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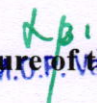
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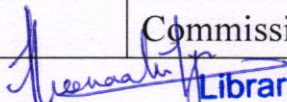
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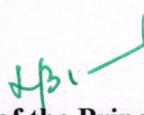

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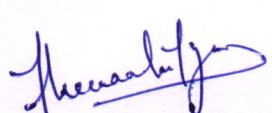
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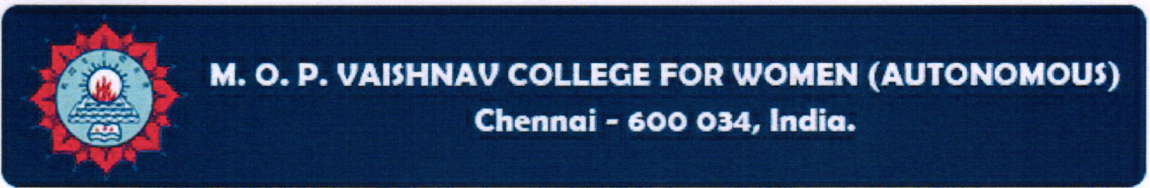
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Vinod Venkatraman, Angelika Dimoka, Khoi Vo, Paul A. Pavlou

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Relative Effectiveness of Print and Digital Advertising: A Memory Perspective

Vinod Venkatraman, Angelika Dimoka, Khoi Vo, and Paul A. Pavlou

Abstract
The exponential growth in digital media has recently challenged the value of print media in the overall marketing mix. Across three studies, the authors evaluate the relative effectiveness of print ads versus digital ads. In Study 1, using eye tracking and biometric measures during exposure, the authors find stronger encoding and engagement for print ads over digital ads. A week later, participants showed no significant difference in recognizing ads across format, though they better remembered the encoding context of print ads. Notably, using functional magnetic resonance imaging, the authors find greater activation in hippocampus and parahippocampal regions for print ads relative to digital ads. Extending these insights, Study 2 demonstrates that participants better remember print ads across contents, context, and brand associations when using snippets as retrieval cues. In addition to establishing the robustness of previous findings, Study 3 provides further evidence that the observed memory advantage for print ads is primarily due to superior encoding during initial exposure. From a practical perspective, these findings suggest that marketers should not discount the value of print media in advertising, despite the rapid growth of digital media and communications.

Keywords
print media, digital media, memory recall, memory recognition, functional magnetic resonance imaging
Online supplement: <https://doi.org/10.1177/00222437211034438>

The past decade experienced a significant growth in the popularity of digital media as marketers sought to take advantage of the cheaper cost and interactivity of digital media (Beschloss 2016; eMarketer 2017), thus challenging the value of print media in the marketing mix. Yet direct mail response rates have been rising over the past decade, and print media still remains the second-largest channel for advertising and digital media in the context of advertising specifically and marketing communications more broadly. This article aims to determine the differences in memory encoding and memory retrieval between print and digital media. Specifically, we leverage a multimethodological approach to elucidate the mechanisms underlying potential differences between print and digital advertising. Evidence of the underlying

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Effects of stewing with tea polyphenol on the gel properties, microstructure, and secondary structure of boiled egg white

Hui Xue^{1,2} | Meng Xu^{1,2} | Guowen Zhang² | Feng Feng^{1,2} | Yuting Wang^{1,2} |
Danhui Cao^{1,2} | Yonggang Tu³ | Yan Zhao³

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³ Jiangxi Key Laboratory of Natural Products and Functional Food, Jiangxi Agricultural University, Nanchang, China

Correspondence

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Abstract: This study aimed to investigate the mechanism of stewing with tea polyphenols (TP) on the properties of boiled egg white gel (BEWG). The results indicated that, during the stewing process, soluble protein and hardness showed an overall increasing trend, while surface hydrophobicity showed a decreasing trend with blue-shift. The free sulfhydryl group showed that TP could promote the formation of disulfide bonds, and the position of immobilized water at T₂ showed a decreasing trend. Environmental scanning electron microscopy and SDS-PAGE showed that the protein gel aggregation degree increased. Moreover, Fourier transform infrared spectrometry showed that protein polarity increased and that α -helices, β -turn, intramolecular β -sheets, as well as intermolecular antiparallel β -sheets showed an increasing trend. Generally, TP strengthened protein aggregation by promoting the formation of disulfide and hydrogen bonds.

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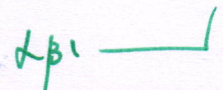
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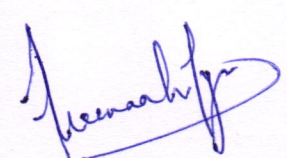
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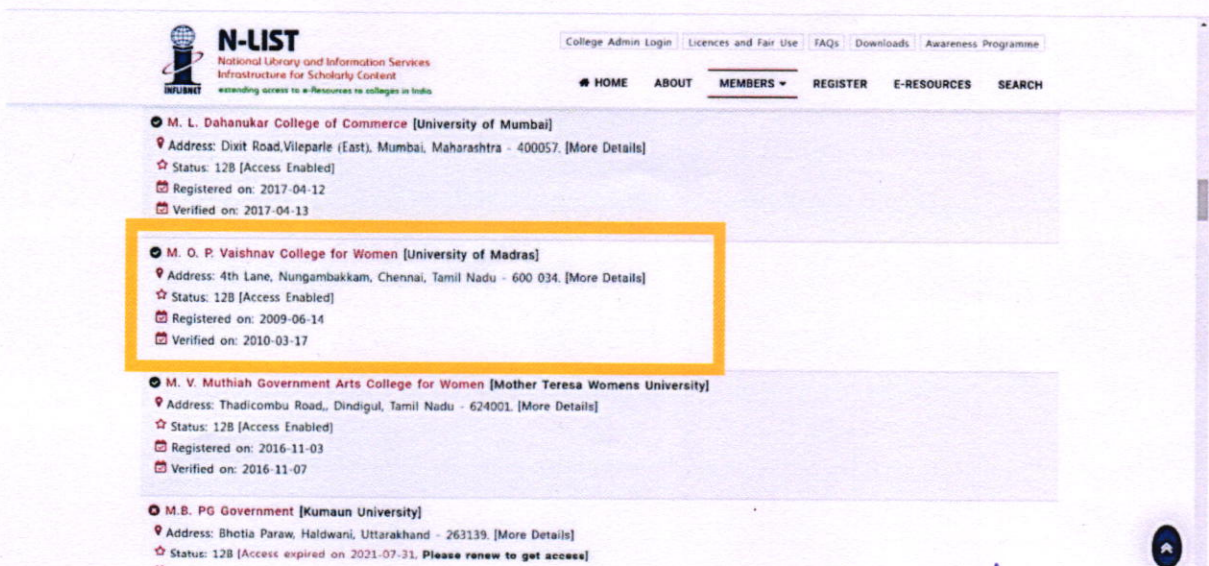
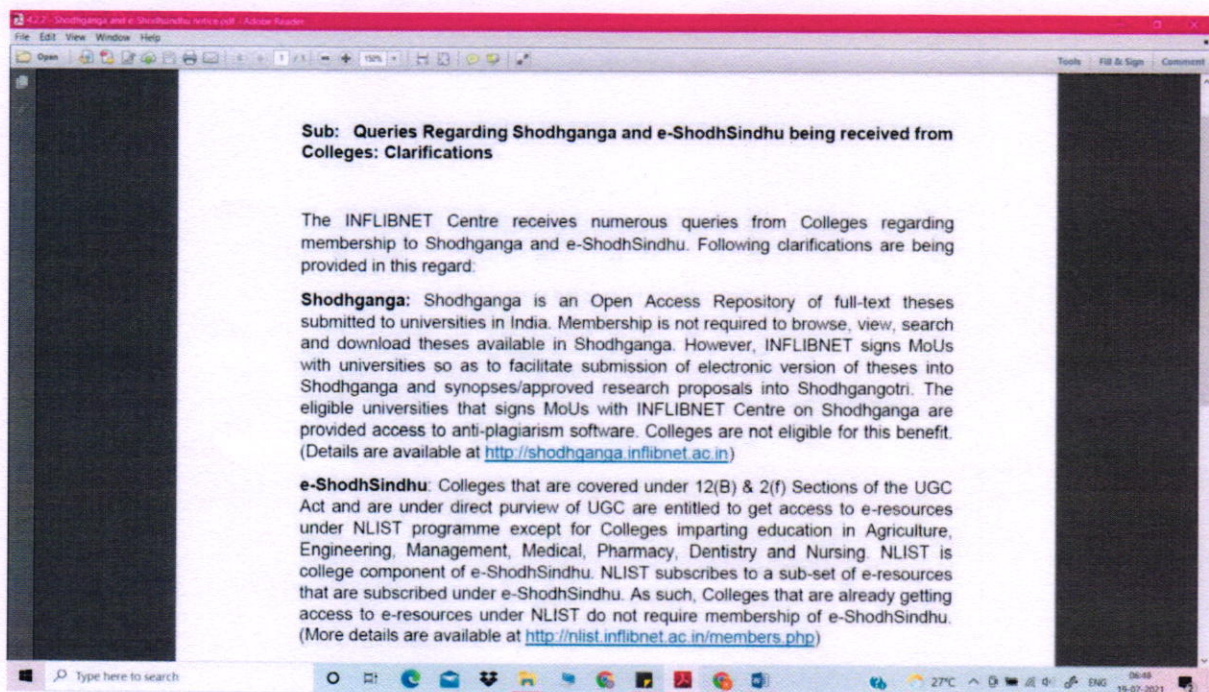

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COLLEGE ADMINISTRATOR

Home | Administrator Login

College Administrator Login

Login

moplbrary@gmail.com

.....

2 + 5

7

Forgot Password?

Instructions

- Only authorized college administrator can login to this system.
- If your college is not having college admin login details, please download the Authorization Letter from here and send the duly filled signed copy to INFLIBNET Centre at college[at]inflibnet.ac.in.
- If College has already made payment for N-LIST membership for the year [2021-2022], but N-LIST service is not started in the college then please submit your payment details.
- Refer the N-LIST College Administrator Manual for more details about managing your college users and college details.
- For further query/help, please contact us on +91 79 2326 8243/8244.

Signature of the Principal

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

Signature of the Librarian

Librarian Page | 14
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 - 600 034, India.

nlist.infibnet.ac.in/collegeadmin/vdashboard.php



N-LIST

National Library and Information Services
Infrastructure for Scholarly Content
extending access to e-Resources to colleges in India

College Admin Login | Licences and Fair Use | FAQs | Downloads | Awareness Programme

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M. O. P. VAISHNAV COLLEGE FOR WOMEN

Home | Admin Dashboard

- Dashboard
- Users Details
- Upload Bulk Users
- Activate Bulk Users
- Member Delete list
- Usage Statistics
- Invoice / Receipt
- Activity Log
- Change Password
- Logout

DASHBOARD

M. O. P. Vaishnav College for Women

Address: M. O. P. Vaishnav College for Women, Chennai, Tamil Nadu - 600 034

Website:

AISHE Code: C-43917

GST No: 33AAATS3016Q1ZD (Verified)

1503

Active Users

0

Expired Users

0

Pending Users

0

Delete Request

Principal Details

Dr. Lalitha Balakrishnan
moplibrary@gmail.com
044-28330507, 28330262

N-LIST College Admin Details

Meenaakshi Iyer, Librarian
moplibrary@gmail.com
044-28330262

Technical Person Details

+91 79 2326 8241/42

eshodhsindhu[at]infibnet.ac.in



Online e-Resource Requisition System

Online e-Resource Requisition System >> Institute Profile

Welcome MOP Vaishnav College for Women

Logged in as moplibrary@gmail.com | Change Password | Logout

Institute Profile | Survey Details | Negotiated Status | Subscribed E-Resources | 2022 Survey | 2022 Survey Help Manual

Institute Profile

MOP Vaishnav College for Women

No 20, IV Lane, Nungambakkam High Road, Nungambakkam, Chennai - 600 005, Chennai, Tamil Nadu

Librarian / Professor I/c Library Contacts

Ms. Meenaakshi Iyer
Librarian
Phone 044-28330262
Email moplibrary@gmail.com

Technical Contacts: No Technical contacts found !!

IP Details:

The Ranges of IP addresses used for Internet Access

Signature of the Principal

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

Signature of the Librarian

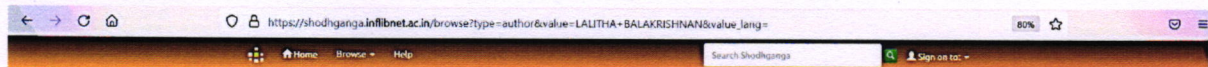
Librarian
Page | 15
M.O.P. Vaishnav College for Women
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Chennai-600 034



M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
Chennai - 600 034, India.

Shodhganga

Shodhganga: a reservoir of Indian theses is a digital repository of theses and dissertations submitted to Indian universities. The Shodhganga repository was created subsequent on the University Grants Commission making it mandatory through regulations issued in June 2009 for all universities to submit soft copies of PhD theses and M.Phil dissertations to the UGC for hosting in the INFLIBNET.



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Shodhganga@INFLIBNET

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| 15-Feb-2018 | RELATIONSHIP BETWEEN COMPETENCY MAPPING AND PERFORMANCE APPRAISAL SYSTEM WITH REFERENCE TO IT AND IITS EMPLOYEES IN CHENNAI | SRIVIDHYA MOULI | LALITHA BALAKRISHNAN |

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Title: Employee Engagement Practices As A Means To Develop Talent Pool And Curb Talent Attritio A Study In Select Organizations In Chennai City

Researcher: M. JABEEN

Guide(s): LALITHA BALAKRISHNAN

Keywords: Arts and Humanities, Arts and Recreation, Art

University: University of Madras

Completed Date:

Abstract: newline Employee Engagement Practices As A Means To Develop Talent Pool And Curb Talent Attritio A Study In Select Organizations In Chennai City

Pageation:

URI: <http://hdl.handle.net/10603/253646>

Appears in Departments: Department of Commerce

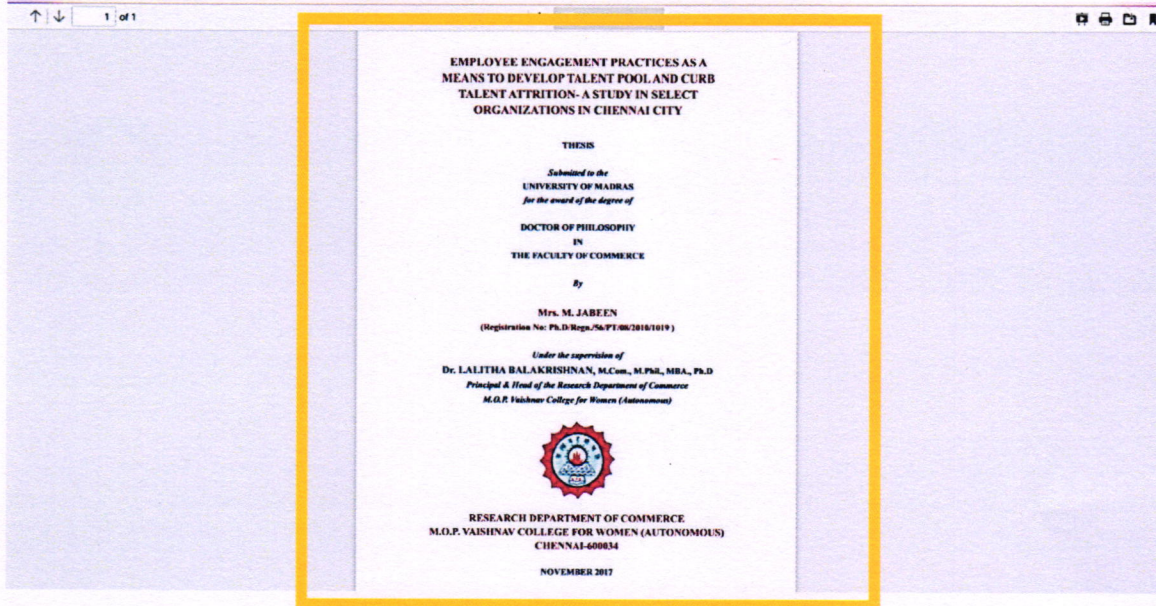
| File | Description | Size | Format |
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| 10. appendix.pdf | Attached File | 18.04 kB | Adobe PDF |
| 1. title page.pdf | | 500.71 kB | Adobe PDF |
| 2. certificate.pdf | | 5.7 kB | Adobe PDF |

Kp1
Signature of the Principal
Principal
M.O.P. Vaishnav College for Women
(Autonomous)
No. 20, IV Lane, Nungambakkam High Road
Chennai-600 034

Shreevalky
Signature of the Librarian
Librarian
Page | 16
M.O.P. Vaishnav College for Women
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Chennai-600 034



M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
Chennai - 600 034, India.



Signature of the Principal

Principal
M.O.P. Vaishnav College for Women
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No. 20, IV Lane, Nungambakkam High Road
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Signature of the Librarian

Librarian Page | 17
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 - 600 034, India.

INFLIBNET!



Information and Library Network Centre

(An Autonomous Inter-University Centre of UGC)

सूचना एवं पुस्तकालय नेटवर्क केन्द्र

(विश्वविद्यालय अनुदान आयोग का स्वायत्त अंतर विश्वविद्यालय केन्द्र)

National Library and Information services Infrastructure of Scholarly Content (N-LIST)
Quotation

2017 - 2018

INVOICE

Date : 2017-03-06 11:43:09(Website)

Name and Address of Subscriber
To,
Principal,
M. O. P. Vaishnav College for Women
4th Lane, Nungambakkam
Chennai
Tamil Nadu- 600 034

| Sl No | Membership Fee | Period of Membership | Amount in Rs |
|-------|-----------------------|--------------------------|--------------|
| 1 | Annual Membership Fee | April 2017 to March 2018 | Rs. 5,000.00 |
| | Service Tax @ 15.00% | | Rs. 750.00 |
| Total | | | Rs. 5,750.00 |

TDS is not applicable on membership fee.

Service Tax No. AAAT1480JSD001 DT. 05.10.2012

You are requested to kindly send your order along with the annual membership fee.

1. Mode of Payment: Annual Membership fee shall be paid through.
(a) Demand Draft in favour of 'INFLIBNET-NLIST Account' payable at Gandhinagar or
(b) RTGS/NEFT fund transfer to INFLIBNET-NLIST Account as per the details given below:

Beneficiary Name: INFLIBNET - NLIST Account
Bank Name: State Bank of India
Branch: Infocity, Gandhinagar
Bank Address: Unit GWGF/2, Ground Floor, Infocity, Gandhinagar, Gujarat
Bank Account No: 31104082931
IFSC Code: SBIN0012700
MICR Code: 380002151

Important Note:

- In case of RTGS/NEFT payment, kindly send the payment details viz UTR No., date of payment to INFLIBNET Centre through email at college@inflibnet.ac.in or letter to INFLIBNET Centre Gandhinagar
2. Payment should be made within 15 days of receipt of quotation.

Sincerely Yours

Ashok

Ashok Kumar Rai
Scientist - D

इन्फोसिटी, गंधीनगर-३८२००७, गुजरात (भारत)

Infocity, Gandhinagar - 382007, Gujarat, INDIA

Phone : +91-79-23268243/44 . Email : college@inflibnet.ac.in . Web : http://www.inflibnet.ac.in

MB
Signature of the Principal

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

Ashok Kumar Rai
Signature of the Librarian

Page 1/18
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 - 600 034, India.



Information and Library Network Centre
(An Autonomous Inter-University Centre of UGC)

सूचना एवं पुस्तकालय नेटवर्क केन्द्र
(विश्वविद्यालय अनुदान आयोग का स्वायत्त अंतर विश्वविद्यालय केन्द्र)

National Library and Information services Infrastructure of Scholarly Content (N-LIST)

Invoice

Name and Address of Subscriber

To,
Principal,
M. O. P. Vaishnav College for Women
4th Lane, Nungambakkam
Chennai

Date : 16-03-2018

Invoice No : NLIST/18-19/00000974

Ref No : NLIST/2018/616

Tamil Nadu [GST State Code]-33 [TN] Pincode - 600 034

| SR. No. | Membership Fee | Period of Membership | Amount In Rs |
|---------|-----------------------|--------------------------|--------------|
| 1 | Annual Membership Fee | April 2018 to March 2019 | 5,000.00 |
| | | CGST@0.00% | 0.00 |
| | | SGST@0.00% | 0.00 |
| | | IGST@18.00% | 900.00 |
| | | Total | 5,900.00 |

Rs : Five Thousand, Nine Hundred Only .
TDS is not applicable on membership fee.
GSTIN. 24AAAT11480J1ZS.

Sincerely Yours

Ashok Kumar Rai [Scientist - D]

Cut Here

N-LIST MEMBERSHIP FEE RECEIPT

Receipt Date: 16-03-2018

Receipt No: 00021872

Received with thanks from M. O. P. Vaishnav College for Women Chennai Tamil Nadu 600 034 .
A sum of Rupees Five Thousand, Nine Hundred Only by Cheque No/DD No/RTGS No. CIUBH18075022257 Dated 16-03-2018 Drawn on
Payable at Gandhinagar Gujarat towards Annual Membership Fees (For N-list) for the financial year 2018 - 2019

Rs . 5,900.00

Sincerely Yours

For Administrative Officer(PA & F)

This receipt is valid on realization of Cheque and DD.
Subject to Gandhinagar(Gujarat) jurisdiction only
Online Printed Date : 2018-10-22 10:58:00
Quotation Ref No : NLIST/2018/616
GSTIN. 24AAAT11480J1ZS.

इ-फाइनेटी, गंधीनगर- 382007, गुजरात (भारत)
Infocity, Gandhinagar - 382007, Gujarat, INDIA

Phone : +91-79-2326243-44 , Email : coding@infocent.ac.in Web : http://www.infocent.ac.in

Signature of the Principal

Principal

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

No. 20, IV Lane, Nungambakkam High Road
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Signature of the Librarian

Librarian Page | 19

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 - 600 034, India.



2019-20 Invoice Receipt

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सूचना एवं पुस्तकालय नेटवर्क केन्द्र
(विश्वविद्यालय अनुदान आयोग का स्वायत्त अंतर विश्वविद्यालय केन्द्र)

National Library and Information services Infrastructure of Scholarly Content (N-LIST)

Invoice

Name and Address of Subscriber

To,
Principal,
M. O. P. Vaishnav College for Women
4th Lane, Nungambakkam
Chennai

Date : 03-05-2019

Invoice No : NLIST/19-20/00000550

Ref No : NLIST/2019/616

Tamil Nadu [GST State Code]-33 [TN] Pincode - 600 034

| SR. No. | Membership Fee | Period of Membership | Amount in Rs |
|---------|-----------------------|--------------------------|--------------|
| 1 | Annual Membership Fee | April 2019 to March 2020 | 5,000.00 |
| | | CGST@0.00% | 0.00 |
| | | SGST@0.00% | 0.00 |
| | | IGST@18.00% | 900.00 |
| | | Total | 5,900.00 |

Rs : Five Thousand, Nine Hundred Only .
TDS is not applicable on membership fee.
GSTIN. 24AAAT11480J1ZS.

Sincerely Yours

Ashok Kumar Rai [Scientist - D]

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N-LIST MEMBERSHIP FEE RECEIPT

Receipt Date: 03-05-2019

Receipt No: 00025827

Received with thanks from M. O. P. Vaishnav College for Women Chennai Tamil Nadu 600 034 .

A sum of Rupees Five Thousand, Nine Hundred Only by Cheque No/DD No/RTGS No. CIUBH19123014536 Dated 03-05-2019. Drawn on City Union Bank.
Payable at Gandhinagar Gujarat towards Annual Membership Fees (For N-list) for the financial year 2019 - 2020 .

Rs . 5,900.00

Sincerely Yours

For Administrative Officer(PA & F)

This receipt is valid on realization of Cheque and DD.

Subject to Gandhinagar(Gujarat) jurisdiction only

Online Printed Date : 2020-02-26 11:18:10

Quotation Ref No : NLIST/2019/616

GSTIN. 24AAAT11480J1ZS.

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Infocity, Gandhinagar - 382007, Gujarat, INDIA

Phone : +91-79-2326243/44 . Email : college@unibnet.ac.in . Web :http://www.unibnet.ac.in

Signature of the Principal

Principal

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

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

Signature of the Librarian

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

No. 20, IV Lane, Nungambakkam High Road
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Page 1/20



M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
Chennai - 600 034, India.



Information and Library Network Centre
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सूचना एवं पुस्तकालय नेटवर्क केन्द्र
(विश्वविद्यालय अनुदान आयोग का स्वायत्त अंतर विश्वविद्यालय केन्द्र)

National Library and Information Services Infrastructure of Scholarly Content (N-LIST)

Invoice

Ref No.: INF/N-LIST/2020/616

Date: 2020-11-30
Invoice No.: NLIST/20-21/1986
College GST No.: Not Available
College GST State Code: TN [33]

Name and Address of Subscriber

To
The Principal
M. O. P. Vaishnav College for Women
4th Lane, Nungambakkam
Chennai
Tamil Nadu - 600 034

| SR. No. | Membership Fee | Period of Membership | Amount in Rs |
|---------|------------------------------|--------------------------|-----------------|
| 1 | N-LIST Annual Membership Fee | April 2020 to March 2021 | 5,000.00 |
| | | CGST@0.00% | 0.00 |
| | | SGST@0.00% | 0.00 |
| | | IGST@18.00% | 900.00 |
| | | Total | 5,900.00 |

Rupees Five Thousand Nine Hundred Only
GSTIN: 24AAAT11480J1ZS
TDS is not applicable on annual membership fee.

Sincerely Yours

Ashok Kumar Rai
Scientist-E(CS)

----- Cut Here -----

N-LIST MEMBERSHIP FEE RECEIPT

Receipt Date: 2020-11-30

Receipt No: 50392

Received with thanks from M. O. P. Vaishnav College for Women, Chennai, Tamil Nadu
A sum of Rupees Five Thousand Nine Hundred Only by Cheque No/DD No/RTGS No. CIUBH20335059363
Dated 2020-11-30 drawn on City Union Bank Payable at Gandhinagar Gujarat towards N-LIST Annual
Membership Fee for the financial year 2020-21.

Rs. 5900

Sincerely Yours

For Administrative Officer(PA & F)

This receipt is valid on realization of Cheque and DD.
Subject to Gandhinagar(Gujarat) jurisdiction only
Online Printed Date : 2020-12-14 09:24:32
INFLIBNET Ref No : INF/N-LIST/2020/616
GSTIN. 24AAAT11480J1ZS.

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Signature of the Principal

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

Signature of the Librarian

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

Page 2/2



M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
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Information and Library Network Centre
(An Autonomous Inter-University Centre of UGC)

सूचना एवं पुस्तकालय नेटवर्क केन्द्र
(विश्वविद्यालय अनुदान आयोग का स्वयंसेवक अंतर विश्वविद्यालय केन्द्र)

National Library and Information Services Infrastructure of Scholarly Content (N-LIST)

Invoice

Ref No.: INF/N-LIST/2021/616

Date: 2021-04-08
Invoice No.: NLIST/21-22/145
College GST No.: Not Available
College GST State Code: TN (33)

Name and Address of Subscriber

To
The Principal
M. O. P. Vaishnav College for Women
4th Lane, Nungambakkam
Chennai
Tamil Nadu - 600 034

| SR. No. | Membership Fee | Period of Membership | Amount in Rs |
|---------|------------------------------|--------------------------|-----------------|
| 1 | N-LIST Annual Membership Fee | April 2021 to March 2022 | 5,000.00 |
| | | CGST@0.00% | 0.00 |
| | | SGST@0.00% | 0.00 |
| | | IGST@18.00% | 900.00 |
| | | Total | 5,900.00 |

Rupees Five Thousand Nine Hundred Only

GSTIN: 24AAAT11480J1ZS

TDS is not applicable on annual membership fee.

Sincerely Yours

Ashok Kumar Rai
Scientist-E(CS)

----- Cut Here -----

N-LIST MEMBERSHIP FEE RECEIPT

Receipt Date: 2021-04-08

Receipt No: 51975

Received with thanks from M. O. P. Vaishnav College for Women, Chennai, Tamil Nadu
A sum of Rupees Five Thousand Nine Hundred Only by Cheque No/DD No/RTGS No. CIUBH21098027559
Dated 2021-04-08 drawn on CITY UNION BANK LIMITED Payable at Gandhinagar Gujarat towards N-LIST
Annual Membership Fee for the financial year 2021-22.

Rs. 5900

Sincerely Yours

For Administrative Officer(Finance)

This receipt is valid on realization of Cheque and DD.
Subject to Gandhinagar(Gujarat) jurisdiction only
Online Printed Date : 2021-07-15 09:39:51
INFLIBNET Ref No : INF/N-LIST/2021/616
GSTIN. 24AAAT11480J1ZS.

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Ph.: +91-79-23268000, Fax : +91-79-23268222, <http://www.inflibnet.ac.in>

Signature of the Principal

Principal

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

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

Signature of the Librarian

Librarian

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 - 600 034, India.

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Librarian Page | 23
M.O.P. Vaishnav College for Women
(Autonomous)

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

Signature of the Librarian

Librarian
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 - 600 034, India.

Acknowledgement Receipt . 2016-2017 .

EBSCO

INTERNATIONAL, INC.

EBSCO Information Services India Pvt Ltd

301 & 303, Ansal Chamber - II,
6, Bhikaji Cama Place, New Delhi - 110066
Tel.:011-26198962/63/64, Fax:011-26198968

Received with thanks from **MOP Vaishnav College for Women**

Sum of Rupees **Indian Rupees Two Lakh Sixty Seven Thousand Two Hundred Twenty One Only.**

By Cash/NEFT/RTGS/DD/Cheque* No **RTGS** Date : **21-Jun-2016**

Drawn on -

Towards Subscription of **Business Source Elite**

For the period **July 16 - Jun 17**

For EBSCO Information Services India Pvt Ltd

Rs. 2,67,221.00

* Subject to Realisation



Receipt for Renewal of EBSCO Database for the Academic Year, June 2017 - June 2018

EBSCO

EBSCO Information Services India Pvt Ltd

301 & 303, Ansal Chamber - II,
6, Bhikaji Cama Place, New Delhi - 110066
Tel.:011-26198962/63/64, Fax:011-26198968

200

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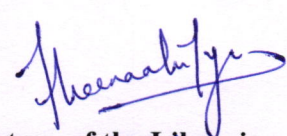
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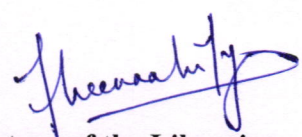
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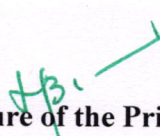
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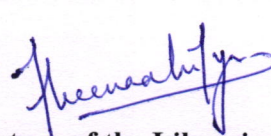
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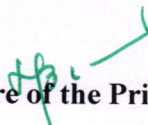
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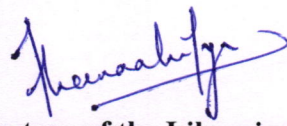
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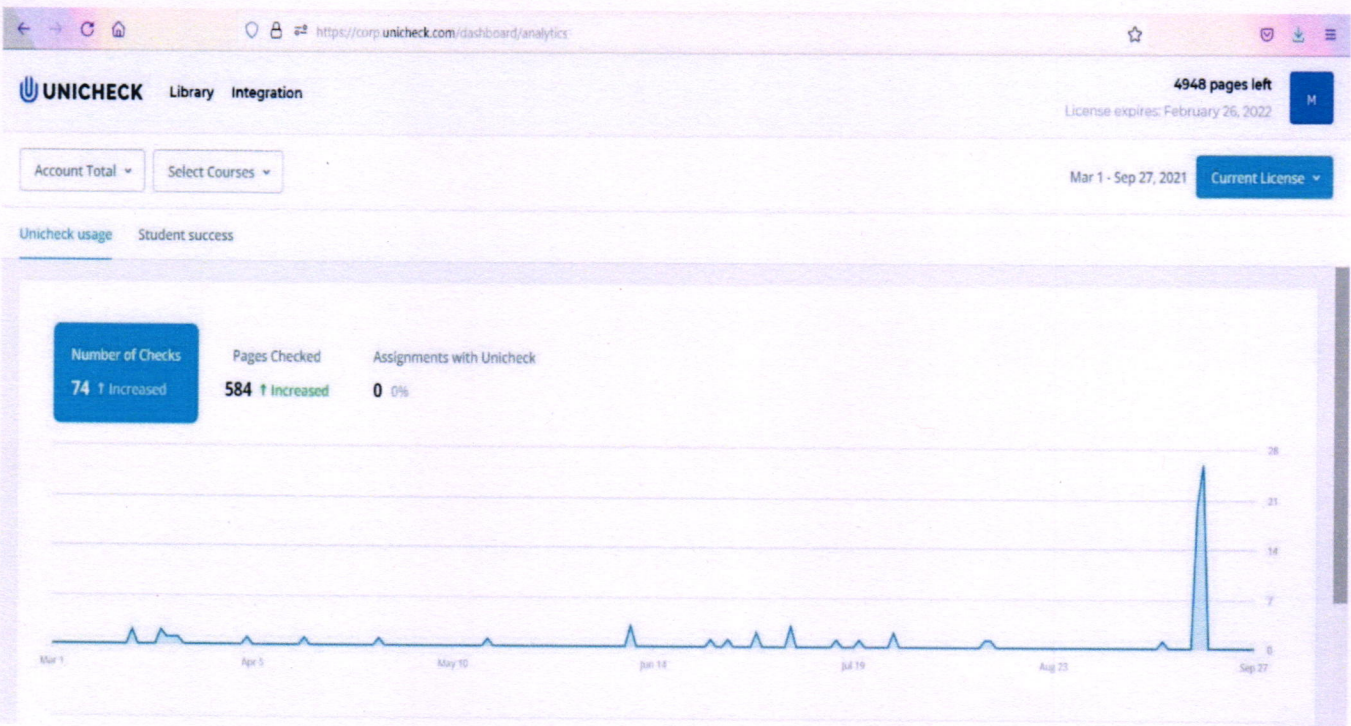
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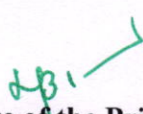
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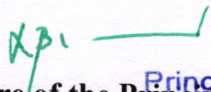
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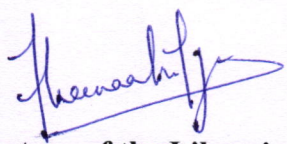
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No. 20, IV Lane, Nungambakkam High Road
Chennai-600 034


Signature of the Librarian
Librarian
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 - 600 034, India.

MEMBERSHIP CARD



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Valid Date : 19/06/2021



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Signature of the Principal

Principal

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(Autonomous)

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

Signature of the Librarian

Librarian

M.O.P. Vaishnav College for Women
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**INSTITUTIONAL MEMBERSHIP
WITH THE
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Signature of the Principal

Principal

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Chennai-600 034

Signature of the Librarian

Librarian

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

No. 20, IV Lane, Nungambakkam High Road
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M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
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**BRITISH
COUNCIL**

British Council Division
British Deputy High Commission
737 Anna Salai
Chennai 600 002
India

IndiaCustomercare@britishcouncil.org

www.britishcouncil.in

Ms C Haripriya (The Librarian),
M O P Vaishnav College for Women,
No 20,4th Lane,
Nungambakkam High Road,
Nungambakkam,
Chennai 600034.

Date: 24 December 2016

Dear Ms Haripriya,

Thank you for renewing the Access-10 membership. Please find enclosed the following.

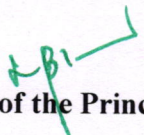
- Membership cards (IMA001486/1-10)
- Receipt for Rs.8500/-
- Welcome letter giving you details of our library services

You are welcome to get back to Ms Susan Chettri at susan.chettri@britishcouncil.org if you have any clarifications.

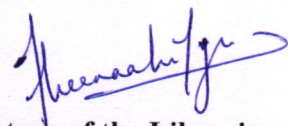
With Regards,

Aparna Bhattacharya
Senior Manager – Library and Information Services, South India
aparna.bhattacharya@britishcouncil.org

The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities.


Signature of the Principal

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


Signature of the Librarian

Librarian Page | 43
M.O.P. Vaishnav College for Women
(Autonomous)
No. 20, IV Lane, Nungambakkam High Road
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M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
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**BRITISH
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British Council Division
British Deputy High Commission
737 Anna Salai
Chennai 600 002
India

IndiaCustomercare@britishcouncil.org

www.britishcouncil.in

Date: 24/12/2016

RECEIPT

Received with thanks INR 8500/- (Eight Thousand Five Hundred Only) from

M O P Vaishnav College for Women

Towards Renewal fee for Institutional Membership.

Membership No : IMA001486

Valid till : 22/12/2017

With Regards,

Aparna Bhattacharya
Senior Manager – Library and Information Services, South India
aparna.bhattacharya@britishcouncil.org

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Signature of the Principal

Principal

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

Signature of the Librarian

Librarian

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

No. 20, IV Lane, Nungambakkam High Road
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M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
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Date: 08/12/2017

RECEIPT

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M O P Vaishnav College for Women

Towards Renewal fee for Institutional Membership.

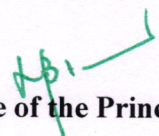
Membership No : IMA001666

Valid till : 22/12/2018

With Regards,

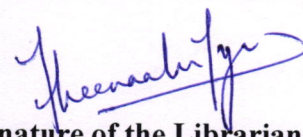
Aparna Bhattacharya
Senior Manager – Library and Information Services, South India
aparna.bhattacharya@britishcouncil.org

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Signature of the Principal

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

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


Signature of the Librarian

Librarian Page | 45
M.O.P. Vaishnav College for Women
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*Cards valid
till 22.12.2018*

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British Deputy High Commission
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Chennai 600 002
India

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www.britishcouncil.in

**Ms C Haripriya,
M O P Vaishnav College for Women,
No 20,4th Lane,
Nungambakkam High Road,
Nungambakkam,
Chennai 600034.**

Date: 8/12/2017

Dear Ms Haripriya,

Thank you for renewing the Access-10 membership. Please find enclosed the following.

- Membership cards (IMA001666/1-10)
- Receipt for INR 8500
- Welcome letter giving you details of our library services

You are welcome to get back to Ms Susan Chettri at susan.chettri@britishcouncil.org if you have any clarifications.

With Regards,

Aparna Bhattacharya

Aparna Bhattacharya
Senior Manager – Library and Information Services, South India
aparna.bhattacharya@britishcouncil.org

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HP
Signature of the Principal
Principal

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

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

Aparna Bhattacharya
Signature of the Librarian
Librarian Page | 46

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



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

Chennai - 600 034, India.

BRITISH COUNCIL | 70 YEARS IN INDIA

Date: 21/01/2018

RECEIPT

Received with thanks INR 8,500 /- (Eight Thousand Five Hundred Only) from

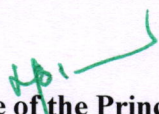
M O P Vaishnav College for Women

Towards renewal of Institutional Membership fee for 2019-20

Membership No : IMA001860
Membership Category : Access 10 membership
Valid till : 18/01/2020

With Regards,

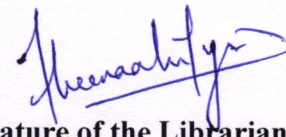
Aparna Bhattacharya
Senior Manager – Library and Information Services, South India
aparna.bhattacharya@britishcouncil.org


Signature of the Principal

Principal

M.O.P. Vaishnav College for Women
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No. 20, IV Lane, Nungambakkam High Road
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Signature of the Librarian

Librarian Page | 47

M.O.P. Vaishnav College for Women
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M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
Chennai - 600 034, India.

BRITISH COUNCIL | 70 YEARS IN INDIA

Ms C Haripriya (The Librarian)
M O P Vaishnav College for Women,
No 20,4th Lane,
Nungambakkam High Road,
Nungambakkam,
Chennai - 600034.

Date: 21/01/2019.

Dear Sir,

Thank you for renewing the Access-10 membership. Please find enclosed the following.

- Membership cards (IMA001860/1-10)
- Receipt for INR 8,500
- Welcome letter giving you details of our library services

You are welcome to get back to Ms Susan Chettri at susan.chettri@britishcouncil.org if you have any clarifications.

With Regards,

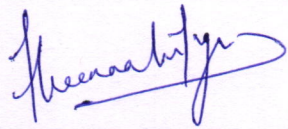
Aparna Bhattacharya
Senior Manager – Library and Information Services, South India
aparna.bhattacharya@britishcouncil.org

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Signature of the Principal

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Signature of the Librarian

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