



# M.O.P. Vaishnav College for Women (Autonomous)

(College affiliated to the University of Madras & Re-accredited at "A++" Grade by NAAC)

No.20, IV Lane, Nungambakkam High Road, Chennai - 600 034. India.

Phone : 044 - 2833 0262 / 2833 0677 Fax : 044 - 2833 0385

E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

## M.O.P VAISHNAV COLLEGE FOR WOMEN (Autonomous)

CHENNAI-600034

### CIRCULAR

#### SEED MONEY GRANT SCHEME FOR RESEARCH PROJECTS- 2021-2022

ATTN HODs

August 1<sup>st</sup>, 2021

M.O P Vaishnav College for Women (Autonomous) is inviting research proposals from faculty members to encourage them to actively pursue research activities. Research proposals are invited under the Seed Money Grant scheme for Research Projects 2021-2022 in areas that are predominantly socially relevant and which contribute to the national development goals and priorities.

**Eligibility:** Faculty members who have completed Ph.Ds.

**Conditions:** The research project has to be completed within one year

**Timeline to be adhered to:**

1. Project proposals to reach the Research Advisory Committee by September 1<sup>st</sup>, 2021
2. Commencement of the Project: October 1<sup>st</sup>, 2021
3. Mid-term report: March 31<sup>st</sup>, 2022
4. Submission of final report: September 30<sup>th</sup>, 2022

  
PRINCIPAL

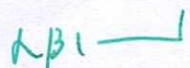


**M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

**Chennai - 600 034, India.**

**SEED MONEY GRANT RESEARCH PROJECT (October 2021 - September 2022)**

S.NO.	NAME OF THE FACULTY	Grant Amount	Seed project No.	TITLES
1	DR. ARCHNA PRASAD	22,000	21MBASRPS201	A STUDY ON THE EFFECTIVENESS OF DIGITAL RETAILING IN GOLD JEWELLERY AND ITS'S IMPACT ON THE CONSUMER BUYING BEHAVIOUR
2	MS. RAMYA RAMAN	20,000	21MBASRPS202	A STUDY ON THE EMPLOYEE WILLINGNESS TO REMAIN IN SUNDARAM HOME FINANCE
3	DR. M. VIJAYA LAKSHMI	22,000	21MBASRPS203	A STUDY ON YOUTUBE ADVERTISING - EFFECTIVENESS TOWARDS THE AUDIENCE
4	DR. SUDHA V	20,000	21COMSRPS201	AN STUDY ON ROLE OF ARTIFICIAL INTELLIGENCE IN E - BANKING.
5	DR. M. HEMALATHA	15,000	21COMSRPS203	A REVIEW OF CUSTOMER PRIORITY TOWARDS APP BASED CAB SERVICES IN CHENNAI.
6	DR. M. MADHUMATHY	15,000	21COMSRPS204	ANALYSING THE EFFECT OF DIGITAL MARKETING ON CUSTOMER RELATIONSHIP MANAGEMENT IN AMAZON
7	MS. HEMALATHA J	12,000	21COMSRPS205	A STUDY ON PRODUCT PACKAGING INFLUENCE ON CONSUMER BUYING BEHAVIOUR
8	DR. KAMATCHI PREETHI V	12,000	21COMSRPS206	EVALUATING THE IMPACT OF WORKING CAPITAL ON THE PROFITABILITY OF OIL AND NATURAL GAS INDUSTRY
9	MS. UMA MAHESWARI A	20,000	21SOCSRPS201	A SOCIOLOGICAL STUDY ON EFFECT OF COVID - 19 ON GIRLS EDUCATION IN SELECTED RURAL AREAS OF TAMILNADU
10	DR. DEEPIKA KRISHNAN P.K.	15,000	21SOCSRPS202	THE SOCIO-PYCHOLOGICAL PERCEPTIONS OF MALE INFERTILITY IN CHENNAI CITY

  
Signature of the Principal  
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**M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

**Chennai - 600 034, India.**

**SEED MONEY GRANT RESEARCH PROJECT (OCTOBER 2021 - SEPTEMBER 2022)**

S.NO.	NAME OF THE FACULTY	Grant Amount	Seed project No.	TITLES
11	MS. R .GAVOURY	15,000	21ITSRPS201	PREDICTING COVID-19 WITH MACHINE LEARNING TECHNIQUES
12	MS. ANGAYARKANNI	12,000	21ITSRPS202	HASHTAG ANALYSIS ON TWEETS USING PYTHON
13	DR. BRINDA RAMANUJAM	15,000	21ITSRPS203	LIVER DISEASE PREDICTION USING MACHINE LEARNING TECHNIQUES
14	DR.A.MUTHULAKSHMI	12,000	21ITSRPS204	DOCTOR BOT – PREDICTION OF PARKINSON’S DISEASE
15	MS. SINI JADEESH	15,000	21FTMSRPS203	ASSESSING THE ANTIBACTERIAL ACTIVITY OF LAWSONIA INERMIS (HENNA) LEAVES AND SHELF-LIFE ANALYSIS OF PRODUCTS USING LAWSONIA INERMIS AS A PRESERVATIVE.
16	MS HARIPRIYA	22,000	21FTMSRPS201	A COMPARATIVE STUDY ON THE EFFECT OF TOPOGRAPHY AND PROCESSING ON THE FLAVOUR PROFILE OF COCOA BEANS
17	MS LAKSHMY PRIYA	19,000	21FTMSRPS202	A STUDY ON THE EFFECT OF EGG REPLACERS ON THE PHYSICO-CHEMICAL AND ORGANOLEPTIC PROPERTIES OF MAYONNAISE, CUPCAKES AND DOUGHNUTS.
18	DR. S ANUREKHA THIYAGARAJAN	25,000	21COMMSRPS201	EFFECTIVENESS OF ICT IN GOVERNMENT SECONDARY SCHOOLS, CHENNAI
19	DR. SUSAN SRIDHAR	21,000	21MMSRPS201	A STUDY ON NEWSPAPER COVERAGE OF MIGRANT LABOURERS DURING THE COVID 19 PANDEMIC - A CONTENT ANALYSIS
20	MS. MEENAKSHI. N	20,000	21MMSRPS202	A STUDY ON THE LISTENERSHIP PATTERN OF RADIO MEDIUM AMONG YOUTH POPULATION IN CHENNAI CITY

*Handwritten signature*

**Signature of the Principal**  
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**SEED MONEY GRANT RESEARCH PROJECT (OCTOBER 2021 - SEPTEMBER 2022)**

S.NO.	NAME OF THE FACULTY	Grant Amount	Seed project No.	TITLES
21	DR. R. PREETHA	19,000	21VISSRPS201	THE HOME OUTSIDE- ROLE OF MEDIA IN CREATING AND DISSEMINATING ENVIRONMENTAL AWARENESS MESSAGES
22	DR. DEVIKA RANI L	17,000	21VISSRPS202	ANALYZING THE USAGE PATTERN OF NUTRITION APPS IN TAMIL NADU AMONG TEENAGE GIRLS AND WOMEN
	<b>TOTAL AMOUNT</b>	<b>3,85,000</b>		

  
Signature of the Principal

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**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Dr. Archana Prasad
- ii. **Dept:** Business Administration
- iii. **Designation:** Associate Professor
- iv. **Teaching experience:** 21 years
- v. **Research experience:** 14 years
- vi. **Area of Specialization:** Human Resource and Finance
- vii. **Year of award of Doctoral degree:** 2014

**PART – B**

**Proposed Research Work**

2. **Project Title:** A study on the Effectiveness of Digital Retailing Gold Jewellery and its impact on the consumer buying behaviour.

**i. Introduction**

● **Origin of the Research Problem:**

Consumers are now looking for trendy, light-weight jewellery in a variety of different designs and styles. Young people prefer branded jewellery because branded jewellers are better able to fulfil their evolving needs than conventional jewellers. The modern buyer seeks fineness and exclusivity. Most jewellers are using the most up-to-date technology to meet their demands and make their processes more reliable, quick, and cost-effective. Jewellery buyers are requesting new styles and varieties and are willing to make purchases through online channels, while young people are showing a strong interest in semi precious stones for astrological reasons.

● **Interdisciplinary Relevance:**

The analysis of how individual consumers, groups, or organisations choose, purchase, use, and dispose of ideas, products, and services to meet their needs and wants is known as consumer behaviour. By deciding which products are required in the market by knowing what motivates customers to purchase specific goods and services. 'Consumer behaviour is the behaviour and decisions made by consumers,' according to Engel, Blackwell, and Mansard.

● **Review of Research and Development in the Subject:**

Prior to making any decision to buy or not to buy something, each individual needs to go through a complex decision-making process. Generally speaking, the process can be classified into five stages: 1) Problem recognition 2) Information search 3) Evaluation of alternatives 4) Purchase decision and 5) Post purchase behaviour. As a marketer, in order to better understand the consumers' behaviour and to encourage the use of one's products, it is important that we take each stage into consideration. All purchases start with a problem or need recognition emanating from an individual customer, whether it was created from either internal or external factor(s). Internal factors deal primarily with the

human's basic needs whereas external factors are caused by our desire to have or to consume certain things we observe in the society. It is very important that the marketer should understand this process, as they will be able to influence the demand for their products directly. However, this process is not simply as straightforward as one might think. Rather than a self-generated preference of choices, consumers can sometimes seek out comments or feedback from other sources. The four predominant sources are Personal, Commercial, Public, and Experiential. The degree to which sources can influence the decision process depends on each individual background and current status

- **Global Significance:**
  - National Status - *Yes*
  - Regional Status - *Yes*

- **Significance of the study:**

Customers get a hands-on experience when they shop offline. They will see, touch, and experience the product before making a purchase decision based on their satisfaction with it. When purchasing from a shop, however, consumers are limited to a small range of designs and choices. Online jewellery shopping, on the other hand, addresses the issues of time constraints, logistics, and range of options. When it comes to buying gold online or in person, the first thing that comes to mind is quality. Quality management experts are employed by the majority of online sites that offer gold and other precious stones, and the goods are accredited by authorities.

ii. **Objectives:**

- To gain a better understanding of the phenomenon and/or to gain new insights into it
- To accurately represent the characteristics of a specific person, circumstance, or community.
- To establish the frequency at which something happens or is connected to something else.
- To see whether a causal association between two variables can be proven.

iii. **Methodology**

Descriptive Research was the technique used in this study. Descriptive research is a form of study that focuses on describing a population, condition, or phenomenon. It focuses on answering the questions of how, what, when, and where. Instead of the why, if it's a research issue. A researcher's research design is the basis for the methods and techniques he or she would use. Researchers may focus on testing methods that are appropriate for the subject matter and set up their studies for success thanks to the design. As part of the research design stage, the researcher created the research design after formulating the research issue. A research design is a section of a master plan that defines the methods and procedures for gathering and analysing data.

iv. **Month wise Plan of work and targets to be achieved.**

- Collecting data for Review of Literature
- Surveying through data collection
- Data Analysis and Interpretation
- Preparation of Final Report

**3. Financial Assistance required:**

- **Field Work and Travel** – Rs .2,500
- **Chemicals and glassware (Only Science)** - NA
- **Contingency (including special needs)** – Rs.9,500
- **Books and Journals** – Rs.5,500
- **Printing & Stationary** – Rs.6,500

**4. Institutional and Departmental facilities available for the proposed work:**

- **Equipment:** Computers with SPSS Software and Internet Facility
- **Other Infrastructural facilities:** Library Resources with Digital Information

**5. Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.**

The other information of the study which will help to understand the effectiveness of Online Gold Jewellery and its impact on the Consumer buying behaviour. The development of large retailers/brands will be a major contributor to growth in the gems and jewellery sector in the coming years. Established brands lead the organised market and provide opportunities for expansion. When the number of organised players grows, so does the range of goods and designs available. In addition, the loosening of gold import restrictions is expected to boost the industry. The reintroduction of low-cost gold metal loans, as well as the probable stabilisation of gold prices at lower levels, are expected to drive volume growth for jewellers in the short to medium term. The demand for jewellery is predicted to be boosted substantially by the recession.

**To certify that:**

- I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.**
- The above Research Project is not funded by any other agency.**

**Date: 1<sup>st</sup> September 2021**

**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**

**HEAD – RESEARCH ADVISORY COMMITTEE**

**PRINCIPAL**  
Principal

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## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021-2022** to **Dr. Archana Prasad** for the project titled **A study on the Effectiveness of Online Gold Jewellery and its impact on the consumer buying behaviour** with the Project Code **21MBASRPS201** at a cost of **Rs.22,000** (Twenty Two Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	2000
Chemicals and glassware (Only Science)	NIL
Contingency (including special needs)	9000
Books and Journals	5000
Printing & Stationery	6000
<b>TOTAL</b>	<b>22000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amounts to the bank account of the Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for photo –stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.





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4. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through the Research Advisory Committee.
5. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visit to libraries within the general scope and sphere of the ongoing project.
6. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
7. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

**HEAD - RESEARCH ADVISORY COMMITTEE**

**PRINCIPAL**

**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

- a. **Name:** Dr. Archana Prasad
- b. **Project No:** 21MBASRPS201
- c. **Dated:** 1<sup>st</sup> October, 2021
- d. **Title of the Project:** A study on the Effectiveness of Digital Retailing Gold Jewellery and its impact on the consumer buying behaviour.
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October, 2021

*Archana Prasad*  
(DR ARCHANA PRASAD)

**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**

*H.D.*  
**HEAD - RESEARCH ADVISORY COMMITTEE**

*H.S.*  
**PRINCIPAL**  
Principal  
M.O.P. Vaishnav College for Women  
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**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

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**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Ms. Ramya Raman
- ii. **Dept:** Management
- iii. **Designation:** Assistant professor
- iv. **Teaching experience:** 10 years
- v. **Research experience:** 6 years
- vi. **Area of Specialisation:** Marketing, HR

**PART - B**

**Proposed Research Work**

**2. Project Title:** A study on the employee willingness to remain in Sundaram Home Finance

● **Introduction**

● **Origin of the Research Problem:**

In the recent times, employee retention has become a major concern for corporates. Individuals once being trained have a tendency to move to other organizations for better prospects. Lucrative salary, comfortable timings, better ambience, growth prospects are some of the factors which prompt an employee to look for a change. Whenever a talented employee expresses his willingness to move on, it is the responsibility of the management and the human resource team to intervene immediately and find out the exact reasons leading to the decision. Sincere efforts must be made to encourage the employees so that they stay happy in the current organization and do not look for a change.

● **Interdisciplinary Relevance:**

Having a resilient workforce benefits your business in so many ways, not least of all by making people more motivated, capable of dealing with change, and less susceptible to burnout. It also improves employees' overall health, as resilience and wellbeing in the workplace are closely linked. Better mental health means less absenteeism and presenteeism, and in turn improves people's performance throughout the workplace.

● **Review of Research and Development in the Subject:**

Sundaram BNP Paribas home finance limited was incorporated in the year 1999 and is regulated by the National Housing Bank (NHB) which was set up on July 9, 1988 under the National Housing Bank Act, 1987 which extends to the whole of India. NHB is wholly owned by reserve bank of India, which contributed to its entire paid-up capital. The basic objective of NHB is to operate as a principal agency to promote housing finance

institutions both at local and regional levels and to provide financial and other support to such institutions and for matters connected therewith or incidental thereto.

● **Global Significance:**

- National Status - *Yes*
- Regional Status

● **Significance of the study:**

Personal resilience refers to how effectively you handle difficult experiences in your life. It is often described as the ability to 'bounce back' and comfortably carry on in the midst of adversity. It also involves being able to effectively regulate your thoughts and emotions, as well as perceiving challenging situations as an opportunity, not a personal threat. Most of us can identify a resilient person, but we might struggle to pin down exactly what makes them resilient. Is it their positivity? Well, it's not as simple as that. It's not the positivity that makes them resilient – it's actually the other way around.

Resilience enables a positive approach to work and outlook on life, which in turn enables better problem-solving and helps to maintain motivation. It's not just a reactive skill that switches on when a person faces challenges, it also enables a proactive approach to daily life. With a logic-orientated mindset and a focus on problem solving, general day to day tasks often feel more approachable to a resilient person. Those with good resilience are therefore less vulnerable to getting knocked down by obstacles. They see unfavourable situations as an inevitable part of life, rather than an undeserved hindrance. They may even gain a sense of fulfilment from being able to work through them and grow.

ii. **Objectives:**

- To study the factors affecting employees' willingness to retain in the company.
- To understand the factors affecting the employees' willingness to retain in the company.
- To analyze the positive or negative influence of the dimensions to employees' willingness to retain

iii. **Methodology**

With the help of the 5 year's Annual reports provided by the Company, Analytical Research can be used in this study. The activity includes Examining of facts, Critical Skills adopted for decision making and also the collection of information relative to the study is being done. The Secondary data and sources are included in the study which is mainly provided from the company. The different attributes required in this study are data related to Customer's portfolios, Customer identification procedures, KYC documents of customers, Current assets and liabilities of firm and Shareholder's funds.

Sources used to collect the data regarding the study are as follows:

- Financial statement of the company.
- Income statement of the firm.
- Historical records of the customers.

iv. **Month wise Plan of work and targets to be achieved.**

- Collecting data for Review of Literature
- Surveying through data collection
- Data Analysis and Interpretation
- Preparation of Final Report

3. **Financial Assistance required:**

- **Field Work and Travel** – Rs 4000
- **Chemicals and glassware (Only Science)** - NA
- **Contingency (including special needs)** – Rs. 6000
- **Books and Journals** – Rs 6000
- **Printing & Stationery** – Rs 6000

4. **Institutional and Departmental facilities available for the proposed work:**

- **Equipment:** Computers with necessary software and Internet facility.
- **Other Infrastructural facilities:** Library resources with digital information.

5. **Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.**

Sundaram BNP Paribas Home Finance comes under NBFCs which provides housing finance to customers with its various products and services. Many customers were impressed by the NBFC's as they could provide very high interest rates on the deposits compared to other banks. The motto of housing finance is to provide Housing loan and non-housing loan at a lesser Rate of Interest. The expected outcome of the company is to gain more customers by providing good customer services and better customer satisfaction.


To certify that:

- a. I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.
- b. The above Research Project is not funded by any other agency.

Date: 1<sup>st</sup> September 2021

  
NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR

  
HEAD – RESEARCH ADVISORY COMMITTEE

  
PRINCIPAL

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## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021-2022** to **Ms. Ramya Raman** for the project titled **A study on the employee willingness to remain in Sundaram Home Finance** with the Project Code **21MBASRPS202** at a cost of **Rs.20,000** (Twenty Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	2,500
Chemicals and glassware ( Only Science)	NIL
Contingency (including special needs)	4500
Books and Journals	6500
Printing & Stationary	6500
<b>TOTAL</b>	<b>20000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amount to the bank account of the Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for photo –stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.



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4. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through the Research Advisory Committee.
5. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visit to libraries within the general scope and sphere of the ongoing project.
6. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
7. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

**HEAD - RESEARCH ADVISORY COMMITTEE**

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**CHENNAI- 600034**

**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

- a. **Name:** Ms. Ramya Raman
- b. **Project No:** 21MBASRPS202
- c. **Dated:** 1<sup>st</sup> October, 2021
- d. **Title of the Project:** A study on the employee willingness to remain in Sundaram Home Finance
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October,2021

*Ramya Raman*  
**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**

*[Signature]*  
**HEAD - RESEARCH ADVISORY COMMITTEE**

*[Signature]*  
**PRINCIPAL**

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**CHENNAI- 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Dr. M. Vijaya Lakshmi
- ii. **Dept:** Management
- iii. **Designation:** Associate Professor
- iv. **Teaching experience:** 18 years
- v. **Research experience:** 11 years
- vi. **Area of Specialisation:** Organization Behaviour and Human Resource
- vii. **Year of award of Doctoral degree:**

**PART - B**

**Proposed Research Work**

**2. Project Title:** A Study on YouTube Advertising - Effectiveness towards the Audience

• **Introduction**

• **Origin of the Research Problem:**

YouTube is a complex ecosystem that generates billions of dollars of revenue yearly. This revenue mostly stems from online advertisements that are shown on the website. Like other social media platforms, YouTube enables any user to create and upload content, create ad-campaigns that promote advertisement content, as well as monetize channels (i.e., YouTube video uploaders) by showing ads from other channels to viewers. More importantly, any individual can watch videos for free and, in consequence, be exposed to advertisements.

• **Interdisciplinary Relevance:**

Mass media was found to be used for informational and leisure purposes and mediated interpersonal technologies were used for personal experiences such as relationship formation, problem-solving, and persuasion purposes. The study found ten needs that new media satisfies which were information, learning, play, entertainment, persuasion, social bonding, relationship formation and maintenance, problem-solving, status, and insight. This study supports the fact that individuals select communication channels based on their ability to satisfy needs, therefore, their ability to convey the information.

• **Review of Research and Development in the Subject:**

The study analyzed the results of a theoretical combination of three standpoints for analyzing brand messages that were purchase involvement, message appeal, and message richness. The authors examined if the higher the customer is involved with the brand, the more informational the message appeal, and if the lower the brand involvement, the more transformational the message appeal. The authors were also analyzing if the more transformational the

messaging appeal, the higher the consumer engagement. The study found that purchase involvement and message appeal are linked; the richer the medium, the more appealing the message. When determining if YouTube advertisements are effective, it is key to be able to identify what is appealing to the consumers and what can generate a purchase; therefore, this study presented an original perspective on informational and transformational advertising. Despite the many studies focusing on the media richness theory and advertising effectiveness, none to my knowledge have examined a social media platform like YouTube in order to determine how the cues and the feedback the medium offers determines effectiveness of an advertisement.

- **Global Significance:**

- National Status - *Yes*
- Regional Status - *Yes*

- **Significance of the study:**

Individuals tend to engage with the communication channels that provide more engagement because it facilitates the understanding of the message and leaves less room for misinterpretations. Communication has not changed over the years, people are still selecting the channels that they feel better satisfy their needs; therefore, it is crucial for companies to not only identify those needs but also to comprehend what content the advertisement should provide in order for it to be effective. At the same time, this study showed that when it comes to advertising, audiences prefer advertisements on the platform where they tend to spend most of their time. In a social media site such as YouTube, where the most important cues are presented, individuals tend to better comprehend the message of the advertisement.

- **Objectives:**

- To study the response of the audience towards YouTube advertisements.
- To know the type of preferred device in watching YouTube.
- To know the audience perception and brand awareness through YouTube advertisements.

- **Methodology**

The methodology used for the research by the author is Empirical Research. Also known as Experimental research, this methodology relies on experience or observation alone. It is data-based research, coming up with conclusions which are capable of being verified by observation or experiment. Thus, such research is characterised by the experimenter's control over the variables under study. The blueprint followed for fulfilling the research objectives and answering questions is Exploratory Research. That is, the researcher has expanded the understanding of the YouTube advertisements functioning and its perspective, the questions are framed in such a way as it differs according to the audience individuality and gathers background information on the topic to refine the research questions. The methodology used for research by the author is a descriptive research method. This method is also called Ex-post-facto research. Descriptive research is done when trying to find the relationship between the variable and conclude the research by defining the relationship.

iv. **Month wise Plan of work and targets to be achieved.**

- Collecting data for Review of Literature
- Surveying through data collection
- Data Analysis and Interpretation
- Preparation of Final Report

3. **Financial Assistance required:**

- **Field Work and Travel** – Rs .2,750
- **Chemicals and glassware (Only Science)** - NA
- **Contingency (including special needs)** – Rs.9,250
- **Books and Journals** – Rs.5,300
- **Printing & Stationary** – Rs.6,700

4. **Institutional and Departmental facilities available for the proposed work:**

- **Equipment:** Computers with necessary software and Internet facility.
- **Other Infrastructural facilities:** Library resources with digital information.

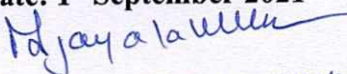
5. **Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.**

YouTube advertisements are to be more effective. Individuals tend to engage with the communication channels that provide more engagement because it facilitates the understanding of the message and leaves less room for misinterpretations. Communication has not changed over the years, people are still selecting the channels that they feel better satisfy their needs; therefore, it is crucial for companies to not only identify those needs but also to comprehend what content the advertisement should provide in order for it to be effective. At the same time, this study showed that when it comes to advertising, audiences prefer advertisements on the platform where they tend to spend most of their time. In a social media site such as YouTube, where the most important cues are presented, individuals tend to better comprehend the message of the advertisement.

**To certify that:**

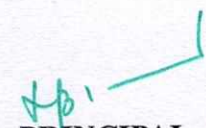
- I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.
- The above Research Project is not funded by any other agency.

Date: 1<sup>st</sup> September 2021

  
DR. VIJAYALAKSHMI (M)

NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR

  
HEAD – RESEARCH ADVISORY COMMITTEE

  
PRINCIPAL  
Principal  
M.O.P. Vaishnav College for Women  
(Autonomous)  
No. 20, IV Lane, Nungambakkam High Road  
Chennai-600 034



# M.O.P. Vaishnav College for Women (Autonomous)

(College affiliated to the University of Madras & Re-accredited at "A++" Grade by NAAC)

No.20, IV Lane, Nungambakkam High Road, Chennai - 600 034. India.

Phone : 044 - 2833 0262 / 2833 0677 Fax : 044 - 2833 0385

E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021-2022** to **Dr. M. Vijaya Lakshmi** for the project titled **A Study on YouTube Advertising - Effectiveness towards the Audience** with the Project Code **21MBASRPS203** at a cost of **Rs.22,000** (Twenty Two Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	2000
Chemicals and glassware (Only Science)	NIL
Contingency (including special needs)	9000
Books and Journals	5000
Printing & Stationery	6000
<b>TOTAL</b>	<b>22000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amounts to the bank account of the Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for photo –stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.
4. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through the Research Advisory Committee.



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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

5. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visit to libraries within the general scope and sphere of the ongoing project.
6. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
7. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

**HEAD - RESEARCH ADVISORY COMMITTEE**

**PRINCIPAL**

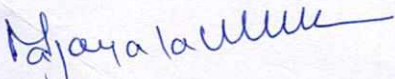
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Chennai-600 034

**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

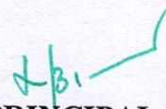
**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

- a. **Name:** Dr. M. Vijaya Lakshmi
- b. **Project No:** 21MBASRPS203
- c. **Dated:** 1<sup>st</sup> October, 2021
- d. **Title of the Project:** A Study on YouTube Advertising - Effectiveness towards the Audience
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October,2021

  
(DR. VIJAYALAKSHMI.M)

**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**

  
**HEAD - RESEARCH ADVISORY COMMITTEE**

  
**PRINCIPAL**  
Principal  
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**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**PROPOSAL -SEED MONEY GRANT RESEARCH PROJECT**

**PART – A**

**1. Principal Investigator:**

- i. Name:** Dr. Sudha V
- ii. Dept:** Corporate Secretaryship
- iii. Designation:** Associate Professor
- iv. Teaching experience:** 25 years
- v. Research experience:** 6 years
- vi. Area of Specialisation:** Finance, Taxation & Law
- vii. Year of award of Doctoral degree:** 2021

**PART – B**

**Proposed Research Work**

**2. Project Title:** A Study on Role of Artificial Intelligence in E – Banking

**i. Introduction**

**• Origin of the Research Problem:**

Bank is an institution for receiving, lending, exchanging, and safeguarding money and, in some cases, issuing notes and transacting other financial business. Bank is an institution which is licensed to receive deposits from the public for the purpose of lending and investing. Banks are considered as a Safe place to store cash and credit. Banks are the institutional bodies that accept deposits and grant credit to the entities and play a major role in maintaining the economic status of a country. Given their importance in the economy, banks are kept under strict regulation in most of the countries. Banks play a very important role in the economic development of the country. Bank is the main confluence that maintains and controls the “flow of money” to make the commerce of the land possible. Government uses it to control the flow of money by managing Cash Reserve Ratio (CRR) and thereby influencing the inflation level.

Banking institutions mainly serve the purpose of safeguarding people’s money or fulfilling their fund requirements by providing them loan facilities. These institutions pay interest on deposit to savers and charge higher rates of interest from borrowers. The difference between these two rates of interest is the bank profit. Apart from accepting and lending money, banks also provide many other services such as lockers, ATM services, online fund transfers, cheque payments, foreign currency exchange, issuing debit/credit cards, etc.

Banks accept deposits from the public under different categories of accounts like saving account, current account, fixed deposit, and recurring deposit account. Also, these institutions lend money to the public as overdraft facility, personal loan, business loan, and mortgaged loan. Banking institutions play a key role in the economic development of the country as it ensures liquidity of funds by the movement of funds among people.

- **Interdisciplinary relevance:**

Artificial intelligence (AI) is a wide-ranging branch of computer science concerned with building smart machines capable of performing tasks that typically requires human intelligence. AI is an interdisciplinary science with multiple approaches, but advancements in machine learning and deep learning are creating a paradigm shift in virtually every sector of the tech industry. Artificial intelligence enables computers and machines to mimic the perception, learning, problem-solving, and decision-making capabilities of the human mind.

- **Review of Research and Development in the Subject:**

The study on Artificial intelligence has numerous advantages to offer for the financial segment. Artificial intelligence is changing business procedures and client confronting administrations in the financial division in India. It is additionally being utilized to meet administrative consistency, recognize extortion, and survey singular financial soundness. The utilization of AI can make progressively productive business forms, offer customized administrations, and aid bigger objectives, for example, money related consideration. There is no uncertainty that the ongoing push towards digitalization is quickly impacting the conventional financial models. Be that as it may, it has likewise presented the establishments to expanding digital security dangers and vulnerabilities. The banks are progressively taking a gander at developing innovations, for example, square chain and investigation in making a functioning safeguard system against cybercrimes.

- **Global Significance:**

- National Status - *Yes*
- Regional Status - *Yes*

- **Significance of the study:**

Artificial intelligence (AI) is the basis for mimicking human intelligence processes through the creation and application of algorithms built into a dynamic computing environment. Stated simply, AI is trying to make computers think and act like humans.

AI technology is important because it enables human capabilities – understanding, reasoning, planning, communication and perception – to be undertaken by software increasingly effectively, efficiently and at low cost. Applications of AI-powered computer vision will be particularly significant in the transport sector.



**ii. Objectives:**

- The study aims to achieve the following objectives:
- To study the impact of Artificial Intelligence on banking process especially in the current status of E-Banking sector
- To understand the online banking authenticity and transparency
- To analyze the impact of Artificial Intelligence mainly on banking customers also to analyze the common people's awareness on AI
- To compare whether facilities with online banking are reliable or walk in is preferred.

**iii. Methodology**

**SOURCES OF DATA:**

- Primary data
- Secondary data

**PRIMARY DATA:** primary data is the original data which is collected by the researcher themselves. The ways in which primary data is collected through interview method, questionnaire method, observation method, and group discussion.

In this research the primary data was collected by using mainly the questionnaire method. The data collection is based on the questions and the responses relating to the bank and AI.

**SECONDARY DATA:** Secondary data is the research or article which is done on the topic by some other researcher. The researcher can make use of this already available information so that he can get a clarification about the area in which the research has been done already and areas where it went wrong and rectify the mistakes.

In this research the secondary data like online journals, online articles, and research done by other researchers were taken. Building off the fundamental technologies to apply them in a banking context yields four main AI applications today: analytics; bots; robotic process automation (RPA); and report generation. Figure 1 lays out the basic AI relationships between the foundational technologies and banking applications; all depend on massive amounts of data, the lifeblood of AI.

**iv. Month wise Plan of work and targets to be achieved.**

- Collecting data for Review of Literature
- Surveying through data collection
- Data Analysis and Interpretation
- Preparation of Final Report

**3. Financial Assistance required:**

- Field Work and Travel – Rs.2,250
- Chemicals and glassware (Only Science) - NA
- Contingency (including special needs) – Rs.7,750
- Books and Journals – Rs.5,500
- Printing & Stationary – Rs.6,500

**4. Institutional and Departmental facilities available for the proposed work:**

- Equipment: Computers with SPSS Software and Internet Facility
- Other Infrastructural facilities: Library Resources with Digital Information

**5. Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.**

In computer science, the term artificial intelligence (AI) refers to any human-like intelligence exhibited by a computer, robot, or other machine. In popular usage, artificial intelligence refers to the ability of a computer or machine to mimic the capabilities of the human mind learning from examples and experience, recognizing objects, understanding and responding to language, making decisions, solving problems and combining these and other capabilities to perform functions a human might perform, such as greeting a hotel guest or driving a car.

**To certify that:**

- I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.**
- The above Research Project is not funded by any other agency.**

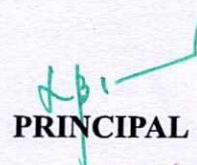
**Date: 1<sup>st</sup> September 2021**



**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**



**HEAD – RESEARCH ADVISORY COMMITTEE**



**PRINCIPAL**

Principal  
M.O.P. Vaishnav College for Women  
(Autonomous)  
No. 20, IV Lane, Nungambakkam High Road  
Chennai-600 034



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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021-2022** to **Dr.Sudha V** for the project titled **A Study on Role of Artificial Intelligence in E – Banking** with the Project Code **21COMSRPS201** at a cost of **Rs.20,000** (Twenty Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	2000
Chemicals and glassware ( Only Science)	NIL
Contingency (including special needs)	7000
Books and Journals	5000
Printing & Stationery	6000
<b>TOTAL</b>	<b>20000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amounts to the bank account of the Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for photo –stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.
4. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through the Research Advisory Committee.



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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

5. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visit to libraries within the general scope and sphere of the ongoing project.
6. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
7. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

**HEAD - RESEARCH ADVISORY COMMITTEE**

**PRINCIPAL**

**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

- a. **Name:** Dr. Sudha V
- b. Project No: 21COMSRPS201
- c. **Dated:** 1<sup>st</sup> October, 2021
- d. **Title of the Project:** A Study on Role of Artificial Intelligence in E – Banking
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October,2021

**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**

**HEAD - RESEARCH ADVISORY COMMITTEE**

**PRINCIPAL**

Principal  
M.O.P. Vaishnav College for Women  
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No. 20, IV Lane, Nungambakkam High Road  
Chennai-600 034

**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Dr. Hemalatha. M
- ii. **Dept:** Corporate Secretaryship
- iii. **Designation:** Associate Professor
- iv. **Teaching experience:** 12 years
- v. **Research experience:** 5 years
- vi. **Area of Specialization:** Human Resource Management
- vii. **Year of award of Doctoral degree:** 2009

**PART - B**

**Proposed Research Work**

**2. Project Title:** A review of customer priority towards App Based Cab Services in Chennai.

**i. Introduction**

**• Origin of the Research Problem:**

The research was conducted to consider the cab service industry in Chennai and determine the factors affecting customer satisfaction in this industry. This industry has seen a very significant growth in the recent past and there are many players operating here, some of whom started as entrepreneurs having innovative ideas to implement in this market. All the same, like in any other service industry, the most important feature here is customer satisfaction. In this research the authors endeavor to understand what constitutes customer priority in this market. Using the empirical data base obtained from the survey, a preliminary significant testing was carried out followed by structural equation modeling, SEM, which brought out the factors which significantly lead to customer priority.

**• Interdisciplinary Relevance:**

The taxi service industry in India has been seeing phenomenal growth in the past 6-7 years. Over \$400 million (INR 2400 crores) of venture capital money has been injected into the taxi service companies in the past 4 years itself. A major player in the market recently raised over \$ 210 million in Series D from a soft bank at a valuation of over \$1 billion to focus on expansion. Another player raised over \$30 million in its latest round while a third player, an international company, has acquired over \$1.5 Bn to fuel its international expansion. This player has also committed almost \$400 million to grow and promote its service in India.

The Indian radio taxi market alone is placed at a level anywhere between \$6-\$9 billion dollars by different estimates, and is forecasted to grow at 17-20% annually. More importantly, the organized taxi market is still minuscule as compared to the rest of the taxi market in India; it constitutes only 4-5% of the market in terms of sheer number of vehicles. The rest is operated by players who own fleets of 2-50 cars and typically have a presence in 1 or 2 cities.

#### **Review of Research and Development in the Subject:**

In recent years there is a reasonable growth in the field of taxi service providers. The trend has shifted from booking a call taxi through a call to booking a cab through an app via smartphones. Taxi on-demand is revolutionary in itself. Developing apps for the same with various features like GPS and mapping, easy registration process for the users and drivers, Auto payment option for users to make an online payment, Automated fare calculations, the tracking feature on real time basis and many other features has made it easier for both the customers and the service providers. The main benefit for the Taxi aggregators is that they typically don't own any cabs or employ drivers, they connect customers with drivers through a tech platform, the front- end for the customer being an app. It also provides the three most important factors: reliability, convenience and professionalism that acts to its advantage.

- **Global Significance:**

- National Status - *Yes*
- Regional Status - *Yes*

- **Significance of the study:**

This study is focused on the customers' preference towards app-based cab services and how customers have been influenced to choose the cabs. This study focuses only on app- based cab services, among various other cab services available in the city. It helps to know about the satisfaction level of customers and also the study focused on the problems faced by the customers. Thus, the study restricts itself to customers' attitude towards app-based cab services. There is a smaller number of studies being conducted to identify how effectively cab services are used by customers. Hence, this study throws light on the cab services made by the customers and this research tries to analyse how customers are satisfied on app-based cab services with special reference to Chennai.

- ii. **Objectives:**

The prime objective of the study is to understand the customer perception and customer satisfaction level on cab services with special reference to the city of Chennai and to offer suggestions to improve the performance of the services.

- To study the factors influencing the choice of cab services.
- To find out customer satisfaction on cab services during COVID-19.
- To provide inputs to enhance the services to delight the customers

**iii. Methodology**

Descriptive Research was the technique used in this study. Descriptive research is a form of study that focuses on describing a population, condition, or phenomenon. It focuses on answering the questions of how, what, when, and where. Instead of the why, if it's a research issue. A researcher's research design is the basis for the methods and techniques he or she would use. Researchers may focus on testing methods that are appropriate for the subject matter and set up their studies for success thanks to the design. As part of the research design stage, the researcher created the research design after formulating the research issue. A research design is a section of a master plan that defines the methods and procedures for gathering and analysing data.

**iv. Month wise Plan of work and targets to be achieved.**

- Collecting data for Review of Literature
- Surveying through data collection
- Data Analysis and Interpretation
- Preparation of Final Report

**3. Financial Assistance required:**

- **Field Work and Travel** – Rs.1,000
- **Chemicals and glassware (Only Science)** - NA
- **Contingency (including special needs)** – Rs.4500
- **Books and Journals** – Rs.5,500
- **Printing & Stationary** – Rs.6,000

**4. Institutional and Departmental facilities available for the proposed work:**

- **Equipment:** Computers with SPSS Software and Internet Facility
- **Other Infrastructural facilities:** Library Resources with Digital Information

**5. Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.**

The business is booming in a huge way in India with versatile private operators both national and international investing tremendous money in setting up the call centres, acquiring fleets of new cars, and incorporating latest technologies in their vehicles. Change in the people's mindset has been the greatest factor in the growth of the cab market. But there are certain other aspects which are acting as the obstacles in widening the cab market such as high fares. The major problem faced by all developing cities is traffic. With the grooming population; traffic cannot be avoided. It is not possible for all people to rely on public modes of transport like buses and trains. The next best alternative solution can be app-based cab services. OLA was found to be the most preferred cab service in Chennai city. OLA has got a good name for its quality and innovative services to safety their consumers. The research is focused on customer satisfaction towards cab services in Chennai city. Customers are more satisfied with safety and easy availability of cabs. And



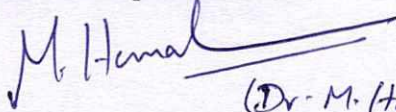
customers observed that convenience and affordable price as their prime factor in choosing the cab services. Also, there are many issues or problems faced by the customers.

Customers felt that cancellation of cabs by the drivers is the most common problem. To change the problems into their strengths the company should take necessary steps to give quality of service with supportive drivers. The modern consumers are innovative and at the same time they are price sensitive, therefore better pricing structure, coupon redemption would delight customers in the long way of customer retention.

**To certify that:**

- a. I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.
- b. The above Research Project is not funded by any other agency.

Date: 1<sup>st</sup> September 2021

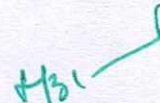


(Dr. M. HEMALATHA)

NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR



HEAD - RESEARCH ADVISORY COMMITTEE



PRINCIPAL  
Principal

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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021-2022** to **Dr.Hemalatha.M** for the project titled **A review of customer priority towards App Based Cab Services in Chennai.** with the Project Code **21COMSRPS203** at a cost of **Rs.15,000** (Fifteen Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	1000
Chemicals and glassware (Only Science)	NIL
Contingency (including special needs)	4000
Books and Journals	5000
Printing & Stationery	5000
<b>TOTAL</b>	<b>15000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amounts to the bank account of the Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for photo –stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.



# M.O.P. Vaishnav College for Women (Autonomous)

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4. Contingency: The admissible contingency grant may be utilized for photo – stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.
5. Contingency: The admissible contingency grant may be utilized for photo – stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.
6. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through the Research Advisory Committee.
7. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visit to libraries within the general scope and sphere of the ongoing project.
8. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
9. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
10. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

  
**HEAD - RESEARCH ADVISORY COMMITTEE**

  
**PRINCIPAL**

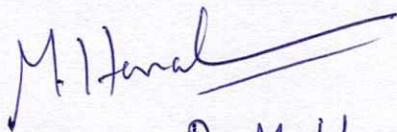
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**CHENNAI- 600034**


**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

- a. **Name:** Dr. Hemalatha. M
- b. **Project No:** 21COMSRPS203
- c. **Dated:** 1<sup>st</sup> October, 2021
- d. **Title of the Project:** A review of customer priority towards App Based Cab Services in Chennai
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October, 2021

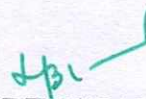


Dr. M. Hemalatha

**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**



**HEAD - RESEARCH ADVISORY COMMITTEE**



**PRINCIPAL**  
Principal

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**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Dr. Madhumathy. M
- ii. **Dept:** Commerce
- iii. **Designation:** Associate professor
- iv. **Teaching experience:** 11 years
- v. **Research experience:** 7 years
- vi. **Area of Specialisation:** Finance and Taxation
- vii. **Year of award of Doctoral degree:** 2018

**PART - B**

**Proposed Research Work**

**2. Project Title:** Analysing the effect of Digital Marketing on customer Relationship Management in Amazon

• **Introduction**

• **Origin of the Research Problem:**

Digital marketing is a broad term that refers to various and different promotional techniques deployed to reach customers via digital technologies. It is embodied by an extensive selection of service, product and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio. Digital marketing is also known as Internet marketing, but their actual processes differ, as digital marketing is considered more targeted, measurable and interactive. Digital marketing includes a raft of Internet marketing techniques, such as search engine optimization (SEO), search engine marketing (SEM) and link building. It also extends to non-Internet channels that provide digital media, such as short messaging service (SMS), multimedia messaging service (MMS), callback and on-hold mobile ringtones, e-books, optical disks and games.

Marketing executives are most supportive of Digital Marketing because of the ability to easily track and measure results of the marketing communication. Because of the use of digital technology, the results of a digital marketing effort can be tracked by reach, views, clicks, visits, response rates, purchases made and so on. I will explore the details and importance of these types of measurement techniques in the coming weeks, but for now understand that Digital Marketing requires the ability to measure the results of a digital marketing campaign. The use of digital technologies to create integrated, targeted and measurable communications which help to acquire and retain customers while building deeper relationships with them is digital marketing. It must be digital because of the technology. It is targeted because of the value

in the technology allows it to be. It must establish relationships because marketing using digital technology generally requires input from potential consumers. It must be measurable because measurability is inherent in the use of digital technology and inherent in the use of marketing.

- **Interdisciplinary Relevance:**

In this world of digitization, digital marketing is a vogue that is sweeping across the whole world. The trend of digital marketing is growing day by day with the concepts of Internet marketing that is turning into an important platform of digital marketing along with the electronic gadgets like the digital billboards, mobile, tablets and smartphones, gaming consoles, and many such gadgets that help in digital marketing. Amazon with its innovative digital marketing has created a niche market in online stores competing with the conventional stores showing the power of online marketing.

- **Review of Research and Development in the Subject:**

This study analyses how Amazon.com has brought in an array digital and online marketing strategies to succeed and make it big in the digital marketing sector. The case also discusses how Amazon has had a huge success in the online marketing sector as they brought in new insights into the digital marketing field. And a few years from now it will be eventually seen that conventional marketing is being replaced by digital marketing. Digital marketing is going to be top on the agenda of many marketers, and they might be looking for innovative ways to market online, reduce cost per lead, increase click-through-rates and conversion rates, and discover what's hot in digital marketing.

- **Global Significance:**

- National Status - *Yes*
- Regional Status

- **Significance of the study:**

Customer Relationship management is the strongest and the most efficient approach in maintaining and creating relationships with customers. Customer relationship management is not only pure business but also ideate strong personal bonding within people. Development of this type of bonding drives the business to new levels of success.

Once this personal and emotional linkage is built, it is very easy for any organization to identify the actual needs of customers and help them to serve them in a better way. It is a belief that the more sophisticated strategies involved in implementing the customer relationship management, the more strong and fruitful the business is. Most of the organizations have dedicated world class tools for maintaining CRM systems into their workplace. Some of the efficient tools used in most of the renowned organizations are Batch Book, Sales force, Buzz stream, Sugar CRM etc.

- **Objectives:**

The study aims to achieve the following objectives:

- To analyze the effectiveness of digital marketing advertising towards customer relationship management in Amazon.

- The study analyzes digital marketing and how it has an impact on building customer relationships.

### iii. Methodology

#### SOURCES OF DATA:

**PRIMARY DATA:** These most important data are gathered from certain chief sources, i.e., the data's source of origin. For any arithmetical study, these are obtained for the first time by an examiner or an organization. The questionnaire approach is used to gather data for the first time for a particular reason.

Personal contact and phone calls were used to manage the questionnaire. By using primary data, we can gather the information through surveys, interviews, and direct observations regarding the purposes of investigation. The researchers' questions are designed to extract information that will aid them in their analysis.

**SECONDARY DATA:** There is data gathered from a secondary source, such as a source of reservation storage where information is gathered by one person and used by another. These are gathered as primary data and used as secondary data by others. Secondary data is information that is used in an investigation but was initially retrieved by someone else for a different reason. The data that has already been compiled and released can be found in the company sales guide and the websites that follow.

Secondary data comes in a variety of forms. Data from the national population census and other government data obtained by Statistics Canada may be used. Administrative data is one form of secondary data that is becoming more common. This term refers to data that is obtained on a regular basis as part of an organization's, institutions, or agency's day-to-day operations. Motor vehicle licenses, hospital intake and discharge records, workers' compensation claim records, and so on are only a few examples.

### iv. Month wise Plan of work and targets to be achieved.

- Collecting data for Review of Literature
- Surveying through data collection
- Data Analysis and Interpretation
- Preparation of Final Report

### 3. Financial Assistance required:

- **Field Work and Travel** - 1,500
- **Chemicals and glassware (Only Science)** - NA
- **Contingency (including special needs)** - Rs.4,750
- **Books and Journals** - Rs.4,250
- **Printing & Stationary** - Rs.4,500

4. **Institutional and Departmental facilities available for the proposed work:**
- **Equipment:** Computers with necessary software and Internet facility.
  - **Other Infrastructural facilities:** Library resources with digital information.
5. **Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.**

Amazon has a reputation for providing the customers with all things that they need, all in one convenient space. What has since become known as 'the Amazon Effect,' the company has successfully managed relations with millions of customers worldwide without ever meeting them face-to-face. The entire process of shopping at Amazon is very smooth and easy. It has a simple and easy-to-use interface, stored personal and card details, and one-click ordering, all of which make it possible to make purchases quickly and smoothly.

To certify that:

- I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.
- The above Research Project is not funded by any other agency.

Date: 1<sup>st</sup> September 2021

Dr. MADHUMATHY . M

*Dr. Madhumathy*

NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR

*H.D.*

HEAD – RESEARCH ADVISORY COMMITTEE

*dp*  
PRINCIPAL  
Principal

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## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021-2022** to Dr Madhumathy M for the project titled *Analysing the effect of Digital Marketing on customer Relationship Management with Amazon* with the Project Code **21COMSRPS204** at a cost of **Rs.15,000** (Fifteen Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.**FINANCIAL ALLOCATION**

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	1,500
Chemicals and glassware ( Only Science)	NIL
Contingency (including special needs)	4,750
Books and Journals	4,250
Printing & Stationery	4,500
<b>TOTAL</b>	<b>15000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amounts to the bank account of the Principal Investigator.



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3. Contingency: The admissible contingency grant may be utilized for photo – stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.
4. Contingency: The admissible contingency grant may be utilized for photo – stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.
5. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through the Research Advisory Committee.
6. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visit to libraries within the general scope and sphere of the ongoing project.
7. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
8. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
9. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

**HEAD - RESEARCH ADVISORY COMMITTEE**

**PRINCIPAL**

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**CHENNAI- 600034**

**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

- a. Name :\_Dr. Madhumathy M
- b. Project No: 21COMSRPS204
- c. Dated : 1<sup>st</sup> October, 2021
- d. **Title of the Project:** Analysing the effect of Digital Marketing on customer Relationship management with Amazon
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October,2021

Dr. M. MADHUMATHY  
M. Madhumathy

**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**



**HEAD - RESEARCH ADVISORY COMMITTEE**



**PRINCIPAL**

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**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Ms. Hemalatha J
- ii. **Dept:** Commerce
- iii. **Designation:** Assistant Professor
- iv. **Teaching experience:** 6 Years
- v. **Research experience:** 7 Years
- vi. **Area of Specialisation:** Cost and Management Accounting, Consumer Behaviour

**PART - B**

**Proposed Research Work**

**2. Project Title:** A Study on Product Packaging Influence on Consumer Buying Behaviour

**i. Introduction**

• **Origin of the Research Problem:**

Materials have been required to contain, store, and transport materials since the beginning of time. Packaging has evolved from merely satisfying a requirement to being an important part of a brand's marketing and customer experience. Packaging as a term emerged from early humanity's simple need to store and move their food from place to place.

Although there is no evidence of when the first packing materials were used, historians agree that materials such as leaves, animal skins, nuts, or gourds were used to store and ship goods during the nomadic hunter/gatherer days.

• **Interdisciplinary relevance:**

This study paved the way to consumer buying behaviour which is critical for any company organization's sustainability. Consumer tastes and preferences are evolving dramatically as a result of a changing society, demographic, political, and economic climate. It is thought that there is a need to consider customer purchasing behaviour against product packaging and go to the point of meeting desires and wishes in a more productive and optimal manner.

• **Review of Research and Development in the Subject:**

The purpose of this study is to find out the impact of packaging, labels, and free samples on the purchasing behaviour of consumers in a communicationally backward region of India. It has concluded that people are well aware of the packaging and they give importance to labelling. They want

that it should be hygienic; differentiable from fake products and that the packets should be used for further use. For free samples much importance has not been given as it may increase the price of the product and a means to attract a consumer.

- **Significance of the study:**

This study is focused on Packaging which refers to the packaging or bottling of goods to protect them from degradation during shipment and storage. It keeps a product healthy and marketable while also aiding with the recognition, classification, and promotion of the product. Although the terms packing and packaging are used interchangeably, there is a distinction between the two. Packaging relates to the act of covering a product to shield it from injury, leakage, dust, waste, infection, and so on. Chocolates wrapped in thin sheets, milk packaged in sachets, and so on are examples.

- **Global Significance:**

- National Status - *Yes*
- Regional Status - *Yes*

- ii. **Objectives:**

- To identify the impact of product packaging on the consumer buying behaviour decision.
- To examine the impact of product packaging elements on the consumer purchase decision.

- iii. **Methodology**

Descriptive Research was the technique used in this study. Descriptive research is a form of study that focuses on describing a population, condition, or phenomenon. It focuses on answering the questions of how, what, when, and where. Instead of the why, if it's a research issue. A researcher's research design is the basis for the methods and techniques he or she would use. Researchers may focus on testing methods that are appropriate for the subject matter and set up their studies for success thanks to the design. As part of the research design stage, the researcher created the research design after formulating the research issue. A research design is a section of a master plan that defines the methods and procedures for gathering and analysing data.

- iv. **Month wise Plan of work and targets to be achieved.**

- Collecting data for Review of Literature
- Surveying through data collection
- Data Analysis and Interpretation
- Preparation of Final Report

**3. Financial Assistance required:**

- Field Work and Travel – Rs.1,000
- Chemicals and glassware (Only Science) - NA
- Contingency (including special needs) – Rs.4500
- Books and Journals – Rs.4,500
- Printing & Stationary – Rs.4,000

**4. Institutional and Departmental facilities available for the proposed work:**

- **Equipment:** Computers with SPSS Software and Internet Facility
- **Other Infrastructural facilities:** Library Resources with Digital Information

**5. Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.**

Visual package elements were discovered to play a significant role in representing the product for many customers, particularly in low participation and when they are hurried. The majority of focus group participants claim they use label material, but they would prefer it if it were simplified.

**To certify that:**

- I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.**
- The above Research Project is not funded by any other agency.**

**Date: 1<sup>st</sup> September 2021**



Hemalatha J.

**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**



**HEAD – RESEARCH ADVISORY COMMITTEE**



**PRINCIPAL**

Principal  
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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021-2022** to **Ms. Hemalatha** for the project titled **A Study on Product Packaging Influence on Consumer Buying Behaviour** with the Project Code 21COMSRPS205 at a cost of **Rs.12,000** (Twelve Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	1000
Chemicals and glassware ( Only Science)	NIL
Contingency (including special needs)	3000
Books and Journals	4000
Printing & Stationery	4000
<b>TOTAL</b>	<b>12000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amounts to the bank account of the Principal Investigator.



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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

3. Contingency: The admissible contingency grant may be utilized for photo – stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.
4. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through the Research Advisory Committee.
5. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visit to libraries within the general scope and sphere of the ongoing project.
6. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
7. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

**HEAD - RESEARCH ADVISORY COMMITTEE**

**PRINCIPAL**



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**CHENNAI- 600034**

**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

- a. **Name:** Ms.Hemalatha
- b. **Project No:** 21COMSRPS205
- c. **Dated:** 1<sup>st</sup> October, 2021
- d. **Title of the Project:** A Study on Product Packaging Influence on Consumer Buying Behaviour
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October,2021

  
Hemalatha J.

**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**

  
**HEAD - RESEARCH ADVISORY COMMITTEE**

  
**PRINCIPAL**

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**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Dr. Kamatchi Preethi V
- ii. **Dept:** Commerce
- iii. **Designation:** Assistant professor
- iv. **Teaching experience:** 1 years
- v. **Research experience:** 4 years
- vi. **Area of Specialisation:** Marketing and Law
- vii. **Year of award of Doctoral degree:** 2021

**PART - B**

**Proposed Research Work**

**2. Project Title:** Evaluating the Impact of Working Capital on the Profitability of Oil and Natural Gas Industry

**i. Introduction**

**● Origin of the Research Problem:**

Financial performance is a key financial metric in every organization as most of the firm's vital decisions depend on its financials and they play a phenomenal role in the decision-making process of the company. Every business aims at profit maximization in turn maximizing the wealth of the company. Therefore, a company's financial position is to be healthy and good. Financial performance analysis includes analysis and interpretation of financial statements that requires complete diagnosis of the profitability and financial health of the business. Analysts gain knowledge about financial performance from data published by the company in Form 10K, also known as the annual report. The object of the report is to provide stakeholders with accurate and reliable financial statements that lend an overview of the company's financial performance. Financial analysts assess the firm's production and productivity performance, profitability performance, liquidity performance, working capital performance, fixed assets performance, fund flow performance and social performance to picturize the overall financial soundness of a company. Of these methods, assessing the performance of working capital is of paramount importance as it describes the short-term liquidity position of the company and measures the ability of the company to meet its current dues/obligations..

**● Interdisciplinary Relevance:**

Working Capital Management involves managing the relationship between a company's current assets and current liabilities. The objective of working capital management is to ensure that the firm is able to run its operations and has adequate cash flow to meet short-term debt and upcoming operational expenses. Working

capital management warrants a company has ample cash flow in order to meet its short-term dues obligations and on-going charges.

- **Review of Research and Development in the Subject:**

A study investigated the influence of working capital management on corporate profitability for a sample of 30 firms listed at Nairobi stock exchange for the period 1993 to 2008. They applied pooled OLS and fixed effect regression models, their findings suggested statistically significant negative relationship between accounts collection period and profitability, and they also found statistically significant negative relationship of profitability measured through net operating profit with average payment periods and inventory conversion period.

- **Global Significance:**

- National Status - *Yes*
- Regional Status

- **Significance of the study:**

Working capital is a measure of a company's liquidity, operational efficiency and its short-term financial strength. If a company has substantial positive working capital, then it has the capacity to invest and grow. If a firm's current assets do not exceed its current liabilities, then it may face difficulties in growing or paying back creditors, and there are high chances of bankruptcy. Around 75% of the firms are wrestling financially due to inefficient working capital management practices. Lack of concentration on structuration of working capital costs the opportunity of losing out optimum utilization of resources tied to working capital. Working capital management is an effective management instrument that has the flair of promising long-term success.

**ii. Objectives:**

- To analyze the relationship between management of working capital and profitability of firms
- To find out the effects of different components of working capital on the profits of the firm
- To examine the financial health of selected Oil and Natural Gas companies
- 
- To examine the overall financial soundness of the selected Oil and Natural Gas companies using the Altman Z score model.

**iii. Methodology**

The study will be based on secondary data. In order to study the efficiency of working capital management in the Oil and Natural Gas industry, a sample of 10 companies has been chosen. The sample is a combination of large, medium and small-scale enterprise. It deals with top ten Oil and Natural Gas companies in India covering a period from 2016 to 2020. The data will be extracted from the annual reports of the selected companies for a period of 5 years i.e., 2016-2020.

iv. **Month wise Plan of work and targets to be achieved.**

- Collecting data for Review of Literature
- Surveying through data collection
- Data Analysis and Interpretation
- Preparation of Final Report

3. **Financial Assistance required:**

- **Field Work and Travel** – 2,150
- **Chemicals and glassware (Only Science)** - NA
- **Contingency (including special needs)** – Rs. 2,850
- **Books and Journals** – Rs 4,750
- **Printing & Stationery** – Rs 4,250

4. **Institutional and Departmental facilities available for the proposed work:**

- **Equipment:** Computers with necessary software and Internet facility.
- **Other Infrastructural facilities:** Library resources with digital information.

5. **Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.**

Based on the profit producing capacity of the companies, the investors frame decisions with respect to their investment. The efficient performance of working capital in an organisation has a major bearing on its profitability and liquidity which ultimately determines the survival of a business. The aim of this study is to examine the effectiveness of working capital management of selected companies to trace out its liquidity and solvency position.

**To certify that:**

- I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.
- The above Research Project is not funded by any other agency.

Date: 1<sup>st</sup> September 2021

*Kamatchi Preethi V*  
(KAMATCHI. PREETHI.V)

NAME AND SIGNATURE

PRINCIPAL INVESTIGATOR

*[Signature]*

HEAD – RESEARCH ADVISORY COMMITTEE

*[Signature]*  
PRINCIPAL  
M.O.P. Vaishnav College for Women  
(Autonomous)  
No. 20, IV Lane, Nungambakkam High Road  
Chennai-600 034



# M.O.P. Vaishnav College for Women (Autonomous)

(College affiliated to the University of Madras & Re-accredited at "A++" Grade by NAAC)

No.20, IV Lane, Nungambakkam High Road, Chennai - 600 034. India.

Phone : 044 - 2833 0262 / 2833 0677 Fax : 044 - 2833 0385

E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021-2022** to **Dr.Kamatchi Preethi V** for the project titled **Evaluating the Impact of Working Capital on the Profitability of Oil and Natural Gas Industry** with the Project Code **21COMSRPS206** at a cost of **Rs.12,000** (Twelve Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	2000
Chemicals and glassware ( Only Science)	NIL
Contingency (including special needs)	2000
Books and Journals	4000
Printing & Stationery	4000
<b>TOTAL</b>	<b>12000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amounts to the bank account of the Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for photo –stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.



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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

4. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through the Research Advisory Committee.
5. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visit to libraries within the general scope and sphere of the ongoing project.
6. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
7. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

**HEAD - RESEARCH ADVISORY COMMITTEE**

**PRINCIPAL**

M.O.P. Vaishnav College for Women  
(Autonomous)  
No. 20, IV Lane, Nungambakkam High Road  
Chennai-600 034

**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

- a. **Name:** Dr.Kamatchi Preethi V
- b. **Project No:** 21COMSRPS206
- c. **Dated:** 1<sup>st</sup> October, 2021
- d. **Title of the Project:** Evaluating the Impact of Working Capital on the Profitability of Oil and Natural Gas Industry
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October,2021

Kamatchi Preethi.V  
KAMATCHI. PREETHI.V

**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**

  
**HEAD - RESEARCH ADVISORY COMMITTEE**

  
**PRINCIPAL**

Principal  
M.O.P. Vaishnav College for Women  
(Autonomous)  
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**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI - 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Ms Uma Maheswari.A
- ii. **Dept:** Sociology
- iii. **Designation:** Associate Professor
- iv. **Teaching experience:** 24 years
- v. **Research experience:** 7 years
- vi. **Area of Specialisation:** Urban Sociology, Political Sociology, Environment and society, Women Studies
- ii. **Year of award of Doctoral degree:** 2021

**PART - B**

**Proposed Research Work**

2. **Project Title:** A Sociological Study on Effect of COVID- 19 on Girls Education in selected Rural Areas of Tamilnadu.

• **Introduction**

• **Origin of the Research Problem :**

To contain the speed of the virus most governments across the world have shut down schools. During the height of school closures in April 2020, almost 91% of students around the world were out of school which means that about 60% of schools across 186 countries have been closed thus 1.5 billion students are forced to stay at home. To avoid zero academic year governments of several countries have initiated a secondary way of education i.e., digital education. This initiative was taken to keep the students in touch with education at home. Countries like India, Japan, China, France, Germany, and the U.S have started digital education systems. Even though this system was thought to have a positive start, it didn't have a positive one. Digital education was criticized by many people. This problem was faced mostly in the developing and the under developing countries like India, China, Australia, etc.

• **Interdisciplinary Relevance:**

The study would be of immense relevance to the fields of Public policy, Psychology and Anthropology.

• **Review of Research and Development in the Subject:**

The lockdown hit largely on teenage girls whose mid-day meals, sanitary napkins provided by schools are all gone. In a country, where girls enrolled in public



school and boys in private schools, a shift in online classrooms would benefit only students in private school, which means girls are most hit. Many studies suggest that whenever there is a crisis like conflict or war or pandemic, the rates of child marriage increases. Even though many organizations work to combat it, it becomes harder to operate in lockdowns. The UN report of April 2020 which predicted that child marriage could increase an extra 13 Million in the upcoming decades. School closures are the main reason for this situation and also added that the spike could also be later as most families are struggling with economic fallouts. Parents from urban who have attained better education have a more positive attitude towards the necessity of girl's education than those parents from rural who are less educated. The economic backgrounds and occupational levels of the parents influence their attitude towards girls' education. And the discrimination of gender prevails in society, though it still exists in different forms and different degrees. Therefore through education of the parents give a positive attitude, cultural lag of the parents on the other hand give a negative attitude towards girl's education.

- **Global Significance:**

- **National Status** – COVID-19 is a pandemic that has an impact on the entire world and to India as well as we were ravaged by it as badly as the rest of the world and a matter of grave concern for the policy makers and the government.
- **Regional Status** – Study is among the rural girl students who are the caregivers to the future of our country

- **Significance of the study:**

The study aims to understand the pros and cons of impact of COVID-19 on the rural students in Tamil Nadu. This study could be taken as a micro study of the whole world and assumes extreme significance because of this reason.

- **Objectives:**

To find that the girls are still being the vulnerable groups even in the time of crisis and to know the opinion of parents about girl's education. The study also examines whether there was any benefits of rural girls in pursuing education from school and the problems faced by them in its absence and to understand the possibility of continuing education for girls among school dropouts with help of schemes and sponsors.

- **Methodology**

For the present study, the researcher has adopted the explanatory research. It attempts to verify why and how there is a relationship between two or more aspects of a situation or phenomenon. This research also tries to identify the actual reasons a phenomenon occurs. It does not report the things as facts. It helps to understand and define the things beyond the facts of a research problem. It also helps to analyze the quality of the explanations among various explanations on a research problem. It helps to measure the accuracy of a theory if one researcher wants to analyze a theory. It also explains the process underlying the problem. The area of study is located in the Indian city, Chennai

- **Month wise Plan of work and targets to be achieved.**

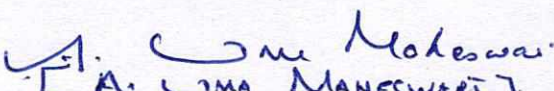
- 1<sup>st</sup> and 2<sup>nd</sup> Month - Search for relevant secondary sources, firming up the Proposal and Project Plan.

- 3<sup>rd</sup> Month & 4<sup>th</sup> month – Drafting Questionnaire, identifying and reaching out to respondents.
  - 5<sup>th</sup> & 6<sup>th</sup> and 7<sup>th</sup> month – Pilot study, Review of Questionnaire, Data Collection.
  - 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> Month– Analysis and findings. Report writing
  - 11<sup>th</sup> and 12<sup>th</sup> Month – Report review and submission.
3. **Financial Assistance required:**
- Field Work and Travel – To visit the rural areas included in the field of study periodically - 8000
  - Chemicals and glassware (Only Science) - None
  - Contingency (including special needs) – 2000
  - Books and Journals – 6000
  - Printing & Stationary –6000
4. **Institutional and Departmental facilities available for the proposed work:**
- **Equipment:** Computers with necessary software and Internet facility.
  - **Other Infrastructural facilities:** e-resource center in library for access to secondary sources of data
5. **Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.**

To certify that:

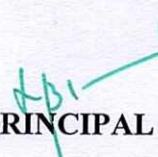
- a. I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.
- b. The above Research Project is not funded by any other agency.

Date: 1<sup>st</sup> September 2021

  
[A. UMA MAHESWARI]

NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR

  
HEAD – RESEARCH ADVISORY COMMITTEE

  
PRINCIPAL

Principal  
M.O.P. Vaishnav College for Women  
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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021** to **2022** to Ms. Uma Maheswari.A for the project titled A Sociological Study on Effect of COVID-19 on Girls Education in Selected Rural Areas of Tamil Nadu with the Project Code 21SOCSRPS201 at a cost of Rs.20,000 (Twenty Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
FieldWorkandTravel	8000
Chemicalsandglassware (Only Science)	Nil
Contingency(includingspecialneeds)	2000
BooksandJournals	5000
Printing & Stationary	5000
<b>TOTAL</b>	<b>20000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amount to the bank account of Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for Photostat copies and microfilms, typing, stationary, postage, computation and printing needed for the project
4. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through Research Advisory Committee.



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5. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visit to libraries within the general scope and sphere of the ongoing project.
6. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
7. Quarterly reports with respect to completion status and amount utilized needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

HEAD, RESEARCH ADVISORY COMMITTEE

PRINCIPAL

M.O.P. Vaishnav College for Women  
(Autonomous)  
No. 20, IV Lane, Nungambakkam High Road  
Chennai-600 034

**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT  
RESEARCH PROJECT**

- a. **Name** Ms Uma Maheswari.A
- b. **Project No:** 21SOCSRPS201
- c. **Dated :** 1<sup>st</sup> October, 2021
- d. **Title of the Project:** A Sociological Study on Effect of COVID- 19 on Girls  
Education in Selected Rural Areas of Tamilnadu.
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October,2021

*Ms. Uma Maheswari*  
[A. UMA MAHESWARI].

**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**

*[Signature]*

**HEAD - RESEARCH ADVISORY COMMITTEE**

*[Signature]*  
**PRINCIPAL**

M.O.P. Vaishnav College for Women  
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**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Dr. Deepika Krishnan P K
- ii. **Department:** Sociology
- iii. **Designation:** Assistant Professor
- iv. **Teaching experience:** 5 years
- v. **Research experience:** 5 years
- vi. **Area of Specialization:** Sociology of health, Women Studies, Tribal Studies
- vii. **Year of award of Doctoral degree:** 2019

**PART - B**

**Proposed Research Work**

**2. Project Title:** The socio-psychological perceptions of Male Infertility in Chennai City

**i. Introduction:**

● **Origin of the research problem:**

The rates of infertility in less industrialized nations are markedly higher and infectious diseases are responsible for a greater proportion of infertility. It affects approximately 7% of all men. There are a variety of social stigmas that surround male infertility throughout the world. There are no reliable figures for global prevalence of male or female infertility but estimates suggest that nearly 72.4 million couples globally experience fertility problems. The problem has been selected based on the relevance.

● **Interdisciplinary relevance:**

The study would be of immense relevance to the Sociology of health and gender.

● **Review of Research and Development in the Subject:**

Many studies have identified the social impacts of infertility. Male infertility is a global issue impacting men as well as their social well-being. Infertility experience is affected by economic, social welfare, and public health issues which include the preponderance of poverty, malnutrition, obesity, smoking, sexually transmitted diseases, or other conditions that impact general health and/or fertility; ignorance of reproduction, sexual health, and/or fertility preservation; lack of availability or access to high quality medical treatments; and/or the inability to access medical treatments for cultural, religious, or legislative reasons. Research gap has been found in this area.

- **National Status –** Infertility has come to be recognized as a significant social problem in India. Over population has always been the prime problem of developing countries like India forcing toward birth control

- Regional Status – The Doctors from AIIMS reported that over 12 million couples in India are diagnosed with infertility every year. Infertility as a Socio-biological health problem is increasing rapidly in Tamil Nadu also.

- **Significance of the study**

Infertility affects an estimated 15% of couples globally, amounting to 48.5 million couples. Males are found to be solely responsible for 20-30% of infertility cases and contribute to 50% of cases overall. It is a global problem, affecting approximately 15 percent of couples of reproductive age. It is estimated that globally, 60-80 million couples suffer from infertility every year, of which approximately 15-20 million are in India alone. Male factor contributes to infertility as much as 51.2% according to a large World Health Organisation (WHO) study of more than 8500 couples.

## ii. Objectives:

The general objective of the project is to assess the relationship between the nature of male infertility and infertility experience and its relationship between societal perceptions.

## iii. Methodology

Triangulation approach has been adopted as the research design to study the socio- psychological perception of male infertility in Chennai. Triangulation means using more than one method to collect data on the same topic. For the present research, both quantitative and qualitative methods have been adopted to understand the problem of male infertility from both society's and individual's point of view. The quantitative aspect focuses on the awareness and overall perceptions of the society towards male infertility, while the qualitative aspect focuses on the social and psychological effects of the same among infertile men. These approaches were adopted because not much information has been documented in the area of study. This suggests that the researcher could not build on the work of others but has to explore the topic. A qualitative exploratory research was to aid the researcher to do in-depth interview to gain rich information and deeper understanding of the study.

## iv. Month wise Plan of work and targets to be achieved:

1<sup>st</sup> and 2<sup>nd</sup> Month - Search for relevant secondary sources, firming up the Proposal and Project Plan.

3<sup>rd</sup> Month & 4<sup>th</sup> month – Drafting Questionnaire, identifying and reaching out to respondents.

5<sup>th</sup> & 6<sup>th</sup> and 7<sup>th</sup> month – Pilot study, Review of Questionnaire, Data Collection.

8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> Month– Analysis and findings. Report writing

11<sup>th</sup> and 12<sup>th</sup> Month – Report review and submission.

## 3. Financial Assistance required

- Field Work and Travel – To few infertility clinics in Chennai periodically - 5000
- Chemicals and glassware (Only Science) - None
- Contingency (including special needs) – 4000

- Books and Journals – 2000
- Printing & Stationery –3000

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Chennai-600 034

**4. Institutional and Departmental facilities available for the proposed work:**

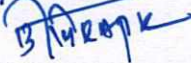
- **Equipment:** Exclusive Computer and Printer facilities for documentation.
- **Other Infrastructural facilities:** e-resource center in library for access to secondary sources of data.

**5. Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating:** The study is relevant in the present context.

To certify that:

- I/we shall complete the project within the stipulated period. If I/we fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me/us.
- The above Research Project is not funded by any other agency.

Date: 1<sup>st</sup> September 2021

Dr. Deepika Krishnan .pk  


NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR



HEAD – RESEARCH ADVISORY COMMITTEE

  
PRINCIPAL

Principal  
M.O.P. Vaishnav College for Women  
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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021** to **2022** to **Dr.Deepika Krishnan** for the project titled **The socio-psychological perceptions of Male Infertility in Chennai City** with the Project code **21SOCSRPS202** at a cost of Rs.15,000 (Fifteen Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	5000
Chemicals and glassware (Only Science)	Nil
Contingency (including special needs)	3000
Books and Journals	3000
Printing & Stationery	4000
<b>TOTAL</b>	<b>15000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amounts to the bank account of the Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for photostat copies and microfilms, typing, stationary, postage, computation and printing needed for the project
4. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through the Research Advisory Committee.
5. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visits to libraries within the general scope and sphere of the ongoing project.



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6. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
7. Midterm reports with respect to completion status and amount utilized needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

**HEAD- RESEARCH ADVISORY COMMITTEE**

**PRINCIPAL**

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(Autonomous)  
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Chennai-600 034

**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**


**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

- a. **Name:** Dr. Deepika Krishnan P K
- b. **Project No:** 21SOCSRPS202
- c. **Dated:** 1<sup>st</sup> October 2021
- d. **Title of the Project:** The socio-psychological perceptions of Male Infertility in Chennai City
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October, 2021

Dr. Deepika. Krishnan . PK  


**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**

  
**HEAD- RESEARCH ADVISORY COMMITTEE**

  
**PRINCIPAL**

**Principal**  
M.O.P. Vaishnav College for Women  
(Autonomous)  
No. 20, IV Lane, Nungambakkam High Road  
Chennai-600 034

**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI - 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Ms R Gavoury
- ii. **Dept:** Computer Science
- iii. **Designation:** Associate Professor & Head
- iv. **Teaching experience:** 25 years
- v. **Research experience:** 15 years
- vi. **Area of Specialisation:** Data Structures and Machine Learning

**PART - B**

**Proposed Research Work**

**2. Project Title:** Predicting Covid-19 with Machine learning Techniques

• **Introduction**

• **Origin of the Research Problem :**

The highly infectious coronavirus disease (COVID-19) was first detected in Wuhan, China in December 2019 and subsequently spread to 212 countries and territories around the world, infecting millions of people. The aim of the analysis is to predict whether a person has Covid-19 or not using machine learning techniques. The prediction is performed using the symptoms.

• **Interdisciplinary Relevance:**

The model predicted will help the medical field experts to predict the Covid-19 based on symptoms.

• **Review of Research and Development in the Subject:**

The study on Predicting Covid-19 with Machine learning Techniques has gained global focus from 2020 as the entire medical fraternity is striving hard to detect and diagnose the presence of covid-19 by assessing symptoms. This study has given pointers to important symptoms which may lead to covid 19 infection in an individual and thereby treating them in a timely manner thus saving the life of an individual. Many researchers have proposed and implemented various machine learning techniques to analyse and predict the various symptoms of covid 19.

• **Global Significance:**

- National Status - Yes
- Regional Status

- **Significance of the study:**

Determining whether an individual is infected with covid-19 or not cannot be done by a regular medical examination of an individual. All The individual's symptoms are consolidated and analysed to narrow down and confirm the presence of covid-19 as sometimes a normal cold or cough may not indicate the presence of covid 19 though they are treated as symptoms. This study takes into consideration the checklist of all the symptoms shown by the covid-19 patients and using the checklist will analyse the individual's symptoms to conclude if the individual is infected with covid-19 or not.

- **Objectives:**

- Identifying the most suitable machine learning technique for prediction
- Preparing a machine learning model that could make accurate predictions of Covid-19 in patients.
- Identifying the features that affects the prediction of Covid-19 Patients

- **Methodology**

- This project focuses on understanding of machine learning algorithms and also identifying appropriate machine learning algorithms that can be used for Covid-19 prediction.

- **Month wise Plan of work and targets to be achieved.**

- Final Topic and Abstract of the project to be ready.
- To obtain approval for Software to be used.
- Use Case & Class diagrams
- Prototype of the project (working model hard copy), Specify the approximate number of modules and give a functional description of each module.
- E-R diagram
- Design Document
- Sequence and Collaboration Diagrams

**3. Financial Assistance required:**

- **Field Work and Travel** – Rs 4000
- **Chemicals and glassware ( Only Science) - NA**
- **Contingency (including special needs)** – Rs. 4000
- **Books and Journals** – Rs 4000
- **Printing & Stationary** – Rs 4000

**4. Institutional and Departmental facilities available for the proposed work:**

- **Equipment:** Computers with necessary software and Internet facility.
- **Other Infrastructural facilities:** Library resources with digital information.

**5. Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.**

This model will encompass the major symptoms for Covid-19 and can be used effectively by the medical experts to predict covid-19 in an individual proactively and efficiently thereby reducing any mortality.

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Chennai-600 034

To certify that:

- a. I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.
- b. The above Research Project is not funded by any other agency.

Date: 1<sup>st</sup> September 2021

*R. GAVOURY*  
(R. GAVOURY)

NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR

*H. D.*  
HEAD - RESEARCH ADVISORY COMMITTEE

*H. B.*  
PRINCIPAL

Principal  
M.O.P. Vaishnav College for Women  
(Autonomous)  
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# M.O.P. Vaishnav College for Women (Autonomous)

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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021-2022** to **Ms R Gavoury** for the project titled ***Predicting COVID 19 with Machine Learning Techniques*** with the Project Code **21ITSRPS201** at a cost of **Rs.15,000** (Fifteen Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	3000
Chemicals and glassware ( Only Science)	NIL
Contingency (including special needs)	4000
Books and Journals	4000
Printing & Stationery	4000
<b>TOTAL</b>	<b>15000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amount to the bank account of Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for photo –stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.



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4. Contingency: The admissible contingency grant may be utilized for photo – stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.
5. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through the Research Advisory Committee.
6. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visit to libraries within the general scope and sphere of the ongoing project.
7. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
8. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
9. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

  
**HEAD - RESEARCH ADVISORY COMMITTEE**

  
**PRINCIPAL**



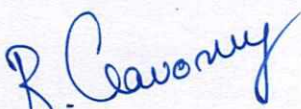
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Chennai-600 034

**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI - 600034**

**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

- a. **Name** :\_Ms R Gavoury
- b. **Project No:** 21ITSRPS201
- c. **Dated** : 1<sup>st</sup> October, 2021
- d. **Title of the Project:** Predicting COVID 19 with Machine learning Techniques
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October,2021

  
(R. Gavoury)

**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**



**HEAD - RESEARCH ADVISORY COMMITTEE**

  
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**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI - 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Ms A Angayakanni
- ii. **Dept:** Computer Science
- iii. **Designation:** Assistant professor
- iv. **Teaching experience:** 25 years
- v. **Research experience:** 7 years
- vi. **Area of Specialisation:** Algorithm Analysis and Design
- vii. **Year of award of Doctoral degree:**

**PART - B**

**Proposed Research Work**

**2. Project Title:** Hash Tag Analysis on Tweets using Python

• **Introduction**

• **Origin of the Research Problem :**

Twitter is a social network, real-time news media service, and micro-blogging service where users can use text, photos, and videos to express moments or ideas. These messages are called "tweets.". It is an excellent platform that engages users and communicates directly. Tweets and hashtags are used to express opinion, mood, sentiments. Hashtags are gaining increased popularity among social media users. By analyzing hashtags performance, you can: improve influence's outreach, build, analyze sentiment and collect general information about the audience.

• **Interdisciplinary Relevance:**

The project is done in python language and the tool is online Google Colab. Data preprocessing is done to eliminate the number values and other noises

• **Review of Research and Development in the Subject:**

Twitter is one of the most popular social media platforms. The Twitter API provides the tools you need to contribute to, engage with, and analyze the conversation happening on Twitter, which finds a lot of application in fields like Data Analytics and Artificial Intelligence. In marketing field companies use it to develop their strategies, to understand customers' feelings towards products or brand, how people respond to their campaigns or product launches and why consumers don't buy some products. Also to monitor and analyse social

phenomena, for the spotting of potentially dangerous situations and determining the general mood of the blogosphere.

- **Global Significance:**

- National Status - Yes
- Regional Status

- **Significance of the study:**

Every day a twitter user faces different kinds of data based on many fields. It is almost like a dream to analyze that huge amount of data and find the latest trend going on. Every tweet has a certain purpose and talks about a problem or discussion. By the analysis of twitter data, most of the companies can crack the code to success in today's world, they can easily obtain information about, what is going on today. So this way, we can understand the importance of twitter trend analysis.

- **Objectives:**

- To increase followers and friends in any medium needing new ideas
- To help improve social media to gain impressions among users' interest in specific topics
- To enhance the content using hashtags makes it easy to cut through digital clutter focus only on the information we really want.

- **Methodology**

An attribute rating is introduced which is nothing but the popularity score. Popularity score transformed values of the total number of friends and favorites that a tweet received. This attribute gives the total number of counts a tweet has been viewed and shared.

- **Month wise Plan of work and targets to be achieved.**

- Final Topic and Abstract of the project to be ready.
- To obtain approval for Software to be used.
- Use Case & Class diagrams
- Prototype of the project (working model hard copy), Specify the approximate number of modules and give a functional description of each module.
- E-R diagram
- Design Document
- Sequence and Collaboration Diagrams

### 3. Financial Assistance required:

- Field Work and Travel – Rs 2000
- Chemicals and glassware ( Only Science) - NA
- Contingency (including special needs) – Rs. 4000
- Books and Journals – Rs 4000
- Printing & Stationery – Rs 4000

### 4. Institutional and Departmental facilities available for the proposed work:

- **Equipment:** Computers with necessary software and Internet facility.
- **Other Infrastructural facilities:** Library resources with digital information.

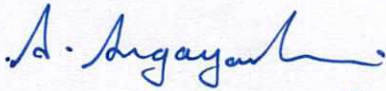
5. Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.

This project is an experimental type of research, a quantitative research method.

To certify that:

- a. I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.
- b. The above Research Project is not funded by any other agency.

Date: 1<sup>st</sup> September 2021

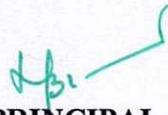


(A. ANGAYARKANNI)

NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR



HEAD - RESEARCH ADVISORY COMMITTEE



PRINCIPAL

Principal  
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## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021-2022** to **Ms A Angayarkanni** for the project titled **Hash Tag analysis for tweets using Python** with the Project Code **21ITSRPS202** at a cost of **Rs.12,000** (Twelve Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	2000
Chemicals and glassware ( Only Science)	NIL
Contingency (including special needs)	2000
Books and Journals	4000
Printing & Stationary	4000
<b>TOTAL</b>	<b>12000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amount to the bank account of Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for photo –stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.
4. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through Research Advisory Committee.



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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

5. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visit to libraries within the general scope and sphere of the ongoing project.
6. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
7. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

**HEAD - RESEARCH ADVISORY COMMITTEE**

**PRINCIPAL**

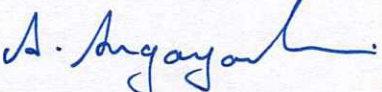
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Chennai-600 034

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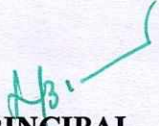
**CHENNAI - 600034**

**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

- a. **Name** : Ms. A Angayarkanni
- b. **Project No:** 21ITSRPS202
- c. **Dated** : 1<sup>st</sup> October, 2021
- d. **Title of the Project:** Hash Tag analysis for Tweets using Python
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October,2021

  
(A. ANGAYARKANNI)  
**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**

  
**HEAD - RESEARCH ADVISORY COMMITTEE**

  
**PRINCIPAL**  
Principal  
M.O.P. Vaishnav College for Women  
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Chennai-600 034

**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI - 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Dr . Brinda Ramanujam
- ii. **Dept:** Computer Science
- iii. **Designation:** Assistant professor
- iv. **Teaching experience:** 20 years
- v. **Research experience:** 10 years
- vi. **Area of Specialisation:** Software Engineering and Project Management
- vii. **Year of award of Doctoral degree:** 2017 - April

**PART - B**

**Proposed Research Work**

**2. Project Title:** Liver Disease prediction using machine learning techniques

• **Introduction**

• **Origin of the Research Problem :**

The project aims is to find best predicting algorithm which can help the non-specialized doctors or medical technicians in predicting the risk of disease. The prediction system uses different machine learning algorithm like Logistic regression and random forest. These two algorithms will be compared and best prediction will be found based on the accuracy obtained.

• **Interdisciplinary Relevance:**

Machine learning has made a significant impact on the biomedical field for liver disease prediction and diagnosis. Machine learning offers a guarantee for improving the detection and prediction of disease that has been made an interest in the biomedical field and they also increase the objectivity of the decision-making process. By using machine learning techniques medical problems can be easily solved and the cost of diagnosis could be reduced

• **Review of Research and Development in the Subject:**

The study on Loan repayment prediction integrated with machine learning techniques had gained momentum for the past few years as financial sectors thrive on their businesses by taking into consideration the outcomes of the study about customers who are more likely to repay the loan within the stipulated tenure which enables effective decision making process regarding loan approvals to the customers. Many researchers have proposed and implemented various machine learning techniques to analyse and predict the various parameters to conclude if the customers can repay the loan without any delay.



- **Global Significance:**
  - National Status - *Yes*
  - Regional Status

- **Significance of the study:**

Determining whether a given borrower will fully pay off the loan or cause it to be charged off (not fully pay off the loan) is difficult. If the lender is too strict, fewer loans get approved, which means there's less interest to collect. But if they're too lax, they end up approving loans that default. In this study, loan behaviors are analyzed with several machine learning models.

- **Objectives:**

- To provide healthcare professionals with information about liver diseases.
- To focus on the correct diagnosis of liver patients as early as possible.
- To use classification approaches that help successful early liver diagnosis and treatment.
- To implement classification approaches as automatic or real time classification tools which may be useful for experts to identify the chances of disease and prescription of further medical examinations and treatment.

- **Methodology**

- To build a technique comprising of distinct stages of Informational collection, Generation, Data Cleaning, Test and Training, Models and Analysis of Results.

- **Month wise Plan of work and targets to be achieved.**

- Final Topic and Abstract of the project to be ready.
- To obtain approval for Software to be used.
- Use Case & Class diagrams
- Prototype of the project (working model hard copy), Specify the approximate number of modules and give a functional description of each module.
- E-R diagram
- Design Document
- Sequence and Collaboration Diagrams

**3. Financial Assistance required:**

- **Field Work and Travel** – Rs 2000
- **Chemicals and glassware ( Only Science) - NA**
- **Contingency (including special needs)** – Rs. 5000
- **Books and Journals** – Rs 5000
- **Printing & Stationary** – Rs 4000

**4. Institutional and Departmental facilities available for the proposed work:**

- **Equipment:** Computers with necessary software and Internet facility.
- **Other Infrastructural facilities:** Library resources with digital information.

5. Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.

This project will be using the experimental type of research design. It is a quantitative research method. Basically, it is a research conducted with a scientific approach, where a set of variables are kept constant while other set of variables are being measured as the subject of the experiment.

To certify that:

- a. I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.
- b. The above Research Project is not funded by any other agency.

Date: 1<sup>st</sup> September 2021

Dr. BRINDA RAMANUJAM

NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR

HEAD - RESEARCH ADVISORY COMMITTEE

PRINCIPAL  
Principal

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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021-2022** to **Dr . Brinda Ramanujam** for the project titled *Liver Disease prediction using Machine Learning Techniques* with the Project Code **21ITSRPS203** at a cost of **Rs.15,000** (Fifteen Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	2000
Chemicals and glassware ( Only Science)	NIL
Contingency (including special needs)	3000
Books and Journals	4000
Printing & Stationery	6000
<b>TOTAL</b>	<b>15000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amounts to the bank account of the Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for photo –stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.
4. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through the Research Advisory Committee.



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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

5. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visit to libraries within the general scope and sphere of the ongoing project.
6. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
7. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

**HEAD - RESEARCH ADVISORY COMMITTEE**

**PRINCIPAL**

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Chennai-600 034

**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI - 600034**

**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

- a. Name : Dr. Brinda Ramanujam
- b. Project No: 21ITSRPS203
- c. Dated : 1<sup>st</sup> October, 2021
- d. Title of the Project: Liver Disease Prediction using machine Learning Techniques
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October, 2021

BRINDA RAMANUJAM



**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**



**HEAD - RESEARCH ADVISORY COMMITTEE**



**PRINCIPAL**

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**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI - 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Dr . A Muthulakshmi
- ii. **Dept:** Computer Science
- iii. **Designation:** Assistant professor
- iv. **Teaching experience:** 20 years
- v. **Research experience:** 7 years
- vi. **Area of Specialisation:** Wireless Networks , Data analysis
- vii. **Year of award of Doctoral degree:** 2019 - January

**PART - B**

**Proposed Research Work**

**2. Project Title:** Doctor Bot – Prediction of Parkinson’s Disease.

• **Introduction**

• **Origin of the Research Problem :**

In this busy world Chat bot is a necessary tool especially for health care across the world. Parkinson’s disease mostly affect older people where the cure is unknown yet but the medicines positively controls it to lead a stable life. This project is useful for the users to know about the parkinson’s disease by creating a conversation with the doctor bot.

• **Interdisciplinary Relevance:**

The value of machine learning in health care is its ability to process huge data sets beyond the scope of human capability, and then reliably convert analysis of that data into clinical insights that aid physicians in planning and providing care, ultimately leading to better outcomes, lower costs of care, and increased patient satisfaction.

• **Review of Research and Development in the Subject:**

Diagnosis of Parkinson's disease (PD) is commonly based on medical observations and assessment of clinical signs, including the characterization of a variety of motor symptoms. However, traditional diagnostic approaches may suffer from subjectivity as they rely on the evaluation of movements that are sometimes subtle to human eyes and therefore difficult to classify, leading to possible misclassification. In the meantime, early non-motor symptoms of PD may be mild and can be caused by many other conditions. Therefore, these symptoms

are often overlooked, making diagnosis of PD at an early stage challenging. To address these difficulties and to refine the diagnosis and assessment procedures of PD, machine learning methods have been implemented for the classification of PD and healthy controls or patients with similar clinical presentations (e.g., movement disorders or other Parkinsonian syndromes).

- **Global Significance:**

- National Status - *Yes*
- Regional Status

- **Significance of the study:**

Parkinson's disease affects the Central Nervous System of the brain and has yet no treatment unless it's detected early. Parkinson's disease prediction is most critical matter for clinical practitioners to take accurate decision of such disease. Machine learning based extensive platform can detect Parkinson disease. Medical data has grown a vast scale of volume from different clinical areas including health care services. To handle this data and attaining insights from this data there is a need for Big Data analysis through Machine learning that aims to solve a diverse medicinal and clinical issue.

- **Objectives:**

- To create a Chat bot regarding the parkinson's disease and analysis of prediction whether a person has parkinson's disease or not and the another goal is
- To obtain the accuracy of the classification models used.
- To add new attributes and check the accuracies.

- **Methodology**

The data set is collected from open source website UCI repository. This data set is composed of a range of biomedical voice measurements. The main aim of the data is to discriminate healthy people from those with Parkinson's disease, according to "status" column which is set to 0 for healthy and 1 for Parkinson's disease.

- **Month wise Plan of work and targets to be achieved.**

- Final Topic and Abstract of the project to be ready.
- To obtain approval for Software to be used.
- Use Case & Class diagrams
- Prototype of the project (working model hard copy), Specify the approximate number of modules and give a functional description of each module.
- E-R diagram
- Design Document
- Sequence and Collaboration Diagrams
- 

### 3. Financial Assistance required:

- **Field Work and Travel** – Rs 2000
- **Chemicals and glassware ( Only Science) - NA**
- **Contingency (including special needs)** – Rs. 4000
- **Books and Journals** – Rs 4000
- **Printing & Stationary** – Rs 4000

4. **Institutional and Departmental facilities available for the proposed work:**
- **Equipment:** Computers with necessary software and Internet facility.
  - **Other Infrastructural facilities:** Library resources with digital information.
5. **Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.**

Chat bot related to Parkinson's disease helps the user to know more or get knowledge about the Parkinson's disease such as what is Parkinson's disease, symptoms, cause etc and this project also gives comparison of the machine learning algorithm to analyze the prediction the Parkinson's disease according to the changes in the speech frequency which is the one of the major symptoms of Parkinson's disease. The symptoms of Parkinson's disease taken in this project are based on the speech of the person.

To certify that:

- I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.
- The above Research Project is not funded by any other agency.

Date: 1<sup>st</sup> September 2021

DR. A. MUTHULAKSHMI.



NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR



HEAD – RESEARCH ADVISORY COMMITTEE



PRINCIPAL

Principal  
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## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021-2022** to **Dr. A Muthulakshmi** for the project titled **Doctor Bot – Prediction of Parkinson's Disease** with the Project Code **21ITSRPS204** at a cost of **Rs.12,000** (Twelve Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	2000
Chemicals and glassware ( Only Science)	NIL
Contingency (including special needs)	2000
Books and Journals	4000
Printing & Stationary	4000
<b>TOTAL</b>	<b>12000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amount to the bank account of Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for photo –stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.
4. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through Research Advisory Committee.



# M.O.P. Vaishnav College for Women (Autonomous)

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5. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visit to libraries within the general scope and sphere of the ongoing project.
6. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
7. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

**HEAD - RESEARCH ADVISORY COMMITTEE**

**PRINCIPAL**

M.O.P. Vaishnav College for Women  
(Autonomous)  
No. 20, IV Lane, Nungambakkam High Road  
Chennai-600 034

**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**  
**CHENNAI - 600034**

**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

- a. Name :\_Dr. A Muthulakshmi
- b. Project No: 21ITSRPS204
- c. Dated : 1<sup>st</sup> October, 2021
- d. Title of the Project: Doctor Bot – Prediction of Parkinson’s Disease
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October,2021

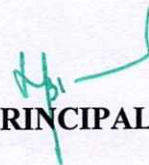
DR. A. MUTHULAKSHMI



**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**



**HEAD - RESEARCH ADVISORY COMMITTEE**



**PRINCIPAL**

Principal  
M.O.P. Vaishnav College for Women  
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**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Ms. Sini Jadeesh
- iii. **Dept:** Food Science and Management
- iv. **Designation:** Assistant Professor and Head
- v. **Teaching experience:** 13 years
- vi. **Research experience:** 4 years
- vii. **Area of Specialization:** Food Science, Food Processing, , Baking Science and Technology and New Product Development.

**PART - B**

**Proposed Research Work**

1. **Project Title:** Assessing the antibacterial activity of *Lawsonia inermis* (henna) leaves and shelf-life analysis of products using *Lawsonia inermis* as a preservative.

● **Introduction**

● **Origin of the Research Problem:**

Food products are now often sold in areas of the world far distant from their production sites, therefore the need for extended safe shelf-life for these products has also expanded. The development of food preservation processes has been driven by the need to extend the shelf-life of foods. Food safety is of fundamental concern to both consumers and the food industry, especially as the number of reported cases of food-associated infections continues to increase. Generally, the food industry depends on chemicals for the preservation of foodstuff and to increase the shelf life of foods. Due to the traditional food preservation practices, the safety and standard quality of food is inadequate for the consumers, because of the excess use of chemical preservatives, bacteria have developed resistance. In this regard, the use of plant extracts to extend the shelf life may offer a great potential and hope. Therefore, their composition and antimicrobial activities have been thoroughly and systematically studied.

● **Interdisciplinary Relevance:**

Plants have played a significant role in maintaining human health and improving the quality of human life for thousands of years and have served humans as valuable components of medicines, seasonings, beverages, cosmetics and dyes. Herbal medicine is based on the premise that plants contain natural substances that can promote health and alleviate illness. In recent times, focus on

plant research has increased all over the world and a large body of evidence has been collected to show the immense potential of medicinal plants used in various traditional systems.

- **Review of Research and Development in the Subject:**

Preservation of foods, from the production site till it reaches the processing site is always a problem in tropical countries like India. Several efforts have been made to preserve the quality from producing point to processing point through the application of different thermal and chemical techniques. But in a country like India where most of the production points are located in remote areas, availability of these thermal and chemical technologies is very scarce and cost involving. There is a lot of scope for using different herbs and plant extracts to preserve and extend the shelf life of milk in remote areas. Presently scientific work on the use of herbs or plants for preservation is meagre and this investigation is aimed to develop and establish the use of plant extracts to extend the shelf life of foods.

- **Global Significance:**

- National Status - *Yes*
- Regional Status - *Yes*

- **Significance of the study:**

The need for extended shelf life for food products has expanded and has gained a lot of importance so as to serve the consumers safe food. Microorganisms are the key cause for food contamination and spoilage resulting in deterioration or causing change in the products' physico-chemical parameters and sensory parameters. There is a constant strive to produce safe food and to develop new antimicrobial agents. Currently there is a growing interest to use natural antibacterial compounds like extracts of herbs and spices for the preservation of food. It is generally believed that natural pigments possess high anti-microbial activity. These natural preservatives are gaining importance in recent years as they have little or no harmful effects. Indian herbal resources and traditional knowledge banks are yet to be exploited for its utilization as a preservative or bacteriostatic effect in foods. Hence, the present research work has been undertaken to use herbal extracts as a means of extending the shelf life of food products at ambient temperature. Considering the need for newer antibiotics, it was planned to study the antibacterial activity of *Lawsoniainermis* (Henna)leaves. The present study aims at examining the anti-microbial efficiency of henna leaves extract and incorporating them in combination with selected food products to extend the shelf- life.

- **Objectives:**

- To identify the antimicrobial efficacy of the henna extract
- To identify the optimum dosage of extract for the microbial inhibition and incorporation in products.

- To study the preservative effects of the henna leaves in extending the shelf life of food products.
- To develop a methodology for the preparation of plant extract infused products.
- To study the sensory and storage attributes of the extract infused food products.

● **Methodology:**

The first phase of study will be initiated by preparing powder of Henna leaves. The extract from leaves powder will be recovered which will be further analysed for antimicrobial property, total phenolic assay and DPPH assay. The antimicrobial efficiency will be test with selected test microorganisms so as to evaluate the zone of inhibition.

● **Month wise Plan of work and targets to be achieved.**

- **1<sup>st</sup> 6 months:** Topic, Review of literature and Abstract of the project, Determination of antimicrobial activity of henna leaf extract.
- **Next (2<sup>nd</sup>) 6 months:** Preparation of products like curd, cookies and orange juice with Henna leaf extract and sensory evaluation of the experimental products
- **Next (3<sup>rd</sup>) 6 months:** The experimental products are further subjected to physicochemical analysis and microbial analysis.
- **Next (4<sup>th</sup>) 6 months:** Tabulation of data , Data analysis and Report writing

**2. Financial Assistance required:**

- **Field Work and Travel** – Nil
- **Chemicals and glassware (Only Science)** - 5000
- **Contingency (including special needs)** – 3000
- **Books and Journals** – 5000
- **Printing & Stationery** – 4000

**3. Institutional and Departmental facilities available for the proposed work:**

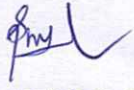
- **Equipment:** Computers with SPSS Software and Internet Facility, Proximate analysis (Fat, protein, pH) Microbial analysis (Medium, incubation hood...)
- **Other Infrastructural facilities:** Library Resources with Digital Information

4. Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating. - NIL

To certify that:

- a. I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.
- b. The above Research Project is not funded by any other agency.

Date: 1<sup>st</sup> September 2021

  
(SINI JADEESH)

NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR

  
HEAD - RESEARCH ADVISORY COMMITTEE

  
PRINCIPAL

Principal  
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## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021-2022** to **Ms.Sini Jadeesh** for the project titled *Assessing the antibacterial activity of Lawsonia inermis (henna) leaves and shelf-life analysis of products using Lawsonia inermis as a preservative* with the Project Code **21FTMSRPS203** at a cost of **Rs.15,000** (Fifteen Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	NIL
Chemicals and glassware (Only Science)	4000
Contingency (including special needs)	3000
Books and Journals	5000
Printing & Stationery	3000
<b>TOTAL</b>	<b>15000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amounts to the bank account of the Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for photo –stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.
4. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through the Research Advisory Committee.





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5. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visit to libraries within the general scope and sphere of the ongoing project.
6. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
7. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

**HEAD - RESEARCH ADVISORY COMMITTEE**

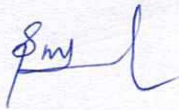
**PRINCIPAL**

**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

- a. **Name:** Ms.Sini Jadeesh
- b. **Project No:** 21FTMSRPS203
- c. **Dated:** 1<sup>st</sup> October, 2021
- d. **Title of the Project:** Assessing the antibacterial activity of Lawsonia inermis (henna) leaves and shelf-life analysis of products using Lawsonia inermis as a preservative.
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October,2021

  
(SINI JADEESH)

**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**

  
**HEAD - RESEARCH ADVISORY COMMITTEE**

  
**PRINCIPAL**

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**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI - 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Ms A.Haripriya
- ii. **Dept:** Food Technology and Management
- iii. **Designation:** Assistant Professor
- iv. **Teaching experience:** 12 years
- v. **Research experience:** 4 years
- vi. **Area of Specialization:** Food chemistry, Nutrient and Phyto nutrient profiling, Functional foods

**PART - B**

**Proposed Research Work**

**2. Project Title:** A Comparative Study on the effect of Topography and Processing on the Flavor Profile of Cocoa Beans

• **Introduction**

• **Origin of the Research Problem :**

Chocolate is widely consumed and liked by people around the world. The highly appreciated flavour of chocolate resides mainly in its volatile aromatic fraction. During roasting of the dried fermented beans, several physical and chemical changes take place. The degree of change is related to the time and temperature of roasting. There is a great influence of roasting temperature on the cocoa bean which affects the flavour of the chocolate. Variation in type of fermentation and geographical conditions in which it is grown may also have an effect on the flavour profile and ultimately consumer preference of the chocolate.

• **Interdisciplinary Relevance:**

Agriculture, microbiology and food processing are intertwined to get the best quality chocolate. The skills of the farmers and their agricultural practices play an important part in the yield and quality of the cocoa beans. Every step from planting the tree through maintenance of the plantation including pruning, fertilising and replenishing nutrients, keeping the tree free from pests and diseases to harvesting the mature pods is vital in the end quality of the chocolate that the consumer eats. Fermenting the cocoa beans for the right amount of time and controlling intrinsic and extrinsic factors that affect the activity of microorganisms in fermentation allows development of a chain of biochemical and physical processes that help in developing the precursors of the aromas and flavours found in chocolate. Proper food processing techniques like

roasting, winnowing, refining and conching contribute to the sensory characteristics of chocolate.

- **Review of Research and Development in the Subject:**

Chocolate quality depends on structure, technique and ingredients used, since these elements affect its physical characteristics and sensory perception. Processing chocolate involves sophisticated physical and chemical procedures that require technology and different ingredients so that a product with suitable physicochemical attributes and favorable taste can be achieved (Konar, 2013).

- **Global Significance:**

- National Status - *Yes*
- Regional Status - *Yes*

- **Significance of the study:**

Chocolate is an extensively consumed product primarily due to its flavor and for the health benefits it offers. Establishing the effect of different parameters in the production and processing and optimizing parameters that affect the flavor of chocolate is very essential. The present study aims at studying the effect of different roasting temperatures, type of fermentation and origin of cocoa beans on the effect of flavor profile of the beans. It also aims to sensorily evaluate the chocolate produced from these different treatments and establish consumer preference for parameters like astringency, bitterness, flavor notes, aftertaste etc., and select the most acceptable variation..

- **Objectives:**

- To study the difference in flavor profile of cocoa beans based on topography.
- To study the effect of different roasting temperatures on flavor profile of cocoa beans.
- To evaluate the sensory profile of the chocolates produced from beans with different fermentation and roasting temperatures.

### **Methodology**

In preliminary work cocoa beans will be sourced from 2 different geographical locations (Karnataka and Kerala) and subjected to heap and box type fermentation respectively. After this each of these groups will be subjected to variations in roasting temperatures at a constant time. The flavor profile of these variants will be analysed using GC-MS and a comparative study will be done. After this the different batches will be subjected to further processing like cracking, winnowing, refining and conching and chocolate will be made from the resultant cocoa liquor. In the last phase of the experiment, sensory evaluation on different parameters of the chocolate using trained panelists will be carried out to establish consumer preference.

- **Month wise Plan of work and targets to be achieved.**

- **1<sup>st</sup> 6 months:** Review of literature, Preliminary study on flavor profile of roasted beans sourced from Karnataka.
- **Next (2<sup>nd</sup>) 6 months:** Study on flavor profile of roasted beans sourced from Kerala and comparison with results of those sourced from Karnataka
- **Next (3<sup>rd</sup>) 6 months:** Preparation of chocolate and sensory evaluation done to arrive at most acceptable one. Results recorded, analyzed and compared. Writing of the project report.

- Next (4th) 6 months: Tabulation of data , Data analysis and Report writing.
3. **Financial Assistance required:**
- **Field Work and Travel** – Rs.2,000
  - **Chemicals and glassware (Only Science)** – Rs.8,000
  - **Contingency (including special needs)** – Rs.4,000
  - **Books and Journals** – Rs.6,000
  - **Printing & Stationary** – Rs.4,000
4. **Institutional and Departmental facilities available for the proposed work:**
- **Equipment:** Tray drier, ovens, grinder, kitchen appliances.
  - **Other Infrastructural facilities:** Facilities required for chocolate making and sensory analysis
5. Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.

To certify that:

- a. I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.
- b. The above Research Project is not funded by any other agency.

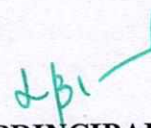
Date: 1<sup>st</sup> September 2021

A. Haripriya (A. HARI PRIYA)

NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR



HEAD – RESEARCH ADVISORY COMMITTEE



PRINCIPAL  
Principal

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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year 2021-2022 to Ms. **A.Haripriya** for the project titled **A Comparative Study on the effect of Topography and Processing on the Flavor Profile of Cocoa Beans** with the Project Code **21FTMSRPS201** at a cost of **Rs.22,000** (Twenty-two Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	2000
Chemicals and glassware (Only Science)	NIL
Contingency (including special needs)	9000
Books and Journals	5000
Printing & Stationery	6000
<b>TOTAL</b>	<b>22000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amounts to the bank account of the Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for photo –stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.
4. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through the Research Advisory Committee.



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6. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
7. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

  
**HEAD - RESEARCH ADVISORY COMMITTEE**

  
**PRINCIPAL**

**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI - 600034**

**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT  
RESEARCH PROJECT**

- a. Name Ms A.Haripriya
- b. Project No: 21FTMSRPS201
- c. Dated : 1<sup>st</sup> October, 2021
- d. Title of the Project: A Comparative Study on the effect of Topography and Processing on the Flavor Profile of Cocoa Beans.
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October,2021

A. Haripriya (A. HARIPRIYA)

**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**

  
**HEAD - RESEARCH ADVISORY COMMITTEE**

  
**PRINCIPAL**

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**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Ms. Lakshmy Priya S
- ii. **Dept:** Food Science and Management
- iii. **Designation:** Assistant Professor
- iv. **Teaching experience:** 9 years
- v. **Research experience:** 3 years
- vi. **Area of Specialization:** Food analysis, Nutrition and dietetics, Cereal, pulses and legume technology, Food Science, Food microbiology

**PART - B**

**Proposed Research Work**

1. **Project Title: A STUDY ON THE EFFECT OF EGG REPLACERS ON THE PHYSICO-CHEMICAL AND ORGANOLEPTIC PROPERTIES OF MAYONNAISE, CUPCAKES AND DOUGHNUTS.**

● **Introduction**

- **Origin of the Research Problem:** Eggs are highly valued due to their excellent functional properties (solubility, emulsification, foaming gelling etc). They are an essential component of a wide range of food products like, breads, cakes, cookies, custards, souffles, muffins, scones, biscuits, pasta, dressings, sauces, and ice cream. Eggs are high in nutritional content along with high levels of cholesterol and saturated fats, which increases risk for cardiovascular diseases and obesity. Also, there is a significant population segment that follows voluntary dietary restrictions, e.g., vegans and others may not eat eggs for religious or other reasons. Thus because of consumer preference for vegan diet and increasing consumer search for healthier food options has led to an increased interest in alternative protein sources that can act as egg replacers in food.
- **Interdisciplinary Relevance:** Eggs also pose a limited shelf life, and are at risk of harboring infectious pathogens, such as, for example, Salmonella, E. coli, and other pathogens which may endanger public health. Egg poses a risk of allergies, about 1-2% of young children are estimated to be allergic to eggs. In addition, the industrial scale production of eggs are associated with industrial farming of chickens, which incur high costs, such as, e.g., costs related to food health and safety restrictions for farmers, high transportation costs, and the cost of feeding and housing egg- laying birds. Furthermore, industrial chicken farming has a negative

environmental impact, and raises a number of important humanitarian issues.

- **Review of Research and Development in the Subject:**

- **Global Significance:**

- National Status - *Yes*
- Regional Status - *Yes*

- **Significance of the study:**

Egg protein is used in most food products due to its excellent functional properties and protein quality. Concerns about high cholesterol, allergies, animal welfare, high food costs, as well as the food production's negative impact on the environment has led to an increased interest in alternative protein sources that can act as egg replacers in food. A rapid change in the dietary lifestyle has been observed since few years where people are suffering from poor health, which is reflected by increased incidence of diseases such as obesity, diabetes, cardiovascular disease, stroke, hypertension, and some types of cancer etc, has paved them to move on for plant based foods like legumes which is rich in essential nutrients like dietary fiber, phytochemical and antioxidants etc

- **Objectives:**

1. To formulate eggless products like cupcakes, doughnuts and mayonnaise using legumes like soy and chickpea.
2. To evaluate the sensory attributes like appearance, color, taste, texture, flavour, mouth feel, after taste and overall acceptability for control and experimental samples.
3. To analyse and compare physio- chemical (moisture, ash and pH), nutritional properties (fat, protein, carbohydrates, fibre and calories) and physical and textural properties among the selected samples.

- **Methodology:**

The preliminary trials included the preparation of mayonnaise, cupcakes and doughnuts as control (using eggs) and experimental variations (V1, V2 and V3). On the basis of the result obtained from sensory evaluation, selected variations along with standard will then be subjected to Proximate analysis (moisture, protein, fat, Ash, Total Carbohydrates, Total Calories, Crude fiber, titratable acidity, pH), Physical Parameters (Emulsion Capacity, Foam stability, Diameter, Height, Weight, Volume, Specific volume and Density) and Texture analysis.

● **Month wise Plan of work and targets to be achieved.**

**1<sup>st</sup> 2 months:** Topic, Review of literature and Abstract of the project.

**Next (2<sup>nd</sup>) 2 months:** Preliminary product (mayonnaise, cupcakes and doughnuts) preparation and sensory analysis of the same, to screen the variation to be taken for further analysis.

**Next (3<sup>rd</sup>) 2 months:** Selected variations to be further put to analysis. Results recorded, analysed and compared. Writing of the project report.

**2. Financial Assistance required:**

- **Field Work and Travel** – Nil
- **Chemicals and glassware (Only Science)** - 6000
- **Contingency (including special needs)** – 4000
- **Books and Journals** – 6000
- **Printing & Stationary** – 5000

**3. Institutional and Departmental facilities available for the proposed work:**


- **Equipment:** Computers with SPSS Software and Internet Facility, Proximate analysis: weighing scale, hot air oven, dessicator), Fat (soxhlet apparatus), protein (Kjeldahl method), Total carbohydrate, Fiber, pH meter), Vernier caliper, texture analyzer and all required laboratory glasswares (beakers, test tubes, funnel, burners, crucible, filter papers etc)
- **Other Infrastructural facilities:** Library Resources with Digital Information

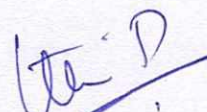
**4. Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating. - NIL**

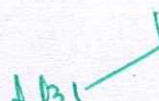
**To certify that:**

- I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.**
- The above Research Project is not funded by any other agency.**

**Date: 1<sup>st</sup> September 2021**

  
**LAKSHMYPRIYA**  
**NAME AND SIGNATURE**  
**PRINCIPAL INVESTIGATOR**

  
**HEAD – RESEARCH ADVISORY COMMITTEE**

  
**PRINCIPAL**  
**Principal**  
**M.O.P. Vaishnav College for Women**  
**(Autonomous)**  
**No. 20, IV Lane, Nungambakkam High Road**  
**Chennai-600 034**



# M.O.P. Vaishnav College for Women (Autonomous)

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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021-2022** to **Ms Lakshmi Priya S** for the project titled *A study on the effect of egg replacers on the physico-chemical and organoleptic properties of mayonnaise, cupcakes and doughnuts.* with the Project Code **21FTMSRPS202** at a cost of **Rs.19,000** (Nineteen Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	NIL
Chemicals and glassware (Only Science)	6000
Contingency (including special needs)	4000
Books and Journals	5000
Printing & Stationery	4000
<b>TOTAL</b>	<b>19000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amounts to the bank account of the Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for photo –stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.
4. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through the Research Advisory Committee.
5. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visits to libraries within the general scope and sphere of the ongoing project.



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6. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
7. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

**HEAD - RESEARCH ADVISORY COMMITTEE**

**PRINCIPAL**

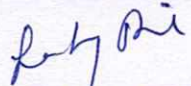
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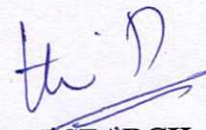
**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

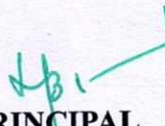
**CHENNAI- 600034**

**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

- a. **Name:** Ms. Lakshmi Priya S
- b. **Project No:** 21FTMSRPS202
- c. **Dated:** 1<sup>st</sup> October, 2021
- d. **Title of the Project:** A study on the effect of egg replacers on the physico-chemical and organoleptic properties of mayonnaise, cupcakes and doughnuts
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October, 2021

  
LAKSHMY PRIYA S  
NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR

  
HEAD - RESEARCH ADVISORY COMMITTEE

  
PRINCIPAL

Principal  
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Chennai-600 034

**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI- 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Dr. S. Anurekha Thiyagarajan
- ii. **Dept:** School of Communication and Media Studies
- iii. **Designation:** Associate Professor
- iv. **Teaching experience:** 22 years
- v. **Research experience:** 20 years
- vi. **Area of Specialization:** Advertising
- vii. **Year of award of Doctoral degree:** 2007

**PART – B**

**Proposed Research Work**

**2. Project Title:** Effectiveness of ICT in government secondary schools, Chennai

**i. Introduction**

- **Origin of the research problem:**

Impact of Information and Communication Technologies in few government schools in North Chennai to explore further areas of research
- **Interdisciplinary relevance:**

This study also keeps in mind the National Policy pertaining to ICT in school education, the curriculum is guided to promote creativity and problem-solving capacity in students with the use of ICT integrated in the curriculum.
- **Review of Research and Development in the Subject:**

Secondary sources of data have been reviewed and documented. Relevant studies conducted by the NCERT have been quoted along with research projects on similar lines.
- **Global Relevance**
  - National Status – Yes
  - Regional Status

- **Significance of the study**

The role of ICT cannot be undermined keeping in view its pertinent uses. ICT is useful in education; for digital literacy and developing all kinds of resources; in infrastructure development; in logistics management; in healthcare; for livelihood generation and empowerment of masses.

- **Objectives:**

- To understand the willingness of students towards ICT tools
- To estimate the effectiveness of ICT among children in secondary school
- To find the teachers discernment of ICT in school education

- **Methodology**

To build a model that will check on the impact of ICT in school education, by conducting a Quantitative Research Method using a survey that collects information from the Government school students and teachers that uses ICT in their class teachings.

- **Month wise Plan of work and targets to be achieve.**

- Topic and Abstract of the project (10 lines), Specify the Methodology that is to be used, Get approval.
- Collection of Review of Literature, Compile
- Use of Case study references & Class diagrams, Explain
- Draft of the Questionnaire
- Distribution of the Questionnaire
- Collection of responses
- Compilation and description of the responses obtained from both, the staff and students (individually)

**3. Financial Assistance required**

- Field Work and Travel – Rs 8000
- Chemicals and glassware (Only Science) - NA
- Contingency (including special needs) – Rs 8000
- Books and Journals – Rs 6000
- Printing & Stationery – Rs 5000

**4. Institutional and Departmental facilities available for the proposed work**

- Equipment: NA
- Other Infrastructural facilities: E resources in library



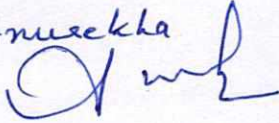
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5. Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.


To certify that:

- a. I shall complete the project within the stipulated period. If I/we fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me/us.
- b. The above Research Project is not funded by any other agency.

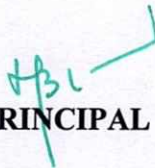
Date: 1<sup>st</sup> September 2021.

Dr. S. Anussekha  


NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR



HEAD - RESEARCH ADVISORY COMMITTEE

  
PRINCIPAL

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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021** to **2022** to **Dr. S. Anurekha Thiyagarajan** for the project titled **Effectiveness of ICT in government secondary schools, Chennai** with the Project Code **21COMMSRPS201** at a cost of Rs.25,000 (Twenty Five Thousand) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	Rs 8000
Chemicals and glassware (Only Science)	NA
Contingency (including special needs)	Rs 6000
Books and Journals	Rs 5000
Printing & Stationery	Rs 6000
<b>TOTAL</b>	<b>Rs 25,000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amounts to the bank account of the Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for photo-stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.



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4. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through the Research Advisory Committee.
5. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visit to libraries within the general scope and sphere of the ongoing project.
6. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
7. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

**HEAD - RESEARCH ADVISORY COMMITTEE**

**PRINCIPAL**

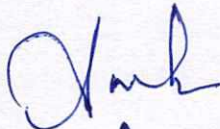
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Chennai-600 034

**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI- 600034**

**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH PROJECT**

- a. **Name:** Dr. Anurekha Thiyagarajan
- b. **Project No:** 21COMMSRPS201
- c. **Dated:** 1<sup>st</sup> October, 2021
- d. **Title of the Project:** Effectiveness of ICT in government secondary schools, Chennai
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October, 2021

  
Dr. S. Anurekha,

**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**

  
**HEAD - RESEARCH ADVISORY COMMITTEE**

  
**PRINCIPAL**

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Chennai-600 034

**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART – A**

**1. Principal Investigator:**

- i. **Name:** Dr. Susan Sridhar
- ii. **Dept:** MA Media Management
- iii. **Designation:** Associate Professor
- iv. **Teaching experience:** 25 years
- v. **Research experience:** 15 years
- vi. **Area of Specialization:** Media Effects
- vii. **Year of award of Doctoral degree:** 1994

**PART – B**

**Proposed Research Work**

**2. Project Title:** A study on Newspaper Coverage of Migrant Labourers during the Covid-19 Pandemic – A Content Analysis

**i. Introduction**

- **Origin of the research problem:**

Domestic or internal migration is very common in developing nations like India. The purpose of the study is to find out whether the print media which has been given so much of importance and referred to as the *fourth estate* is actually responsible and active enough to cover the miseries and sufferings of issues such as the terrible plight of migrant labourers during the pandemic. What role does Political economy play in all of this?
- **Interdisciplinary relevance:**

This study is chiefly about Journalism but also has relevance to Public Policy and Sociology.
- **Review of Research and Development in the Subject:**

The review of literature covers the following four areas specifically

  - The Indian railways,
  - Tablighi Jamaat
  - The Hindi documentary 1232 Kms, and
  - Coverage of Sushant Singh Rajput : Reason For Decline in Migrant Workers' coverage-
- **Global Significance:**
  - i. National Status - Yes
  - ii. Regional Status - Yes

- **Significance of the study:**

Indian migrant workers during the COVID-19 pandemic have faced multiple hardships. With factories and workplaces shut down due to the lockdown imposed in the country, millions of migrant workers had to deal with the loss of income, food shortages and uncertainty about their future. Following this, many of them and their families went hungry. Thousands of them then began walking back home, with no means of transport due to the lockdown. In response, the Central and State Governments took various measures to help them. 198 migrant workers died during the lockdown due to road accident in a bid to reach home.

The Researcher would like to find out how newspapers covered the issue and how much importance and weightage was given to it in national pages, city pages and editorials.

- **Objectives:**

- To find out how the two selected newspapers- The Indian Express and Dainik Jagran covered the migrant labourer issue in India during the pandemic.
- To find out how much coverage was given to the suffering of labourers in the national, city and local pages.
- To find out the importance given to photo articles regarding the migrant labour issue.
- To find out the importance given to the issue in the newspaper editorial.

- **Methodology:**

Content analyses will be the research approach. In this research, with the help of quantitative content analysis, researcher would attempt to track and analyse coverage of various newspapers namely The Indian Express and Dainik Jagran in May2020 on the issues of migrant labourers. It would include hard news, soft news and photo articles published in national pages, city pages and editorials (op-eds, articles, letters to the editor, etc.).

- **Month wise Plan of work and targets to be achieved.**

- Review of Literature and decision on Codes and Coding schemes by December
- Pilot Study by April end.
- Carrying out the actual coding of the two newspapers coverage by July.
- Analysis and writing of report by September.

### 3. Financial Assistance required

- Field Work and Travel – Rs.4000
- Chemicals and glassware ( Only Science) - NA
- Contingency (including special needs) – Rs.6000
- Books and Journals – Rs.5000
- Printing & Stationary – Rs.7000

### 4. Institutional and Departmental facilities available for the proposed work

- Equipment: Computer with SPSS package. Printing facilities
- Other Infrastructural facilities: Library with e-resources

### 5. Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.

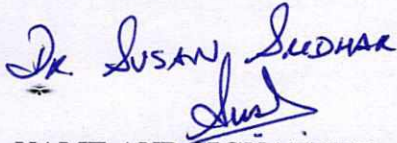
Only two newspapers were taken into consideration as it is a long and arduous task to sit with each newspaper and do a quantitative content analysis.

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To certify that:

- a. I/we shall complete the project within the stipulated period. If I/we fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me/us.
- b. The above Research Project is not funded by any other agency.

Date: 1<sup>st</sup> September 2021.



NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR



HEAD - RESEARCH ADVISORY COMMITTEE



PRINCIPAL

Principal  
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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021** to **2022** to **Dr. Susan Sridhar** for the project titled **A study on Newspaper coverage of Migrant Labourers during the Covid – 19 Pandemic – A Content Analysis** with the Project Code 21MMSRPS201 at a cost of Rs.21,000 (Twenty-One thousand) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	5,000
Chemicals and glassware (Only Science)	NA
Contingency (including special needs)	5,000
Books and Journals	5,000
Printing & Stationery	6,000
<b>TOTAL</b>	<b>21,000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amount to the bank account of Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for photo –stat copies and microfilms, typing, stationary, postage, computation and printing needed for the project
4. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through Research Advisory Committee.





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7. Midterm report with respect to completion status and amount utilized needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

**Date: 15<sup>th</sup> September, 2021**

**HEAD RESEARCH ADVISORY COMMITTEE**

**PRINCIPAL**

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**CHENNAI- 600034**


**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

- a. **Name:** Dr. Susan Sridhar
- b. **Project No:** 21MMSRPS201
- c. **Dated:** 1<sup>st</sup> October 2021
- d. **Title of the Project:** A Study on Newspaper Coverage of Migrant Labourers During the Covid-19 Pandemic- A Content Analysis.
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is: 1<sup>st</sup> October 2021

Dr. Susan Sridhar

  
**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**

  
**HEAD- RESEARCH ADVISORY COMMITTEE**

  
**PRINCIPAL**  
Principal  
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Chennai-600 034

**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** N. Meenakshi
- ii. **Dept:** Electronic media
- iii. **Designation:** Head & Assistant professor
- iv. **Teaching experience:** 24 years
- v. **Research experience:** 7 years
- vi. **Area of Specialisation:** Community radio

**PART - B**

**Proposed Research Work**

2. **Project Title:** A study on listenership pattern of Radio medium among youth population in Chennai city

**i. Introduction**

• **Origin of the Research Problem :**

Radio as a medium has seen a lot of evolution in recent times. What started off as only AM broadcasting in the form of AIR, has expanded to predominantly private FM channels. The latter has seen more success, mainly among the youth. While the youth in Chennai mainly just listen to songs on the radio, this has also seen a decline now, with 39.5% youth preferring music streaming services like Amazon music and Spotify. 32.6% of the youth avoid listening to the radio due to continuous ads which are revenue making acts for them, but annoy more so the youth since their attention span is much lesser, 70.2% listen only between 15-30 mins. If the angle of news updates is considered, around 30.6% depend on the radio, but this is also being replaced by other mobile apps like Inshort, or social media which are quicker and mostly accurate. Despite the presence of Internet radio, most of the youth (95%) prefer listening to conventional FM radio, or completely not listen to it.

• **Review of Research and Development in the Subject:**

Popular FM stations in Chennai include Radio Mirchi, Suryan FM, and Hello FM. The two private FM stations, Radio Mirchi and Suryan FM seem to be popular among the listeners, especially the youth in Chennai City. Youth in the age group of 21 to 30 preferred Radio Mirchi to the top slot with 53.03% audience. Fever FM is the most preferred Radio station for youth with listenership of over 60%. Most respondents, regardless of gender difference, prefer to listen to the radio in the evening. Slightly more male respondents seem to have time to listen to the radio in the morning as they prepare for the day. It appears both female and male are on par listening to the radio during

lunch break. Females of age 12-25 years, listen to radio more than that of men. Men's listenership is more than women's only after the age of 55 years according to reports.

● **Global Significance:**

- National Status -
- Regional Status - *Yes*

● **Significance of the study:**

Radio has been one of the most loved mediums, although it does not hold the same amount of importance as it did, earlier. With the kind of progression made in the development of other technology, namely social media, and even massive improvements in Tv, Radio listenership has been affected. However, it has not lost its relevance completely. Thus, this study needs to be done to understand and analyze how much of today's youth specifically in Chennai are listening to the radio, to the kind of content liked and the preferred time to listen to it. This will help understand what is working, and strategize better to gain more listenership.

ii. **Objectives:**

- The general objective is to - evaluate the current listenership patterns of the youth in Chennai to the radio, at a time when social media is growing faster than ever.
- The specific objective is to - examine and understand the duration, frequency, preferred time and mode of radio listening and the effect of radio ads on listenership.

iii. **Methodology**

- Phase 1 Survey method
- Phase 2 interview

iv. **Month wise Plan of work and targets to be achieved.**

- Final Topic and Abstract of the project to be ready.
- To obtain approval for the questionnaire
- Distribution of the questionnaire
- Conducting the interviews

3. **Financial Assistance required:**

- **Field Work and Travel** – 6000
- **Chemicals and glassware ( Only Science) - NA**
- **Contingency (including special needs) – Rs.6000**
- **Books and Journals – Rs 5000**
- **Printing & Stationery – Rs 6000**

4. **Institutional and Departmental facilities available for the proposed work:**

- **Equipment:** Computers with necessary software and Internet facility.
- **Other Infrastructural facilities:** Library resources with digital information.

5. Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.

This model paves way to understand the listenership pattern of Radio which will encourage students to produce and promote radio programs related to the interest of the youth population for their involvement in the radio industry. This will be helpful for production and efficient distribution of social awareness programs for social empowerment through the college community radio.

To certify that:

- I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.
- The above Research Project is not funded by any other agency.

Date:1<sup>st</sup> September 2021

*M. Senthil*  
(N. MEEJATHI)

NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR

*th D*

HEAD - RESEARCH ADVISORY COMMITTEE

*M.P.*  
PRINCIPAL

Principal  
M.O.P. Vaishnav College for Women  
(Autonomous)  
No. 20, IV Lane, Nungambakkam High Road  
Chennai-600 034



# M.O.P. Vaishnav College for Women (Autonomous)

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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021-2022** **Ms.N.Meenakshi** for the project titled *A Study on the listenership pattern of Radio medium among youth population in Chennai city* with the Project Code 21MMSRPS202 at a cost of **Rs.20,000** (Twenty Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	6000
Chemicals and glassware ( Only Science)	NIL
Contingency (including special needs)	5000
Books and Journals	4000
Printing & Stationery	5000
<b>TOTAL</b>	<b>20000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amounts to the bank account of the Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for photo –stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.



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4. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through the Research Advisory Committee.
5. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visits to libraries within the general scope and sphere of the ongoing project.
6. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
7. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

**HEAD - RESEARCH ADVISORY COMMITTEE**

**PRINCIPAL**

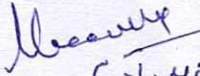
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(Autonomous)  
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Chennai-600 034

**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

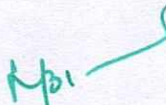
- a. **Name** :Ms. N. Meenakshi
- b. **Project No:** 21MMSRPS202
- c. **Dated** : 1<sup>st</sup> October, 2021
- d. **Title of the Project:** A study on listenership pattern of Radio medium among youth population in Chennai city
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October,2021

  
(N. MEENAKSHI)

**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**



**HEAD - RESEARCH ADVISORY COMMITTEE**

  
**PRINCIPAL**

Principal  
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**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Dr.R. Preetha
- iii. **Dept:** Electronic Media
- iv. **Designation:** Assistant professor
- v. **Teaching experience:** 12 years
- vi. **Research experience:** 15 years
- vii. **Area of Specialisation:** Educational Technology/Electronic Media
- viii. **Year of award of Doctoral degree:** 2010

**PART – B**

**Proposed Research Work**

**2. Project Title:** The Home Outside- Role of media in creating and disseminating Environmental awareness messages

**i. Introduction**

● **Origin of the Research Problem:**

Media has a greater role in promoting environmental education. Today, as environmental problems are escalating with the ever-increasing rise in population, there is an urgent need to preserve the environment and improve it. Lack of Hygiene, Sanitation, Air pollution, conserving water and natural resources is one of the critical challenges in India and its citizens facing today. The study collectively identifies the role of media in providing information on key issues, root causes and solutions for hygiene, sanitation, air pollution and conserving water and natural resources.

● **Interdisciplinary Relevance:**

Media has a great role to play in making people aware of environmental issues and thus taking actions to protect the environment. Media plays a significant role in forming and influencing people's attitudes and behaviour.

● **Review of Research and Development in the Subject:**

Mass Media plays an important role for creating environment awareness among people. Environment is the basic need of life like food and water. But our actions have aggravated it severely. Realizing our mistake we have taken commendable steps to reform it and a proper media attention might give a higher success rate to any mission related to the environment. Most recent steps by the Government of India for promoting sanitation 'Swachhha Bharat Abhiyan' has got success by the united efforts of the Government and media.

- **Global Significance:**
  - National Status - *Yes*
  - Regional Status

- **Significance of the study:**

The media plays a pivotal role in shaping attitudes to the environment apart from representing environmental crises. They bleed the way on producing knowledge of the human dimension of environmental change and the motivation for constructing a sustainable future.

ii. **Objectives:**

- To understand role of media in creating awareness about environmental issues and the significance of creating a clean environment
- To assess role of media in disseminating environmental concern messages
- To evaluate the information provided by media in promoting awareness messages

iii. **Methodology**

Surveys via questionnaires have been used to collect data about the public's perception on the role of media in creating the environmental awareness messages in India. Through the survey, we also create awareness about the crucial reasons why we need a clean nation and the need for media messages focussing on different issues regarding the unclean environment, the root causes of these problems, and the solutions to these issues.

iv. **Month wise Plan of work and targets to be achieved.**

- Topic and abstract of the project
- Data collection
- Pretest and Post test
- Content Analysis, Interview methods and other quantitative methodology techniques

3. **Financial Assistance required:**

- **Field Work and Travel** – 8000
- **Chemicals and glassware (Only Science)** - NA
- **Contingency (including special needs)** – Rs. 5,000
- **Books and Journals** – Rs 6,000
- **Printing & Stationery** – Rs 4,000

4. **Institutional and Departmental facilities available for the proposed work:**

- **Equipment:** NA
- **Other Infrastructural facilities:** E resources in library

5. **Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.- NIL**

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To certify that:

- a. I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.
- b. The above Research Project is not funded by any other agency.

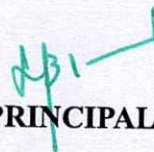
Date: 1<sup>st</sup> September 2021



NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR



HEAD – RESEARCH ADVISORY COMMITTEE



PRINCIPAL

Principal  
M.O.P. Vaishnav College for Women  
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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021-2022** to **Dr.R. Preetha** for the project titled **The Home outside- Role of media in creating and disseminating environmental awareness messages** with the Project Code **21VISSRPS201** at a cost of **Rs.19,000** (Nineteen Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	7000
Chemicals and glassware ( Only Science)	NIL
Contingency (including special needs)	4000
Books and Journals	3000
Printing & Stationery	5000
<b>TOTAL</b>	<b>19000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amounts to the bank account of the Principal Investigator.



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3. Contingency: The admissible contingency grant may be utilized for photo –stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.
4. Chemicals and Consumables: To meet expenditure on chemicals, glassware and other consumable items, money can be claimed against the purchase order through the Research Advisory Committee.
5. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visit to libraries within the general scope and sphere of the ongoing project.
6. All project work should be carried out without any detriment to the regular academic work. Working during the college holidays will be permitted but no privileges are allowed thereon.
7. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

**HEAD - RESEARCH ADVISORY COMMITTEE**

**PRINCIPAL**

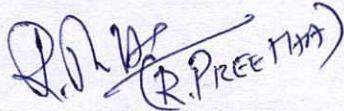
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**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

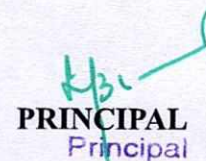
- a. **Name:** Dr R . Preetha
- b. **Project No:** 21VISSRPS201
- c. **Dated:** 1<sup>st</sup> October, 2021
- d. **Title of the Project:** The Home Outside- Role of media in creating and disseminating Environmental awareness messages
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October,2021

  
(R. PREETHA)

**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**



**HEAD - RESEARCH ADVISORY COMMITTEE**

  
**PRINCIPAL**  
Principal

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**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT**

**PART - A**

**1. Principal Investigator:**

- i. **Name:** Dr. Devika Rani L
- ii. **Dept:** Undergraduate Department of Visual Communication
- iii. **Designation:** Assistant Professor
- iv. **Teaching experience:** 5 years
- v. **Research experience:** 7 years
- vi. **Area of Specialization:** Health Communication
- vii. **Year of award of Doctoral degree:** April 2021

**PART - B**

**Proposed Research Work**

2. **Project Title:** Analyzing the usage pattern of nutrition apps in Tamil Nadu among teenage girls and women

**i. Introduction**

● **Origin of the Research Problem:**

Digitally connected teenagers and women seek apps for their nutrition information including diet for weight loss, diet for diabetes and vegan diet etc. This study is to investigate how apps are being used to explore nutrition related information by teenage girls and women. The study proposes to cover the types of diet which teenagers and women frequently search for in apps, how they use them and whether they report any behavior change after its use. In addition to this the study aims to explore the kind of features which attracts users to imitate the model for the non-users to promote healthy behavior change.

● **Interdisciplinary Relevance:**

The results from this study can be used by dieticians to promote healthy dietary change among the female population.

● **Review of Research and Development in the Subject:**

Study of mHealth is fast gaining attention among health communication researchers due to its widespread popularity. There are a wide range of apps for nutritional information as well as behavior change, but the effectiveness of the same hasn't been studied extensively in India. Nutrition apps offer a lot of scope for education and behavior change for Indian teenage girls and women with unhealthy food habits. They need to be studied for effective behavior change among the said population.

- **Global Significance:**
  - National Status - *Yes*
  - Regional Status - *Yes*

- **Significance of the study:**

This study will help app developers in tailoring their content to suit the needs of the users. The features which aid behavior change can be promoted or replicated. The elements which attract users can be developed further and most importantly the effectiveness of the apps can be assessed.

- **Objectives:**

- To enable nutrition app developers to emphasize on features that prove to be more useful for the female population looking for healthy diet options.
- To help dieticians promote healthy dietary change among the female population through the use of apps.

- **Methodology**

- Exploratory Research
- Survey among 150 females (teenagers and women) using Google Forms, Random Sampling.
- Statistical analysis

- **Month wise Plan of work and targets to be achieved.**

- Systematic Literature Review of existing studies related to nutrition apps usage and women
- Identify the existing variables used and suitable scales for questionnaire
- Questionnaire development
- Online Survey
- Analysis
- Documenting the findings

**3. Financial Assistance required:**

- **Field Work and Travel** – Rs .2,500
- **Chemicals and glassware (Only Science)** - NA
- **Contingency (including special needs)** – Rs.7,500
- **Books and Journals** – Rs.4500
- **Printing & Stationery** – Rs.5,500

**4. Institutional and Departmental facilities available for the proposed work:**

- **Equipment:** Computers with SPSS Software and Internet Facility
- **Other Infrastructural facilities:** Library Resources with Digital Information

**5. Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.**

The research will help nutrition app developers to create more efficient apps and include features which can trigger positive behavior change in app users.



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To certify that:

- a. I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.
- b. The above Research Project is not funded by any other agency.

Date: 1<sup>st</sup> September 2021

*Dr. L. Devika Rani*  
NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR

*H. N.*  
HEAD – RESEARCH ADVISORY COMMITTEE

*H. N.*  
PRINCIPAL

Principal  
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E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

## SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year **2021-2022** to **Dr. Devika Rani L** for the project titled *Analyzing the usage pattern of nutrition apps in Tamil Nadu among teenage girls and women.* with the Project Code **21VISSRPS202** at a cost of **Rs.17,000** (Seventeen Thousand Rupees) for a period of one year. The item of expenditure for which the total allocation has been approved is given below.

### FINANCIAL ALLOCATION

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	2000
Chemicals and glassware (Only Science)	NIL
Contingency (including special needs)	6000
Books and Journals	4000
Printing & Stationery	5000
<b>TOTAL</b>	<b>17,000</b>

1. The grant should be exclusively utilized for the purpose for which it was sanctioned. It may be ensured that the expenditure should not exceed the limit of sanctioned amount under each head.
2. The College will disburse seed grant amounts to the bank account of the Principal Investigator.
3. Contingency: The admissible contingency grant may be utilized for photo –stat copies and microfilms, typing, stationery, postage, computation and printing needed for the project.
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5. Travel and Field Work: The amount allocated under the head travel / field work is to be utilized for data collection and collection of other information such as documents and visit to libraries within the general scope and sphere of the ongoing project.
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7. Midterm report with respect to completion status and needs to be submitted to the Research Advisory Committee.
8. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 30<sup>th</sup> September 2022.

Date: 15<sup>th</sup> September, 2021

**HEAD - RESEARCH ADVISORY COMMITTEE**

**PRINCIPAL**

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**M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**CHENNAI- 600034**

**ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH  
PROJECT**

- a. **Name:** Dr. Devika Rani L
- b. **Project No:** 21VISSRPS202
- c. **Dated:** 1<sup>st</sup> October, 2021
- d. **Title of the Project:** Analyzing the usage pattern of nutrition apps in Tamil Nadu among teenage girls and women.
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1<sup>st</sup> October,2021

*Devika*  
*(Dr. L. Devika Rani)*  
**NAME AND SIGNATURE  
PRINCIPAL INVESTIGATOR**

*H. D.*  
**HEAD - RESEARCH ADVISORY COMMITTEE**

*H. P.*  
**PRINCIPAL**

**Principal**  
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