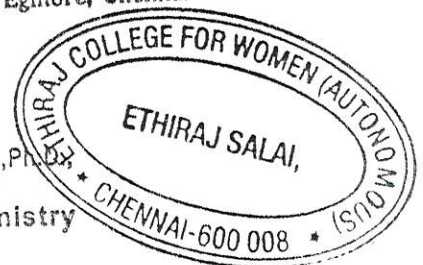
Controller of Examinations  
Ethiraj College for Women  
(Autonomous)

Ethiraj Salai, Chennai-600 008

*S. Gunasekaran*

Dr. S. GUNASEKARAN, M.Sc., Ph.D.  
Associate Professor  
Department of Biochemistry  
S.I.V.E.T. College  
Chennai-73.

Dr. M. SUJATHA M.Sc. M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eye)  
Egmore, Chennai - 600 008.



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

BY

ANUSHA S

REG. NO. 2013322043002

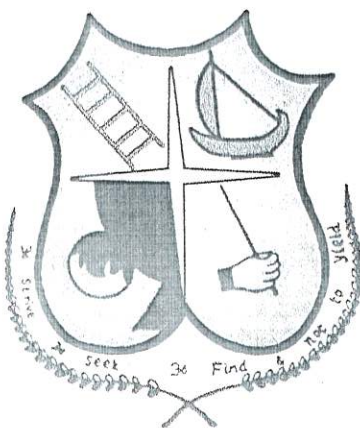
A Dissertation submitted in the partial fulfilment

For the award of the degree of

MASTER OF SCIENCE

IN

BIOCHEMISTRY



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POST GRADUATE DEPARTMENT OF BIOCHEMISTRY

Affiliated to the University of Madras

CHENNAI- 600 008

MAY 2022

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

*P. Sujatha*  
Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.



## CERTIFICATE

This is to certify that the dissertation entitled "IN VITRO EVALUATION OF ANTIOXIDANT ACTIVITY AND GC-MS ANALYSIS OF AQUEOUS EXTRACT OF CITRUS MEDICA PEEL AND PULP" for the award of Master of Science Degree in Biochemistry is a bonafide work carried out by ANUSHA S, (REG NO. 2013322043002) of Ethiraj College for Women (Autonomous), affiliated to the University of Madras. She has done this project at Ethiraj College for Women under my supervision and guidance. It has not been submitted to any other University for the award of any degree.

*J. Priya*  
SUPERVISOR

Dr.J.Priya M.Sc., M.Phil., Ph.D.

Assistant Professor

PG Department of Biochemistry

Ethiraj College for Women

Chennai – 600008

*M. Sujatha* 31.5.22  
HEAD OF THE DEPARTMENT

Dr.M.Sujatha M.Sc., M.Phil., Ph.D.

Head & Associate Professor

Dean of Academics (Self- Supporting)

PG Department of Biochemistry

Ethiraj College for Women

Chennai - 600008

Dr. M. SUJATHA M.Sc. M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai – 600 008.

*S. Gnanasekaran*

PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)

CHENNAI-600 008.

*J. Priya*  
Controller of Examinations  
Ethiraj College for Women  
(Autonomous)

Ethiraj Salai, Chennai-600 008.

*S. Gnanasekaran*  
DR. S. GNANASEKARAN, M.Sc., Ph.D.,  
Associate Professor  
PG Department of Biochemistry  
S.J.V.E.T. College  
Chennai-73.



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

BY

ASWINI.M

REG.NO.2013322043003

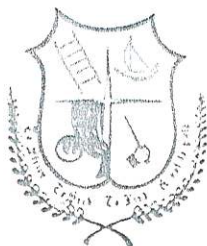
A Dissertation submitted in partial fulfillment

For the award of the Degree of

MASTER OF SCIENCE

IN

BIOCHEMISTRY



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POST GRADUATE DEPARTMENT OF BIOCHEMISTRY

Affiliated to the University of Madras

CHENNAI- 600 008

MAY 2022

*S. Mageswari*  
PRINCIPAL

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

*M. Sujatha*  
Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

## CERTIFICATE

This is to certify that the dissertation entitled "A STUDY OF HERBAL SUPPLEMENTATION FOR ANTI-INFLAMMATORY, ANTI-OXIDANT AND ANTI-PROLIFERATIVE ACTIVITIES" for the award of Master of Science Degree in Biochemistry is a project which was carried out by ASWINI.M (REG.NO.2013322043003) of Ethiraj College for Women (Autonomous), affiliated to the University of Madras. She has done this project at Ethiraj College for Women under my supervision and guidance. It has not been submitted to any other University for the award of any degree.

*[Signature]*  
SUPERVISOR

Dr. RAJIMA CYNTHIA ANTONY,

M.Sc., M.Phil., Ph.D.

Assistant Professor,

PG Department of Biochemistry,

Ethiraj College for Women,

Chennai - 600 008.

Assistant Professor  
PG Department of Biochemistry (S.S.)  
Ethiraj College for Women  
Chennai - 600 008.

*[Signature]*

HEAD OF THE DEPARTMENT

Dr.M.SUJATHA

M.Sc.,M.Phil.,Ph.D

Head and Associate Professor

PG Department of Biochemistry,

Ethiraj College for Women,

Chennai - 600 008.

Dr. M. SUJATHA M.Sc. M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai - 600 008.

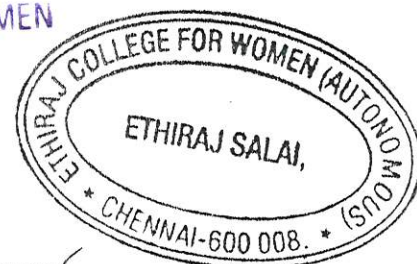
*[Signature]*

PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)  
CHENNAI-600 008.

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



*[Signature]*  
Dr. S. GUNASEKARAN, M.Sc., Ph.D.,  
Associate Professor  
PG Department of Biochemistry  
S.I.V.E.T. College  
Chennai-73.

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

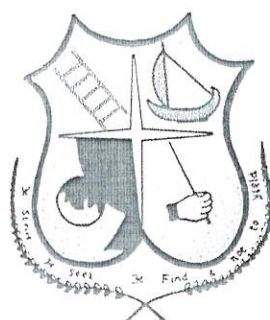
A Dissertation submitted in partial fulfillment

For the award of the Degree of

MASTER OF SCIENCE

IN

BIOCHEMISTRY





ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POST GRADUATE DEPARTMENT OF BIOCHEMISTRY

Affiliated to the University of Madras

CHENNAI- 600 008

MAY 2022

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

  
Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

## CERTIFICATE

This is to certify that the dissertation entitled "EXPLORATION OF THERAPEUTIC POTENTIAL FROM *MICROCOCCA MERCURIALIS* LEAVES (PETROLEUM ETHER EXTRACT) FOR TYPE 2 DIABETES MELLITUS : AN *IN SILICO* AND *IN VITRO* APPROACH" for the award of Master of Science Degree in Biochemistry is a bonafide work carried out by FAZILATHUL SOFIYA A (REG.NO. 2013322043004) of Ethiraj College for Women (Autonomous), affiliated to the University of Madras. She has done this project at Ethiraj College for Women under my supervision and guidance. It has not been submitted to any University for the award of any degree.

  
SUPERVISOR


Dr. E. Thendral Hepsibha  
M.Sc., M.Phil., Ph.D  
Assistant Professor,  
Department of Biochemistry,  
Ethiraj College for Women,  
Chennai - 600 008.


Assistant Professor  
PG Department of Biochemistry (S.S)  
Ethiraj College for Women  
Chennai - 600 008.

  
HEAD OF THE DEPARTMENT


Dr. M. Sujatha  
M.Sc., M.Phil., Ph.D  
Head & Associate Professor,  
Dean of Academics (SS),  
PG Department of Biochemistry,  
Ethiraj College for Women,  
Chennai - 600 008.

Dr. M. SUJATHA M.Sc., M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai - 600 008.

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

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



  
Dr. S. GUNASEKARAN, M.Sc., Ph.D.,  
Associate Professor  
PG Department of Biochemistry  
S.I.V.E.T. College  
Chennai-73.

EFFECT OF POLYCYSTIC OVARIAN SYNDROME ON LIVER  
AND KIDNEY PROFILES IN YOUNG WOMEN

A Dissertation submitted in the partial fulfilment

For the Degree of

MASTER OF SCIENCE

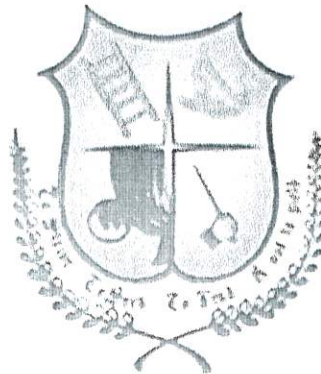
IN

BIOCHEMISTRY

BY

JANANIY.M

REG NO: 2013322043005



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POST GRADUATE DEPARTMENT OF BIOCHEMISTRY

Affiliated to the University of Madras

CHENNAI – 600 008

MAY 2022

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

*P. Sujatha*  
Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

# CERTIFICATE

This is to certify that the dissertation entitled "EFFECT OF POLYCYSTIC OVARIAN SYNDROME ON LIVER AND KIDNEY PROFILES IN THE YOUNG WOMEN". For the award of Master of science Degree in Biochemistry is a bonafide work carried out by JANANIY.M, (Reg.No, 2015322043005) of Ethiraj College for women (Autonomous), affiliated to the University of Madras. She has done this project at Ethiraj College For Women under my supervision and guidance. It has not been submitted to any other University for the award of any degree.



Head of the Department,

Dr. M. Sujatha M.Sc., M.Phil., Ph.D.

PG Department of Biochemistry

Head of the Department,

Dean of Academics(SS)

Ethiraj College for Women (Autonomous)

Chennai- 600 008


Dr. M. SUJATHA M.Sc. M.Phil., Ph.D.  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai - 600 008.



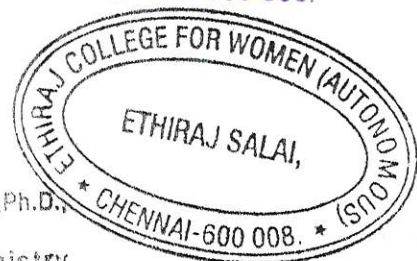
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.



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



Dr. S. GUNASEKARAN, M.Sc., Ph.D.,  
Associate Professor  
PG Department of Biochemistry  
S.I.V.E.T. College  
Chennai-73.



**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**

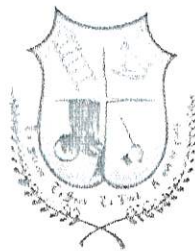
**IN**

**BIOCHEMISTRY**

**BY**

**JASMEEN FAHIRA.S**

REG NO: 2013322043006



**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**POST GRADUATE DEPARTMENT OF BIOCHEMISTRY**

**Affiliated to the University of Madras**

**CHENNAI - 600 008**

**MAY 2022**

*S. Manojkumar*

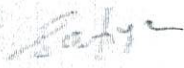
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.

*M. Sujatha*  
Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.



CERTIFICATE

I hereby certify that the dissertation entitled "A STUDY ON PHARMACOLOGICAL ACTIVITIES OF KIWI AND BLUEBERRY FOR THE TREATMENT OF UTERINE DYSFUNCTIONS" for the award of Master of Science Degree in Biochemistry is a bonafide work done by **JASMEEN FAHIRA.S (REG.NO.2013322043006)** of Ethiraj College for Women, Chennai, affiliated to the University of Madras. She has done this project at Ethiraj College for Women under my supervision and guidance. It has not been submitted to any other University for the award of any degree.



SIGNATURE OF SUPERVISOR

SAFFYA

M.Sc., M.Phil., Ph.D.

Associate Professor

PG Department of Biochemistry,

Ethiraj College for Women,

Chennai - 600 008.

Associate Professor  
PG Department of Biochemistry (S.S)  
Ethiraj College for Women  
Chennai - 600 008.



SIGNATURE OF HOD

Dr.M.SUJATHA

M.Sc., M.Phil., Ph.D.


Head and Associate Professor

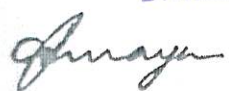
PG Department of Biochemistry

Ethiraj College for Women

Chennai - 600 008.

Dr. M. SUJATHA M.Sc. M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai - 600 008.

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



Controller of Examinations  
Ethiraj College for Women  
(Autonomous)

Ethiraj Salai, Chennai-600 008



Dr. S. GUNASEKARAN, M.Sc., Ph.D.,  
Associate Professor  
PG Department of Biochemistry  
S.I.V.E.T. College  
Chennai-73.



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

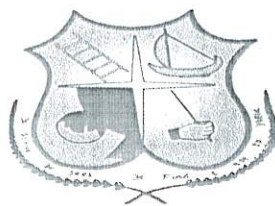
A Dissertation submitted In Partial Fulfillment

For the award of Degree of

MASTER OF SCIENCE

IN

BIOCHEMISTRY





ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POST GRADUATE DEPARTMENT OF BIOCHEMISTRY

Affiliated To the University of Madras

CHENNAI – 600 008

MAY 2022

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

  
Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

CERTIFICATE

This is to certify that the dissertation entitled "STUDY ON THE EFFECT OF LACTIC ACID BACTERIAL CULTURE & PHOTOSYNTHETIC BACTERIAL CULTURE ON GROWTH AND PHYTOCHEMICAL COMPOSITION OF SANTHUS AMBOINICUS" for the award of Master of Science Degree in Biochemistry is a bonafide work carried out by JAYAPRATHA.M(Reg. No. 2013322043007) of Ethiraj College for Women (Autonomous), affiliated to University of Madras. She has done her project under my supervision and guidance. It has not been submitted to any other university for the award of any degree.

*[Signature]*  
SUPERVISOR

Dr. S. Muralidharan  
(M.Sc (Bioinfo), M. Sc (Bioinfo), Ph. D)  
Associate Professor  
PG Department Of Biochemistry  
Ethiraj College For Women  
Chennai - 600 008  
Assistant Professor  
PG Department of Biochemistry (S.S)  
Ethiraj College for Women  
Chennai - 600 008.

*[Signature]* 31.5.22

HEAD OF THE DEPARTMENT  
Dr. M. Sujatha  
M.Sc. Phil, Ph. D  
Head Associate Professor &  
Dean Of Academics (SS)  
PG Department Of Biochemistry  
Ethiraj College For Women  
Chennai - 600 008

Dr. M. SUJATHA M.Sc. M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai - 600 008.

Date: 31-05-2022

*[Signature]*  
PRINCIPAL

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

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



*[Signature]*  
Dr. S. GUNASEKARAN, M.Sc., Ph.D.,  
Associate Professor  
PG Department of Biochemistry  
S.I.V.E.T. College  
Chennai-73.

ANTI-CANCER 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

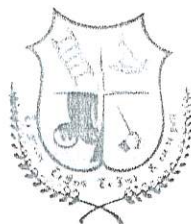
MASTER OF SCIENCE

IN

BIOCHEMISTRY

BY

MEENAPRIYA. K



REG NO: 2013322043008

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POST GRADUATE DEPARTMENT OF BIOCHEMISTRY

Affiliated to the University of Madras

CHENNAI - 600 008

*S. Muralidharan*  
MAY 2022

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

*[Signature]*  
Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

CERTIFICATE

...the dissertation entitled "ANTI-CANCER EFFECT OF  
... SILVESTRE AND CALOTROPIS GIGANTEA LEAF EXTRACT  
... MCF7 CELL LINE - A COMPARATIVE STUDY" for the award of  
... Degree in Biochemistry is a bonafide work carried out by MEENAPRIYA. K  
... (BMS) of Ethiraj College for Women (Autonomous), affiliated to University  
... the project under my supervision and guidance. It has not been  
... other university for the award of any degree.

...  
SUPERVISOR

M. Ly 31.5.22

HEAD OF THE DEPARTMENT

...  
...  
... M.Phil.

Dr.M.Sujatha,  
M.Sc., M.Phil, Ph.D  
Head of the Department  
Post Graduate Department of Biochemistry  
Ethiraj College for Women (Autonomous)  
Chennai- 600 008

...  
... Department of Biochemistry  
... College for Women (Autonomous)  
... Chennai - 600 008.

Dr. M. SUJATHA M.Sc. M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai - 600 008.

S. Muralidharan  
PRINCIPAL

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

Anaya

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

S. G

Dr. S. GUNASEKARAN, M.Sc., Ph.D.,  
Associate Professor  
PG Department of Biochemistry  
S.I.V.E.T. College  
Chennai-73.



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

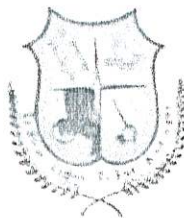
IN

BIOCHEMISTRY

BY

MOHANAA P

REG NO : 2013322043009




ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POSTGRADUATE DEPARTMENT OF BIOCHEMISTRY

Affiliated to the University of Madras

CHENNAI – 600 008

MAY 2022

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

  
Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

CERTIFICATE

This is to certify that the dissertation titled "STUDY ON THE EFFECT OF FRUIT PEEL AND VEGETABLE PEEL ON GROWTH AND PHYTOCHEMICAL COMPOSITION OF *PLECTRANTHUS AMBONICUS*" for the award of Degree of Master of Science Degree in Biochemistry is a bonafide work carried out by MOHANAA P, (Reg.No. 201320143009) of Ethiraj college for women (Autonomous), affiliated to the University of Madras. She has done this project at Ethiraj College for Women under my supervision and guidance. It has not been submitted to any other University for the award of any degree.

*Safya*

SIGNATURE OF SUPERVISOR

Dr. S. VIJAYALATHA,  
M.Sc (Biochem), M.Sc (Bioinfo), Ph.D  
Assistant professor,  
PG Department of Biochemistry  
Ethiraj College for Women.

Assistant Professor  
PG Department of Biochemistry (S.S)  
Ethiraj College for Women  
Chennai - 600 008.

*S. Muralidharan*  
PRINCIPAL

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

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

Dr. S. GUNASEKARAN, M.Sc., Ph.D.,  
Associate Professor  
PG Department of Biochemistry  
S.I.V.E.T. College  
Chennai-73.

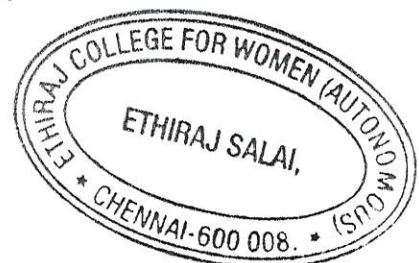
*S.G*

*M. Sujatha* 31.5.22

SIGNATURE OF HOD

Dr. M. SUJATHA,  
M.Sc., M.Phil., Ph.D.  
The Head and Associate professor  
Dean of academics,  
PG Department of Biochemistry  
Ethiraj College for Women.

Dr. M. SUJATHA M.Sc. M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai - 600 008.



**BIOCHEMICAL INVESTIGATION AND INVITRO PANCREATIC  
LIPASE INHIBITORY ACTIVITY OF *Citrus medica* PEEL AND PULP**

A Dissertation submitted in the partial fulfillment for the degree of

**MASTER OF SCIENCE**

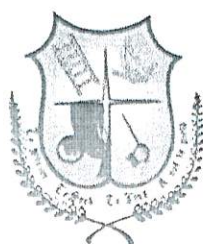
**IN**

**BIOCHEMISTRY**

**BY**

**MONISHABALAKUMARY. M**

**REG NO: 2013322043010**



**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**POSTGRADUATE DEPARTMENT OF BIOCHEMISTRY**

**Affiliated with the University of Madras**

**CHENNAI - 600 008**

**MAY 2022**

**PRINCIPAL**

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

**Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.**



## CERTIFICATE

This is to certify that the dissertation entitled "PHYTOCHEMICAL INVESTIGATION AND IN VITRO PANCREATIC LIPASE INHIBITORY ACTIVITY OF Citrus medica PEEL AND PULP" for the award of Master of Science degree in Biochemistry is a bonafide work carried out by Monishabalakumary. M (Reg no:2013322043010) of Ethiraj college for women (Autonomous), affiliated with the university of madras. She has done the project at Ethiraj College for Women under my supervision and guidance It has not been submitted to any other University for the award of any degree.

SUPERVISOR.

Dr. J. Priya M.Sc., M. Phill., Ph.D.

Assistant Professor

Post graduate Department of Biochemistry

Ethiraj College for Women (Autonomous)

Chennai - 600 008

Assistant Professor  
PG Department of Biochemistry (S.S)  
Ethiraj College for Women  
Chennai - 600 008.

HEAD OF THE DEPARTMENT

Dr. M. Sujatha M.Sc., M.Phil., PhD.

Head of the Department

Post graduate Department Biochemistry

Ethiraj College for women (Autonomous)

Chennai - 600 008

Dr. M. SUJATHA M.Sc. M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai - 600 008.

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

*Amaya*  
Controller of Examinations  
Ethiraj College for Women  
(Autonomous)

Ethiraj Salai, Chennai-600 008.

*S. G.*  
Dr. S. GUNASEKARAN, M.Sc., Ph.D.,  
Associate Professor  
PG Department of Biochemistry  
S.V.E.T. College  
Chennai-73.



**BLOOD MEAL AS ORGANIC FERTILIZER AND ITS  
EFFICIENT DELIVERY USING ALMOND GUM**

**BY**

**MUNISWARY.P**

**REG.NO: 2013322043011**

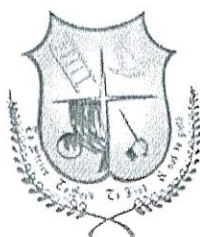
**A Dissertation submitted in partial fulfillment**

**For the award of the Degree of**

**MASTER OF SCIENCE**

**IN**

**BIOCHEMISTRY**



**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POST GRADUATE DEPARTMENT OF BIOCHEMISTRY**

**Affiliated to the University of Madras**

**CHENNAI- 600 008**

**MAY 2022**

*S. Murugesan*  
PRINCIPAL

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

*P. Ly*  
**Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.**

CERTIFICATE

This is to certify that the dissertation entitled "BLOOD MEAL AS ORGANIC FERTILIZER AND ITS EFFICIENT DELIVERY USING ALMOND GUM" for the award of Master of Science Degree in Biochemistry is a bonafide work carried out by MUNISWARY, P (REG.NO. 2013P043011) of Ethiraj College for Women (Autonomous), affiliated to the University of Madras. She has done this project at Ethiraj College for Women under my supervision and guidance. It has not been submitted to any other University for the award of any degree.

  
SUPERVISOR


Dr. Fatima Cynthia Antony  
M.Sc., M.Phil., Ph.D  
Assistant Professor,  
PG Department of Biochemistry,  
Ethiraj College for Women,  
Chennai - 600 008.

Assistant Professor  
Department of Biochemistry (S.S)  
Ethiraj College for Women  
Chennai - 600 008.

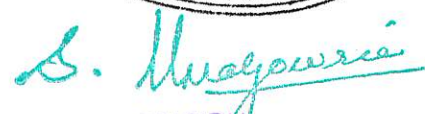
  
HEAD OF THE DEPARTMENT


Dr. M. Sujatha  
M.Sc., M.Phil., Ph.D  
Head & Associate Professor,  
PG Department of Biochemistry,  
Ethiraj College for Women,  
Chennai - 600 008.

Dr. M. SUJATHA M.Sc. M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai - 600 008.

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



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

  
Dr. S. GUNASEKARAN, M.Sc., Ph.D,  
Associate Professor,  
PG Department of Biochemistry,  
S.J.V.E.T. College  
Chennai-77.

**Evaluation of Synergistic Antimicrobial and Antioxidant efficacy  
of ethanolic extract of Indian spices.**

A Dissertation submitted in the partial fulfillment

For the degree of

**MASTER OF SCIENCE**

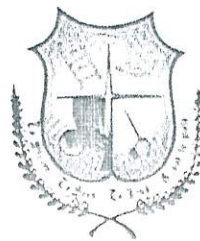
**IN**

**BIOCHEMISTRY**

**BY**

**NIVASHINI S**

REG NO: 2013322043012



**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**POST GRADUATE DEPARTMENT OF BIOCHEMISTRY**

Affiliated to the University of Madras

**CHENNAI - 600 008**

**MAY 2022**

*S. Murugesan*

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

*M. Sujatha*

Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

# CERTIFICATE

has the dissertation entitled "Evaluation of Synergistic Antimicrobial and  
antitumor activity of ethanolic extract of Indian spices." for the award of Master of  
Science in Biochemistry is a bonafide work carried out by NIVASHINI S ( Reg  
No. 2012012012012) of Ethiraj college for women (Autonomous),affiliated to the university  
of Madras. She has done the project at Ethiraj College for Women under my supervision and  
it has not been submitted to any other University for the award of any degree.

*[Faint signature]*

**DR. M. SUJATHA**  
M.Sc.,(Bioinfo)  
M.Phil.,Ph.D.  
Associate Professor  
PG Department of Biochemistry  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*[Handwritten signature]*

**HEAD OF THE DEPARTMENT**  
**Dr.M.Sujatha M.Sc.,M.Phill.,PhD.**  
Head of the Department  
Dean of Academics  
PG Department of Biochemistry  
Ethiraj College for women (Autonomous)  
Chennai – 600 008

Associate Professor  
PG Department of Biochemistry (S.S)  
Ethiraj College for Women  
Chennai - 600 008.

*[Handwritten signature]*  
**PRINCIPAL**

**Dr. M. SUJATHA M.Sc. M.Phil., Ph.D**  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai – 600 008.

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

*[Handwritten signature]*

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



*[Handwritten signature]*  
**Dr. S. GUNASEKARAN, M.Sc.,Ph.D.,**  
Associate Professor  
PG Department of Biochemistry  
S.I.V.E.T. College  
Chennai-73.

# CERTIFICATE

I hereby certify that the dissertation entitled "INVITRO ANTI-DIABETIC STUDY AND  
PHYSICO-CHEMICAL ANALYSIS OF Bael (AEGLE MARMELLOS) FRUIT PULP" for the award of  
Postgraduate Degree in Biochemistry is a bonafide work carried out by PADMA  
K. (Registration No. 2013322043013) of Ethiraj college for women (Autonomous),affiliated  
to the University of Madras. She has done the project at Ethiraj College for Women under my  
supervised guidance. It has not been submitted to any other University for the award of  
Degree.

*M. Sujatha* 31.5.22

HEAD OF THE DEPARTMENT

Dr.M.Sujatha M.Sc.,M.Phil.,PhD.

Head of the Department

Dean of Academics

PG Department of Biochemistry

Ethiraj College for women (Autonomous)

Chennai – 600 008

Dr. M. SUJATHA M.Sc. M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai -- 600 008.

Assistant Professor  
Department of Biochemistry (SS)  
Ethiraj College for Women  
Chennai - 600 008

*S. Gunasekaran*

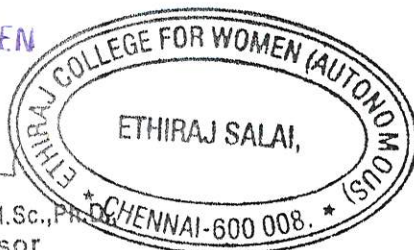
PRINCIPAL

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

Controller of Examinations  
Ethiraj College for Women  
(Autonomous)  
Chennai

*S.G*

S.P.S. GUNASEKARAN, M.Sc., Ph.D.  
Associate Professor  
PG Department of Biochemistry  
S.I.V.E.T. College  
Chennai-73.



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

A Dissertation submitted in the partial fulfilment

For the degree of

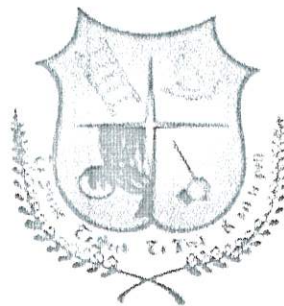
MASTER OF SCIENCE

IN

BIOCHEMISTRY

BY

PAVITHRA S



REG NO: 2013322043014

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POST GRADUATE DEPARTMENT OF BIOCHEMISTRY

Affiliated to the University of Madras

CHENNAI - 600 008

JUNE 2022

*S. Murugesan*

PRINCIPAL

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

*Dr. M. Sujatha*

Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

# CERTIFICATE

This is to certify that the dissertation entitled "The Combinatorial Invitro-Antiuro lithiatic Activity of *Tribulus terrestris*, *Cucurbita pepo* And *Litchi chinensis*" for the award of Master of Science degree in Biochemistry is a bonafide work carried out by PAVITHRA S (Reg no:2013322043014) of Ethiraj College for Women (Autonomous), affiliated to the University of Madras. She has done the project at Ethiraj College for Women under my supervision and guidance. It has not been submitted to any other University for the award of any degree.

  
SUPERVISOR.

Dr.C.N. Deepa M.Sc.,(Biochem),  
M.Sc.,(Bioinfo),M.Phil.,Ph.D.,  
Associate  
Assistant Professor  
PG Department of Biochemistry  
Ethiraj College for Women (Autonomous)  
Chennai -600 008


Associate Professor  
PG Department of Biochemistry (S.S)  
Ethiraj College for Women  
Chennai - 600 008.


  
HEAD OF THE DEPARTMENT

Dr.M.Sujatha M.Sc.,M.Phil.,PhD.,  
Head of the Department  
Dean of Academics  
PG Department of Biochemistry  
Ethiraj College for women (Autonomous)  
Chennai – 600 008

Dr. M. SUJATHA M.Sc., M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai – 600 008.

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

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

  
Dr. S. GUNASEKARAN, M.Sc.,Ph.D.,  
Associate Professor  
PG Department of Biochemistry  
S.I.V.E.T. College  
Chennai-73.





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

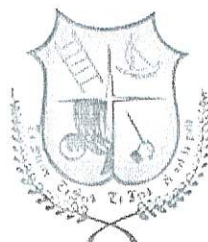
A Dissertation submitted in partial fulfillment

For the award of the Degree of

MASTER OF SCIENCE

IN

BIOCHEMISTRY





ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POST GRADUATE DEPARTMENT OF BIOCHEMISTRY

Affiliated to the University of Madras

CHENNAI- 600 008


May - 2022

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

  
Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

## CERTIFICATE

This is to certify that the dissertation entitled "AN IN-VITRO STUDY ON ANTIOXIDANT, ANTIMICROBIAL AND ANTI-DIABETIC EFFICACY OF A VALUE-ADDED THERAPEUTIC PRODUCT FROM ORGANIC WASTES" for the award of Master of Science Degree in Biochemistry is a Bonafide work carried out by **PRIYADARSINI P(REG.NO.2013322043015)** of Ethiraj College for Women (Autonomous), affiliated to the University of Madras. She has done this project at Ethiraj College for Women under my supervision and guidance. It has not been submitted to any other University for the award of any degree.

  
SUPERVISOR

Dr. B.ThendralHepsibha  
M.Sc., M.Phil. Ph.D  
Assistant Professor,  
PG Department of Biochemistry,  
College for Women,  
Chennai – 600 008.

Assistant Professor  
PG Department of Biochemistry (S.S)  
Ethiraj College for Women  
Chennai - 600 008.

  
HEAD OF THE DEPARTMENT


Dr.M.Sujatha  
M.Sc.,M.Phil.,Ph.D  
Head & Associate Professor  
PG Department of Biochemistry Ethiraj  
Ethiraj College for Women,  
Chennai – 600 008.


Dr. M. SUJATHA M.Sc. M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai – 600 008.

SIGNATURE OF EXTERNAL



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

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

  
Dr. S. GUNASEKARAN, M.Sc., Ph.D.,  
Associate Professor  
PG Department of Biochemistry  
S.I.V.E.T. College  
Chennai-73.



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

By

D. PRIYADHARSHINI

REG.NO. 2013322043016

A Dissertation submitted in the partial fulfillment

For the award of the Degree of

MASTER OF SCIENCE

In

BIOCHEMISTRY



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POST GRADUATE DEPARTMENT OF BIOCHEMISTRY

Affiliated to the University of Madras

CHENNAI - 600 008

*S. Muralidharan*  
MAY - 2022

PRINCIPAL

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

*M. Sujatha*  
Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

CERTIFICATE

This is to certify that the dissertation titled "ANTI-INFLAMMATORY, ANTIOXIDANT, ANTIMICROBIAL ACTIVITIES, GC-MS ANALYSIS AND ISOLATION OF POTENTIAL COMPOUND AGAINST T HESCs FROM THE BARK EXTRACT OF CAESALPINIA SAPPAN" for the award of Master of Science in Biochemistry is a bonafide work carried out by D. PRIYADHARSHINI, (Reg. No. 2013322043016) of Ethiraj College for Women (Autonomous), affiliated to the University of Madras. She has done this project at Ethiraj College for Women under my supervision and guidance. It has not been submitted to any University for the award of any degree.

*Safiya*

SIGNATURE OF SUPERVISOR

Dr. Safiya, M.Sc., M.Phil., Ph.D.,

Associate Professor

Department of Biochemistry

Ethiraj College for Women

Chennai - 600 008

*M. Sujatha*

SIGNATURE OF HOD

Dr. M. Sujatha, M.Sc., M.Phil., Ph.D.,

Head of the Department

Department of Biochemistry

Ethiraj College for Women

Chennai - 600 008

*S. Gunasekaran*

PRINCIPAL

Associate Professor  
PG Department of Biochemistry (S.S)  
Ethiraj College for Women  
Chennai - 600 008.

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

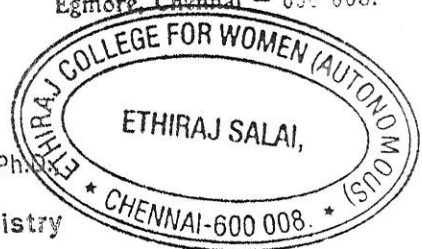
**Dr. M. SUJATHA M.Sc. M.Phil., Ph.D**  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai - 600 008.

*Anurag*

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

*S. Gunasekaran*

Associate Professor  
Department of Biochemistry  
S.I.V.E.T. College  
Chennai-73.



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

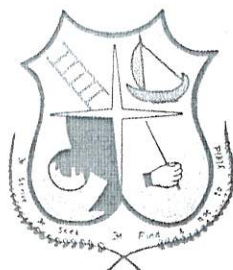
IN

BIOCHEMISTRY

BY

RAMYA M

REG NO: 2013322043017



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POST GRADUATE DEPARTMENT OF BIOCHEMISTRY

Affiliated to the University of Madras

CHENNAI – 600 008

MAY 2022

*S. Muralidharan*  
PRINCIPAL

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

*Dr. M. Sujatha*  
Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

CERTIFICATE

This is to certify that the dissertation entitled "INSILICO INVITRO ANALYSIS OF ETHIRAJ SAMBA - AN ATTEMPT TO EVALUATE ANTIDIABETIC PROPERTY" for the award of Master of Science Degree in Biochemistry is a bonafide work carried out by **RAMYA M** (reg : 2013322043017) of Ethiraj College for Women affiliated to University of Madras. She has done the project under my supervision and guidance. It has not been submitted to any other university for the award of

SUPERVISOR

Dr. M. Sujatha

M.Sc., M.Phil., Ph.D.

Assistant Professor

PG Department of Biochemistry

Ethiraj College for Women

Chennai- 600 008

Assistant Professor  
PG Department of Biochemistry (S.S)  
Ethiraj College for Women  
Chennai - 600 008.

Station: Chennai

Date: 31-05-2022

**S. G.**  
S. G. GURASEKARAN, M.Sc., Ph.D.,  
Associate Professor  
PG Department of Biochemistry  
S.A.V.E.T. College  
Chennai-73.

**M. L.** 31.5.22  
HEAD OF THE DEPARTMENT

Dr.M. Sujatha

M.sc.,M.phil,Ph.D

Head of the department

PG department of biochemistry

Ethiraj college for women

chennai- 600 008

**S. M.**  
Dr. M. SUJATHA M.Sc. M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai - 600 008.

PRINCIPAL

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

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



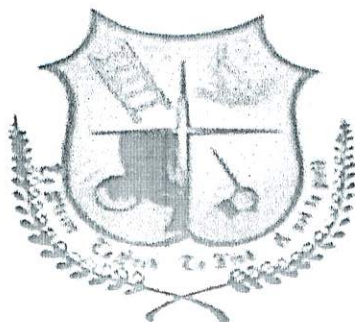
**COMPLICATIONS OF PCOS ON THE LEVEL OF  
C-REACTIVE PROTEIN, LIPID PROFILE AND  
METABOLIC PROFILE IN YOUNG WOMEN**

*A Dissertation submitted in the  
partial fulfillment for the degree of*

**MASTER OF SCIENCE  
IN  
BIOCHEMISTRY**

*By*

**REEBA. A**  
Reg No. 2013322043018



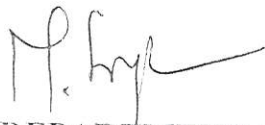
**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**  
**POST GRADUATE DEPARTMENT OF BIOCHEMISTRY**  
Affiliated to the University of Madras  
**CHENNAI - 600 008.**

*S. Muralidharan*  
MAY 2022  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.

*[Signature]*  
Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

## CERTIFICATE

This is to certify that the dissertation entitled "Complications of PCOS on the level of C-Reactive Protein, Lipid profile and Metabolic profile in young women" for the award of Master of Science degree in Biochemistry is a bonafide work carried out by REEBA (Reg no:2013322043018) of Ethiraj College for Women (Autonomous), affiliated to the University of Madras. She has done the project at Ethiraj College for Women under my supervision and guidance. It has not been submitted to any other University for the award of any degree



HEAD OF THE DEPARTMENT & SUPERVISOR

Dr. M. Sujatha M.Sc., M. Phil., Ph.D.  
Head of the Department  
PG Department of Biochemistry  
Dean of Academics (SS)  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

Dr. M. SUJATHA M.Sc. M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai - 600 008.



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



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



Dr. S. GUNASEKARAN, M.Sc., Ph.D.,  
Associate Professor  
PG Department of Biochemistry  
S.V.E.T. College  
Chennai



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

A Dissertation submitted in the partial fulfillment

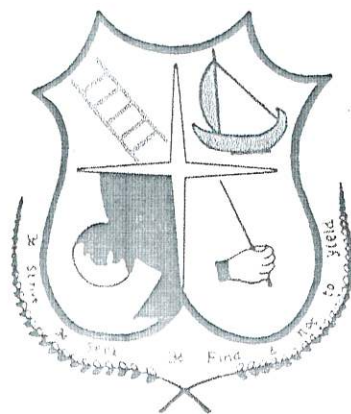
For the degree of  
MASTER OF SCIENCE

IN  
BIOCHEMISTRY

BY

REVATHI B

REG NO: 2013322043019



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POST GRADUATE DEPARTMENT OF BIOCHEMISTRY

Affiliated to the University of Madras

CHENNAI - 600 008

MAY 2022

*S. Muralidharan*

PRINCIPAL

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

*M. Sujatha*  
Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

CERTIFICATE

The undersigned has the dissertation entitled "PHYTOCHEMICAL INVESTIGATION AND ANTIHELMINTIC ACTIVITY ON CITRUS MEDICA PEEL AND PULP" for the award of Master of Science degree in Biochemistry is a bonafide work carried out by **MS. S. PRIYA** (REG NO: 20133222043019) Ethiraj college for women (Autonomous), affiliated to the University of Madras. She has done this project at Ethiraj College for Women under the supervision and guidance. It has not been submitted to any other University for the award of any degree.

Supervisor

Dr. S. Priya M.Sc., M. Phill., Ph.D.

Assistant Professor

PG Department of Biochemistry

Ethiraj College for Women

Chennai - 600 008.

*H.M. 31.5.22*

HEAD OF THE DEPARTMENT

Dr. M. Sujatha M.Sc., M. Phill., Ph.D.

Head & Associate Professor

Dean of Academics (Self Supporting)

PG Department of Biochemistry

Ethiraj College for Women

Chennai - 600 008.

Dr. M. SUJATHA M.Sc. M. Phill., Ph.D  
Head, Department of Biochemistry  
Ethiraj College for Women (Eve)  
Egmore, Chennai - 600 008.

*S. Muralidharan*

PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600 008.

*S. G.*

Controller of Examinations

Ethiraj College for Women

(Autonomous)

Ethiraj Salai, Chennai-600 008.



Dr. S. G. Muralidharan  
Assistant Professor  
PG Department of Biochemistry  
Ethiraj College for Women  
Chennai - 600 008

IMPLICATIONS OF PCOS ON THYROID HORMONE  
AND HEMATOLOGICAL PARAMETERS IN YOUNG  
WOMEN

Dissertation submitted in the partial fulfillment

For the degree of

MASTER OF SCIENCE

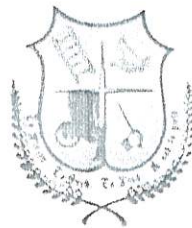
IN

BIOCHEMISTRY

BY

K.SANTHIYA

2013322043020



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POST GRADUATE DEPARTMENT OF BIOCHEMISTRY

Affiliated to the University of Madras

CHENNAI - 600 008

*S. Muralidharan*  
MAY 2022

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

*M. Sujatha*  
Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

# CERTIFICATE

The project titled "IMPLICATIONS OF PCOS ON THYROID  
FUNCTION AND ENDOCRINOLOGICAL PARAMETERS IN YOUNG WOMEN" for the  
M.Sc. in Biochemistry is a bonafide work carried out by K.SANTHIYA,  
a student of Ethiraj College for Women (Autonomous), affiliated to the  
University of Madras. She has done this project at Ethiraj College for Women under my  
supervision. It has not been submitted to any University for the award of any  
degree.



HEAD OF THE DEPARTMENT & SUPERVISOR

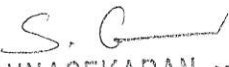
Dr. K. S. SANTHIYA M.Sc. M.Phil., Ph.D.  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Chennai - 600 008.



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



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



Dr. S. GUNASEKARAN, M.Sc., Ph.D.  
Associate Professor  
PG Department of Biochemistry  
S.I.V.E.T. College  
Chennai-73.



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

A Dissertation submitted in the partial fulfillment

For the degree of

**MASTER OF SCIENCE**

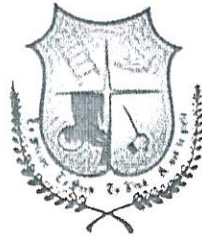
IN

**BIOCHEMISTRY**

BY

**S.SHALINI**

REG NO: 2013322043021



**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**POST GRADUATE DEPARTMENT OF BIOCHEMISTRY**

**Affiliated to the University of Madras**

**CHENNAI - 600 008**

**MAY 2022**

*S. Muralidharan*

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

*M. Sujatha*  
Dr. M. SUJATHA, M.C., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

# CERTIFICATE

This is to certify that the dissertation entitled "INVESTIGATION OF HERBAL FORMULATION FOR ENHANCING IMMUNITY BY *Terminalia catappa*, *Phyllanthus niruri*, *Daucus carota L.*" for the award of Master of Science degree in Biochemistry is a sincere work carried out by S.SHALINI ( Reg no:2013322043021) of Ethiraj college for women (Autonomous),affiliated to the university of madras . She has done the project at Ethiraj College for Women under my supervision and guidance. It has not been submitted to any other University for the award of any degree.

*Cynthia Antony*  
SUPERVISOR.

Dr.Fatima Cynthia Antony.

M.Sc.,M.Phil.,Ph.D.

Assistant Professor

PG Department of Biochemistry

Ethiraj College for Women (Autonomous)

Chennai -600 008

*M. Sujatha*  
HEAD OF THE DEPARTMENT

Dr.M.Sujatha M.Sc.,M.Phil.,PhD.

Head of the Department

Dean of Academics

PG Department of Biochemistry

Ethiraj College for women (Autonomous)

Chennai – 600 008

Assistant Professor  
Department of Biochemistry  
Ethiraj College for Women  
Chennai - 600 008

*S. Muralidharan*  
PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)  
CHENNAI-600 008.

Dr. M. SUJATHA M.Sc. M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai – 600 008.

*Shruthi*  
Controller of Examinations  
Ethiraj College for Women  
(Autonomous)

Ethiraj Salai, Chennai-600 008.



Assistant Professor  
PG Department of Biochemistry  
Ethiraj College for Women  
Chennai - 600 008

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

MASTER OF SCIENCE

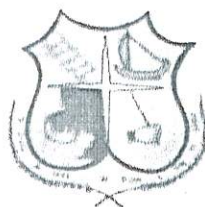
IN

BIOCHEMISTRY

BY

SUMAIYA BEGUM. S


REG. NO: 2013322043023




ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POST GRADUATE DEPARTMENT OF BIOCHEMISTRY

Affiliated to the University of Madras

CHENNAI - 600 008

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

MAY 2022

  
Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

CERTIFICATE

This is to certify that the dissertation entitled "*INVITRO ANTI-DIABETIC ACTIVITY AND ANTI-PROLIFERATIVE ACTIVITY ON A549 HUMAN LUNG ADENOCARCINOMA CELL LINE OF CATHARANTHUS ROSEUS*" for the award of Master of Science Degree in Biochemistry is a bonafide work carried out by **SUMAIYA BEGUM. S (REG.NO: 2013322043023)** of Ethiraj College for Women (Autonomous), affiliated to the University of Madras. She has done this project at Ethiraj College for Women under my supervision and guidance. It has not been submitted to any other University for the award of any degree.

SUPERVISOR

Dr. V. MALATHI

M.Sc., M.Phil., Ph. D.,

Associate Professor

PG Department of Biochemistry

Ethiraj College for Women

Chennai – 600 008.

Associate Professor  
PG Department of Biochemistry (S.S)  
Ethiraj College for Women  
Chennai - 600 008.

HEAD OF THE DEPARTMENT

Dr. M. SUJATHA

M.Sc., M.Phil., Ph. D.,

Head, Associate Professor &

Dean of Academics (SS)

PG Department of Biochemistry

Ethiraj College for Women

Chennai – 600 008

Dr. M. SUJATHA M.Sc. M.Phil. Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai – 600 008.

PRINCIPAL

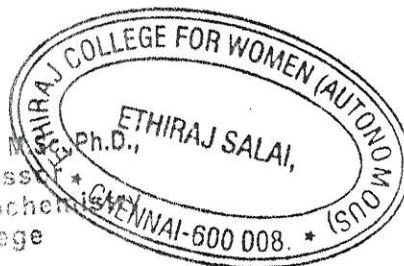
ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600 008.

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

Dr. S. GUNASEKARAN, M.Sc., Ph.D.,  
Associate Professor  
PG Department of Biochemistry  
S.I.V.E.T. College  
Chennai-73.





**COMPARATIVE STUDY ON PHYTOCHEMICAL COMPOSITION AND  
APPLICATIONS OF PIPER NIGRUM, PIPER LONGUM AND PIPER CUBEBA**

BY

SUMIYA RIZWANA.A

REG NO: 2013322043024

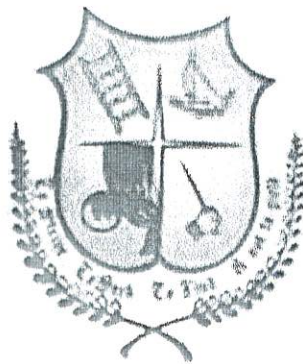
**A Dissertation submitted In Partial Fulfillment**

For the award of Degree of

**MASTER OF SCIENCE**

IN

**BIOCHEMISTRY**



**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POST GRADUATE DEPARTMENT OF BIOCHEMISTRY**

**Affiliated To the University of Madras**

**CHENNAI - 600 008**

*S. Murugesan*  
MAY 2022  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.

*M. Sujatha*  
**Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,**  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

# CERTIFICATE

This is to certify that the dissertation entitled "COMPARATIVE STUDY ON CHEMICAL COMPOSITION AND APPLICATIONS OF PIPER NIGRUM, PIPER OFFICINALE AND PIPER CUBEBA" for the award of Master of Science Degree in Biochemistry is a project carried out by SUMIYA RIZWANA.A (Reg. No. 2013322043024) of Ethiraj College for Women (Autonomous), affiliated to University of Madras. She has done the project under the supervision and guidance. It has not been submitted to any other university for the award of the degree.

*M. Sujatha*  
31.5.22

HEAD OF THE DEPARTMENT

Dr.M.Sujatha,  
M.Sc., M.Phil, Ph.D  
Head of the Department  
Post Graduate Department of Biochemistry  
Ethiraj College for Women (Autonomous)  
Chennai- 600 008

Dr. M. SUJATHA M.Sc. M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai - 600 008.

*S. Gunasekaran*

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



*Sumiya*

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

*S.G.*

Dr. S. GUNASEKARAN, M.Sc., Ph.D.,  
Associate Professor  
PG Department of Biochemistry  
S.I.V.E.T. College  
Chennai-73.

Phytoconstituents of *Micrococca mercurialis* leaf  
extracts (chloroform and ethylacetate) as potent drugs  
against SARS-CoV-2 main protease (Mpro) – An *in vitro*  
and *in silico* study

BY

SUSEELA K

REG.NO. 2013322043025

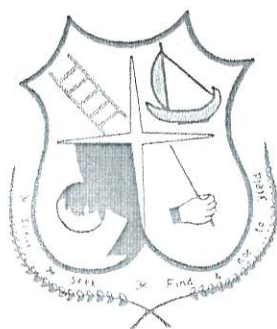
A Dissertation submitted in partial fulfillment

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BIOCHEMISTRY



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POST GRADUATE DEPARTMENT OF BIOCHEMISTRY

Affiliated to the University of Madras

CHENNAI- 600 008


S. *Murugesan*  
MAY 2022  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.

*M. Sujatha*  
Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

# CERTIFICATE

This is to certify that the dissertation entitled "Phytoconstituents of *Micrococca mercurialis* leaf extracts (chloroform and ethylacetate) as potent drugs against SARS-CoV-2 main protease (Mpro) - An *in vitro* and *in silico* study" for the award of Master of Science Degree in Biochemistry is a bonafide work carried out by SUSEELA K (REG.NO. 2013322043025) of Ethiraj College for Women (Autonomous), affiliated to the University of Madras. She has done this project at Ethiraj College for Women under my supervision and guidance. It has not been submitted to any other University for the award of any degree.

INTERVISOR


  
Dr. B. Theendral Hepsibha  
M.Sc., M.Phil., Ph.D  
Assistant Professor,  
PG Department of Biochemistry,  
Ethiraj College for Women,  
Chennai - 600 008.

Assistant Professor  
PG Department of Biochemistry (S.S)  
Ethiraj College for Women  
Chennai - 600 008.


HEAD OF THE DEPARTMENT


  
Dr. M. Sujatha  
M.Sc., M.Phil., Ph.D  
Head & Associate Professor,  
Dean of Academics (SS),  
PG Department of Biochemistry,  
Ethiraj College for Women,  
Chennai - 600 008.

Dr. M. SUJATHA M.Sc. M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai - 600 008.

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



  
Dr. S. GUNASEKARAN, M.Sc., Ph.D.,  
Associate Professor  
PG Department of Biochemistry  
S.I.V.E.T. College  
Chennai-73.

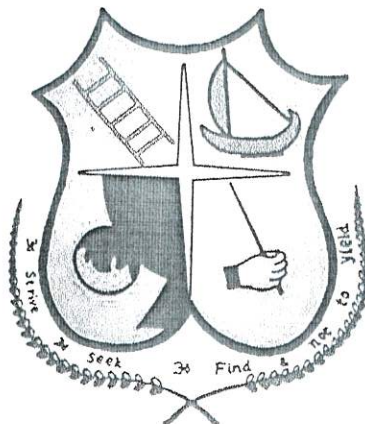
  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.

**INVITRO ANTIDIABETIC ACTIVITY AND INVITRO  
ANTI PROLIFERATIVE ACTIVITY ON TYPE II ALVEOLAR  
EPITHELIUM A549 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**



**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
POST GRADUATE DEPARTMENT OF BIOCHEMISTRY**

**Affiliated to the University of Madras**

**CHENNAI- 600 008**

**MAY 2022**

*S. Muralidharan*

**PRINCIPAL**

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

*[Signature]*  
**Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.**

## CERTIFICATE

This is to certify that the dissertation entitled "*In vitro* Antidiabetic activity of *Costus igneus*" for the award of Master of Science Degree in Biochemistry is a bonafide work carried out by TANUSREE P, (REG NO. 2013322043026) of Ethiraj College for Women (Autonomous), affiliated to the University of Madras. She has done this project at Ethiraj College for Women under my supervision and guidance. It has not been submitted to any other University for the award of any degree.



**SUPERVISOR**

Dr. V. MALATHI

M.Sc., M.Phil., Ph.D.,

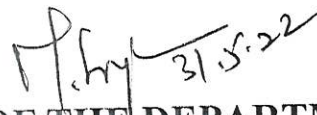
Associate professor

PG Department of Biochemistry

Ethiraj College For Women

Chennai -600 008

Associate Professor  
PG Department of Biochemistry (S.S)  
Ethiraj College for Women  
Chennai - 600 008.



**HEAD OF THE DEPARTMENT**

Dr. M.SUJATHA

M.SC., M.Phil., Ph.D.,

Head, Associate professor

& Dean of Academics (SS)

Ethiraj College For women

Chennai -600 008

Dr. M. SUJATHA M.Sc. M.Phil., Ph.D  
Head, Department of Biochemistry  
Ethiraj College For Women (Eve)  
Egmore, Chennai - 600 008.

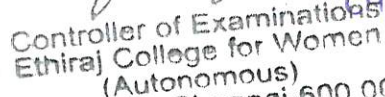


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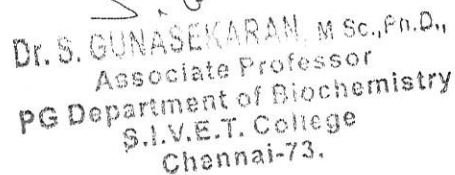
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CHENNAI-600 008.



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



Dr. S. GUNASEKARAN, M.Sc., Ph.D.,  
Associate Professor  
PG Department of Biochemistry  
S.I.V.E.T. College  
Chennai-73.



**IN VITRO ANTI-DIABETIC STUDY AND GC-MS ANALYSIS  
OF BAELE (*AEGLE MARMELOS*) FRUIT PULP"**

A Dissertation submitted in the partial fulfillment

For the degree of

**MASTER OF SCIENCE**

IN

**BIOCHEMISTRY**

BY

**PADMA PRIYA.B**

REG NO: 2013322043013



**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**POST GRADUATE DEPARTMENT OF BIOCHEMISTRY**

Affiliated to the University of Madras

**CHENNAI - 600 008**

MAY- 2022

*S. Muralidharan*

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

*P. Priya*  
Dr. M. SUJATHA, M.Sc., M.Phil., Ph.D.,  
Head, Department of Biochemistry (SS)  
Ethiraj College For Women  
Egmore, Chennai-600 008.

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

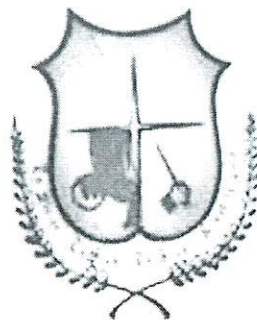
By

AISHWARYA B

2013322041001

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

MASTER OF SCIENCE  
IN  
APPLIED MICROBIOLOGY



DEPARTMENT OF MICROBIOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
AFFILIATED TO UNIVERSITY OF MADRAS  
CHENNAI-600008

APRIL 2022

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



## BONAFIDE CERTIFICATE

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.

*31/5/22*  
RESEARCH SUPERVISOR AND  
HEAD OF THE DEPARTMENT

Dr. K. Krishna Prema Ph.D.,  
Associate Professor and Head  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600 008

Dr. K. Krishna Prema M.Sc., M.Phil., Ph.D.,  
Associate Professor and Head  
Department Of Microbiology,  
Ethiraj College for Women,  
Chennai -600008

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



*31/5/22*  
INTERNAL EXAMINER

*Chandray*  
EXTERNAL EXAMINER

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

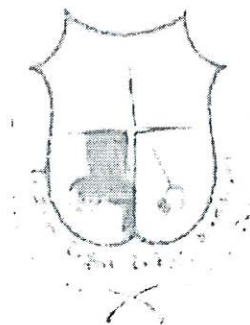
BIODEGRADATION OF WASTE COOKING OIL BY *Yarrowia lipolytica*

BY

ANUSHA B  
(REG NO: 2013322041002)

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

MASTER OF SCIENCE  
IN  
APPLIED MICROBIOLOGY



DEPARTMENT OF MICROBIOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
AFFILIATED TO UNIVERSITY OF MADRAS  
CHENNAI-600008

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(AUTONOMOUS)  
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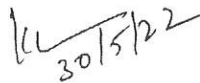
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RESEARCH SUPERVISOR

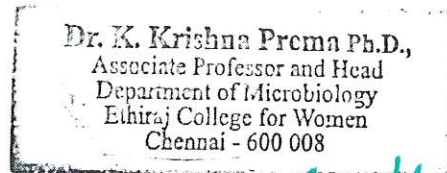
Dr. Mary Sheela J

(M.Sc., M.Phil., Ph.D.)


  
HEAD OF THE DEPARTMENT

Dr. K. Krishna Prema


(M.Sc., M.Phil., Ph.D.)



  
INTERNAL EXAMINER

  
EXTERNAL EXAMINER

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

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

iv



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

BY

S. ASHA

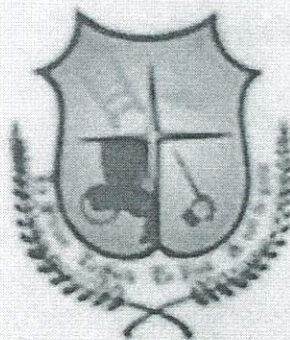
(Reg. No. 2013322041003)

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

MASTER OF SCIENCE

IN

APPLIED MICROBIOLOGY



DEPARTMENT OF MICROBIOLOGY

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

AFFILIATED TO UNIVERSITY OF MADRAS

CHENNAI-600008.

*S. Muralidharan*

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

APRIL 2022

## BONAFIDE CERTIFICATE

This is to certify that the dissertation entitled "Occurrence of filamentous fungi in drinking water, related to biofilm formation", submitted in partial fulfilment of the requirements for the degree in **Master of Science in Applied Microbiology**, is the bonafide work carried out by Ms.S.Asha (Reg No: 2013322041003), during the period from August 2021 to April 2022, under my guidance and supervision. The results embodied in the dissertation have not been submitted to any other Universities or Institutes for the award of a degree or diploma.

**Dr. K. Krishna Prema Ph.D.,**  
Associate Professor and Head  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600 008

  
**RESEARCH SUPERVISOR**

Dr.G.Sangeetha Vani ,M.Sc.,M. Phil.,Ph.D.

Assistant Professor,

Department of Microbiology,

Ethiraj College for Women,

Chennai - 600008.

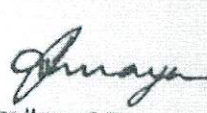
  
**HEAD OF THE DEPARTMENT**

Dr. K. Krishna Prema, M.Sc.,M.Phil.,Ph.D.

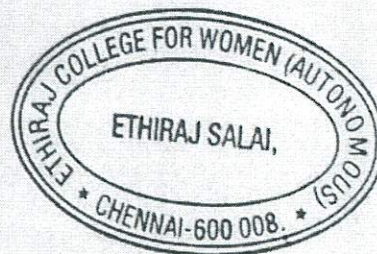
Head, Department of Microbiology,

Ethiraj College for Women,

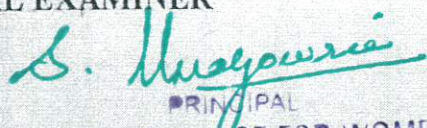
Chennai - 600008.

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

  
**INTERNAL EXAMINER**



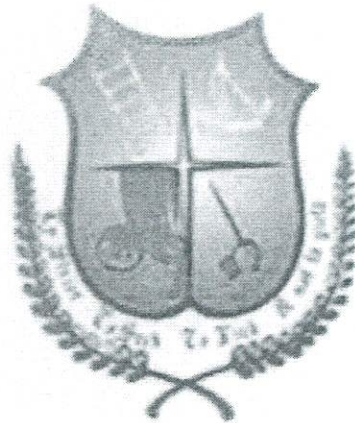
  
**EXTERNAL EXAMINER**

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

BIO DEGRADATION OF DYES PRESENT IN INDUSTRIAL  
EFFLUENT BY *PSEUDOMONAS PUTIDA*

By  
DHANASHREE.U  
(Reg No.2013322041004)

A dissertation in partial fulfilment of the requirement for the degree in  
MASTER OF SCIENCE  
IN  
APPLIED MICROBIOLOGY



DEPARTMENT OF MICROBIOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
AFFILIATED TO UNIVERSITY OF MADRAS


CHENNAI-600008.

APRIL 2022


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

# CERTIFICATE

This is to certify that the dissertation entitled "Bio degradation of dyes present in industrial effluent by *Pseudomonas putida*" submitted for the partial fulfillment of the requirements for the degree in Master of Science in Applied Microbiology, is the bonafide work carried out by Ms. U. DHANASHREE (Reg No: 2013322041004), during the period August 2021 to April 2022, under my guidance and supervision. The results embodied in this dissertation have not been submitted to any other Universities for the award of any degree or diploma.


  
**RESEARCH SUPERVISOR**  
Dr VIDHYACV, M.Sc., M.Phil., Ph.D.

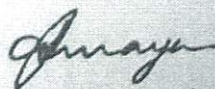
Dr. Vidhya C.V. M.Sc., M.Phil., Ph.D.,  
Associate Professor  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600 008.

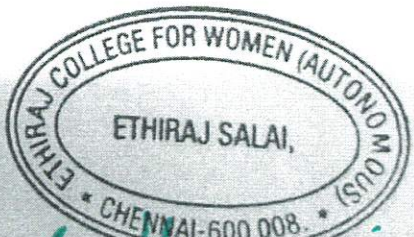
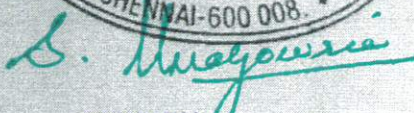
  
**HEAD OF THE DEPARTMENT**  
Dr K.KRISHNA PREMA, M.Sc., M.Phil., Ph.D.

Dr. K. Krishna Prema Ph.D.,  
Associate Professor and Head  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600 008

  
**INTERNALEXAMINER**

  
**EXTERNALEXAMINER**

  
**Controller of Examinations**  
Ethiraj College for Women  
(Autonomous)  
Chennai-600 008

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

**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

**H.DHIVYA BHARATHI**

(Reg no: 2013322041005)



DEPARTMENT OF MICROBIOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
AFFILIATED TO UNIVERSITY OF MADRAS

CHENNAI-600008

APRIL 2022

ii

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



## BONAFIDE CERTIFICATE

This is to certify that the dissertation entitled "EXTRACTION OF CHITOSAN FROM *Aspergillus niger* AND FORMULATION OF CHITOSAN BASED EDIBLE FOOD COATING" 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. H. DHIVYA BHARATHI (Reg No: 2013322041005), during the period from August 2021 to May 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.

Dr. K. Krishna Prema Ph.D.,  
Associate Professor and Head  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600 008

*G. C.*

### RESEARCH SUPERVISOR

Dr. C. Ganga Baheerathi (M.Sc., M.Phil., Ph.D)

Associate professor

Department of Microbiology

Ethiraj College for Women

Chennai -600 008.

*K. K. P.*  
31/5/22

### HEAD OF THE DEPARTMENT

Dr. K. Krishna Prema (M.sc., M.Phil., Ph.D)

Associate professor

Department of Microbiology

Ethiraj College for Women

Chennai -600008

*K. K. P.*  
16/6/22

### INTERNAL EXAMINER

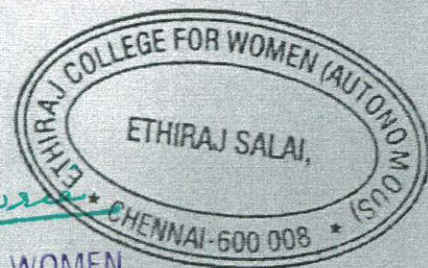
*(Signature)*

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iii

*(Signature)*  
Controller of Examinations  
Ethiraj College for Women  
(Autonomous)  
Ethiraj Salai

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



**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

**GUNASREE R**

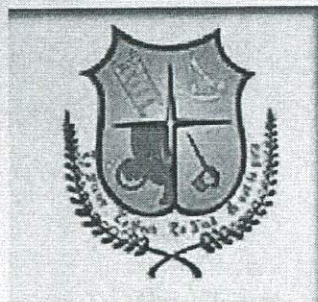
**(Reg No: 2013322041006)**

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

**MASTER OF SCIENCE**

**IN**

**APPLIED MICROBIOLOGY**



**DEPARTMENT OF MICROBIOLOGY**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**AFFILIATED TO UNIVERSITY OF MADRAS**

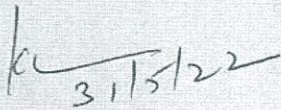
**CHENNAI-600008**

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

**APRIL 2022**

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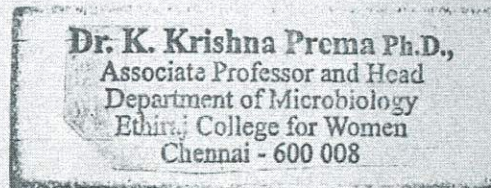
This is to certify that the dissertation entitled "Cultivation of Oyster mushroom (*Pleurotus Ostreatus*) using Tea waste and Cow dung manure and to analyze the workability of microorganisms associated with the substrate", submitted in partial fulfilment of the requirements for the degree in Master of Science in Applied Microbiology, is the bonafide work carried out by Ms. GUNASREE R (Reg No: 2013322041006), 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.

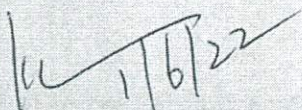
  
31/5/22

**RESEARCH SUPERVISOR AND  
HEAD OF THE DEPARTMENT**

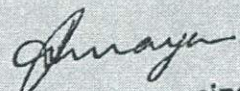
**Dr. K. Krishna Prema, (M.Sc., M.Phil., Ph.D)**

**Associate Professor  
Department of Microbiology  
Ethiraj College for Women  
Chennai – 600008**



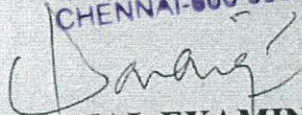
  
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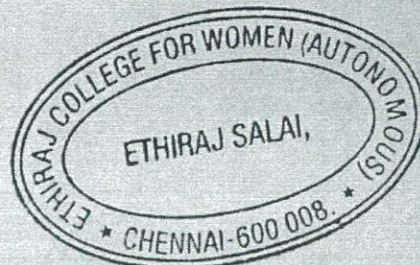
**INTERNAL EXAMINER**

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

  
PRINCIPAL

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

  
**EXTERNAL EXAMINER**



**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**

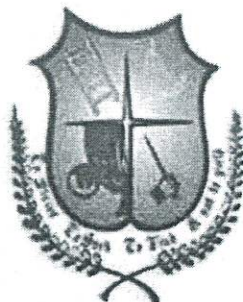
**(2013322041007)**

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

**MASTER OF SCIENCE**

**IN**

**APPLIED MICROBIOLOGY**



**DEPARTMENT OF MICROBIOLOGY**

**ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)**

**AFFILIATED TO UNIVERSITY OF MADRAS**

**CHENNAI - 600 008.**

**APRIL 2022**

**i**

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

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This is to certify that the dissertation entitled "STUDY ON THE PRESENCE OF PATHOGENS IN THE WATER USED FOR SURFACE CLEANING OF THE SEA FOOD IN THE MARKET AND ITS CONTROL USING NATURAL HERBS" submitted in partial fulfilment of the requirements for the degree in Master of Science in Applied Microbiology, is the bonafide work carried out by Ms.HARINI. S (Reg No: 2013322041007), 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.

Dr. K. Krishna Prema Ph.D.,  
Associate Professor and Head  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600 008

RESEARCH SUPERVISOR

DR.C. GANGA BAHEERATHI  
(MSc., M.Phil., Ph.D.)

Associate professor

Department of Microbiology

Ethiraj College for Women

Chennai 600 008.

HEAD OF THE DEPARTMENT

DR. K. KRISHNA PREMA  
(MSc., M.Phil., Ph.D.)

Associate professor

Department of Microbiology

Ethiraj College for Women

Chennai 600 008.

INTERNAL EXAMINER

EXTERNAL EXAMINER

Controller of Examinations  
Ethiraj College for Women  
(Autonomous)  
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iii

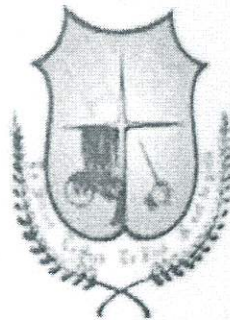


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SCREENING AND CHARACTERIZATION OF DRUG RESISTANT  
BACTERIA FROM INANIMATE SOURCES

By  
HARIPRIYA J  
2013322041008

A dissertation in partial fulfillment of the requirement for the degree in  
MASTER OF SCIENCE  
IN  
APPLIED MICROBIOLOGY



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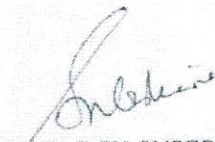
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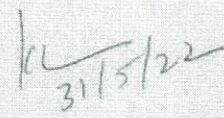
*S. Manjureshi*  
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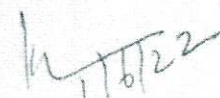
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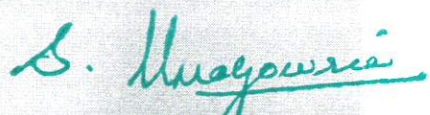
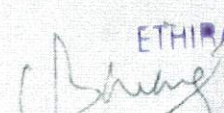
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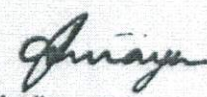
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Department of Microbiology  
Ethiraj College for Women  
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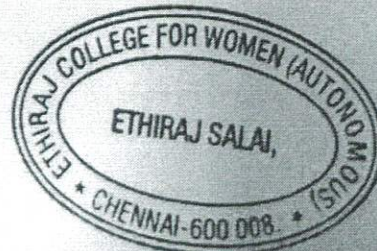
  
RESEARCH SUPERVISOR  
Dr.A. Subhashini (M.Sc.,Ph.D Microbiology,  
M.Sc., Bioinformatics)  
Associate Professor,  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600008

  
HEAD OF THE DEPARTMENT  
Dr.K.Krishna Prema (M.Sc.,M.Phil.,Ph.D)  
Associate Professor,  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600008

  
INTERNAL EXAMINER

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

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



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

BY

JEMIMA JANCY. J

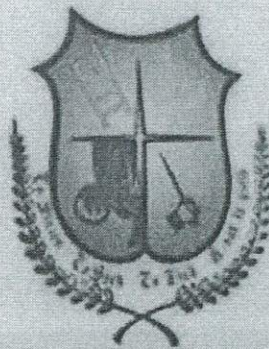
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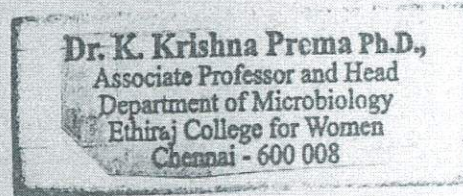
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This is to certify that the dissertation entitled "SCREENING OF ALKALINE PROTEASE PRODUCING BACTERIAL ISOLATES AND TESTING THEIR EFFICACY FOR COMMERCIAL UTILITY" submitted in partial fulfillment of the requirements for the degree in **Master of Science in Applied Microbiology**, is the bonafide work carried out by **Ms. JEMIMA JANCY.J**(RegNo:2013322041009), 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.



*Anusha. B*

RESEARCH SUPERVISOR

Dr. Anusha Balasingh ( M.Sc.,  
M.Phil., Ph.D., PG DMLT, FIAAM.)

*KL*  
*31/5/22*

HEAD OF THE DEPARTMENT

Dr. K. Krishna Prema (M.Sc.,  
M.Phil., Ph.D.)

*KL*  
*1/6/22*

INTERNAL EXAMINER

*B. S. Manojkumar*

EXTERNAL EXAMINER

*Anaya*

Controller of Examinations  
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*B. S. Manojkumar*

PRINCIPAL  
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(AUTONOMOUS)  
CHENNAI-600 008

“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

KAVITHA.M

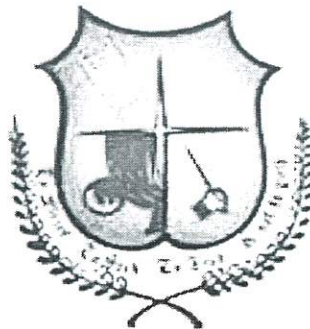
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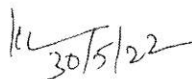
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(AUTONOMOUS)  
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Dr. K. Krishna Prema Ph.D.,  
Associate Professor and Head  
Department of Microbiology  
Ethiraj College for Women  
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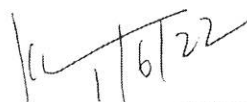
  
RESEARCH SUPERVISOR

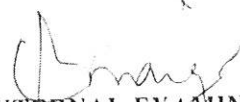
  
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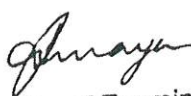
Dr. G. Sangeetha Vani (M.Sc., M.Phil.,  
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EXTERNAL EXAMINER

  
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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.



(KAVITHA.M)



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

BY  
MADHUMALA. S

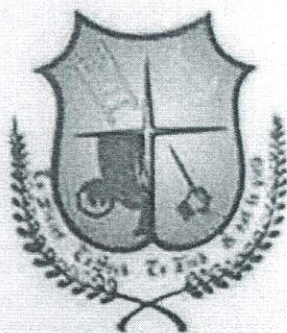
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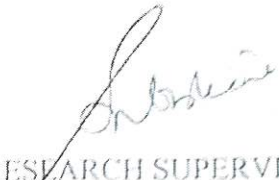
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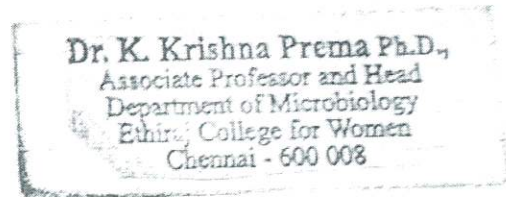
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RESEARCH SUPERVISOR  
Dr. A. Subhashini (M.Sc., Ph.D.)  
Associate Professor,  
Department of Microbiology  
Ethiraj College for Women  
Chennai-600008


  
HEAD OF THE DEPARTMENT  
Dr. K. Krishna Prema (M.Sc., M.Phil., Ph.D.)  
Associate Professor,  
Department of Microbiology  
Ethiraj College for Women  
Chennai-600008

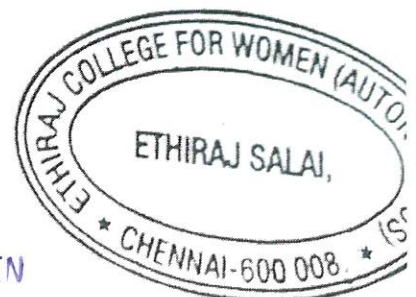


  
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**RHIZODEGRADATION OF HYDROCARBONS FROM PETROL, DIESEL  
AND CRUDE OIL- CONTAMINATED SOIL USING *Cajanus cajan*  
(PIGEON PEA)**

By

**MIRTHULA SHINI J**

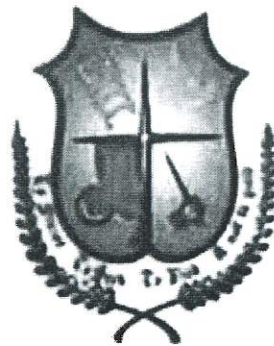
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**IN**

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**CHENNAI-600008**

**April 2022**

*S. Manjoushi*  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
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RESEARCH SUPERVISOR

Dr. V. Gayathri (M.Sc., M.Phil., Ph.D.)  
Associate Professor  
Department of Microbiology,  
Ethiraj College for Women,  
Chennai - 600008

HEAD OF THE DEPARTMENT

Dr. K. Krishna Prema (M.Sc., M.Phil., Ph.D.)  
Associate Professor and Head  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600008

Dr. K. Krishna Prema Ph.D.,  
Associate Professor and Head  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600 008

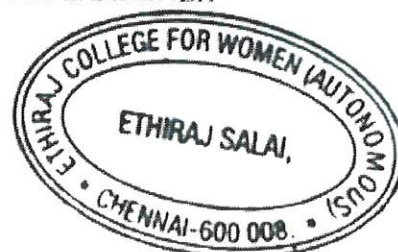
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# DEVELOPMENT OF CURD USING VARIOUS STARTER CULTURE

BY

MONICA SINGH

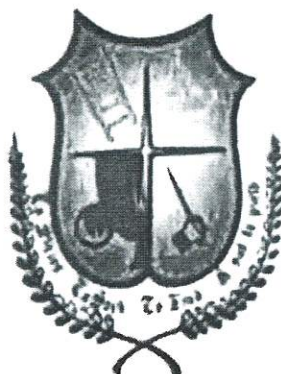
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AFFILIATED TO UNIVERSITY OF MADRAS

CHENNAI-600008

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(AUTONOMOUS)  
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Dr. K. Krishna Prema Ph.D.,  
Associate Professor and Head  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600 008

30/5/22

RESEARCH SUPERVISOR

Dr. Mary Sheela J

(M.Sc., M.Phil., Ph.D.)

Assistant Professor

Department of Microbiology

Ethiraj College for Women

Chennai-600008

HEAD OF THE DEPARTMENT

Dr. K. Krishna Prema

(M.Sc., M.Phil., Ph.D.)

Associate Professor and Head of the Department

Department of Microbiology

Ethiraj College for Women

Chennai-600008

INTERNAL EXAMINER

EXTERNAL EXAMINER

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



PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
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CHENNAI-600 008.

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

By

**MONIKA SD**

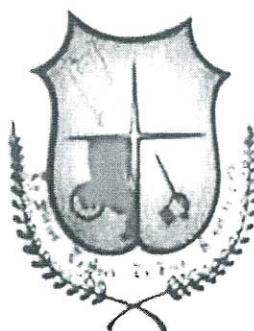
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**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

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**CHENNAI-600008**

APRIL 2022

A handwritten signature in green ink, which appears to read "S. Manjureshi". The signature is written in a cursive style and is positioned above a blue official stamp.

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

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RESEARCH SUPERVISOR

Dr. M. Linnett Naveena (M.Sc., Ph.D.)

11/30/5/22

HEAD OF THE DEPARTMENT

**Dr. K. Krishna Prema Ph.D.,**  
Associate Professor and Head  
Department of Microbiology  
Ethiraj College for Women  
Chennai-600 008

Dr. K. Krishna Prema (M.Sc.,

M.Phil., Ph.D.)

INTERNAL EXAMINER

EXTERNAL EXAMINER

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



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

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

**BY**

**NIVEDHA. A**

**(Reg.no. 2013322041015)**

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

**MASTER OF SCIENCE**

**IN**

**APPLIED MICROBIOLOGY**



**DEPARTMENT OF MICROBIOLOGY**

**ETHIRAJ COLLEGE FOR WOMEN ( AUTONOMOUS )**

**AFFILIATED TO UNIVERSITY OF MADRAS**

**CHENNAI - 600008**

**APRIL 2022**

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

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**RESEARCH SUPERVISOR**

Dr. A. Subhashini (M.Sc.,Ph.D  
Microbiology,M.Sc.,Bioinformatics)  
Associate Professor,  
Department of Microbiology  
Ethiraj College For Women  
Chennai - 600008

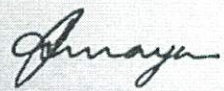
  
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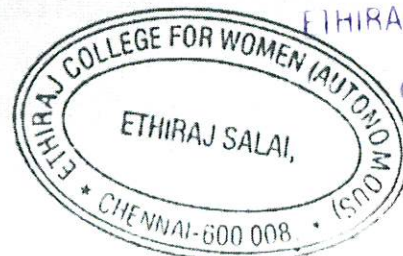
Dr.K. Krishna Prema (M.Sc.,M.Phil.,Ph.D)  
Associate Professor,  
Department of Microbiology  
Ethiraj College For Women  
Chennai - 600008

**Dr. K. Krishna Prema Ph.D.,**  
Associate Professor and Head  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600 008

  
**INTERNAL EXAMINER**

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



**COMPARING THE FILTERING EFFICIENCY OF KOMBUCHA  
SCOPY AND NITROCELLULOSE MEMBRANE FILTER**

**BY  
PRIYANKA SUTHAR M  
II M.Sc APPLIED MICROBIOLOGY  
2013322041016**

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

**MASTER OF SCIENCE**

**IN**

**APPLIED MICROBIOLOGY**



**DEPARTMENT OF MICROBIOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
AFFILIATED TO UNIVERSITY OF MADRAS**

**CHENNAI-600008**

*S. Murugesan*

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

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Dr. K. Krishna Prema Ph.D.,  
Associate Professor and Head  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600 008

### RESEARCH SUPERVISOR

*V. Gayathri*

Dr. V. Gayathri (M.Sc., M.Phil., Ph.D.)

Associate Professor

Department of Microbiology

Ethiraj College for Women

Chennai - 600 008.

### HEAD OF THE DEPARTMENT

*K. Krishna Prema*

Dr. K. Krishna Prema (M.Sc., M.Phil., Ph.D.)

Dean of Research (Self Supporting)

Associate Professor and Head

Department of Microbiology

Ethiraj College for Women

Chennai - 600 008.

*11/16/22*  
INTERNAL EXAMINER

*S. Manoj*  
EXTERNAL EXAMINER

*Aranya*

Controller of Examinations  
Ethiraj College for Women  
(Autonomous)

Ethiraj Salai, Chennai-600 008.



*S. Manoj*  
PRINCIPAL

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



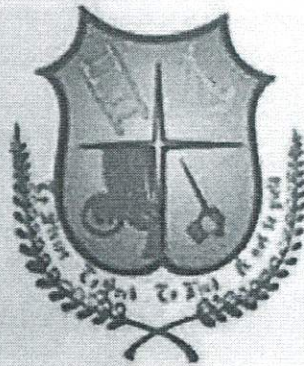
**PRODUCTION OF BIOPLASTIC USING *SPIRULINA PLATENSIS***

**BY**

**M.RAGHAVI**

**(REG NO. 2013322041017)**

**A dissertation in partial fulfillment of the requirement for the degree in  
MASTER OF SCIENCE  
IN  
APPLIED MICROBIOLOGY**



**DEPARTMENT OF MICROBIOLOGY ETHIRAJ COLLEGE  
FOR WOMEN (AUTONOMOUS)  
AFFILIATED TO UNIVERSITY OF MADRAS  
CHENNAI - 600008.**

**APRIL 2022**

*S. Murugesan*

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

# CERTIFICATE

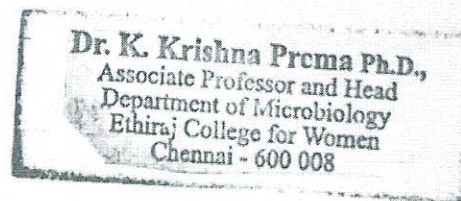
This is to certify that the dissertation entitled "Production of bioplastic using *Spirulina platensis*" submitted for the partial fulfillment of the requirements for the degree in Master of Science in Applied Microbiology, is the bonafide work carried out by Ms. M.Raghavi (Reg No: 2013322041017 ), during 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 for the award of any degree or diploma.

RESEARCH SUPERVISOR

HEAD OF THE DEPARTMENT

Dr. VIDHYA C V, M.Sc.,M.Phil.,PhD., Dr.K.KRISHNA PREMA,M.Sc.,M.Phil.,Ph.D.,

Dr. Vidhya C.V. M.Sc., M.Phil., Ph.D.,  
Associate Professor  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600 008.



INTERNAL EXAMINER

EXTERNAL EXAMINER

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

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



**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**

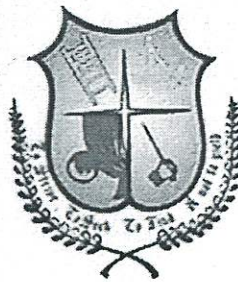
**IN**

**APPLIED MICROBIOLOGY**

Submitted by

**SAFANA FATHIMA M.S**

(Reg no :2013322041018)



**DEPARTMENT OF MICROBIOLOGY**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**(AFFILIATED TO UNIVERSITY OF MADRAS)**

**CHENNAI-600008**

**APRIL 2022**

*S. Manjureshi*

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

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*[Signature]*

RESEARCH SUPERVISOR

Dr. C. Ganga Baheerathi

(M.Sc., M.Phil., Ph.D.)

**Dr. K. Krishna Prema Ph.D.,**  
Associate Professor and Head  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600 008

*[Signature]*  
31/5/22

HEAD OF THE DEPARTMENT

Dr. K. Krishna Prema

(M.Sc., M.Phil., Ph.D.)

*[Signature]*  
14/5/22

INTERNAL EXAMINER

*[Signature]*

EXTERNAL EXAMINER

*[Signature]*

PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)  
CHENNAI-600 008.

*[Signature]*

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



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

BY

S. SAMYUKTHA

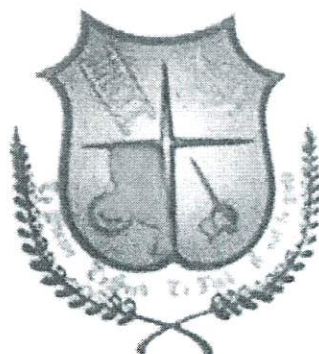
(Reg. No. 2013322041019)

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

MASTER OF SCIENCE

IN

APPLIED MICROBIOLOGY



DEPARTMENT OF MICROBIOLOGY

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

AFFILIATED TO UNIVERSITY OF MADRAS

CHENNAI-600008

APRIL 2022

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

## BONAFIDE CERTIFICATE

This is to certify that the dissertation entitled "Formulation of Cost-Effective Culture Medium using Cauliflower Wastes as an Alternative to Commercial Media" 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. S. Samyuktha (Reg No: 2013322041019), 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.

RESEARCH SUPERVISOR

*M. Reena*  
30/04/2022

Dr. M. Reena (M.Sc., Ph.D.)

HEAD OF THE DEPARTMENT

*K. Krishna Prema*  
30/4/22

Dr. K. Krishna Prema (M.Sc.,  
M.Phil., Ph.D.)

Dr. K. Krishna Prema (M.Sc.,

M.Phil., Ph.D.)

INTERNAL EXAMINER

*M. Reena*  
1/6/22

EXTERNAL EXAMINER

*S. Mageswari*

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

*S. Mageswari*

PRINCIPAL

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



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

Submitted by

SANGHEETHA D

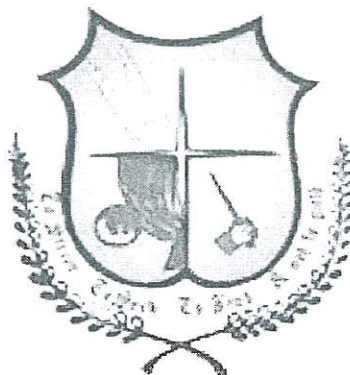
(Reg No 2013322041020)

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IN

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ETHIRAJ COLLEGE FOR WOMEN  
AFFILIATED TO UNIVERSITY OF MADRAS  
CHENNAI 600008

APRIL 2022

*S. Manjowria*

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

## BONAFIDE CERTIFICATE

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*K*  
31/5/22

Research Supervisor and  
Head of the Department

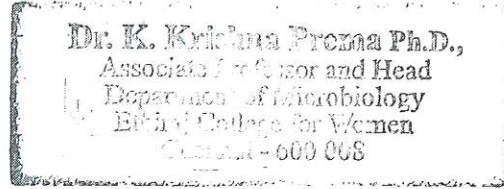
Dr. K. Krishna Prema, M.Sc., M.Phil., Ph.D

Associate professor and Head

Department of Microbiology

Ethiraj College For Women

Chennai -08



*K*  
1/6/22  
INTERNAL EXAMINER

*B*  
EXTERNAL EXAMINER

*S. Mageswari*  
PRINCIPAL

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





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

**SUBMITTED BY**

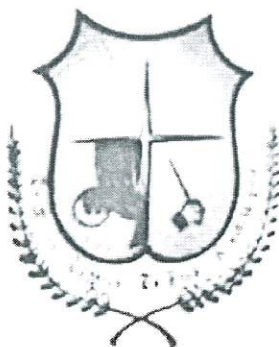
**SARUMATHY B  
II M.Sc APPLIED MICROBIOLOGY  
Reg.no: 2013322041021**

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

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**IN**

**APPLIED MICROBIOLOGY**



**DEPARTMENT OF MICROBIOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
AFFILIATED TO UNIVERSITY OF MADRAS  
CHENNAI-600008**

**APRIL 2022**

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

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RESEARCH SUPERVISOR

*S. Nandhini*  
31/05/22

Dr. S. Nandhini, M.Sc., Ph.D  
Associate professor  
Department of Microbiology  
Ethiraj College for Women  
Chennai-08

HEAD OF THE DEPARTMENT

*K. Krishna Prema*  
31/5/22

Dr. K. Krishna Prema Ph.D.,  
Associate Professor and Head  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600 008

Dr. K. Krishna Prema, M.Sc., M.Phil., Ph.D  
Associate professor & Head,  
Department of Microbiology  
Ethiraj College for Women,  
Chennai-08

*S. Murugesan*

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

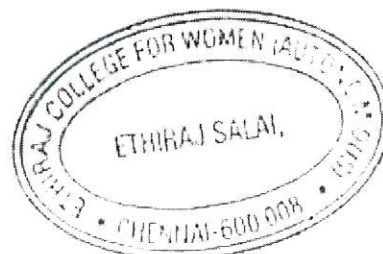
INTERNAL EXAMINER

*M. Srinivasan*  
1/6/22

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

EXTERNAL EXAMINER

*Srinivasan*



**COMMERCIAL SEA SALTS AS A SIGNIFICANT SOURCE OF FOOD  
SPOILAGE CAUSING FUNGI**

Submitted by

**SHRUTHI M**

(Reg No 2013322041022)

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

**MASTER OF SCIENCE**

**IN**

**APPLIED MICROBIOLOGY**



**DEPARTMENT OF MICROBIOLOGY**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

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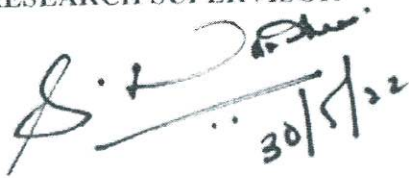
*S. Murugesan*

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

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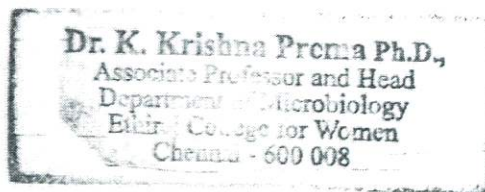
  
30/5/22

Dr. S. Nandhini, M.Sc., Ph.D  
Associate professor  
Department of Microbiology  
Ethiraj College for Women  
Chennai-08

### HEAD OF THE DEPARTMENT

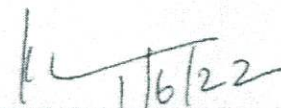
  
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Dr. K. Krishna Prema, M.Sc., M.Phil., Ph.D  
Associate professor & Head  
Department of Microbiology  
Ethiraj College for Women  
Chennai-08

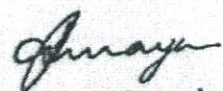


  
S. Muralidharan

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

  
1/6/22  
INTERNAL EXAMINER

  
EXTERNAL EXAMINER

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



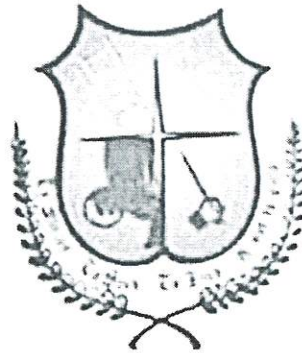
STANDARDIZATION OF PROBIOTIC ISOLATES IN  
FOOD PRODUCTS

BY

SOUNDARIYA.N  
(2013322041023)

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

MASTER OF SCIENCE  
IN  
APPLIED MICROBIOLOGY



DEPARTMENT OF MICROBIOLOGY  
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

AFFILIATED TO UNIVERSITY OF MADRAS

CHENNAI-600008

APRIL 2022

*S. Murugesan*

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

## BONAFIDE CERTIFICATE

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*Anusha B*

RESEARCH SUPERVISOR

Dr. Anusha Balasingh ( M.Sc.,  
M.Phil., Ph.D., PGDMLT., FIAAM.)

Dr. K. Krishna Prema Ph.D.,  
Associate Professor and Head  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600 008

*K. Krishna Prema*  
30/6/22

HEAD OF THE DEPARTMENT

Dr. K. Krishna Prema (M.Sc.,  
M.Phil., Ph.D.)

*S. Mageswari*

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

*K. Mageswari*  
11/6/22

INTERNAL EXAMINER

*B. Mageswari*

EXTERNAL EXAMINER

*Anurag*

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



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

**BY**

**SRUTHY. V**

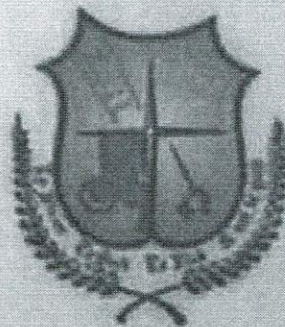
**(Reg. no.2013322041024)**

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**IN**

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**DEPARTMENT OF MICROBIOLOGY**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**AFFILIATED TO UNIVERSITY OF MADRAS**

**CHENNAI - 600008**

**APRIL 2022**

*S. Murugesan*  
Principal  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008

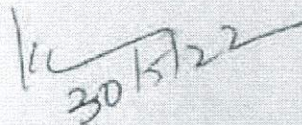
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This is to certify that the dissertation entitled " Isolation and Co-Inoculation Effects of *Rhizobium* and Phosphate Solubilizing Bacteria on *Vigna radiata* as a Potential Biofertilizer "Submitted in partial fulfillment of the requirements for the degree in Master of Science in Applied Microbiology, is the bonafide work carried out by Ms. SRUTHY.V (Reg No: 2013322041024), 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.



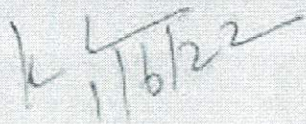
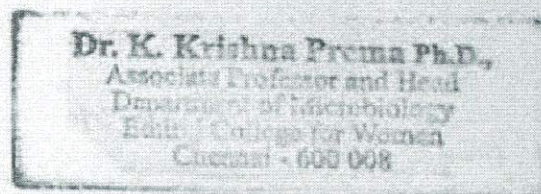
RESEARCH SUPERVISOR

Dr. M. Linnett Naveena (M.Sc.,  
Ph.D.)

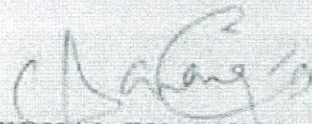


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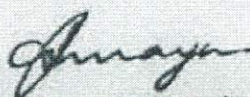
Dr. K. Krishna Prema (M.Sc.,M.Phil.,Ph.D)



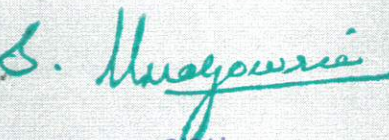
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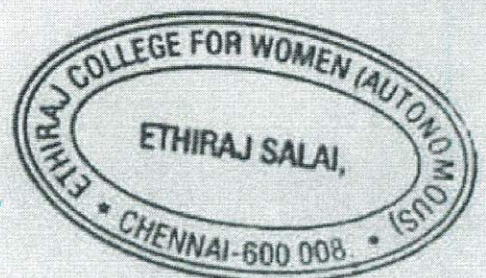
EXTERNAL EXAMINER



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



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





PRESERVATION OF FISH WITH NATURAL INGREDIENTS  
AT DIFFERENT TEMPERATURE

BY

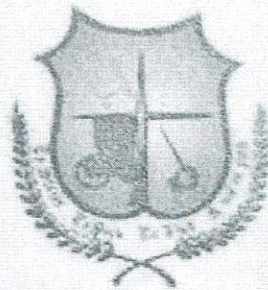
R.SWETHA

(REG NO:2013322041025)

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

IN

APPLIED MICROBIOLOGY



DEPARTMENT OF MICROBIOLOGY

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

AFFILIATED TO UNIVERSITY OF MADRAS

CHENNAI-600008

APRIL 2022

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

## BONAFIDE CERTIFICATE

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*m. reena*  
31/05/22

RESEARCH SUPERVISOR

Dr.M.Reenaa (M.Sc.,Ph.D)

*kc*  
31/5/22

HEAD OF THE DEPARTMENT

Dr. K. Krishna Prema (M.Sc., M.Phil., Ph.D.)

Dr. K. Krishna Prema Ph.D.,  
Associate Professor and Head  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600 008

*Anaya*

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

*11/6/22*

INTERNAL EXAMINER

EXTERNAL EXAMINER

*S. Thelavaria*

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



**POTENTIAL USE OF ECO ENZYME IN  
INDUSTRIAL EFFLUENT TREATMENT**

By

**VARSHINI.B**

**II MSc. APPLIED MICROBIOLOGY**

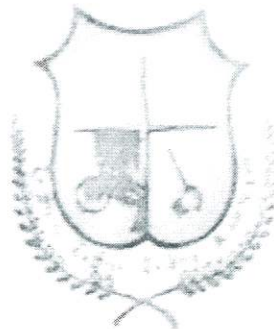
**2013322041026**

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IN

APPLIED MICROBIOLOGY



**DEPARTMENT OF MICROBIOLOGY**

**ETHIRAJ COLLEGE FOR WOMEN (Autonomous)**

Affiliated to University of Madras

Chennai – 600 008

APRIL 2022

*S. Manojkumar*

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

## BONAFIDE CERTIFICATE

This is to certify that the dissertation entitled "POTENTIAL USE OF ECO ENZYME INDUSTRIAL EFFLUENT TREATMENT" 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. B. Varshini (Reg No: 2013322041026)** during the period from August 2021 to April 2022, under my guidance and supervision. The result embodied in this dissertation have not been submitted to any other and has not been submitted to any other University or Institution for the award of any degree or diploma.

Dr. K. Krishna Prema Ph.D.,  
Associate Professor and Head  
Department of Microbiology  
Ethiraj College for Women  
Chennai - 600 008



**RESEARCH SUPERVISOR**

Dr. V. Gayathri (M.Sc., M.Phil., Ph.D)

Associate Professor

Department of Microbiology

Ethiraj College for Women

Chennai - 600 008.



**HEAD OF DEPARTMENT**

Dr. K. Krishna Prema (M.Sc., M.Phil., Ph.D.)

Dean of Research (Self Supporting)

Associate Professor and Head

Department of Microbiology

Ethiraj College for Women

Chennai - 600 008.



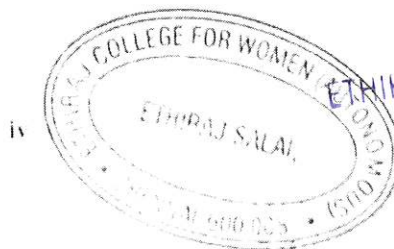
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**EXTERNAL EXAMINER**



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



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

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**A STUDY ON FINANCIAL LIQUIDITY RISK USING FINANCIAL ANALYSIS OF  
SRS MANAGEMENT SERVICES PVT LTD, CHENNAI**

**Final Project Report**

**Submitted by**

**AKSHATA HARWALKAR**

**(2013323036001)**

**Under the guidance of**

**Mrs. P. Jayalakshmi, B.A., M.B.A., HSM., M.Phil., PhD**

**Submitted in partial fulfilment of the requirement for the degree of  
Master of Business Administration**



**MBA DEPARTMENT**

**Ethiraj College for Women**

**(Autonomous)**

**Chennai- 600 008**

**JUNE 2022**

*J. Gemathy*  
31/7/22

**Dr. D. Gemathy, B.Sc, MBA, M.F.M., PGDIA, Ph.D.**

**Head, MBA Department**

**Ethiraj College for Women (Autonomous)**

**Chennai - 600 008**

*S. Manojkumar*

**PRINCIPAL**

**ETHIRAJ COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

**CHENNAI-600 008.**

**A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT  
AT TECHZONE ENGINEERING.**

**Project Report**

**Submitted by**

**ANANDHI S**

**2013323036002**

**Under the guidance of**

**Dr. Mrs. D. Gomathy, B.Sc., MBA, PGDLA, M.Phil., Ph.D.**

**Submitted in Partial fulfillment of the requirement for the degree of  
Master of Business Administration**



**MBA DEPARTMENT**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI-600008**

**June 2022**

*D. Gomathy*  
**Dr. D. Gomathy, B.Sc., MBA, PGDLA, M.Phil., Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*S. Manojamma*  
PRINCIPAL

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

A STUDY ON CREDIT APPRAISAL SYSTEM AT INDIAN OVERSEAS BANK,  
CHENNAI

*Final Project Report*

Submitted

By

M.ANUSHA

(2013323036004)

Under the guidance of

Dr. Mrs. P.JAYALAKSHMI, B.A, M.B.A., HSM., M.Phil., Ph.D.,

Submitted in Partial fulfillment of the requirement for the degree of

Master of Business Administration



MBA DEPARTMENT

Ethiraj College for Women

(Autonomous)

Chennai – 600008

June 2022

*Dr. D. Gomathy*

Dr. D. Gomathy, B.Sc, MBA, M.A.M., F.C.D.I.A., Ph.D.  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*S. Manjoushi*

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

**A DETAIL STUDY ON SELECTION AND  
RECRUITMENT PROCESS AT A COMPANY OF  
VENZO TECHNOLOGIES, CHENNAI.**

Final Project Report

*Submitted By*

**ARUNAA G**

(2013323036005)

Under the guidance of

**Mrs.SRILEKHA, MBA, M.HRM, M.Phil., Ph.D.,**

Submitted in partial fulfilment of requirement for the degree of  
Master of Business Administration



**MBA DEPARTMENT**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI – 600 008**

**MAY 2022**

**Dr. D. Gomathy, B.Sc., MBA, M.Phil., PGDCA, Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*Dr. D. Gomathy*  
3/17/2023

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



**A STUDY ON FOREX MANAGEMENT AT INDIAN OVERSEAS BANK**

*Final Project Report*

**Submitted**

**By**

**BABISREE.K**

**(2013323036006)**

**Under the guidance of**

**Dr. Mrs. P.JAYALAKSHMI, B.A, M.B.A., HSM., M.Phil., Ph.D.,**

**Submitted in Partial fulfillment of the requirement for the degree of**

**Master of Business Administration**



**MBA DEPARTMENT**

**Ethiraj College for Women**

**(Autonomous)**

**Chennai – 600008**

**June 2022**

*Dr. D. Gomathy*  
31/7/22

**Dr. D. Gomathy, B.Sc, MBA, M.Phil., PGDIA, Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*S. Manojkumar*

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

**A STUDY ON QUALITY OF WORK LIFE AND ITS IMPACT  
ON EMPLOYEES**

**AT TVS SUNDARAM INDUSTRIES PVT LTD CHENNAI**

**Final Project Report**

**Submitted**

**By**

**BALA DEVI M**

**(2013323036007)**

**Under the guidance of**

**Dr. Mrs. J. SRILEKHA MBA, MHRM, M.Phil, Ph.D**

**Submitted in Partial fulfillment of the requirement for the degree of**

**Master of Business Administration**

**ETHIRAJ COLLEGE  
FOR WOMEN**



college with potential for  
excellence

**MBA DEPARTMENT**

**Ethiraj College for Women**

**(Autonomous)**

**Chennai – 600 008**

**MAY 2022**

**Dr. D. Gomathy, B.Sc, MBA, M.Phil, PGDIA, Ph.D.**

**Head, MBA Department**

**Ethiraj College for Women (Autonomous)**

**Chennai - 600 008**

*S. Manjureshi*

**PRINCIPAL**

**ETHIRAJ COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

**CHENNAI-600 008.**

*Dr. D. Gomathy*  
31/7/22

A STUDY ON EMPLOYEE HEALTH AND SAFETY MEASURES AT  
NOVATEUR ELECTRICAL & DIGITAL SYSTEMS PRIVATE  
LIMITED (NUMERIC UPS), CHENNAI

Final Project Report

*Submitted*

*By*

CHELLARASI C

(2013323036009)

Under the guidance of

Dr. Mrs. D. Gomathy, B.Sc., MBA, PGDLA, M.Phil.,  
Ph.D. Head of the Department

Submitted in Partial Fulfilment of the requirement for  
the degree of Master of Business Administration

ETHIRAJ COLLEGE  
FOR WOMEN



college with potential for  
excellence

MBA DEPARTMENT

Ethiraj College for Women(Autonomous)

Chennai – 600 008

JUNE 2022

*D. Gomathy*  
*31/7/2023*

Dr. D. Gomathy, B.Sc. MBA, M.Phil. PGDLA, Ph.D.  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*S. Manojkumar*

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

**A STUDY ON DIGITAL BANKING AT INDIAN OVERSEAS BANK,  
CHENNAI.**

**Final Project Report**

*Submitted*

*By*

**DEVISREE R**

**(2013323036010)**

**Under the guidance of**

**Mrs.P. JAYALAKSHMI, B.A, M.B.A, HSM, M.Phil, Ph.D**

**Submitted in Partial fulfillment of the requirement for the degree of  
Master of Business Administration**



**MBA DEPARTMENT**

**Ethiraj College for Women**

**(Autonomous)**

**Chennai – 600 008**

**JUNE 2022**

*Dr. D. Gemathy*  
31/7/2022

**Dr. D. Gemathy, B.Sc, MBA, M.Phil, PGDIA, Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*S. Narayanasri*

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

A STUDY ON PERFORMANCE MANAGEMENT SYSTEM OF  
TVS SUNDARAM INDUSTRIES PRIVATE LIMITED

FINAL PROJECT REPORT

Submitted by

DHEEPIKA G

(2013323036011)

Under the guidance of

Dr. Mrs. J. SRILEKHA, MBA, MHRM, M.Phil., Ph.D.

Submitted in Partial fulfillment of the requirement for the degree of  
Master of Business Administration



MBA DEPARTMENT

ETHIRAJ COLLEGE FOR WOMEN

(Autonomous)

Chennai – 600 008

JUNE 2022

*Dr. D. Gomathy*  
31/7/2022

Dr. D. Gomathy, B.Sc, MBA, M.Phil., PGDIA, Ph.D.  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*S. Murugesan*

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

A STUDY ON INVENTORY MANAGEMENT AT NTPC TAMIL NADU ENERGY  
COMPANY LTD (NTECL)

FINAL PROJECT REPORT

*Submitted*

*By*

DIVYA P

(2013323036012)

Under the guidance of

Mrs. N. ZABINA, B.Com., MBA., M.Phil.

Submitted in partial fulfilment of the requirement for the degree of

Master Of Business Administration



MBA DEPARTMENT

Ethiraj College For Women

(Autonomous)

Chennai – 600 008

June - 2022

*D. Gomathy*  
31/7/2022

Dr. D. Gomathy, B.Sc, MBA, M.Phil, PGDIA, Ph.D.  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*S. Manojkumar*

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

HRM PRACTICES AND EMPLOYEE SATISFACTION IN REAL ESTATE BUSINESS  
AT GSQUARE REALTORS PVT.LTD, CHENNAI

Final Project Report

*Submitted*

*By*

K.R. GEERTHIKA  
(2013323036013)

Under the guidance of

Dr. D. Gomathy, B.Sc., MBA, PGDLA, M.Phil.,  
Ph.D., Head of the Department

Submitted in Partial Fulfillment of the requirement for  
the degree of Master of Business Administration

ETHIRAJ COLLEGE  
FOR WOMEN



MBA DEPARTMENT  
Ethiraj College for Women  
(Autonomous)  
Chennai – 600 008

JUNE 2022

*D. Gomathy*  
31/7/22

Dr. D. Gomathy, B.Sc., MBA, M.Phil., PGDLA, Ph.D.  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

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

**A STUDY ON CASH FLOW AND CAPITAL BUDGETING  
RELATIONSHIP EVIDENCE FROM SECOVA E-SERVICES PVT LTD**

**Final Project Report**

**Submitted**

**By**

**ISWARIYA J**

**(2013323036014)**

**Under the guidance of**

**Mrs. N. ZABINA, B.com, MBA., M.Phil.,**

**Submitted in Partial fulfilment of the requirement for the degree of**

**Master of Business Administration**

**ETHIRAJ COLLEGE  
FOR WOMEN**



college with potential for  
excellence

**MBA DEPARTMENT**

**Ethiraj College For Women**

**(Autonomous)**

**Chennai – 600 008**

**JUNE – 2022**

**Dr. D. Gomathy, B.Sc, MBA, M.Phil., PGDCA, FDU**

**Head, MBA Department**

**Ethiraj College for Women (Autonomous)**

**Chennai - 600 008**

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



A STUDY ON IMPACT OF TOTAL QUALITY MANAGEMENT ON EMPLOYEE  
PERFORMANCE: THE MEDIATING ROLE OF MOTIVATION WITH  
REFERENCE TO BBK LEATHERS, RANIPET

Final Project Report

*Submitted*

*By*

KEERTHANA M

(2013323036017)

Under the guidance of

Mrs. Dr.Mrs.J.Srilekha, MBA., M.HRM., M.Phil., Ph.D.,

Submitted in Partial fulfilment of the requirement for the degree of Master of Business  
Administration

ETHIRAJ COLLEGE  
FOR WOMEN



MBA DEPARTMENT

Ethiraj College for Women

(Autonomous)

Chennai – 600 008

JUNE 2022

*S. Malhi*  
Dr. D. Gomathy, B.Sc., MBA, M.Phil., PGDIA, Ph.D.  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

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

**A STUDY ON INVESTMENT DECISION AND TIME SERIES  
ANALYSIS AT ASHOK NANDAVANAM PROPERTIES PVT.LTD**

**Final Project Report**

*Submitted*

*by*

**LOGAPRIYA S**

**(2013323036019)**

**Under the guidance of**

**MRS. N. ZABINA, B.Com., MBA., M.Phil.**

**Submitted in Partial fulfillment of the requirement for the degree of  
Master of Business Administration**

**ETHIRAJ COLLEGE  
FOR WOMEN**



college with potential for  
excellence

**Department of MBA**

**Ethiraj college for women**

**(Autonomous)**

**Chennai - 600008**

**JUNE 2022**

*D. D. Gomatry*  
*21/7/2023*

**DR. D. GOMATRY, B.Sc., M.A.,**  
**Head, MBA Department**  
**Ethiraj College for Women (Autonomous)**  
**Chennai - 600 008**

*S. Manojkumar*

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

**TALENT ACQUISITION – A DIGITALIZED DATA DRIVEN HIRING PROCESS  
AS A POTENT TOOL OF SUCCESSION MANAGEMENT IN  
LARSEN & TOUBRO HYDROCARBON ENGINEERING**

**MAIN PROJECT REPORT**

**Submitted By  
MAHALAKSHMI VARSHA V R  
(2013323036020)**

Submitted in Partial Fulfillment of The Requirement For The Degree of  
Master of Business Administration

**ETHIRAJ COLLEGE  
FOR WOMEN**



college with potential for  
excellence


**MBA DEPARTMENT**


**ETHIRAJ COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

**CHENNAI- 600-008**

**MAY 2022**

  
31/7/2022  
**Dr. D. Gomathy, B.Sc, M.A., M.Fil., M.Phil., M.Ed.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

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

**A STUDY ON RECRUITMENT AND SELECTION PROCESS AND ITS IMPACT IN L&T  
INFRASTRUCTURE ENGINEERING LIMITED**

**Final Project Report**

**Submitted**

**By**

**MAHESWARI S (2013323036021)**

**Under the guidance of**

**Dr. Mrs. D. Gomathy, B.Sc., MBA, PGDLA, M.Phil., Ph.D. Head of the Department,**

**Submitted in Partial fulfilment of the requirement for the degree of**

**Master of Business Administration**



**MBA DEPARTMENT**

**Ethiraj College for Women (Autonomous)**

**Chennai – 600 008**

**June -2022**

*S. Mageswari*

PRINCIPAL

ETHIRAJ COLLEGE FOR WOMEN

(AUTONOMOUS)

CHENNAI-600 008.

**Dr. D. Gomathy, B.Sc, MBA, M.Phil, PGDLA, Ph.D.**

Head, MBA Department

Ethiraj College for Women (Autonomous)

Chennai - 600 008

*D. Gomathy*  
31/7/22

**A STUDY ON EMPLOYEE WELFARE AND BENEFITS IN THE RAINTREE  
HOTELS**

**Final Project Report**

**Submitted**

**By**

**MANJU KARTHIKA S (2013323036022)**

**Under the guidance of**

**Dr.Mrs. D. Gomathy, B.Sc., MBA, PGDLA, M.Phil., Ph.D. Head of the Department**

**Submitted in Partial fulfilment of the requirement for the degree of  
Master of Business Administration**



**MBA DEPARTMENT**

**Ethiraj College for Women (Autonomous)**

**Chennai – 600 008**

**June 2022**

**Dr. D. Gomathy, B.Sc., MBA, M.Phil., PGDLA, Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

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

*Shmalthy*  
31/7/2023

**A STUDY ON EMPLOYEES GRIEVANCES IN INNOVATIVE INTERIORS  
PRIVATE LIMITED, CHENNAI**

**Final Project Report**

**Submitted**

**By**

**METILDA.R**

**(2013323036023)**

Under the guidance of

**Mrs. SRILEKHA MBA.,M.HRM., MPhil., PHD**

**Submitted in Partial fulfilment of the requirement for the degree of  
Master of Business Administration**

**ETHIRAJ COLLEGE  
FOR WOMEN**



college with potential for  
excellence

**MBA DEPARTMENT**

**Ethiraj College For Women**

**(Autonomous)**

**Chennai – 600 008**

**MAY - 2022**

*Dr. D. Gnanapathy*  
31/7/2023

**Dr. D. Gnanapathy, B.A., M.A., M.Phil., Ph.D., P.L.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

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

**A STUDY ON FINANCIAL MODELING**

**MANAGEMENT IN PRACTISE**

**(MBA18/4C/MIP)**

***SUBMITTED***

***BY***

**MRUTHULA N**

**(2013323036024)**

**MASTER OF BUSINESS ADMINISTRATION**

**ETHIRAJ COLLEGE  
FOR WOMEN**



college with potential for  
excellence

**MBA DEPARTMENT**

**ETHIRAJ COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

**CHENNAI - 600008**

**BATCH : 2020-2022**

*Shivali*  
31/7/2023

**DR. D. GOVINDARAJU, B.S., MBA, M.P.A., FGBL, F.A.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*S. Murugesan*

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

**A STUDY ON WORKING CAPITAL MANAGEMENT OF  
TICEL BIO PARK LIMITED, CHENNAI.**

**Final Project Report**

**Submitted**

**By**

**NANDHINI PRIYA C (2013323036025)**

**Under the guidance of**

**Dr. Mrs. P.JAYALAKSHMI, B.A, M.B.A., HSM., M.Phil., Ph.D.,**

**Submitted in Partial fulfillment of the requirement for the degree of  
Master of Business Administration**



**MBA DEPARTMENT**

**Ethiraj College for Women**

**(Autonomous)**

**Chennai – 600 008**

**JUNE 2022**

*Dr. D. Gomathy*

**Dr. D. Gomathy, B.A, M.A, M.B.A., M.Phil., Ph.D.**

**Head, MBA Department**

**Ethiraj College for Women (Autonomous)**

**Chennai - 600 008**

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



**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

**A. NIVEDITHA (2013323036026)**

**GUIDED BY**

**Dr. Mrs. Gomathy, B.Sc., M.B.A., PGDLA, M.Phil., Ph.D.**



**MBA DEPARTMENT**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**Chennai-600 008**

**APRIL 2022**

*Dr. D. Gomathy*  
31/3/2022

**Dr. D. Gomathy, B.Sc, MBA, M.Phil, PGDLA, Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

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

**A STUDY ON EMPLOYEE RETENTION IN HINDU**

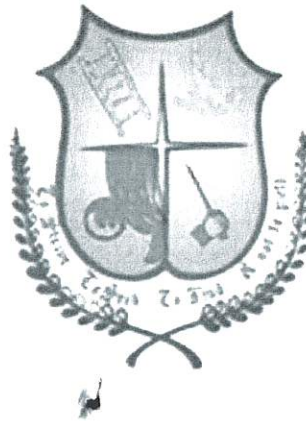
Report submitted in partial fulfilment of the degree of  
**MASTER OF BUSINESS ADMINISTRATION**

By

S. PADMAJA (2013323036028)

GUIDED BY

Dr. Srilekha. J MBA, MHRM, MPhil, Ph.D.



**MBA DEPARTMENT**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**Chennai-600008**

**JUNE 2022**

*D. Gopinath*  
31/7/2023

**DR. D. GOPINATH, B.Sc, MBA, M.Phil, PGDIA, Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

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

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

**FINAL PROJECT REPORT**

**SUBMITTED BY**

**PREETHI CELENA.A  
2013323036029**

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

**SUBMITTED IN PARTIAL FULFILLMENT OF REQUIREMENT FOR THE DEGREE  
OF**

**MASTER OF BUSINESS ADMINISTRATION**



**MBA DEPARTMENT**

**ETHIRAJ COLLEGE FOR WOMEN  
(AUTOMONOUS)**

**CHENNAI – 600 008**

**JUNE 2022**

*Shivalby*  
*31/7/2023*

**Dr. D. Gemathy, B.Sc. M.A. M.Phil, PGDCA, Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

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

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

Final Project Report

Submitted By

PRINCY B (2013323036030)

Under the guidance of

Mrs. N. ZABINA, B.Com., M.B.A., M.Phil.

Submitted in Partial fulfillment of the requirement for the degree of  
Master of Business Administration



MBA DEPARTMENT

Ethiraj College for Women (Autonomous)

Chennai – 600 008

JUNE 2022

*D. Gomathy*  
31/7/2022

Dr. D. Gomathy, B.Sc, MBA, M.Phil., PGDIA, Ph.D.  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*S. Manjureshi*

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

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

**Final Project Report**

**Submitted By**

**PRIYADHARSINI.B  
(2013323036031)**

**UNDER THE GUIDANCE OF**

**Dr. Mrs. D. GOMATHY, B.Sc., MBA, PGDLA, M.Phil., Ph.D.**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION**



**MBA DEPARTMENT**

**ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)**

**CHENNAI – 600 008**

**JUNE-2022**

*Dr. D. Gomathy*  
31/7/2023  
**Dr. D. Gomathy, B.Sc, MBA, M.Phil, PGDLA, Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

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

**A STUDY ON STRESS MANAGEMENT  
AT PRASHANTH SUPERSPECIALITY HOSPITALS**

**Final project**

**Submitted**

**By**

**PRIYANKA DEVI.R**

**(2013323036032)**

**Under the guidance of**

**Dr.Mrs.D.Gomathy, B.Sc., MBA, PGDLA, M.Phil., Ph.D.**

**Submitted in Partial Fulfillment of the requirement for the degree of**

**Master of Business Administration**



**MBA DEPARTMENT**

**2020-2022**

**ETHIRAJ COLLEGE FOR WOMEN (Autonomous)**

**Chennai-600008**

**June 2022**

**Dr. D. Gomathy, B.Sc, MBA, M.Phil., PGDLA, Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*S. Manjureshi*

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

*31/7/2023*

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

**FINAL PROJECT REPORT**

**SUBMITTED BY**

**RAJALAKSHMI.M**

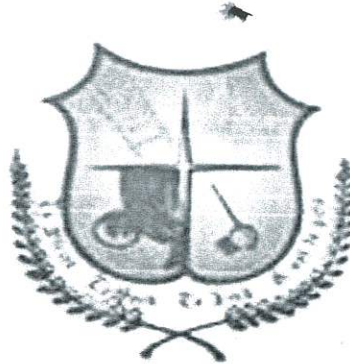
**2013323036033**

**UNDER THE GUIDANCE OF**

**MRS. J.SRILEKHA, MBA, MHRM, M.Phil., Ph.D.**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT  
FOR THE DEGREE OF**

**MASTER OF BUSINESS ADMINISTRATION**



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excellence

**MBA DEPARTMENT**

**ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)**

**CHENNAI – 600 008**

**JUNE 2022**

*Dr. D. Gomathy*  
31/7/2023

**Dr. D. Gomathy, B.Sc, M.B.A, M.Phil., PGDIP., Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

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

**A STUDY BASED ON INVESTORS PERCEPTION AND SELECTION  
BEHAVIOR TOWARDS STOCK MARKET**

**Main Project Report**

**Submitted by**

**RAJESWARI K**

**2013323036034**

**Under the guidance of**

**Mrs. N. ZABINA, B.Com. M.B.A., M.Phil.**

**Submitted in partial fulfillment of the requirement for the degree of Master of  
Business Administration**



**MBA DEPARTMENT**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS),**

**Chennai – 600 008.**

**JUNE 2022**

*Dr. D. Gopinath*  
31/7/2023

**Dr. D. Gopinath, B.A., M.A., M.F.A., P.H.D., F.R.S.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

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



**A STUDY ON EMPLOYEE MORALE  
AT INDIA INFOTECH, CHENNAI**

**FINAL PROJECT REPORT**

*Submitted by*

**RAMYA LAKSHMI R**

**(2013323036035)**

**Under the guidance of**

**Dr JOY.A, B. E., M.BA., M.PHIL., PH. D.**

**Submitted in Partial fulfilment of the requirement of the degree of  
Master of Business Administration**



**MBA DEPARTMENT**

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI-600008**

**JUNE 2022**

*Dr. D. Gomathy*

*31/7/2023*

**Dr. D. Gomathy, B.Sc, M.B.A, M.Phil, PGDIA, Ph.D.**

**Head, MBA Department**

**Ethiraj College for Women (Autonomous)**

**Chennai - 600 008**

*S. Manjowria*

**PRINCIPAL**

**ETHIRAJ COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

**CHENNAI-600 008.**

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

**Final Project Report**

**Submitted**

**By**

**REVATHY PALANI**

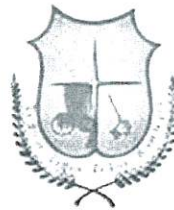
**(2013323036036)**

**Under the guidance of**

**Mrs. A. Joy, B.E., MBA, M.Phil., Ph.D.**

**Submitted in Partial Fulfilment of the requirement of the Degree  
Master of Business Administration**

**ETHIRAJ COLLEGE  
FOR WOMEN**



**MBA Department**

**Ethiraj College for Women**

**(Autonomous)**

**Chennai – 600008**

**June 2022**

*Revathy*  
21/7/2023

**Dr. D. Gomathy, B.Sc, MBA, M.Phil., PGDIA, Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

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

**A STUDY ON PERFORMANCE APPRAISAL SYSTEM OF EMPLOYEES IN INDIA  
INFOTECH**

**Final Project Report**

**Submitted**

**By**

**ROSHINI G**

**(2013323036037)**

Under the guidance of

**Mrs. SRILEKHA MBA.,M.HRM., MPhil., PHD**

**Submitted in Partial fulfilment of the requirement for the degree of  
Master of Business Administration**

**ETHIRAJ COLLEGE  
FOR WOMEN**



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excellence

**MBA DEPARTMENT**

**Ethiraj College For Women**

**(Autonomous)**

**Chennai – 600 008**

**MAY - 2022**

*Dr. D. Gomathy*  
31/7/2023

**Dr. D. Gomathy, B.Sc, MBA, M.P.H.I., PGDIA, Ph.D.**

**Head, MBA Department**

**Ethiraj College for Women (Autonomous)**

**Chennai - 600 008**

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

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

**Final Project Report**

*Submitted*

*By*

**SADHANA R**

**(2013323036038)**

**Under the guidance of**

**DR. JOY.A, B.E., M.BA, M.B.A, M.Phil., PhD**

**Submitted in Partial fulfillment of the requirement for the degree of  
Master of Business Administration**



**MBA DEPARTMENT**

**Ethiraj College For Women**

**(Autonomous)**

**Chennai – 600 008**

**MAY 2022**

*D. Gomathy*  
*31/7/2023*

**Dr. D. Gomathy, B.A., M.B.A, M.Phil., PGDIA, Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous),  
Chennai - 600 008

*S. Manjowari*

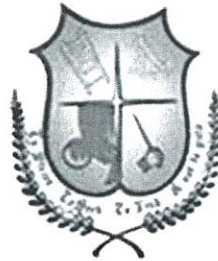
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 008.

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

**Final Project Report  
Submitted By  
SAMARPITHA M  
(2013323036039)**

**Under the guidance of  
Dr. JOY.A, B.E, M.B.A, M.Phil., PhD.  
Submitted in Partial fulfillment of the requirement for the degree of Master of Business  
Administration**

**ETHIRAJ COLLEGE  
FOR WOMEN**



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excellence

**MBA DEPARTMENT  
ETHIRAJ COLLEGE FOR WOMEN  
(Autonomous)  
Chennai – 600 008  
JUNE 2022**

*Shruthi*  
31/7/2023

**Dr. D. Gomathy, B.Sc. MBA, M.Phil., PGDIA, Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*S. Muralidharan*  
PRINCIPAL

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

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

*Submitted*

*by*

SANJANA A

(2013323036040)

Under the guidance of

Dr. Joy.A, B.E, MBA, M.Phil, PhD.

Submitted in Partial fulfillment of the requirement for the degree of  
Master of Business Administration

ETHIRAJ COLLEGE  
FOR WOMEN



college with potential for  
excellence

Department of MBA

Ethiraj college for women

(Autonomous)

Chennai - 600008

(2020-2022)

JUNE 2022

*S. Murali*  
PRINCIPAL

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

*Dr. D. Gopathy*  
31/7/2022  
Dr. D. Gopathy, B.A., M.A., M.Ed., Ph.D.,  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

**A STUDY ON CASH MANAGEMENT AT SPECTRA PACK AUTOMATION**

**PVT LTD, CHENNAI.**

**Final Project Report**

**Submitted**

**By**

**SARADA PRIYADARSHINI K**

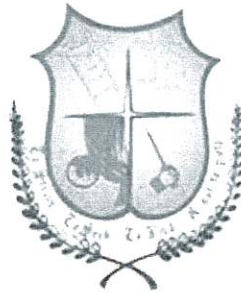
**(2013323036041)**

**Under the guidance of**

**Dr. Mrs. P. JAYALAKSHMI, B.A, M.B.A., HSM., M.Phil., Ph.D.,**

**Submitted in Partial fulfillment of the requirement for the degree of**

**Master of Business Administration**



**MBA DEPARTMENT**

**Ethiraj College for Women**

**(Autonomous)**

**Chennai – 600008**

**June 2022**

*D. Gomathy*  
*31/7/2023*

**Dr. D. Gomathy, B.Sc, MBA, M.Phil., PGDLA, Ph.D.**  
**Head, MBA Department**  
**Ethiraj College for Women (Autonomous)**  
**Chennai - 600 008**

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

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

**Final Project Report**

**Submitted**

**By**

**SARUMATHI S**

**(2013323036042)**

**Under the guidance of**

**Mrs. N. ZABINA, B.Com., M.B.A., M.Phil.**

**Submitted in Partial fulfillment of the requirement for the degree of**

**Master of Business Administration**

**ETHIRAJ COLLEGE  
FOR WOMEN**



**college with potential for  
excellence**

**MBA DEPARTMENT**

**ETHIRAJ COLLEGE FOR WOMEN**

**(Autonomous)**

**Chennai – 600 008**

**JUNE 2022**

*S. Murugesan*  
PRINCIPAL

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

*S. Sarumathi*  
21/7/22  
Dr. D. Govathy, B.A., M.A., M.F., Ph.D., P.D.  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008



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

**FINAL PROJECT REPORT**

**(MBA18/2I/SIP)**

***SUBMITTED***

***BY***

**SHALINI PK**

**2013323036043**

**Under the Guidance of**

**Mrs. Zabina, B.com, M.B.A, M.phil.**

**Submitted in partial fulfilment of the requirement for the degree of  
MASTER OF BUSINESS ADMINISTRATION**

**ETHIRAJ COLLEGE  
FOR WOMEN**



college with potential for  
excellence

**MBA DEPARTMENT**

**ETHIRAJ COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

**CHENNAI - 600008**

**BATCH: 2020-2022**

**Dr. D. Gomathy, B.Sc, MBA, M.Phil, PGDIP, ...**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*21/7/2023*

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

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

**Final Project Report**

*Submitted*

*By*

**SHRUTHI S**

**2013323036044**

**Under the Guidance of**

**Dr. JOY.A, B.E, M.B.A, M.Phil., PhD.**

**Submitted in Partial fulfilment of the requirement for the degree of  
MASTER OF BUSINESS ADMINISTRATION**

**ETHIRAJ COLLEGE  
FOR WOMEN**



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excellence

**MBA DEPARTMENT**

**ETHIRAJ COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

**CHENNAI - 600008**

**BATCH : 2020-2022.**

**JUNE 2022.**

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

*Shruthi S*  
31/7/22  
Dr. D. Ganga Prasad, B.E, M.B.A, M.Phil, Ph.D.  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

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

**Final Project Report**

*Submitted*

*By*

**SINDHUKHA R**

**(2013323036045)**

**Under the guidance of**

**Mrs. J. SRILEKA, M.B.A, M.HRM., M.PHIL, Ph.D.**

**Submitted in Partial fulfilment of the requirement for the  
degree of Master of Business Administration**



**MBA DEPARTMENT  
Ethiraj College for Women  
(Autonomous)  
Chennai – 600 008**

**MAY 2021**

*D. Gomathy*  
31/7/2023

**Dr. D. Gomathy, B.Sc, MBA, M.Phil., Ph.D., Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*S. Murugesan*

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

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

**Final Project Report**

*Submitted*

*By*

**SONALI S V**

**(2013323036046)**

**Under the guidance of**

**Dr. JOY, B.E., M.B.A., M.Phil.,PhD.**

**Submitted in Partial fulfillment of the requirement for the degree of  
Master of Business Administration**



**MBA DEPARTMENT**

**Ethiraj College for Women**

**(Autonomous)**

**Chennai – 600 008**

**MAY 2022**

*Sonalis V*  
31/7/2023

**Dr. D. Gomathy, B.Sc, MBA, M.Phil, PGDPA, Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*S. Manjureshi*

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

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

Final Project Report

*Submitted*

By SUMITHRA

R

(2013323036047)

Under the guidance of

Dr. JOY.A, B.E, M.B.A, M.Phil., PhD

Submitted in Partial fulfillment of the requirement for  
the degree of Master of Business Administration



MBA DEPARTMENT

Ethiraj College for Women

(Autonomous)

Chennai – 600 008

JUNE 2022

*Dr. D. Gomathy*  
31/7/23

Dr. D. Gomathy, B.Sc, MBA, M.Phil., PGDIP, PhD  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

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

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

**Final Project Report**

*Submitted*

*By*

**SUREKHA S**

**2013323036048**

**Under the Guidance of**

**Dr. Mrs. JAYALAKSHMI PANDIAN, B.A., M.B.A., M.Phil., Ph.D.**

**Submitted in Partial fulfilment of the requirement for the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

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**MBA**

**DEPARTMENT**

**ETHIRAJ COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

**CHENNAI - 600008**

**BATCH: 2020-2022**

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

*Dr. D. Gomathy*  
Dr. D. Gomathy, B.Sc., M.B.A., M.Phil., Ph.D.  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*3/17/2023*

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

**Final Project Report**

*Submitted*

*By*

**SUSHMITHA R K**

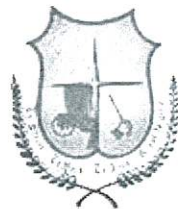
**(2013323036049)**

**Under the guidance of**

**Mrs. Dr.Mrs.J.Srilekha, MBA., M.HRM., M.Phil., Ph.D.,**

**Submitted in Partial fulfilment of the requirement for the degree of Master of  
Business Administration**

**ETHIRAJ COLLEGE  
FOR WOMEN**



**MBA DEPARTMENT**

**Ethiraj College for Women**

**(Autonomous)**

**Chennai – 600 008**

**JUNE 2022**

**Dr. D. Ganeshty, M.A., M.B.A., M.Phil., F.M.S., F.A.S.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*Sushmitha R K*  
31/7/2023

*S. Narayanaswami*  
PRINCIPAL

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

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

**Final Project Report**

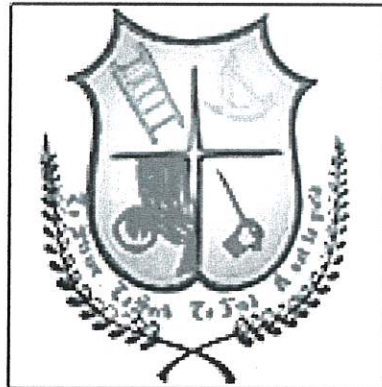
**Submitted By**

**SUVETH SUSHMITHA SEN C (2013323036050)**

**Under the guidance of**

**Mrs. P. JAYALAKSHMI, B.A., M.B.A., HSM., M.PHIL.,PH.D.,**

**Submitted in Partial fulfillment of the requirement for the degree of  
Master of Business Administration**



**MBA DEPARTMENT**

**Ethiraj College for Women (Autonomous)**

**Chennai – 600 008**

**JUNE 2022**

**Dr. D. Gomathy, B.Sc, MBA, M.Phil, M.A., M.A.,**

**Head, MBA Department**

**Ethiraj College for Women (Autonomous)**

**Chennai - 600 008**

*S. Muralidharan*

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

*S. Muralidharan*  
*21/7/2023*



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

Final Project Report

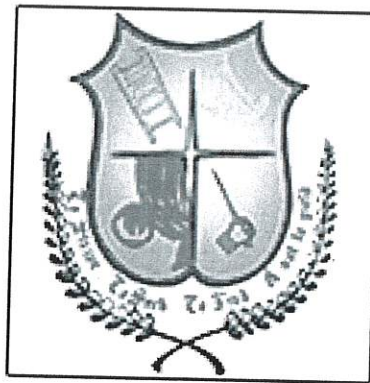
Submitted By

SWATHI T (2013323036051)

Under the guidance of

Dr. Mrs. P.JAYALAKSHMI, B.A, M.B.A., HSM., M.Phil., Ph.D.,

Submitted in Partial fulfillment of the requirement for the degree of  
Master of Business Administration



MBA DEPARTMENT

Ethiraj College for Women (Autonomous)

Chennai – 600 008

JUNE 2022

*D. Gomathy*  
31/7/2023

Dr. D. Gomathy, B.A, M.A, M.Phil., Ph.D.  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*S. Manjureshi*

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

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

**Final Project Report  
Submitted**

*by*  
**TAMILARASI R  
(2013323036052)**

**Under the guidance of  
Dr. Joy.A, B.E, MBA, M.Phil, PhD.**

**Submitted in Partial fulfillment of the requirement for the degree of  
Master of Business Administration**

**ETHIRAJ COLLEGE  
FOR WOMEN**



College with potential for  
excellence

**Department of MBA  
Ethiraj College for women  
(Autonomous)  
Chennai - 600008  
(2020-2022)**

*Shmally*  
*31/7/22*

**Dr. D. Gomathy, B.Sc, M.A, M.Phil, PGDIA, Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*S. Manojkumar*

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

AN ANALYSIS ON THE VALUATION OF ASHOK NANDAVANAM PROPERTIES  
PRIVATE LIMITED

Final Project Report

*Submitted*

*by*

VALAMBAL N  
(2013323036053)

Under the guidance of

MRS. N. ZABINA, B.Com., MBA., M.Phil.

Submitted in Partial fulfillment of the requirement for the degree of  
Master of Business Administration

ETHIRAJ COLLEGE  
FOR WOMEN



college with potential for  
excellence

Department of MBA

Ethiraj college for women

(Autonomous)

Chennai - 600008

(2020-2022)

JUNE 2022

*Dr. D. Gemathy*  
31/7/22

Dr. D. Gemathy, B.Sc., M.B.A., M.Phil., PGDIA, Ph.D.  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*S. Murugesan*

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

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

**Final Project Report**

Submitted

by

VALARMATHY M

(2013323036054)

Under the guidance of

Dr. Mrs. JOY. A, B.E., M.B.A., M.PHIL., PH.D.,

Submitted in Partial fulfilment of the requirement for the degree of Master of Business Administration



MBA DEPARTMENT  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI - 600 008

JUNE 2022

*Shruthy*  
3/17/2022

Dr. D. Gokhatri, B.Sc, M.A, M.Phil, PGDIA, Ph.D.  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

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

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

**Final Project Report**

**Submitted**

**by**

**VARSHA M**

**(2013323036055)**

**Under the guidance of**

**Dr. Mrs. P. JAYALAKSHMI, B.A., M.B.A., HSM., M.PHIL.,PH.D.,**

Submitted in Partial fulfilment of the requirement for the degree of

Master of Business Administration



**MBA DEPARTMENT**

**ETHIRAJ COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

**CHENNAI – 600 008**

**JUNE 2022**

*Dr. D. Gomathy*  
31/7/2022

**Dr. D. Gomathy, B.A., M.A., M.PHIL., M.B.A., M.D.,**  
**Head, MBA Department**  
**Ethiraj College for Women (Autonomous)**  
**Chennai - 600 008**

*S. Nagaraj*

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

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

**Final Project Report**

*Submitted*

*By*

**VIJAYALAKSHMI S**

**2013323036056**

**Under the Guidance of**

**Mrs. ZABINA**

**Submitted in Partial fulfilment of the requirement for the degree of  
MASTER OF BUSINESS ADMINISTRATION**

**ETHIRAJ COLLEGE  
FOR WOMEN**



college with potential for  
excellence

**MBA DEPARTMENT**

**ETHIRAJ COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

**CHENNAI - 600008**

**BATCH: 2020-2022**

**JUNE 2022**

**Dr. D. Gomathy, B.Sc. MBA, M.Phil., PGDIP, Ph.D.**

**Head, MBA Department**

**Ethiraj College for Women (Autonomous)**

**Chennai - 600 008**

*Dr. D. Gomathy*  
31/7/2023

*S. Narayanasri*

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

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

**Final Project Report**

**Submitted by**

**VINOTHINI.M**

**(2013323036057)**

**Under the guidance of**

**Dr. Mrs. JOY. A, B.E., M.B.A., M.PHIL., PH.D.,**

Submitted in Partial fulfillment of the requirement for the degree of Master of Business Administration



**MBA DEPARTMENT  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)**

**CHENNAI – 600 008**

**JUNE 2022**

*D. G. Gopinath*  
31/7/2023

**Dr. D. Gopinath, B.Sc, MBA, M.Phil., PGDIA, Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

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

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

**Final Project Report S**

**Submitted**

**By**

**VINOTHINI S**

**(2013323036058)**

**Under the guidance of Mrs. J. SRILEKHA, M.B.A., M.HRM.,  
M.Phil., Ph.D.,**

Submitted in Partial fulfillment of the requirement for the degree of  
Master of Business Administration

**ETHIRAJ COLLEGE  
FOR WOMEN**



college with potential for  
excellence

**MBA DEPARTMENT**

**Ethiraj College for Women**

**(Autonomous)**

**Chennai – 600 008**

**JUNE 2022**

**Dr. D. Gomathy, B.Sc, MBA, M.Phil, PGDIA, Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

*D. Gomathy*  
31/7/2023

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



A STUDY ON COMPARATIVE ANALYSIS OF ONLINE AND OFFLINE RECRUITMENT

AT BEEZ INNOVATION LABS PVT LTD, CHENNAI.

**Final Project Report**

Submitted

By

YAMINI G

(2013323036059)

Under the guidance of

Dr. Mrs. JOY. A, B.E., M.B.A., M.PHIL., PH.D.,

Submitted in Partial fulfilment of the requirement for the degree of Master of Business Administration



**MBA DEPARTMENT  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)**

**CHENNAI – 600 008**

**JUNE 2022**

*Dr. D. Gopinath*  
**Dr. D. Gopinath, B.Sc. MBA, M.Phil., PGDIA, Ph.D.**  
Head, MBA Department  
Ethiraj College for Women (Autonomous)  
Chennai - 600 008

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

*31/7/22*

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

C.S. AARTHI

Register No: 2013322082001

Under the guidance and supervision of

Mrs.T. Usha Priya, M.Com., M.Phil., Ph. D

PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS) (SELF-  
SUPPORTING)

CHENNAI - 600 008

MAY 2022

*S. Murugesan*

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

*F. P. P. P.*  
26/2/22

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

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 INSURANCE MANAGEMENT

By

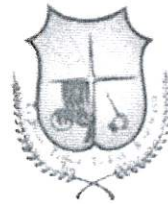
S. APARNA

Register No. 2013322082002

Under the guidance and supervision of

Dr. Mrs. V. Jayanthi, M.Com., M.Phil., Ph.D

PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS) (SELF-SUPPORTING)

CHENNAI - 600 008

MAY 2022

*S. Manojkumar*

PRINCIPAL

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

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

*A/R*  
*26/5/22*

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

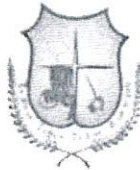
G. BHAVADHARANI

Register No: 2013322082003

Under the guidance and supervision of

DR. MRS. V. JAYANTHI, M.COM., M.PHIL., PH.D

PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

(SELF-SUPPORTING)

CHENNAI - 600 008

MAY 2022

*S. Manjoushi*

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

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

*F. R.*  
26/5/22

A BEHAVIOURAL STUDY OF LIFE INSURANCE PURCHASE DECISION IN  
LIC

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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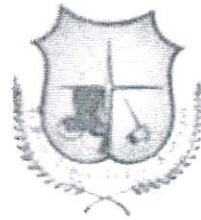
V.DHANALAKSHMI

Register No. 2013322082004

Under the guidance and supervision of

DR.MRS.V.JAYANTHI, M.COM.,M.PHIL.,PH.D

PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

(SELF-SUPPORTING)

CHENNAI - 600 008

MAY 2022

*S. Murugan*  
PRINCIPAL

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

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

*[Signature]*  
26/2/22

**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

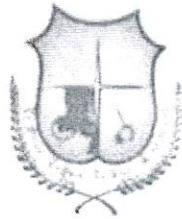
**G. BHAVADHARANI**

Register No. 2013322082005

Under the guidance and supervision of

**DR.MRS.V.JAYANTHI.M.COM.M.PHIL..PH.D**

**PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT**



**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

(SELF SUPPORTING)

CHENNAI - 600 008

MAY 2022

*S. Manjowari*

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

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

*[Handwritten signature]*  
26/2/22

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

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

HEMALATHA.P

Register No:

2013322082006

Under the Guidance and Supervision of

Dr. N. RENUKA DEVI, M.COM, MPhil, Ph.D.

PG DEPARTMENT OF BANK AND INSURANCE MANAGEMENT



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

(SELF-SUPPORTING)

CHENNAI - 600 008

MAY 2022

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

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

*DR*  
24/5/22

**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  
**MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT**

By

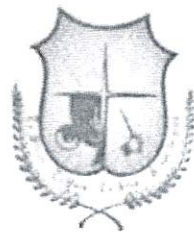
**R.KALAIVANI**

Register No: 2013322082007

Under the guidance and supervision of

**Mrs. A.J.JEMIMA MALATHY MCS,M.Phil.**

**PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT**



**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**(SELF-SUPPORTING)**

**CHENNAI - 600 008**

**MAY 2022**

*S. Narayanasri*

**PRINCIPAL**

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

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

*P.R.*  
*26/2/22*



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

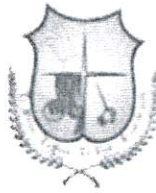
PROJECT REPORT SUBMITTED TO THE  
UNIVERSITY OF MADRAS

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

By  
S. KALAIVANI

Register No. 2013322082008

Under the guidance and supervision of  
Mrs. A.J. Jemima Malathy MCS, MPhil.  
PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
(SELF-SUPPORTING)  
CHENNAI - 600 008  
MAY 2022

*S. Murugesan*

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

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

*A. R.*  
25/5/22

**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**

By

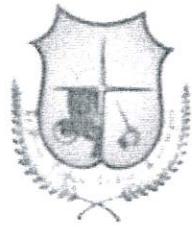
**K. M. LAVANYA**

Register No: 2013322082009

Under the guidance and supervision of

**Mrs. S.Pravina.M.Com.M.Phil**

PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

(SELF-SUPPORTING)

CHENNAI - 600 008

MAY 2022

*S. Manojkumar*

PRINCIPAL

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

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

*26/5/22*

**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  
**MASTER OF COMMERCE IN BANKING AND INSURANCE  
MANAGEMENT**

By

**LAVANYA P R**

Register No. 2013322082010

Under the guidance and supervision of

**Mrs. S. Pravina., M.Com., M.Phil**

PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT



**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

(SELF-SUPPORTING)

CHENNAI - 600 008

MAY 2022

*S. Manjamma*  
PRINCIPAL

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

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

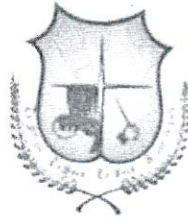
*P. R.*  
26/5/22

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  
R.M. MADHUMITHA  
Register No: 2013322082011

Under the Guidance and Supervision of  
Mrs. R. Anupama, M.Com., M.Phil.  
PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
(SELF-SUPPORTING)  
CHENNAI - 600 008  
MAY 2022

*S. Manojkumar*  
PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI 600 008.

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

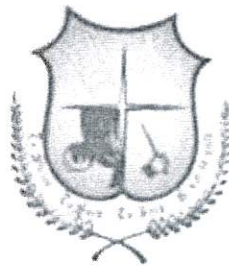
*R. Anupama*  
26/5/22

**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**

By  
**MANJU M**  
Register No: 2013322082012

Under the Guidance and Supervision of  
**Mrs. R. Anupama., M.Com., M.Phil**  
PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)  
(SELF-SUPPORTING)  
CHENNAI - 600 008  
MAY 2022

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

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

*A. R.*  
26/5/22

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

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

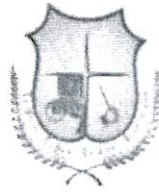
**MOHANA PRIYA S R**

Register No. 2013322082013

Under the guidance and supervision of

**Mrs. Poojitha G M.com, NET**

PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT



**ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS) (SELF-SUPPORTING)**

CHENNAI - 600 008

MAY 2022

*S. Murugesan*

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

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

*P. R.*  
26/5/22

**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  
**MASTER OF COMMERCE IN BANKING AND INSURANCE  
MANAGEMENT**

By

**P. NANDHINI**

Register No. 2013322082014

Under the guidance and supervision of

**Mrs. G. POOJITHA., M.Com, NET**

PG DEPARTMENT OF BANKING AND INSURANCE  
MANAGEMENT



**ETHIRAJ COLLEGE FOR WOMEN**

(AUTONOMOUS)

(SELF-SUPPORTING)

CHENNAI - 600 008

MAY 2022

*S. Murugesan*

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

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

*P. Nandhini*  
26/5/22

**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**

Register No. 2013322082015

Under the guidance and supervision of

**Dr. S. Tamizhvani, M.Com., Ph.D**

**PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT**



**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**(SELF-SUPPORTING)**

**CHENNAI - 600 008**

**MAY 2022**

*S. Manjowari*

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

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

*[Signature]*  
26/5/22



**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**

By

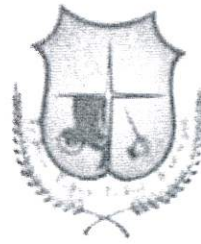
**NISHA M A**

Register No: 2013322082016

Under the guidance and supervision of

**Dr. S. Tamizhvani . M.Com., Ph.D**

PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT



**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

(SELF-SUPPORTING)

CHENNAI - 600 008

MAY 2022

*S. Murugesan*

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

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

*[Signature]*  
26/5/22

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

By

NOORULAMEERA. K

Register No. 2013322082017

Under the guidance and supervision of

Ms. VIDHI. B. MODI

PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS) (SELF-  
SUPPORTING)

CHENNAI - 600 008

MAY 2022

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

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

*[Signature]*  
24/5/22

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

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

**PAVITHRAM**

Register No. 2013522082018

Under the guidance and supervision of

**MS. VIDHI B. MODI**

PGDEPARTMENT OF BANKING AND INSURANCE MANAGEMENT



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

MAY 2022

*S. Manjureshi*

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

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

*[Signature]*  
26/5/22

**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

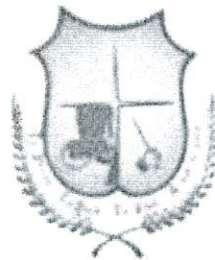
**R. SONA**

Register No: 2013322082019

Under the guidance and supervision of

**Ms. A. Rajalakshmi., M.Com., M.Phil.**

**PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT**



**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**(SELF-SUPPORTING)**

**CHENNAI - 600 008**

**MAY 2022**

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

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

*[Signature]*  
26/5/22

**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  
MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT**

By

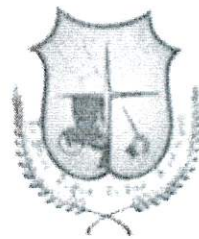
**S.SWADHINI**

Register No. 2013322082020

Under the guidance and supervision of

Ms. A Rajalakshmi, M.Com, M.Phil

PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

(SELF-SUPPORTING)

CHENNAI - 600 008

MAY 2022

*S. Manjowria*

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

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

*[Signature]*  
26/5/22

**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  
MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT

By

**SWETHA. S**

Register No:

2013322082021

Under the Guidance and Supervision of

**Ms. Priyanka. B., M.com, M.phil**

PG DEPARTMENT OF BANK AND INSURANCE MANAGEMENT



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

(SELF-SUPPORTING)

CHENNAI - 600 008

MAY 2022

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

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

*P. R.*  
26/5/22

**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**

By

**THEIVANAL.VR**

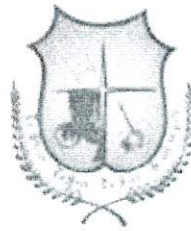
Register No:

2013322082022

Under the Guidance and Supervision of

**Ms. B. PRIYANKA, M.COM., M. PHIL**

PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

(SELF-SUPPORTING)

CHENNAI - 600 008

MAY 2022

*S. Manojkumar*  
PRINCIPAL

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

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

*P. R.*  
26/5/22

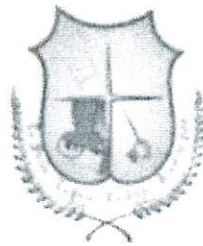
**A STUDY ON CUSTOMERS' SATISFACTION TOWARDS PLASTIC MONEY**

PROJECT REPORT SUBMITTED TO THE  
**UNIVERSITY OF MADRAS**

In partial fulfilment of the requirements for the award of degree of  
**MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT**

By  
**B. Vahista**  
Register No: 2013322082023

Under the guidance and supervision of  
**Mrs. S. Vishnupriya, M. Com, M.Phil.**  
PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT



**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

(SELF-SUPPORTING)

CHENNAI - 600 008

MAY 2022

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

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

*A*  
24/2/22



**A COMPARATIVE STUDY ON CRYPTOCURRENCY AND  
FIAT CURRENCY**

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

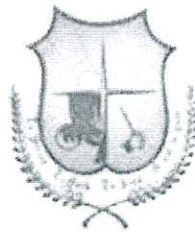
**VAISHNAVI M**

Register No: 2013322082024

Under the guidance and supervision of

**Mrs. S. Vishnupriya..M.Com.,M.Phil**

**PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT**



**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**(SELF-SUPPORTING)**

**CHENNAI - 600 008**

**MAY 2022**

*S. Haragovindan*  
**PRINCIPAL**

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

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

*A*  
**26/11/22**

**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  
**MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT**

By

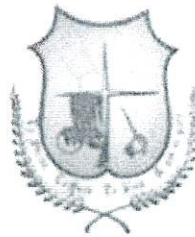
**VARSHI V**

Register No. 2013322082025

Under the guidance and supervision of

**Ms. DESI PRIYA V, M.Com., M.Phil**

**PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT**



**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**(SELF-SUPPORTING)**

**CHENNAI - 600 008**

**MAY 2022**

*S. Murugesan*

PRINCIPAL

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

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

*P. S.*  
*26/1/22*

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  
MASTER OF COMMERCE IN BANKING AND INSURANCE MANAGEMENT

By

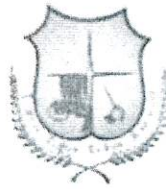
M. VIDHYASRI

Register No: 2013322082026

Under the guidance and supervision of

Ms. DESI PRIYA V. M.Com., M.Phil

PG DEPARTMENT OF BANKING AND INSURANCE MANAGEMENT



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

(SELF-SUPPORTING)

CHENNAI - 600 008

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

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

*P. 26/17*

## 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. Nithya  
31/5/22

**Ms. R. Nithya**  
**Assistant Professor & Head**  
**Department of Human Rights and**  
**Duties Education,**  
**Ethiraj College for Women (Autonomous)**  
**Chennai-600008.**

C. Shobha 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  
Date: 31/05/22

S. Muralidharan

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

## CERTIFICATE

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. Nithya  
31/5/22

**Ms. R. Nithya**

Assistant Professor & Head,

Post Graduate Department of Human Rights and  
Duties Education

Ethiraj College for Women

(Autonomous) Chennai – 600 008

*S. Mageswari*

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

## CERTIFICATE

is to certify that this project report titled, "A STUDY ON PROBLEM FACED BY WOMEN CONTRACT LABOURERS" submitted by HARSHA.G 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.

*P. Shirley Grace Nirmala*

Ms V.R. Shirley Grace Nirmala

Project Supervisor

Assistant Professor, Post Graduate Department of

Human Rights and Duties Education

Ethiraj College for Women (autonomous)

Chennai- 600008

*R. Nithya*  
*1/6/22*

Ms R. Nithya

Assistant Professor & Head,

Post-Graduate Department of Human

Rights and Duties Education

Ethiraj College for Women

(autonomous)

*S. Mageswari*

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

*Aranya*

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



## CERTIFICATE

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  
31.05.2022

*A. Shirley Grace Nirmala*

**Ms. V. R. Shirley Grace Nirmala**

**Project Supervisor**

Assistant Professor, Post Graduate Department of  
Human Rights and Duties Education  
Ethiraj College for Women (autonomous)  
Chennai- 600008

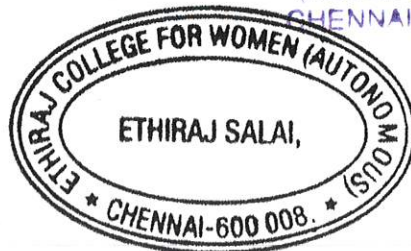
*R. Nithya*  
31/5/22.

**Ms. R. Nithya**

Assistant Professor & Head,  
Post-Graduate Department of Human  
Rights and Duties Education  
Ethiraj College for Women  
(autonomous)

*S. Muralidharan*

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



*Aravind*

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

## CERTIFICATE

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. Nithya*  
*1/6/22*

**Ms. R. Nithya**

Assistant Professor & Head,

Post Graduate Department of Human Rights and

Duties Education

Ethiraj college Women

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

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





## CERTIFICATE

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. Nithya  
31/5/22

Ms. R. NITHYA

Assistant Professor & Head of the department  
Department of Human Rights and  
Duties Education,  
Ethiraj College for Women  
Chennai-600008.

C. Shobha Sharma

Research Supervisor

Dr. SHOBHA SHARMA.C

Assistant professor,  
Department of Human Rights  
and Duties Education,  
Ethiraj college for Women  
Chennai-600008.

Place: Chennai

Date: 31/05/22

S. Muralidharan

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

## CERTIFICATE

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 Priyadharshin 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.

R. Nithya  
31/5/22

**Ms. R. Nithya**

Assistant Professor & Head,  
Post Graduate Department of Human Rights and  
Duties Education  
Ethiraj college Women

R. Nithya  
31/5/22

**Ms. R. Nithya**

Assistant Professor & Head,  
Post Graduate Department of  
Human Rights and Duties Education  
Ethiraj college Women

*S. Manjureshi*

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

*Shruthi*

Controller of Examinations  
Ethiraj College for Women  
(Autonomous)

Ethiraj Salai, Chennai - 600 008.



## CERTIFICATE

This is to certify that the project report on "AN ANALYSIS OF COLLEGE STUDENTS' RIGHTS ACROSS DISCIPLINES IN CHENNAI" submitted by NITHYA 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. Nithya  
31/5/22

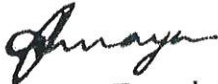
Ms. R.NITHYA  
Assistant Professor & Head,  
Department of Human Rights and Duties  
Education,  
Ethiraj College for Women (Autonomous),  
Chennai – 600 008.

31/5/2022

Research Supervisor  
DR.M.B.PAVITHRA,  
Assistant Professor,  
Department of Human Rights and Duties  
Education,  
Ethiraj College for Women (Autonomous),  
Chennai – 600 008.

Place: Chennai  
Date: 31.05.22

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

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



## CERTIFICATE

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. Nithya  
31/5/22.

Ms. R. Nithya

Assistant Professor & Head

Department of Human Rights and

Duties Education,

Ethiraj College for Women (Autonomous)

Chennai-600008.

C. Shobha Sharma

Research Supervisor

Dr. SHOBHA SHARMA. C

Assistant professor,

Department of Human Rights

and Duties Education,

Ethiraj college for women(Autonomous)

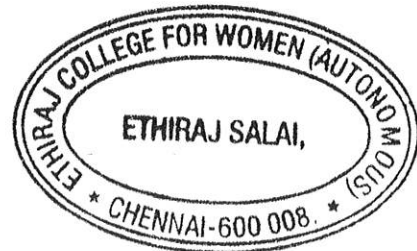
Chennai-600008.

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

Place: Chennai

Date: 31/5/2022

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



## CERTIFICATE

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

Department of Human Rights and  
Duties Education.

Ethiraj college for Women,

Chennai 600008.

Place: Chennai

Date: 31.05.2022

*Anaya*

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

*(9) Shirley Grace Nirmala*

Ms. V. R. Shirley Grace Nirmala

Assistant Professor

Department of Human Rights and  
Duties Education.

Ethiraj College for Women,

Chennai 600008

*S. Muralidharan*

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



## CERTIFICATE

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. Nithya  
31/5/22

**Ms. R. NITHYA**  
**Assistant Professor & Head**  
Department of Human Rights and  
Duties Education,  
Ethiraj College for Women (Autonomous)  
Chennai-600008.

C. Shobha Sharma

Research Supervisor

**Dr. SHOBHA SHARMA.C**

Assistant professor,

Department of Human Rights

and Duties Education,

Ethiraj college for women(Autonomous)

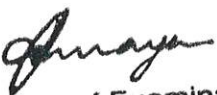
Chennai-600008.

S. Muralidharan

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

Place: Chennai

Date: 31/05/22

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



## CERTIFICATE

to certify that this project report titled, "A CASE STUDY ON CWDR'S CONTRIBUTION TO THE SINGLE WOMEN IN KANNAGINAGAR, CHENNAI" submitted by UMA PRIYA.B 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.

*V.R. Shirly Grace Nirmala*

**V.R. Shirly Grace Nirmala**

**Project Supervisor**

Assistant Professor, Post Graduate Department of

Human Rights and Duties Education

Ethiraj College for Women (autonomous)

Chennai- 600008

*R. Nithya*  
*2/6/22*

**Ms R. Nithya**

Assistant Professor & Head,

Post-Graduate Department of Human

Rights and Duties Education

Ethiraj College for Women

(autonomous)

*S. Murugesan*

PRINCIPAL  
ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
CHENNAI-600 088.

## CERTIFICATE

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.

*21/5/2022*  
Dr. M. B. Pavithra

Project Supervisor

Assistant Professor, Post Graduate Department of  
Human Rights and Duties Education  
Ethiraj college for Women

*R. Nithya*  
*31/5/22*  
Ms. R. Nithya

Assistant Professor & Head,  
Post Graduate Department of  
Human Rights and Duties Education  
Ethiraj college Women

*S. Muralidharan*

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

*Anaya*

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

