



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

3.1.2 - Seed Money for the Teachers

**M.O.P. VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)
CHENNAI - 34**

AUDITED STATEMENT OF ACCOUNTS

2021-2022

SHRI VALLABHACHARYA VIDYA SABHA - M.O.P.VAISHNAV COLLEGE FOR WOMEN

BALANCE SHEET AS ON 31.03.2022

Amount 2020-2021 Rs. p.	LIABILITIES	Sch.	Amount	Amount	ASSETS	Sch.	Amount
			2021-2022	2020-2021			2021-2022
			Rs. p.	Rs. p.			Rs. p.
23,81,84,625	General Reserve Account	1	18,24,46,989	10,72,81,747	Fixed Assets	4	11,55,24,739
7,49,79,855	Corpus Fund		7,49,79,855	18,57,20,071	Investments	5	14,53,88,247
1,04,16,837	Endowment Fund	2	1,03,12,345	1,02,82,189	Endowment Deposits	6	1,02,82,189
83,23,562	Current Liabilities	3	1,05,46,404	4,47,040	Deposits	7	4,47,040
				32,16,563	Advance Account	8	6,49,840
				12,35,482	Tax deducted at source	9	19,46,934
				2,37,21,786	Cash and Bank Balance	10	40,46,603
33,19,04,878	TOTAL		27,82,85,592	33,19,04,878	TOTAL		27,82,85,592



K.P.
Principal
M.O.P. Vaishnav College for Women
Chennai

Saikumar
Treasurer
M.O.P. Vaishnav College for Women
Chennai

[Signature]
Secretary
M.O.P. Vaishnav College for Women
Chennai



[Signature]
Partner

As per the books of Accounts Produced
For M. Raghunath & Co.,
Chartered Accountants



K.P.
Principal
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(Autonomous)
No. 20, IV Lane, Nungambakkam High Road
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WORKINGS OF SHRI V.V.SABHA - M.O.P.VAISHNAV COLLEGE FOR WOMEN

Amount 2020-21 Rs. p.	GENERAL RESERVE	Sch.	Amount	Amount	CURRENT LIABILITIES	Sch.	Amount
			2021-22 Rs. p.	2020-21 Rs. p.			2021-22 Rs. p.
22,28,66,088	OPEN.BAL. - MOPVC-General Fund	1	23,81,84,625		SVSS- MOPVCA/C	3	
	OPEN.BAL. - MOPVC-Special Fees	1		20,000	LAKSHMI ANANTHACHARI SCHOLARSHIP	3	70,000
	OPEN.BAL. -VVS -MOPVC	1	7,42,77,908		CANTEEN DEPOSIT	3	55,04,018
12,53,30,605	EXCESS OF INCOME OVER EXP.	1	31,24,62,533	38,43,582	ALUMNI FUND A/C	3	
34,81,96,693	TOTAL	1	13,00,00,000	30,061		3	
11,00,00,000	LESS:TRNS. TO SVV SABHA MAIN				MOPVC-GENERAL FUND A/C	3	
12,068	LESS:VVS- GENERAL RESERVE(PF & ESI)		15,544		MEDICLAIM INSURANCE	3	-
				2,61,574	PF EMPLOYEES CONTBN	3	-
				1,959	ESI EMPLOYEES CONTBN	3	-
23,81,84,625	GRAND TOTAL	1	18,24,46,989		MOPVC- SPECIAL FEES A/C	3	1,05,000
Amount 2020-21 Rs. p.	ENDOWMENT FUND	Sch.	Amount	Amount 2020-21 Rs. p.	ADVANCE FEES COLLECTION <th rowspan="2">Sch.</th> <th>Amount</th>	Sch.	Amount
2021-22 Rs. p.			2021-22 Rs. p.				2021-22 Rs. p.
50,20,597	ENDOWMENT - PRIZES & MEDALS	2	50,20,597	26,29,351	STUDENTS ACTIVITES SPONSORSHIP	3	26,07,351
40,11,556	ENDOWMENT - WOMEN DEVELOPMENT	2	40,11,556	15,37,035	STUDY ABROAD & SUMMER INTERNSHIP & INTERNATIONAL TOUR	3	15,37,035
13,84,684	ENDOWMENT - SCHOLARSHIPS	2	12,80,192		SEED MONEY GRANT -PAY		7,23,000
1,04,16,837	TOTAL		1,03,12,345	83,23,562	TOTAL	3	1,05,46,404
Amount 2020-21 Rs. p.	FIXED ASSETS	Sch.	Amount	Amount 2020-21 Rs. p.	INVESTMENTS	Sch.	Amount
2021-22 Rs. p.			2021-22 Rs. p.				2021-22 Rs. p.
10,72,81,747	Shri V.V.Sabha - MOPVC	4	11,55,24,739	11,86,95,071	Shri V.V.Sabha MOPVC	5	11,12,63,247
				4,80,00,000	M.O.P.Vaishnav College -GF	5	2,41,00,000
				1,90,25,000	M.O.P.Vaishnav College -SP	5	1,00,25,000
10,72,81,747	TOTAL		11,55,24,739	18,57,20,071	TOTAL	5	14,53,88,247
Amount 2020-21 Rs. p.	ENDOWMENT DEPOSITS	Sch.	Amount	Amount 2020-21 Rs. p.	DEPOSITS	Sch.	Amount
2021-22 Rs. p.			2021-22 Rs. p.				2021-22 Rs. p.
50,20,597	ENDOWMENT - PRIZES & MEDALS	6	50,20,597	4,08,935	MOPVC-SVVS A/c	7	4,08,935
40,11,556	ENDOWMENT - WOMEN DEVELOPMENT	6	40,11,556	3,105	TNEB DEPOSIT	7	3,105
12,50,036	ENDOWMENT - SCHOLARSHIP	6	12,50,036	35,000	TELEPHONE DEPOSIT	7	35,000
					GAS CONNECTION DEPOSIT	7	4,47,040
1,02,82,189	TOTAL	6	1,02,82,189	4,47,040	TOTAL	7	4,47,040


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**SHRI VALLABHACHARYA VIDYA SABHA - M.O.P.VAISHNAV COLLEGE FOR WOMEN
INCOME & EXPENDITURE FOR THE PERIOD 31.03.2022**

Amount 2020-2021 Rs. p.	EXPENDITURE	Sch.	Amount	Amount	INCOME	Sch.	Amount
			2021-2022	2020-2021			2021-2022
			Rs. p.	Rs. p.			Rs. p.
8,71,37,122	Employee Costs	11	10,27,69,936	32,91,608	Application & Registration	21	26,66,449
32,71,720	P.F. & Esi	12	39,37,789	22,59,26,624	Fees Received	22	25,00,97,460
77,10,352	Administrative Expenses	13	2,40,07,025	2,90,66,422	Interest	23	54,25,067
5,46,768	Rates & Taxes	14	5,53,024	3,93,839	Miscellaneous Receipts	24	8,72,351
46,992	Laboratory Expenses	15	96,833				
38,13,653	Seminar & Workshop	16	82,71,092				
80,19,970	Scholarship	17	1,03,52,495				
89,41,157	Maintenance	18	2,01,02,168				
-	Miscellaneous Expenses	19	6,050				
1,38,60,155	Depreciation	20	1,46,87,006				
12,53,30,605	Excess of Income Over Expenditure		7,42,77,908				
25,86,78,493	TOTAL		25,90,61,327	25,86,78,493	TOTAL		25,90,61,327

As per the books of Accounts Produced
For M.Raghunath & Co.,
Chartered Accountants

Place : Chennai
Date : 05.09.2022



KBI
Principal

M.O.P.Vaishnav College for Women
Chennai

Seikumar
Treasurer

M.O.P.Vaishnav College for Women
Chennai

[Signature]
Secretary

M.O.P.Vaishnav College for Women
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[Signature]
Partner



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MEMBERSHIP NO:
015501 OF 1974

WORKINGS HRI V.V.SABHA - M.O.P.VAISHNAV COLLEGE FOR WOMEN

Amount 2020-21 Rs. p.	ADVANCE ACCOUNT	Sch.	Amount	Amount	TAX DEDUCTED AT SOURCE	Sch.	Amount
			2021-22 Rs. p.	2020-21 Rs. p.			2021-22 Rs. p.
	MOPVC-General Fund A/c	8			MOPVC-G.F & SP.FEES A/C	9	13,170
68,200	SALARY ADVANCE	8	1,07,200	12,35,482	VVS -MOPVC	9	19,33,764
	VVS -MOPVCA/C	8					
				12,35,482	TOTAL	9	19,46,934
30,25,863	REPAIRS & MAINTENANCE ADV	8			EMPLOYEE COST	Sch.	Amount
1,10,000	LEGAL FEE(MOP CHARITIES)	8	1,65,000	Amount			2021-2022
	MOPVC-SP.FEES A/c	8		2020-21			
	SEED MONEY GRANT ADV	8	3,57,000	Rs. p.	MOPVC-General Fund A/c	11	Rs. p.
2,500	DEPT ADV& SPORTS ADV	8	10,640	6,98,17,958	STAFF SALARY	11	8,05,47,079
10,000	UGC A/C(PARAMARSH)	8	10,000	49,64,075	STAFF SALARY MBA DEPT.	11	53,25,658
32,16,563	TOTAL	8	6,49,840	3,50,000	SALARY HONORARIUM - MBA DEPT	11	6,37,000
				4,36,850	SALARY HONORARIUM	11	3,35,700
				96,64,187	STAFF SALARY- NON TEACHING	11	1,19,28,100
Amount	CASH IN HAND AND BANK BALANCE	Sch.	Amount	Amount	SALARY HONORARIUM/PART TIME FACULTY	11	2,90,000
2020-21			2021-22	4,70,000	TERMINAL BENEFIT (GROUP GRATUITY)	11	32,56,460
Rs. p.			Rs. p.	10,34,315	STAFF- GROUP MEDICLAIM	11	4,49,939
	MOPVC-SVVS A/c	10		3,99,737			10,27,69,936
23,38,132	City Union Bank	10	32,50,827	8,71,37,122	PF REMITTANCE	Sch.	Amount
	MOPVC-General Fund A/c	10					2021-22
51,11,353	City Union Bank	10	4,71,700	2020-21			Rs. p.
	MOPVC-Special Fees A/c	10		Rs. p.			
1,62,52,706	City Union Bank	10	3,06,438		MOPVC-General Fund A/c	12	1,54,368
19,595	Cash on Hand	10	17,639	1,25,343	PF- ADMN. CHARGES	12	36,71,162
				30,28,746	PF- EMPLOYER'S CONTRIBUTION	12	1,12,259
				1,17,631	ESI- EMPLOYER'S CONTRIBUTION	12	
2,37,21,786	TOTAL	10	40,46,603	32,71,720	TOTAL	12	39,37,789

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WORKING OF SHRI V.V.SABHA - M.O.P.VAISHNAV COLLEGE FOR WOMEN

Amount 2020-21 Rs. p.	ADMINISTRATIVE EXPENSES	Sch.	Amount	Amount	ADMINISTRATIVE EXPENSES	Sch.	Amount
			2021-22	2020-21			2021-22
			Rs. p.	Rs. p.			Rs. p.
7,200	ONLINE SUPPORT SERVICE(ONLINE APPLICATION)	13	98,260	42,10,583	C/O.		1,67,20,833
4,04,313	ADVERTISEMENT CHARGES	13	96,12,821	6,000	DOCTORAL COMMITTEE	13	19,200
8,18,660	AFFILIATION FEE	13	17,81,800	25,000	DONATION PAID	13	1,75,000
1,024	BANK CHARGES	13	2,025	46,036	NEWSPAPER & PERIODICALS	13	57,222
23,600	AUDIT FEE & ENVIRONMENTAL AUDIT	13	88,500	5,804	POSTAGE	13	10,015
7,37,551	CONVEYANCE	13	8,84,724	3,89,560	PRINTING & STATIONERY	13	11,45,758
58,500	CONSULTANCY CHARGES	13	97,640	2,43,047	STAFF WELFARE	13	10,16,950
40,720	COMPUTER STATIONERY	13	80,419	89,545	TELEPHONE CHARGES	13	1,12,668
37,980	CONVOCATION	13	3,47,065	5,465	HOSPITALITY	13	65,965
8,09,043	ELECTRICITY CHARGES	13	13,84,184	12,54,062	WATCH & WARD	13	12,54,065
52,848	FM STATION	13	23,500	2,23,000	WEBSITE DEVELOPMENT & MAINTENANCE	13	9,56,095
9,226	INSURANCE (BUILDING & EQUIPMENTS)	13	8,700	2,92,549	WATER CHARGES	13	1,27,073
8,280	MOPBAZAAR	13	80,220	1,000	SELECTION COMMITTEE	13	66,080
58,100	FELLOW MEMBERSHIP & MEMBERSHIP FEE	13	1,39,050		NAAC EXP	13	9,80,988
6,760	NSS STATE COORDINATOR	13	6,995	5,781	TDS FILING CHARGES	13	5,833
8,95,743	LIBRARY SUBSCRIPTION	13	11,29,994	5,81,420	UNIVERSITY REG FEE	13	5,91,030
2,41,035	STUDENT SAFETY INSURANCE & HEALTH CHECK UP	13	2,31,936	3,31,500	INTERNET CHARGES	13	7,02,250
	SEED MONEY GRANT	13	7,23,000				
42,10,583	B/F.		1,67,20,833	77,10,352	TOTAL	13	2,40,07,025
Amount 2020-21 Rs. p.	RATES & TAXES	Sch.	Amount	Amount	LABORATORY EXPENSES	Sch.	Amount
2021-22			2020-21	2021-22			
Rs. p.			Rs. p.	Rs. p.			
5,46,768	PROPERTY TAX	14	5,53,024	46,992	MOPVC-Special Fees A/c	15	
5,46,768	TOTAL	14	5,53,024	-	SCHOOL OF FOOD SCIENCE CONSUMABLE	15	96,833
				-	SCHOOL OF MEDIA DEPT	15	-
				-	PSYCHOLOGY DEPT CONSUMABLES	15	-
				-	COMPUTER LAB CONSUMABLES	15	-
				46,992	TOTAL	15	96,833


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WORKINGS SHRI V.V.SABHA - M.O.P.VAISHNAV COLLEGE FOR WOMEN

Amount 2020-21 Rs. p.	SEMINARS, WORKSHOP, TRAINING & INDUSTRIAL VISIT	Sch.	Amount 2021-22 Rs. p.	Amount 2020-21 Rs. p.	SCHOLARSHIP	Sch.	Amount 2021-22 Rs. p.
	MOPVC-Special Fees A/c				MOPVC-VVS A/C	17	
1,59,344	SEMINARS & WORKSHOP	16	5,42,117	78,01,570	SCHOLARSHIP	17	94,36,445
1,54,704	MBA DEPT EXPENSES	16	2,22,380	2,18,400	HOSTEL	17	8,96,300
1,22,362	DEPARTMENTAL ACTIVITIES	16	2,59,047	-	STAFF SCHOLARSHIP	17	19,750
18,026	NCC ACTIVITIES	16	97,442	80,19,970	TOTAL	17	1,03,52,495
	NSS ACTIVITIES	16	2,79,818	Amount	REPAIRS & MAINTENANCE		Amount
12,000	PLACEMENT TRAINING CHARGES	16	3,00,000	2020-21		Sch.	2021-2022
71,881	SPORTS	16	12,84,589	Rs. p.			Rs. p.
	PROGRAMME FOR GENDER SENSITISATION(CWD)	16	30,000		MOPVC-SVVS A/c		
1,13,370	STUDENTS ACTIVITIES	16	14,58,488	57,591	VEHICLE MAINTENANCE	18	80,627
	RED CROSS SOCIETY	16	30,722	30,400	GENERATOR MAINTENANCE	18	30,000
21,53,500	SKILL COURSE TRAINING CHARGES	16	18,23,350	63,40,205	REPAIRS & MAINTENANCE	18	92,95,447
4,14,700	DIPLOMA PROGRAM	16	5,50,500	25,12,961	ANNUAL MAINTENANCE	18	30,24,552
5,93,766	GUEST LECTURE	16	6,18,392		PAINTING - INTERIOR & EXTERIOR	18	69,60,192
	YUVA SAMMAAN	16	7,74,247		BIO WALL VERTICAL GARDEN	13	7,11,350
38,13,653	TOTAL	16	82,71,092	89,41,157	TOTAL	18	2,01,02,168

Amount 2020-21 Rs. p.	MISC. EXPENSES	Sch.	Amount 2021-22 Rs. p.	Amount 2020-21 Rs. p.	FEEES RECEIVED	Sch.	Amount 2021-22 Rs. p.
	MOPVC-Special Fees A/c				MOPVC-SVVS A/c		
	MIS. EXPENSES	19	6,050	3,67,03,000	DEVELOPMENT FEES	22	3,99,38,020
	TOTAL	19	6,050	10,42,21,875	MOPVC-General Fund A/c		
					TUITION FEE	22	10,56,15,460
					MOPVC-Special Fees A/c		
	APPLICATION & REGISTRATION	Sch.	Amount 2021-22 Rs. p.	7,77,44,434	SPECIAL FEES	22	9,61,58,880
	MOPVC-Special Fees A/c			6,47,000	PLACEMENT FEES	22	6,30,000
32,91,608	APPLICATION & REGISTRATION	21	26,66,449	10,20,765	UNIVERSITY FEES	22	10,33,700
				45,56,500	PROJECT FEES	22	64,66,400
				10,33,050	IDCP & DIPLOMA PROGRAM	22	1,76,000
32,91,608	TOTAL	21	26,66,449	22,59,26,624	PLACEMENT TRAINING PROGRAM	22	79,000
					TOTAL		25,00,97,460

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Amount	INTEREST	Sch.	Amount
2020-21			2021-22
Rs. p.			Rs. p.
2,66,08,849	FIXED DEPOSIT - INTEREST	23	37,73,252
24,57,573	BANK INTEREST	23	16,51,815
2,90,66,422	TOTAL	23	54,25,067

Amount	MIS. RECEIPT	Sch.	Amount
2020-21			2021-22
Rs. p.			Rs. p.
	MOPVC-SVVS A/c		
46,000	CANTEEN LIC FEES	24	20,000
57,909	OLD SCRAPS & PAPERS	24	74,827
	MOPVC-Special Fees A/c	24	
	LIB FINE	24	
46,230	CANTEEN ELECTRICITY	24	1,41,671
	VERIF.CHARGES,XEROX CHARGES, ID CARD	24	
	DONATION	24	
20,500	MOP BAZAAR	24	25,500
1,78,200	SEMINAR WORKSHOP - DELEGATE FEE	24	30,450
45,000	SPONSORSHIP	24	1,20,000
-	CONSULTANCY	24	2,69,000
-	SELECTION COMMITTEE - STAFFS	24	66,080
-	ALUMNI MEET	24	-
-	PRINTING & STATIONERY RECEIPTS	24	6,800
-	NSS ACTIVITIES - UOM	24	1,18,023
3,93,839	TOTAL		8,72,351

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SVSS - MOP VAISHNAV COLLEGE FOR WOMEN - CHENNAI
SCHEDULE OF FIXED ASSETS AS ON 31.03.2022

Sl. No.	Particulars	GROSS BLOCK				DEPRECIATION			NET BLOCK		
		At Cost	Additions	Deletions	At Cost	Up to	%	for the	Up to	As on	
		31.03.2021	in the year	in the year	31.03.2022	31.03.2021		year	31.03.2022	31.03.2021	
	Rs. p.	Rs. p.	Rs. p.	Rs. p.	Rs. p.		Rs. p.	Rs. p.	Rs. p.		
1	Building in Progress										
2	Burwell & Pumpset	3,97,14,650	72,67,883		4,69,82,533	4,15,27,162	5%	23,49,127	4,38,76,288	3,97,14,650	4,46,33,406
3	Gutter	5,00,889	86,400	1,000	5,86,289	1,86,990	5%	29,314	2,16,305	5,00,889	5,56,974
4	Water Tank	1,18,897			1,18,897	79,682	5%	5,945	85,627	1,18,897	1,12,952
5	Lift	91,685			91,685	3,17,265	15%	13,753	3,31,018	91,685	77,932
6	Airconditioner	4,09,137			4,09,137	21,29,951	15%	61,371	21,91,322	4,09,137	3,47,766
7	Computer Pheripherals	28,05,985	3,51,615		31,57,600	48,83,954	15%	4,73,640	53,57,594	28,05,985	26,83,960
8	License Software	2,12,50,851	21,49,250	55,400	2,33,44,701	2,10,47,086	15%	35,01,705	2,45,48,791	2,12,50,851	1,98,42,996
9	Access Control	2,17,75,519	3,13,644		24,91,163	24,49,096	15%	3,73,674	28,22,771	2,17,75,519	21,17,488
10	Electronic Equipments	3,697			3,697	9,869	15%	554	10,424	3,697	3,142
11	Sewing Machine	1,52,13,784	49,22,835	1,000	2,01,35,619	3,90,30,612	15%	30,20,343	4,20,50,955	1,52,13,784	1,71,15,276
12	Equipment - CRSS	6,059			6,059	12,841	15%	909	13,750	6,059	5,150
13	Photocopier & RAISO	4,68,184			4,68,184	8,62,928	15%	70,228	9,33,156	4,68,184	3,97,956
14	Lab Equipments	2,37,518	4,43,307	20,000	6,60,825	4,95,374	15%	99,124	5,94,498	2,37,518	5,61,701
15	CCTV	4,52,405			4,52,405	15,25,521	15%	67,861	15,93,382	4,52,405	3,84,544
16	Television	7,72,003	3,63,034		11,35,037	14,43,812	15%	1,70,256	16,14,068	7,72,003	9,64,781
17	Electronic automatic	3,03,487	4,38,960	500	7,41,947	2,68,578	15%	1,11,292	3,79,870	3,03,487	6,30,655
18	Electrical Fittings	569			569	10,498	15%	85	10,584	569	483
19	Furniture & Fixtures	49,38,376	6,19,711		55,58,087	68,86,416	15%	8,33,713	77,20,129	49,38,376	47,24,374
20	Lighting	75,35,439	36,53,681		1,11,89,120	1,99,28,500	15%	16,78,368	2,16,06,868	75,35,439	95,10,752
21	Telephone Equipments	44,06,735	3,41,498		47,48,233	16,83,743	15%	7,12,235	23,95,978	44,06,735	40,35,998
22	Office Equipments	42,648			42,648	1,74,989	15%	6,397	1,81,387	42,648	36,250
23	Generator	11,625	22,902		34,527	66,457	15%	5,179	71,636	11,625	29,348
24	cycle	91,798			91,798	6,08,202	15%	13,770	6,21,971	91,798	78,029
25	Vehicles (Hondacity)	1,473			1,473	5,26,521	15%	221	5,26,742	1,473	1,252
26	MOP LOGO	3,61,539			3,61,539	5,97,070	15%	54,231	6,51,301	3,61,539	3,07,308
27	Solar Power Plant	88,366			88,366	55,484	5%	4,418	59,902	88,366	83,948
28	Library Books	11,27,587			11,27,587	20,47,663	15%	1,69,138	22,16,801	11,27,587	9,58,449
29	P.A.System	10,09,783	3,33,162		13,42,945	6,37,548	10%	1,34,294	7,71,842	10,09,783	12,08,650
30	Water Dispenser	21,19,415			21,19,415	11,40,747	15%	3,17,912	14,58,659	21,19,415	18,01,503
31	Psychology Lab	59,657			59,657	51,143	15%	8,949	60,092	59,657	50,708
32	Smart Booster	2,14,787			2,14,787	1,96,678	15%	32,218	2,28,896	2,14,787	1,82,569
33	Quiz Game Controller	23,189			23,189	14,571	15%	3,478	18,049	23,189	19,711
34	Handing Machine	17,625			17,625	11,075	15%	2,644	13,718	17,625	14,982
35	WIFI A/C	20,424			20,424	12,833	15%	3,064	15,897	20,424	17,360
36	DRILLING MACHINE	6,83,967	15,79,477		22,63,444	2,62,700	15%	3,39,517	6,02,217	6,83,967	19,23,927
37	SCANNER		17,346		17,346		15%	2,602	2,602		14,744
	TOTAL	10,72,81,749	2,30,07,897	77,900	13,02,11,746	15,11,83,560	15%	1,46,87,006	16,58,70,566	10,72,81,749	11,55,24,739

As per the books of Accounts Produced



PRINCIPAL
MOP VAISHNAV COLLEGE FOR WOMEN

TREASURER
MOP VAISHNAV COLLEGE FOR WOMEN

SECRETARY
MOP VAISHNAV COLLEGE FOR WOMEN



PARTNER

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

MEMBER SHIP NO:
015501 OF 1974



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

3.1.2 - Seed Money for the Teachers



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

February 1st, 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 March 1st, 2021
2. Commencement of the Project: April 1st, 2021
3. Mid-term report: September 30th, 2021
4. Submission of final report: March 31st, 2022


PRINCIPAL

Principal

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(Autonomous)

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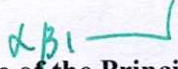


M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

Chennai - 600 034, India.

SEED MONEY GRANT RESEARCH PROJECTS (April 2021 - March 2022)

S.NO.	NAME OF THE FACULTY	Grant Amount	Seed project No.	TITLES
1	Dr. LALITHA BALAKRISHNAN	22000	21MBASRPS101	A COMPARATIVE ASSESSMENT OF INDIAN AND FOREIGN HIGHER EDUCATION INSTITUTIONS USING HEDPERF MODEL
2	Dr. D. UTHIRA	22000	21COMSRPS101	ETHICAL CORPORATE GOVERNANCE AND ITS IMPACT ON THE FINANCIAL PERFORMANCE OF INDIAN COMPANIES
3	Dr. NISHA U	22000	21COMSRPS102	ASSESSING THE ROLE OF SOCIAL MEDIA COMMUNICATION IN BRAND EQUITY CREATION
4	Dr. SINDHU K	22000	21COMSRPS103	A STUDY ON THE IMPACT OF INTERNET BANKING ON CONSUMER BEHAVIOUR IN CHENNAI CITY
5	Dr. SUMANGALA DEVI K C	22000	21COMSRPS104	A STUDY ON ARTIFICIAL INTELLIGENCE IN FASHION DESIGN
6	Dr. C.S. SRIVIDHYA PRATHIBA	21000	21COMSRPS105	A STUDY ON PUBLIC PERCEPTIONS OF DIRECT BENEFIT TRANSFERS USING THE SITUATIONAL TECHNOLOGY ACCEPTANCE MODEL
7	Dr. E. NIRUPAMA	15000	21COMSRPS106	DETERMINANTS OF STOCK MARKET RETURNS IN INDIA : (FMOLS AND DOLS APPROACH)
8	Dr. R. A. RABIKA BEGUM	12000	21COMSRPS107	YOUTH PERSPECTIVE TOWARDS ENTREPRENEUR AND STARTUP BUSINESS - AN ANALYSIS
9	Dr. SIMMI JAIN	22000	21FTMSRPS101	OPTIMISATION OF SPICE TREATMENT FOR SHELF - LIFE EXTENSION OF PANEER
10	Dr. SUDHA KRISHNA KUMAR	22000	21SOCSRPS101	A STUDY ON THE SOCIO-PSYCHOLOGICAL TRENDS ASSOCIATED WITH ANTENATAL CARE AMONG PRIMIGRAVIDAS IN CHENNAI
11	Dr. K.B. PRIYA IYER	22000	21ITSRPS104	PREDICTION OF FACTORS AFFECTING GESTATIONAL DIABETES AND PREECLAMPSIA
12	Dr. SAKTHI KUMARESH	20000	21ITSRPS102	SENTIMENT ANALYSIS USING MACHINE LEARNING ALGORITHM.
13	Dr. T. SUNITHA RANI	21000	21ITSRPS103	ANALYSIS AND PREDICTION OF YOU TUBE TRENDING VIDEOS


Signature of the Principal

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Chennai - 600 034, India.

S.NO.	NAME OF THE FACULTY	Grant Amount	Seed project No.	TITLES
14	Dr. R. ANUSHA	14000	21ITSRPS101	LOAN REPAYMENT PREDICTION WITH MACHINE LEARNING TECHNIQUES
15	Dr. S. JAISHREE	21000	21VISSRPS101	SOCIAL MEDIA ENGAGEMENT AND PURCHASE BEHAVIOUR OF FASHION AND APPAREL BRANDS BY GEN Z GIRLS
16	Dr. SANDHYA RAJASEKHAR	23000	21COMMSRPS101	NEWS CONSUMPTION AND ITS IMPACT ON PERSONAL HEALTH BELIEF DURING COVID-19 PANDEMIC
17	Dr. LATHA D.S.	19000	21HRMSRPS101	A STUDY ON TH IMPACT OF SOCIAL MEDIA MARKETING WITH REFERENCE TO COLLEGE STUDENTS
18	Dr. KAVIN MARY S	15000	21HRMSRPS102	A STUDY ON THE FACTORS INFLUENCING EMPLOYEE WELL-BEING IN ORGANISATION
	TOTAL AMOUNT	357000		


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

SEED MONEY GRANT RESEARCH PROJECTS

SESSION 1

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

PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT

PART - A

1. Principal Investigator:

- i. **Name:** Dr. Lalitha Balakrishnan
- ii. **Dept:** Commerce
- iii. **Designation:** Principal
- iv. **Teaching experience:** 30 Years
- v. **Research experience:** 30 Years
- vi. **Area of Specialisation:** Leadership Management and Strategy
- vii. **Year of award of Doctoral degree:**2000

PART - B

Proposed Research Work

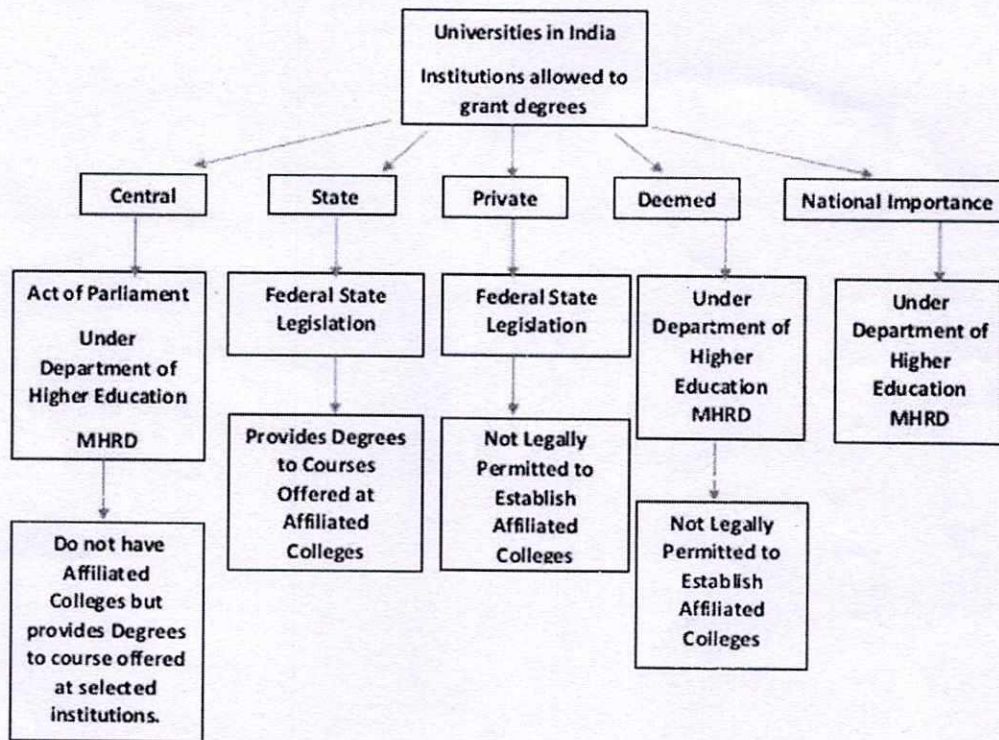
2. **Project Title:** A Comparative Assessment of Indian and foreign higher education institutions using HEDPERF model

i. Introduction

- **Origin of the Research Problem:**
Higher education in India:

India's higher education system is the world's third largest in terms of students, next to China and the United States. India is believed to have had a functioning system of higher education as early as 1000 B.C. Unlike present day universities, these ancient learning centres were primarily concerned with dispersing Vedic education. The modern Indian education system finds its roots in colonial legacy. The British Government used the university system as a tool of cultural colonization. India has 799 universities, with a break up of 44 central universities, 540 state universities, 122 deemed universities, 90 private universities, 5 institutions established and functioning under the State Act, and 75 Institutes of National Importance which include AIIMS, IITs, IEST and NITs among others. Other institutions include 39,071 colleges as Government Degree Colleges and Private Degree Colleges, including 1800 exclusive women's colleges, functioning under these universities and institutions as reported by the UGC.

Fig 1.1 – Types of Universities of India



Times Higher Education World University Rankings

The Times Higher Education World University Rankings says its results are the only measurement that judges universities across all the areas of teaching, research, knowledge transfer and international outlook. THE Rankings Editor Phil Baty said the Times rankings were uniquely comprehensive.

The performance indicators are grouped into five areas:

- Teaching (30%) – includes a reputation survey, and measures staff-to-student ratio, doctorate-to- bachelor’s ratio, doctorates-awarded-to-academic-staff ratio, and institutional income
- Research (30%) – includes a reputation survey, and measures research income and research productivity
- Research citations (30%)
- International outlook (7.5%) - measures international-to-domestic-student ratio, international-to- domestic-staff ratio, and international collaboration
- Industry income (2.5%) – measures how much research income an institution earns from industry against the number of academic staff it employs.

In all of these ranking systems Indian universities had a slump since 2003. In a land of over 1000 universities not even one university is qualified world class features. This downfall cannot be overcome without actually taking into consideration the real Indian scenario. Indian universities are at a disadvantage due to the general economic background and also due to the following reasons:

- Reputation surveys were generally skewed towards US and European universities, as Asian universities were not well known around the world.
- Academic reputation and employer reputation are assessed with the help of surveys. Indian institutions have limited reputation abroad and thus cannot be expected to score highly in surveys.
- Rankings emphasized Nobel Prize winners excessively.
- Indian institutions do not have many international faculty or students.
- Constantly increasing domestic demand which leaves no room for improvement.

The overall scenario of higher education in India does not match with the global Quality standards. Traditionally, these institutions assumed that Quality could be determined by their internal resources, viz., faculty with an impressive set of degrees and experience detailed at the end of the institute's admission brochure, number of books and journals in the library, an ultra-modern campus, and size of the endowment, etc., or by its definable and assessable outputs, viz., efficient use of resources, producing uniquely educated, highly satisfied and employable graduates. While taking a global look at India's performance in the world rankings, the Government has proposed that Institutions of Eminence should be set up in India. As part of this proposal the Government initially plans to establish 20 such world class institutes in the country.

- **Interdisciplinary relevance:**

The growth of higher education in India has been staggering over for more than half a century now. Between 1950 and 2014, the number of universities in India increased by 34 times whereas the number of colleges increased by 74 times. This quantitative explosion in higher education institutions has not been matched by the quality of the education provided. In fact, the gap between quantity and quality is so large that it stands as one of the major obstacles in the way of India being a world leader. Privatization is a measure of academic liberty. The government has prepared a script to ensure that the entire process is guided through by bureaucrats and financial advisors. This script is the University Grants Commission's Graded Autonomy Regulation (GAR) (notified through the union gazette, 12 February 2018). These regulations are aimed to provide autonomy to the HEIs based on quality benchmarks. It asks institutions to fund their own study programmes, establish their own variable emoluments and incentive structures for faculty and office staff, devise their own service conditions for faculty and staff, and recommends collaboration with other high-ranked institutions, both national and foreign.

Increasing public funding for HEIs, enhancing the infrastructure, expanding the access of the population for higher education, enforcing monitory standards and ensuring accountability of HE agencies, Emphasis on vocational education,

addressing the control of politicians on HEIs are some of the essential steps that are suggested to be done to make Indian HE world-class.

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

The studies help to identify and internalize the existing ideologies and models prevailing in the Higher education sector both in the country of India and worldwide and to identify the research gap and research needs that exist within the ecosystem.

- **Global Significance:**

- National Status - Yes
- Regional Status – Yes

- **Significance of the study**

Indian Higher education system is 3rd largest in terms of student population. However While ranked on the basis of the standards of higher educational institutions, India ranked 26th worldwide. Even though Indian government has allocated 12% of 2018-19's budget for Higher education, there is a serious lag in the Quality of higher education provided when compared to world-class universities. To make things worse there was not even one Indian Higher Educational institution ranked above 100th rank in the 2018 World universities ranking systems. This is almost a disgrace when compared to the resources and know-how available in India. This serious gap calls in for Benchmarking of institutions. Taking inspiration from China and Canada, Indian institutions can take a stand on the practices followed world-wide to improve the standards of education.

Though there are a lot of research done on the reasons and causes for this situation, it is only from the view point of an individual person or organization. The student and faculty perspective on the same is not yet considered as it ironically be the point of practical association. Theatrically speaking may not bring out the practical endeavors involved in this process. Therefore this research calls in to record the student and faculty perspective of service quality of higher educational institutions and also examine the suitable world-class practices that can be adopted.

Objectives:

Primary Objectives:

- To compare the Service Quality of Indian and Foreign Higher Educational institutions.
- To analyse the Student and Faculty perspective on the Service Quality of Indian Higher Educational institutions.
- To identify the reasons for the lack of World-class Higher educational institutions in India.

Secondary Objectives:

- To compare and analyse the effectiveness of World University rankings that are published by various organisations.
- To bring out the reasons for the poor performance of Indian Higher Educational institutions in the World University rankings.

- **Methodology**

The study will be based on both primary and secondary research. The primary objective will be analyzed through primary data to be collected from the sample population through questionnaire method. The Student and Faculty will be circulated with two different questionnaires addressing different concerns. The sample size of the primary research is restricted to 150 participants of the target population, of which Student population being 100 participants and the faculty population being 50 participants. The participants will be chosen on the basis of convenience sampling. Due to the constrain factors, the population will be restricted to the city of Chennai.

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

- Drafting Questionnaire
- Review of Literature & Data Collection
- Data Analysis & Interpretation
- Preparation of Final Report

3. Financial Assistance required

- **Field Work and Travel** – Rs.3,000
- **Chemicals and glassware (Only Science)** – NA
- **Contingency (including special needs)** – Rs.9,000
- **Books and Journals** – Rs.5,000
- **Printing & Stationery** – Rs.7,000

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.

HEDPERF Model:

The HEDPERF (Higher Education Performance) was developed by Firdaus Abdullah specifically to measure SERVQUAL (Service Quality) in Higher Education sector. It evolves strengths and weaknesses of service quality dimensions and can serve for HE Institutions as a tool for allocation its resources correctly.

Abdullah proposed 41 item measurement tool based on six determinants , namely “academic aspects”, “reputation”, “non-academic aspects”, “access”, “program issues” and “clear understanding”. The measurement scales assess the level of service quality and explore how different dimensions effect on service quality. Later, sixth dimension “understanding” was discarded. HEDPERF model is a measurement scale of service quality specifically designed for higher education sector using both qualitative and quantitative measures. In particular, the study attempts to determine critical factors of service quality from student’s point of view. This model ideally fits to the proposed research framework of higher Education.

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

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: 1st March 2021.


NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR


HEAD - RESEARCH ADVISORY COMMITTEE


PRINCIPAL

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

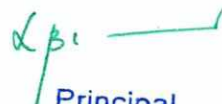
E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year 2021 to 2022 to **Dr. Lalitha Balakrishnan** for the project titled **A COMPARATIVE ASSESSMENT OF INDIAN AND FOREIGN HIGHER EDUCATION INSTITUTIONS USING HEDPERF MODEL** with the Project code **21MBASRPS101** 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.

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	3,000
Chemicals and glassware (Only Science)	NIL
Contingency (including special needs)	7,000
Books and Journals	5,000
Printing & Stationery	7,000
TOTAL	22,000

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, 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.



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

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 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 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 31th March 2022.

Date: 15th March 2021

HEAD RESEARCH ADVISORY COMMITTEE

2/31
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**

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

a. **Name:** Dr. Lalitha Balakrishnan

b. **Project No:** 21MBASRPS101

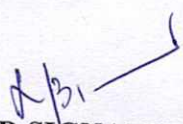
c. **Dated:** 1st April 2021

6. **Title of the Project:** A Comparative Assessment of Indian and Foreign
Higher Education Institutions Using HEDPERF Model

d. The research project is not being supported by any other funding agency.

e. The terms and conditions related to the grant are acceptable to the Principal Investigator

f. The date of commencement of the project is 1st April, 2021


NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR


HEAD - RESEARCH ADVISORY COMMITTEE

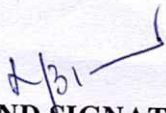

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M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
CHENNAI – 600034

Mid Term Report of the work done on the SEED MONEY GRANT Research Project as on
4.11.2021.

1. Project No: 21MBASRP101
2. Title of research project: A Comparative Assessment Of Indian And Foreign Higher Education Institutions Using HEDPERF Model
3. Name of the Principal Investigator: Dr. Lalitha Balakrishnan
4. Effective date of commencement of the project: 1st April, 2021
5. Mid Term Report of the work done to include: (Please attach a separate sheet)
 - Brief objective of the project
 - Requirement Specification
 - Methodology
 - Data Specifications
6. Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication - NO
7. Has the progress been according to the original plan of work and towards achieving the objective? If not, state reasons - Yes
8. Please indicate the difficulties, if any, experienced in implementing the project -No
9. A summary of the work done for the period (Midterm) may please be sent to the Head, Research Advisory Committee as a separate document.


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. Uthira D
 - ii.Dept:** Commerce
 - iii.Designation:** Associate Professor
 - iv.Teaching experience:** 25 Years
 - v.Research experience:** 15 Years
 - vi.Area of Specialisation:** Finance, Marketing, HR
 - vii.Year of award of Doctoral degree:** 2011

PART - B

Proposed Research Work

- 2. Project Title:** Ethical Corporate Governance and its Impact on the Financial Performance of Indian Companies

1. Introduction

• **Origin of the Research Problem:**

Currently, the global business environment is facing an increasing influence of ethical behaviors on the principles of corporate governance. It may be defined as a set of systems, processes and principles which ensure that a company is governed in the best interest of all stakeholders. The well- defined and effective corporate governance implementation can accelerate the balanced growth which ultimately spurs economic development. In the emergent economies like India, exemplary corporate governance policies and practices are the vital instruments which have the potential in helping the firms achieve greater goals and maintain sustainability in the competitive market. Establishing the influence which this ethical behavior has on the corporate governance of the firms is essential not only for academicians but also for the policy makers at the corporate level to understand its impact.

• **Interdisciplinary relevance:**

This Study paves way for Indian Corporates to examine the impact of Corporate Governance Compliances on the Financial Performance of companies stating that performance can be improved with the selection of the right Corporate Governance Mechanism.

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

A study on the relationship between corporate governance and firm performance. Most of the studies suggested positive correlation. But despite the intuition that good governance leads to good performance by firm, there has been lack of

conclusive evidence on this linkage and the results have been mixed.

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

- **Significance of the study**

Governance influences performance of any company irrespective of its nature and size. Financial performance is the source of sustainability and growth of a company which is believed to be highly determined by the governance practices adopted by the organization. Thus, the problem around which the present work has been initiated is to examine the impact of Corporate Governance practices on Financial Performance of selected companies in India. The corporate governance principles are significant in the management of the organizations

ii. **Objectives:**

- To analyze the Corporate Governance Codes given by the various committees with a comparative perspective.
- To investigate the extent to which the selected companies under the study are practicing the given Codes of Corporate Governance or provisions of Clause- 49 of SEBI.
- To develop a quality check model and find out whether the Compliances of Corporate Governance made by the companies under consideration are excellent, fair, or poor.
- To find out co-relation between Compliance of Corporate Governance Code and financial performance in the selected listed companies.
- To find out the impact of Compliance of Corporate Governance Code on the financial performance in the selected listed companies.

iii. **Methodology**

The present study has used a secondary source for data needed for analysis to achieve its objectives. The data for the 17 Corporate Governance Parameters have been collected from the annual reports of the sample listed companies for the period of two financial years (2018-2019 and 2019-2020) i.e., Nifty Fifty companies as on 31st March, 2020.

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

- Drafting questionnaire and 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.3,000
- Chemicals and glassware (Only Science) – NA
- Contingency (including special needs) – Rs.9,000
- Books and Journals – Rs.5,000
- Printing & Stationery – Rs.7,000

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.

In the emergent economies like India, exemplary corporate governance policies and practices are the vital instruments which have the potential in helping the firms achieve greater goals and maintain sustainability in the competitive market. The study starts with finding out the corporate governance score based on the quality check model and tries to find out whether an improvement is seen of compliance of governance practices in selected listed companies, co-relation between corporate governance compliances and financial performance.

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: 1st March 2021.

Dr. UTHIRA D. [Signature]

NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR

[Signature]
HEAD – RESEARCH ADVISORY COMMITTEE

[Signature]
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 to 2022 to **Dr.Uthira. D** for the project titled **Ethical Corporate Governance and its Impact on the Financial Performance of Indian Companies** with the Project code **21COMSRPS101** 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.

HEADS	GRANT APPROVED (Rs.)
Field Work and Travel	3,000
Chemicals and glassware (Only Science)	NIL
Contingency (including special needs)	7,000
Books and Journals	5,000
Printing & Stationery	7,000
TOTAL	22,000

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, 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.


Principal
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(Autonomous)
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Phone : 044 - 2833 0262 / 2833 0677 Fax : 044 - 2833 0385

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 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 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 31th March 2022.

Date: 15th March 2021

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

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

- a. **Name:** Dr. Uthira D
- b. **Project No:** 21COMSRPS101
- c. **Dated:** 1st April 2021
- d. **Title of the Project:** Ethical Corporate Governance and its Impact on the Financial Performance of Indian Companies
- 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 1st April,2021

Dr. UTHIRA D



**NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR**



HEAD - RESEARCH ADVISORY COMMITTEE

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

**Mid Term Report of the work done on the SEED MONEY GRANT Research Project as on
4.11.2021.**

- 1. Project No:** 21COMSRPS101
- 2. Title of research project:** Ethical Corporate Governance and its Impact on the Financial Performance of Indian Companies
- 3. Name of the Principal Investigator:** Dr. Uthira D
- 4. Effective date of commencement of the project:** 1st April, 2021
- 5. Mid Term Report of the work done to include: (Please attach a separate sheet)**
 - Brief objective of the project
 - Requirement Specification
 - Methodology
 - Data Specifications
- 6. Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication - NO**
- 7. Has the progress been according to original plan of work and towards achieving the objective? If not, state reasons - Yes**
- 8. Please indicate the difficulties, if any, experienced in implementing the project -No**
- 9. A summary of the work done for the period (Midterm) may please be sent to the Head, Research Advisory Committee as a separate document.**

Dr. UTHIRA D
**NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR**

[Signature]
HEAD, RESEARCH ADVISORY COMMITTEE

[Signature]
PRINCIPAL

Principal
M.O.P. Vaishnav College for Women
(Autonomous)
No. 20, P. V. Road, Madhavakkam 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. Nisha U
- ii. **Dept:** Commerce
- iii. **Designation:** Associate Professor
- iv. **Teaching experience:** 12 years
- v. **Research experience:** 11 years
- vi. **Area of Specialisation:** Marketing
- vii. **Year of award of Doctoral degree:** 2016

PART – B

Proposed Research Work

2. Project Title: Assessing the role of Social Media Communication in Brand Equity Creation

• **Introduction**

• **Origin of the Research Problem:**

Brands are one of the most valuable assets a company has, as brand equity is one of the factors which can increase the financial value of a brand to the brand owner, although not the only one. In the research literature, brand equity has been studied from two different perspectives: cognitive psychology and information economics. According to cognitive psychology, brand equity lies in consumer's awareness of brand features and associations, which drive attribute perceptions. According to information economics, a strong brand name works as a credible signal of product quality for imperfectly informed buyers and generates price premiums as a form of return to branding investments. It has been empirically demonstrated that brand equity plays an important role in the determination of price structure and, in particular, firms are able to charge price premiums that derive from brand equity after controlling for observed product differentiation. While most brand equity research has taken place in consumer markets, the concept of brand equity is also important for understanding competitive dynamics and price structures of business-to business markets. In industrial markets competition is often based on differences in product performance. It has been suggested however that firms may charge premiums that cannot be solely explained in terms of technological superiority and performance-related advantages. Such price premiums reflect the brand equity of reputable manufacturers. Three brand equity drivers were selected by researchers from numerous factors that have an impact on a brand: brand awareness, brand

perspective, and brand attachment. Brand equity is strategically crucial, but famously difficult to quantify. Many experts have developed tools to analyse this asset, but there is no agreed way to measure it.

- **Interdisciplinary relevance:**

Brand equity is created through strategic investments in communication channels and market education and appreciates through economic growth in profit margins, market share, prestige value, and critical associations. Generally, these strategic investments appreciate over time to deliver a return on investment. This is directly related to marketing ROI. Brand equity can also be appreciated without strategic direction. Social media has changed the traditional communication between brands and consumers and enabled consumers to make positive as well as negative influences on brand equity. Brand Equity is best managed with the development of Brand Equity Goals, which are then used to track progress and performance.

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

A study on the blocks are important for Facebook marketing identified as identity, presence, conversations, reputation, and relationships. Among them, high priority has been given on the relationship building block. However, later research conducted by Kietzmann, Silvestre, McCarthy, & Pitt, (2012) found out that "Presence" element is less critical for social networks like LinkedIn, Facebook and YouTube as status updates and check-ins are not very important. Accordingly, identity, conversation, reputation and relationships have been identified as social media marketing activities that lead to customer based brand equity.

- **Global Significance:**

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

- **Significance of the study**

Social media marketing has become a powerful communication tool for many brands, if used correctly it can greatly help influence consumer spending and buying habits. One of the key advantages of social media has been the opportunity to express uniqueness and to build your own brand and reputation through communicating with customers. Brands that do not engage and communicate through social media marketing will lose out on the valuable marketing potential that these new communication platforms bring. However, done well social media can build a brand in a positive and profitable way, reaching and influencing people that you otherwise would not be able to communicate with. The research study on "Role of social media communication on brand equity communication" aims to find out the role of social media communication in brand equity creation. The study is limited to the respondents within Chennai. This study helps in studying the dimensions of brand equity. It also studies how social media and its firm generated content and user generated content affects the brand equity and the buying intention of a consumer. For this

particular study, Reliance Trends in the textile industry is taken as the base for brand equity. In order to study brand equity and its four dimensions Reliance trends was chosen to identify how they handle their social media in order to create brand equity.

ii. Objectives:

The following are the main objectives of the study:

- To find out the role of social media communication in brand equity creation
- To study the dimensions of brand equity
- To determine the impact of firm created content on brand equity
- To determine the impact of user generated content on brand equity
- To determine the impact of positive and negative reviews on purchase intention of consumers
- To determine the association between education and brand awareness
- Determine the association between gender and brand attractiveness for Reliance trends

iii. Methodology

- The research study will have a sample of 200 respondents of different age groups. The questionnaire will be forwarded to the respondents.

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. 4,500**
- Chemicals and glassware (Only Science) - **NA**
- Contingency (including special needs) – **Rs. 7,500**
- Books and Journals – **Rs.6500**
- Printing & Stationery – **Rs.5500**

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 practice, brand equity is difficult to measure. Because brands are crucial assets, however, both marketers and academic researchers have devised means to contemplate their value. David Aaker, a marketing professor and brand consultant, highlights ten attributes of a brand that can be used to assess its strength. These include Differentiation, Satisfaction or Loyalty, Perceived Quality, Leadership or Popularity, Perceived Value, Brand Personality, Organizational Associations, Brand Awareness, Market Share, and Market Price and Distribution Coverage. Interbrand, a brand strategy agency, draws upon financial results and projections in its own model for brand valuation. It reviews a company's financial statements, analyses its market dynamics and the role of brand in income generation and separates those earnings attributable to tangible assets (capital, product, packaging, and so on) from the residual that can be ascribed to a brand. It then forecasts future earnings and discounts these based on brand strength and risk. The agency estimates brand value on this basis and tabulates a yearly list of the 100 most valuable global brands.

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: 1st March 2021

Dr. NISHA.V


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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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.Nisha.U** for the project titled *Assessing the role of Social Media Communication in Brand Equity Creation* with the Project Code 21COMSRPS102 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	4,000
Chemicals and glassware (Only Science)	NIL
Contingency (including special needs)	7,000
Books and Journals	6,000
Printing & Stationery	5,000
TOTAL	22, 000

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.


Principal

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(Autonomous)

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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 31th March 2022.

Date: 15th March, 2021

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

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

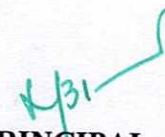
- a. **Name:** Dr. Nisha U
- b. **Project No:** 21COMSRPS102
- c. **Dated:** 1st April, 2021
- d. **Title of the Project:** Assessing the role of Social Media Communication in Brand Equity Creation
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1st April,2021

A. NISHA U


**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

**Mid Term Report of the work done on the SEED MONEY GRANT Research
Project as on 4.10.2021.**

1. **Project No:** 21COMSRPS102
2. **Title of research project:** Assessing the role of Social Media Communication in Brand Equity
3. **Name of the Principal Investigator:** Dr. Nisha U
4. **Effective date of commencement of the project:** 1st April 2021
5. **Mid Term Report of the work done to include: (Please attach a separate sheet)**
 - i. Brief objective of the project
 - ii. Requirement Specification
 - iii. Methodology
 - iv. Data Specifications
6. **Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication) - NO**
7. **Has the progress been according to the original plan of work and towards achieving? the objective. If not, state reasons – Yes**
8. **Please indicate the difficulties, if any, experienced in implementing the project: No**
9. **A summary of the work done for the period (Midterm) may please be sent to the Head, Research Advisory Committee as a separate document.**

D. NISHA U
Nisha U

**NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR**

H. D.

HEAD- RESEARCH ADVISORY COMMITTEE

H. D.
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:** Dr. K. Sindhu
- ii. **Dept:** Commerce (Honours)
- iii. **Designation:** Head and Associate professor
- iv. **Teaching experience:** 17 years
- v. **Research experience:** 16 years
- vi. **Area of Specialisation:** Technology driven learning, Accounting and Legal Structures
- vii. **Year of award of Doctoral degree:** 2008

PART - B

Proposed Research Work

2. Project Title: A Study on the Impact of Internet Banking on Consumer Behaviour in Chennai City

● **Introduction**

● **Origin of the Research Problem:**

Technology and digitization have transformed the Banking and Financial Service sector by enabling them to make informed decisions, create competitive advantages and elevate consumer experience. Banks are also able to share potential products, up-sells, cross-sells, and strategically plan delivery of customer satisfaction. With AI-backed models, the ability to transform the banking experiences of customers is truly phenomenal. These technological advancements have a bearing on consumer behaviour and in turn on the economy at large.

● **Interdisciplinary relevance:**

This project commands relevance to Economics, Marketing and Information & Technology. Innovation in the banking sector has proved its value to society and it has made banking more convenient, time efficient and completely contactless banking in times of physical distancing to both customers and employees through the possibility to work remotely. Digitalization has already left a strong imprint on banks, and all signs point to even more sweeping changes ahead.

1. *Reference – The Economic effects of Technological progress: Evidence from the Banking Industry –Allen N Berger - Journal of Money, Credit and Banking, Vol. 35, No. 2 (Apr., 2003), pp. 141-176 (36 pages, Published By: Ohio State University Press, <https://www.jstor.org/stable/3649852>*
2. *Reference - International Journal of Innovative Research in Science,*

Engineering and Technology (An ISO 3297: 2007 Certified Organization)
Vol. 2, Issue 11, November 2013 Copyright to IJIRSET www.ijirset.com 6487
*An Exploratory Study on Usage of Technology in Banking Sector Anitha. K¹,
Saranya. J², Dr. S.Vasantha³*

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

The study shows the factors such as Technology acceptability, safety, availability, user friendliness and accessibility highly depends on the demographic profile of the population size. Most marketing decisions in terms of enhancing the effectiveness of delivery channels can be taken by considering these factors.

- **Global Significance:**

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

- **Objectives:**

- To understand the effects of digital banking on the structure of the market.
- To evaluate the influence of e-banking on payment behaviour of consumers.
- To determine the impact of digital banking on satisfaction of customers.
- To ascertain the factors affecting consumer acceptance and adoption of internet banking.

- **Methodology**

The questionnaire was circulated with a brief insight into the purpose of the study. The questionnaire prepared in this study included close-ended and open-ended questions. The data collected was kept confidential and used only for the purpose of further analysis. The questionnaire consisted of 26 questions out of which 5 were demographic questions and the other 21 questions were directed towards the participants in such a way that the information required for the purpose of fulfillment of the objectives of the study were obtained.

The analysis for this study included these statistical tools Tally Bars, Percentage analysis, Pie Charts and Bar Graphs, One way ANOVA, Chi Square Test, Paired Sample T-Test.

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

- Topic and Abstract of the project (10 lines), Specify the motivation for the research, Get approval.
- Analyse secondary data and review relevant literature and Cases
- Design the questionnaire and conduct pilot study
- Launch questionnaire, code and collect data, classify and modify data for use in statistical software
- Prepare rough draft of the final report

3. Financial Assistance required:

- **Field Work and Travel** – Rs 2000
- **Contingency (including special needs)** – Rs. 9500
- **Books and Journals** – Rs 8000
- **Printing & Stationery** – Rs 4500

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 for banks to reflect on the areas they lack in satisfying the customers. The banks will be pushed to adopt frequent feedback services and also introduce products that benefit the customers to earn their loyalty. Through this study we get a picture of the factors leading to attrition and a common pattern could be deduced hence taking steps to reduce the attrition rate.


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: 1st March 2021


Dr. K. SINDHU

**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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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. K.Sindhu** for the project titled *A Study on the Impact of Internet Banking on Consumer Behaviour in Chennai City* with the Project Code **21COMSRPS103** 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	7000
Printing & Stationery	4000
TOTAL	22000

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.


Principal

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

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Chennai-600 034



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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 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 31th March 2022.

Date: 15th March, 2021

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

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

- a. **Name:** Dr. K.Sindhu
- b. **Project No:** 21COMSRPS103
- c. **Dated:** 1st April, 2021
- d. **Title of the Project:** A Study on the Impact of Internet Banking on Consumer Behaviour 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 1st April,2021


Dr. K. SINDHU
NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR


HEAD - RESEARCH ADVISORY COMMITTEE

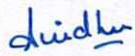

PRINCIPAL
Principal
M.O.P. Vaishnav College for Women
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M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)

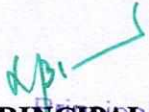
CHENNAI- 600034

**Mid Term Report of the work done on the SEED MONEY GRANT Research Project as on 5
.11.2021.**

1. **Project No: 21COMSRPS103**
2. **Title of research project: A Study on the Impact of Internet Banking on Consumer Behaviour in Chennai City**
3. **Name of the Principal Investigator: Dr. K.Sindhu**
4. **Effective date of commencement of the project: 1st April, 2021**
5. **Mid Term Report of the work done to include: (Please attach a separate sheet)**
 - i. Brief objective of the project
 - ii. Requirement Specification
 - iii. Methodology
 - iv. Data Specifications
6. **Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication) - NO**
7. **Has the progress been according to the original plan of work and towards achieving the objective? If not, state reasons – Yes**
8. **Please indicate the difficulties, if any, experienced in implementing the project: No**
9. **A summary of the work done for the period (Midterm) may please be sent to the Head, Research Advisory Committee as a separate document.**


Dr. K. SINDHU
NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR


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

PROPOSAL -SEED MONEY GRANT RESEARCH PROJECT

PART – A

1. Principal Investigator:

- i. **Name:** Dr. Sumangala Devi K.C
- ii. **Dept:** Commerce
- iii. **Designation:** Associate Professor
- iv. **Teaching experience:** 26 years
- v. **Research experience:** 8 years
- vi. **Area of Specialisation:** Technology driven learning, Accounting and Legal structures banking
- vii. **Year of award of Doctoral degree:** 2013

PART-B

Proposed Research Work

2. Project Title: A Study on AI in Fashion Design

● **Introduction**

● **Origin of the Research Problem:**

To be informed about the history of artificial intelligence, it is necessary to go back to previous dates in Milat. In the Ancient Greek era, it is proven that various ideas about humanoid robots have been carried out. An example of this is Daedelus, who is said to have ruled the mythology of the wind, to try to create artificial humans. Charles Babbage, during 1884, has worked on a mechanical machine that will exhibit intelligent behaviour. However, as a result of these studies, he decided that he would not be able to produce a machine that would exhibit as intelligent behaviours as a human being, and he took his work suspended.

In 1950, Claude Shannon introduced the idea that computers could play chess. Work on artificial intelligence continued slowly until the early 1960s. The emergence of artificial intelligence officially in history dates back to 1956. The first artificial intelligence applications were introduced during this period. These applications are based on logic theorems and chess games. The programs developed during this period were distinguished from the geometric forms used in the intelligence tests; which has led to the idea that intelligent computers can be created.

● **Interdisciplinary relevance:**

AI has been dominant in various fields such as Gaming, Natural Language Processing, Expert Systems, Vision Systems, Speech Recognition, Handwriting Recognition, Intelligent Robots

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

The research aims to study the impact and significance of Artificial Intelligence in the Fashion and Apparel Industry in the last decades throughout the

supply chain. Following this objective, a study was performed on a systematic literature review of research articles.

- **Global Significance:**
 - National Status - *Yes*
 - Regional Status - *Yes*
- **Significance of the study:**

New technologies from creating design process boards to developing Algorithms, recently developed machine language technologies produce and combine data from thousands of images/ videos. This data can be used to detect trends in such an objective and precise manner that would not be humanly possible for a designer. Besides trends, also more specific characteristics as design principles, such as colour, shape, length and pattern and design, which are the principles in design and can be extracted from the data. Plotters can also be used for Garment Production and standard sizing can be obtained accordingly using the required data in AI. This data out-put is possible to go one step further and even propose outfit designs.

ii. Objectives:

This study aims to identify the global trends and benefits of AI in fashion design.

- To understand whether the smart image recognition systems are helping the customers to identify the outfit of their styles.
- To understand whether the conversational interfaces and various AI digital technologies provide valuable information to the customers.
- Finally, this study seeks to identify whether AI technologies in fashion design provides greater satisfaction to customers

i. Methodology:

Data is a special type of information generally obtained through observation, surveys/questionnaires and enquiries or are generated as a result of human activity. There are two methods of collecting data:

- Primary data are those which are collected afresh and for the first time, and thus happen to be original in character
- Secondary Data are those which have already been published and which have already been passed through the statistical process
- In this Study, Primary data were obtained from the respondents through an online questionnaire.
- On the other hand, Secondary data were gathered from books, research papers, articles, journals and websites.

- **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. 3,000**
- Chemical sand glassware (Only Science) - **NA**
- Contingency (including special needs)–**Rs.8,500**
- Books and Journals–**Rs.7,500**
- Printing & Stationery–**Rs.5,000**

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.

This model paves way for the financial sectors to integrate a decision support system in assessing and granting loans based on the repayment capacity of the customers.

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: 1st March 2021

K.C. Sumanth
(Dr. K.C. Sumanth)

**NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR**

H.D.
HEAD – RESEARCH ADVISORY COMMITTEE

H.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)

(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. Sumangala Devi. K.C** for the project titled *A Study on Artificial Intelligence in Fashion Design* with the Project Code **21COMSRPS104** 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	3000
Chemicals and glassware (Only Science)	NIL
Contingency (including special needs)	8500
Books and Journals	7500
Printing & Stationery	3000
TOTAL	22,000

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.

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

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 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 31th March 2022.

Date: 15th March, 2021

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)
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.Sumangala Devi K. C
- b. **Project No:** 21COMSRPS104
- c. **Dated:** 1st April, 2021
- d. **Title of the Project:** A Study on Artificial Intelligence in Fashion Design
- 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 1st April,2021**

k.c. Sumangala

D2. SUMANGALA DEVI

**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

**Mid Term Report of the work done on the SEED MONEY GRANT Research Project as on
6.11.2021.**

1. **Project No:** 21COMSRPS104
2. **Title of research project:** A Study on Artificial Intelligence in Fashion Design
3. **Name of the Principal Investigator:** Dr.Sumangala Devi K. C
4. **Effective date of commencement of the project:** 1st April, 2021
5. **Mid Term Report of the work done to include: (Please attach a separate sheet)**
 - i. Brief objective of the project
 - ii. Requirement Specification
 - iii. Methodology
 - iv. Data Specifications
6. **Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication) - NO**
7. **Has the progress been according to the original plan of work and towards achieving?
the objective. If not, state reasons – Yes**
8. **Please indicate the difficulties, if any, experienced in implementing the project: No**
9. **A summary of the work done for the period (Midterm) may please be sent to the Head, Research Advisory Committee as a separate document.**

K.C. Sumangala
Dr. K.C. SUMANGALA DEVI
NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR

H.D.
HEAD- RESEARCH ADVISORY COMMITTEE

D.B.
PRINCIPAL

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

CHENNAI- 600034

PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT

PART - A

1. Principal Investigator:

- i. **Name:** Dr.Srividya Prathiba C S
- ii. **Dept:** Commerce
- iii. **Designation:** Associate Professor
- iv. **Teaching experience:** 23 years
- v. **Research experience:** 10 years
- vi. **Area of Specialization:** Human Resource Management
- vii. **Year of award of Doctoral degree:** 2015

PART - B

Proposed Research Work

- 2. Project Title:** A study on Public Perceptions of Direct Benefit Transfers using the situational Technology Acceptance Model

i. Introduction

• Origin of the Research Problem:

Socio-economic growth, poverty elimination and overall development are the main objectives of the Government of India. An effective government always has concern over the public related issues. The government of India launched various types of welfare schemes and programs for its people by way of providing subsidies, scholarships to students, benefits to illiterate women and micro credit to poor women section. Since, Independence government adopted middlemen system for giving subsidies. Meaning, so many agencies were established to disburse subsidies to economic weaker section of the society. India developed world's largest public distribution system to disburse subsidies. But, due to the nexuses between different categories of middlemen who were responsible for disbursement of subsidies corruption was at its highest level in this segment. To stop leakage of funds government decided to transfer subsidies directly to the beneficiaries account in form of cash. So that middlemen could be removed & 100% benefit could be transferred to beneficiary's account. So, The Government of India launched "Direct Benefit Transfer (DBT) Scheme" on January 1st, 2013 which enabled the beneficiaries to receive the cash amount directly in their doorsteps

• Interdisciplinary Relevance:

- The Government constituted a high powered National Committee on Direct Cash Transfers (DCT), with eleven Cabinet Ministers, two Ministers of State with independent charge, the Deputy Chairman Planning Commission, the Chairman UIDAI and Cabinet Secretary, with the Principal Secretary to the PM as the

convenor. In about two weeks, the executive committee decided that DCTs would commence in 51 districts from 1 January 2013. When 2013 rolled around, this was scaled down to twenty districts in the initial phase and a limited number (seven) of programs. In the first instance, the plan is to “transfer cash benefits like scholarships, pensions, NREGA wages, etc. directly to the Bank or Post Office Accounts of identified beneficiaries”. Initially, the Indian citizens found it very difficult to understand the process of delivery systems as they did not know how this new system will be safer to them and Aadhaar enrollment became a burden. But gradually through the various awareness campaigns conducted, by the trained supporting system the beneficiaries understood the benefits they would realize out of it and slowly the schemes like LPG, MGNREGS, and food subsidies became successful among the beneficiaries. This Direct Benefit Transfer (DBT) “will not be a substitute for delivery of public services” and in particular, they “will not replace food with cash under the Public Distribution System”. To conclude, DBT aims to bypass existing leakages and standardize delivery procedures. In the next section, we will find the researches done on DBT by various authors.

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

“Direct benefit transfer in food” they have studied how successful the food subsidy has been in their state by conducting a process monitoring study of DBT in food from January 2016 to March 2017. The study comprised of three rounds of household surveys conducted with a representative sample of over 1000 households in each UT. The process monitoring exercise was set up to identify implementation gaps that remain to be filled and provide feedback relevant to scaling decisions. They conducted nearly identical quantitative surveys with a representative sample of beneficiary households in three rounds. The process monitoring focused on 3 metrics: scheme coverage, and consistency, and regularity of payments, beneficiary expectations, preferences and grievances across the old and new schemes and costs incurred by beneficiaries in both schemes. This process monitoring study largely relied on beneficiary responses, estimates and stated preferences.

● **Global Significance:**

- National Status - Yes
- Regional Status - Yes
-

● **Significance of the study:**

In order to reduce poverty at global level many countries introduced Direct Benefit Transfer scheme. The Government of India realized the importance and benefit of DBT and introduced this scheme in all the states. Different countries adopted different methodology under the name of Conditional Cash Transfer Scheme (CCTS). Majority of the Asian countries have started to exercise this scheme and also in some countries like Malawi, Morocco, Kenya and South Africa. It is introduced in eighteen countries in Caribbean and Latin America.

ii. **Objectives:**

- The objective of the paper is to find the gaps in DBT scheme and evaluate the impact of scheme on women dependency.

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.2,000
- **Chemicals and glassware (Only Science)** - NA
- **Contingency (including special needs)** – Rs.8,000
- **Books and Journals** – Rs.5,000
- **Printing & Stationery** – Rs.7,000

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 Central and the State government transfers and subsidies in India today stand at about 4% of India's Gross Domestic Product (GDP). The previous service delivery system involved multiple channels. As a result, there was delay in payment or non-delivery payment to the beneficiaries. The intermediaries involved in the system failed to make sure the payment was received by the beneficiaries at the right time. This led to its intangible value to the beneficiary reduces before it reaches individual. Schemes introduced in the past have often struggled to achieve their goals due to ill targeting, leakages and ineffective service delivery. These kinds of delays and other hurdles leave a huge leakage gap of 2% of GDP every year.

To certify that:

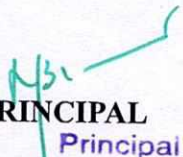
- a. I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.
- b. The above Research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

Date: 1st March 2021


NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR

Srividya Prathula


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.Srividya Prathiba C S** for the project titled **A study on Public Perceptions of Direct Benefit Transfers using the situational Technology Acceptance Model.** with the Project Code **21COMSRPS105** at a cost of **Rs.21,000** (Twenty-One 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	4000
Chemicals and glassware (Only Science)	NIL
Contingency (including special needs)	7000
Books and Journals	5000
Printing & Stationery	5000
TOTAL	21000

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.
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.

Principal

M.O.P. Vaishnav College for Women

(Autonomous)

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

Managed by SHRI VALLABHACHARYA VIDYA SABHA in association with M.O.P. CHARITIES



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

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

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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 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 31st March 2022.

Date: 15th March, 2021

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

**Mid Term Report of the work done on the SEED MONEY GRANT Research Project as on
4.11.2021.**

1. **Project No:** 21COMSRPS105
2. **Title of research project:** A study on Public Perceptions of Direct Benefit Transfers using the situational Technology Acceptance Model
3. **Name of the Principal Investigator:** Dr.Srividya Prathiba C S
4. **Effective date of commencement of the project:** 1st April, 2021
5. **Mid Term Report of the work done to include: (Please attach a separate sheet)**
 - Brief objective of the project
 - Requirement Specification
 - Methodology
 - Data Specifications
6. **Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication - NO**
7. **Has the progress been according to the original plan of work and towards achieving the objective? If not, state reasons - Yes**
8. **Please indicate the difficulties, if any, experienced in implementing the project -No**
9. **A summary of the work done for the period (Midterm) may please be sent to the Head, Research Advisory Committee as a separate document.**


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)
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.Srividya Prathiba C S
- b. **Project No:** 21COMSRPS105
- c. **Dated:** 1st April, 2021
- d. **Title of the Project:** A study on Public Perceptions of Direct Benefit Transfers using the situational Technology Acceptance Model.
- 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 1st April,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

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

CHENNAI- 600034

PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT

PART - A

1. Principal Investigator:

- i. **Name:** Dr. E.Nirupama
- ii. **Dept:** Commerce
- iii. **Designation:** Associate Professor
- iv. **Teaching experience:** 18 years
- v. **Research experience:** 12 years
- vi. **Area of Specialisation:** Finance, Marketing, HR
- vii. **Year of award of Doctoral degree:** 2014

PART - B

Proposed Research Work

2. **Project Title:** Determinants of Stock Market Returns in India: FMOL And DOLS Approach

i. Introduction

● **Origin of the Research Problem:**

The financial markets act as an intermediary between the borrowers and lenders of money. It consists of individual investors, financial institutions and other intermediaries who are linked by a formal trading rules and communication network for trading the various financial assets and credit instruments. Financial markets are the lifeblood of the Indian economy where changes in one part of the world spread and affect every country, company and individual. Macroeconomic indicators are statistics or data readings that reflect the economic circumstances of a particular country, region or sector. They are used by analysts and governments to assess the current and future health of the economy and financial markets. Macroeconomic indicators are important to any trader because they can have a significant influence on market movements. Fundamental indicators evaluate individual companies by looking at the firm's financial statements and examining various ratios and other metrics. This is used to estimate a company's intrinsic value based on its revenues, profit, costs, capital structure, cash flows, and so forth. Company metrics can then be compared with industry peers and competitors. Finally, these can be compared to the broader market or larger economic environment.

● **Interdisciplinary relevance:**

An individual seller or buyer can not affect the stock price and its return. Stock return and stock price is influenced by numerous factors. Stock market is

volatile and dynamic, which is why accurate prediction of stock prices and returns is quite tough for investors as well as fund managers. Fundamental and technical analysis is required to predict the share prices and its return. These can be done on the basis of internal as well as external factors.

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

A study examined whether there is a strong empirical connection between stock market development and long run growth for forty-one countries by using data from 1976 to 1993 on real per capita average growth and stock index. Results of cross-country growth regression suggest that a pre condition of stock market development is positively and strongly associated with long-run economic growth.

- **Global Significance:**

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

- **Significance of the study:**

Fundamental and technical analysis is required to predict the share prices and its return. These can be done on the basis of internal as well as external factors. Intrinsic factors like dividend per share, price earnings ratio, book value per share, debt equity ratio which represent the financial position of a company while extrinsic factors are macro-economic variables like GDP, interest rate, exchange rate, crude oil price which represent the country's economy. The present study established a relationship among external factors, internal factors and stock return of NSE 100 stocks. The study taken into consideration 8 variables out of 4 macro- economic and whereas 4 are financial factors (micro variables)

- **Objectives:**

The following are the main objectives of the study:

- To Identify the Micro Determinants which influence the Stock Market Return of NSE Nifty 50 companies
- To Identify the Macro Determinants which influence the of Stock Market Return of NSE Nifty 50 index (indices)
- To measure the impact of selected Macroeconomic Variables in the long Run with relation to Stock Markets Return of NSE Nifty 50 index.
- To measure the impact of selected Macroeconomic Variables in the long Run with relation to Stock Markets Return of NSE Nifty 50 companies.

- **Methodology**

The present study will be an empirical analysis of determinants of stock market return. The study will be divided into 2 sections:

- To Identify the Macro Indicator which influence Stock Market Return (Indices) - Secondary data related to various macro factors like GDP, Inflation (Consumer price index), Interest rate (MCLR), Foreign Exchange (USD, PS, EURO, JAPAN YEN), Crude Oil Price available at the prowess database of the centre for monitoring Indian economy (CMIE), RBI database, World Bank database. Data will be collected for the last five years i.e., from 2016-17 to 2020-21.

- To find the Fundamental or Micro factor which influences Stock Market Return - A sample of 50 companies will be taken as these companies are top-performing companies with a stable return history. Secondary data related to selected Nifty 50 companies will be taken from the financial statements available at Nseindia.com, Money control and from the respective company website.

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.3,000**
- Chemicals and glassware (Only Science) - **NA**
- Contingency (including special needs) – **Rs. 5,000**
- Books and Journals – **Rs.5,000**
- Printing & Stationery – **Rs.4000**

4. Institutional and Departmental facilities available for the proposed work

- **Equipment:** Computers with SPSS Software, E-Views 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.

Fundamental indicators evaluate individual companies by looking at the firm's financial statements and examining various ratios and other metrics. This is used to estimate a company's intrinsic value based on its revenues, profit, costs, capital structure, cash flows, and so forth. Company metrics can then be compared with industry peers and competitors. Finally, these can be compared to the broader market or larger economic environment. Fundamental analysis/ Micro indicators is used largely by long-term or value investors to identify well-priced stocks and those with favourable prospects. Equity analysts will also use fundamental analysis to generate price targets and recommendations to clients (e.g., buy, hold, or sell). Corporate managers and financial accountants will also use financial analysis to analyse and increase a firm's operating efficiency and profitability and to compare the firm against the competition. Warren Buffett, one of the world's most renowned value investors, is a promoter of fundamental analysis.

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: 1st March 2021

Dr. E. Nirupama - E. Nirupama

**NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR**

H. D.

HEAD - RESEARCH ADVISORY COMMITTEE

H. B.
PRINCIPAL

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



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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

SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year 2021-2022 to **Dr. E.Nirupama** for the project titled *Determinants Of Stock Market Returns In India: FMOL And DOLS Approach* with the Project Code 21COMSRPS106 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	3,000
Chemicals and glassware (Only Science)	NIL
Contingency (including special needs)	4,000
Books and Journals	4000
Printing & Stationery	4000
TOTAL	15000

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.

dp
Principal



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

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 31st March 2022.

Date: 15th March, 2021

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

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

- a. **Name:** Dr.E.Nirupama
- b. **Project No:** 21COMSRPS106
- c. **Dated:** 1st April, 2021
- d. **Title of the Project:** Determinants of Stock Market Returns in India: FMOL and DOLS Approach
- 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 1st April,2021

Dr.E.Nirupama - E.Nirupama
NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR

H.R.D.
HEAD - RESEARCH ADVISORY COMMITTEE

M.B.
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

**Mid Term Report of the work done on the SEED MONEY GRANT Research
Project as on 6.10.2021.**

1. **Project No: 21COMSRPS106**
2. **Title of research project: Determinants of Stock Market Returns in India: FMOL And DOLS Approach**
3. **Name of the Principal Investigator: Dr. E. Nirupama**
4. **Effective date of commencement of the project: 1st April 2021**
5. **Mid Term Report of the work done to include: (Please attach a separate sheet)**
 - i. Brief objective of the project
 - ii. Requirement Specification
 - iii. Methodology
 - iv. Data Specifications
6. **Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication) - NO**
7. **Has the progress been according to the original plan of work and towards achieving? the objective. If not, state reasons – Yes**
8. **Please indicate the difficulties, if any, experienced in implementing the project: No**
9. **A summary of the work done for the period (Midterm) may please be sent to the Head, Research Advisory Committee as a separate document.**

Dr. E. Nirupama - E. Nirupama
NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR

[Signature]
HEAD- RESEARCH ADVISORY COMMITTEE

[Signature]
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:** Dr. R.A.Rabika Begum
- ii. **Dept:** Commerce
- iii. **Designation:** Associate Professor
- iv. **Teaching experience:** 25 years
- v. **Research experience:** 14 years
- vi. **Area of Specialisation:** Finance, Taxation & Law
- vii. **Year of award of Doctoral degree:** 2016

PART - B

Proposed Research Work

2. Project Title: Youth Perspective towards Entrepreneur and Start-up Business – An Analysis

i. Introduction

• Origin of the Research Problem:

The entrepreneur is the key to the creation of new enterprises that energize the economy and rejuvenate the established enterprises that make up the economic structure. Entrepreneurship is an act of being an entrepreneur, or "the owner or manager of a business enterprise who, by risk and initiative, attempts to make profits". Entrepreneurs act as managers and oversee the launch and growth of an enterprise. Entrepreneurship is the process by which either an individual or a team identifies a business opportunity and acquires and deploys the necessary resources required for its exploitation. Entrepreneurs create something new, something different—they change or transmute values. Regardless of the firm size, big or small, they can partake in entrepreneurship opportunities. The supposition that entrepreneurship leads to economic growth is an interpretation of the residual in endogenous growth theory and as such is hotly debated in academic economics. The entrepreneurial process is uncertain because opportunities can only be identified after they have been exploited. Entrepreneurs exhibit positive biases towards finding new possibilities and seeing unmet market needs. The study intends to identify the perception of youth towards entrepreneurship and their interest in startups.

- **Interdisciplinary relevance:**

Entrepreneurs serve as the catalysts in the process of industrialization and economic growth. It is identified that Entrepreneurship makes a meaningful contribution to socio economic development and growth especially in the areas of employment generation and utilisation of resources thereby bringing in balanced regional development. It is necessary to study the interest level of the younger generation towards starting up a business.

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

A study on entrepreneurship can be encouraged through education, a significant amount of literature on this issue acknowledges the positive contribution of entrepreneurship education on the development of people's know-how, skills, as well as on the enhancement of entrepreneurial attitude and intention.

- **Global Significance:**

- National Status - Yes
- Regional Status - Yes

- **Significance of the study:**

Entrepreneurs play a significant role in economic development of a country. The benefit of studying entrepreneurship goes beyond personal benefits. Entrepreneurship is important, as it has the ability to improve standards of living and create wealth, not only for the entrepreneurs but also to the society. The economic benefits of entrepreneurs to society have never been in doubt. New enterprise and entrepreneurial innovation with technological advancements create new jobs. Tapping the potential of youth towards entrepreneurship is very much necessary in this context. Successful entrepreneurs have a passion for what they do. Many visionary youngsters aspire to run their own business, mainly because they want to be economically independent in terms of financial security, and flexibility. Indeed, some of these young adults will inherit a family business and extend the legacy. As some may launch a startup to meet an emerging need. It is essential to develop the entrepreneurial minds of young aspirants with different social and economic backgrounds

ii. Objectives:

- To study the perspective of youths towards entrepreneurship and level of interest in business
- To find out the necessity of education for an entrepreneur
- To analyse the business importance in future for an aspiring entrepreneur.
- To find out the major problems an entrepreneur faces in start ups
- To analyse the importance of social media in business perspective

iii. Methodology

- The present study has used both primary and secondary source for data needed for analysis to achieve its objectives. The primary data have been collected from 100 respondents using a structured questionnaire in google form and sent through social media. Secondary data was collected from the journals, books, magazines and websites.

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 - NA
- Chemicals and glassware (Only Science) - NA
- Contingency (including special needs) - Rs.3,500
- Books and Journals - Rs.4,500
- Printing & Stationery - 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


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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.

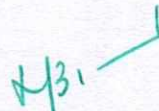
To certify that:

- a. I shall complete the project within the stipulated period. If I 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: 1st March 2021


(Dr. R.A. RABIKA BEGUM)
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.R.A.Rabika Begum for the project titled **Youth Perspective towards Entrepreneur and Start-up Business – An Analysis** with the Project Code 21COMSRPS107 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	NIL
Chemicals and glassware (Only Science)	NIL
Contingency (including special needs)	3,500
Books and Journals	4,500
Printing & Stationery	4,000
TOTAL	12,000

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.


Principal

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(Autonomous)
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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 31th March 2022.

Date: 15th March, 2021

HEAD - RESEARCH ADVISORY COMMITTEE

PRINCIPAL

Principal

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

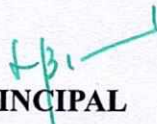
No. 20, IV Lane, Nungambakkam High Road
Chennai-600 034

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

- a. **Name:** Dr. R.A. Rabika Begum
- b. **Project No:** 21COMSRPS107
- c. **Dated:** 1st April, 2021
- d. **Title of the Project:** Youth Perspective towards Entrepreneur and Start-up Business – An 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 1st April, 2021


(Dr. R.A. Rabika Begum)
NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR


HEAD - RESEARCH ADVISORY COMMITTEE

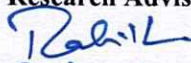

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M.O.P. Vaishnav College for Women
(Autonomous)
No. 20, IV Lane, Nungambakkam High Road
Chennai-600 034

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

CHENNAI- 600034

**Mid Term Report of the work done on the SEED MONEY GRANT Research Project as on
4.11.2021.**

1. **Project No:** 21COMSRPS107
2. **Title of research project:** Youth Perspective towards Entrepreneur and Start-up Business – An Analysis
3. **Name of the Principal Investigator:** Dr. R.A. Rabika Begum
4. **Effective date of commencement of the project:** 1st April, 2021
5. **Mid Term Report of the work done to include: (Please attach a separate sheet)**
 - i. Brief objective of the project
 - ii. Requirement Specification
 - iii. Methodology
 - iv. Data Specifications
6. **Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication) - NO**
7. **Has the progress been according to original plan of work and towards achieving the objective? If not, state reasons – Yes**
8. **Please indicate the difficulties, if any, experienced in implementing the project:**
No
9. **A summary of the work done for the period (Midterm) may please be sent to the Head, Research Advisory Committee as a separate document.**


(**DR. R.A. RABIKA BEGUM**)
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:** Dr Simmi Jain
- iii. **Dept:** Food Technology and Management
- iv. **Designation:** Assistant Professor and Head
- v. **Teaching experience:** 9 years
- vi. **Research experience:** 9 years
- vii. **Area of Specialisation:** Bakery, Beverage, New product development, Sensory Analysis
- viii. **Year of award of Doctoral degree:** 2006

PART - B

Proposed Research Work

2. Project Title: Optimization of Spice Treatment for Shelf-life Extension of Paneer

i. Introduction

• **Origin of the Research Problem :**

In present times, consumers want foods which are fresh, natural and free from chemical preservatives and harmful additives, minimally heat processed and at the same time have a reasonable shelf life with assured quality. There is increasing concern among the consumers about foods free of chemical preservatives because of their possible toxic effect on human beings. The consumers' demand has forced the food industry to exploit potential of natural alternatives for synthetic antimicrobial compounds.

• **Interdisciplinary Relevance:**

Spices and herbs are gaining importance in recent years as potential sources of natural food preservatives due to the growing interest in the development of safe and effective natural food preservation. The synergistic interaction with physical treatments or different natural additives may increase their antibacterial efficacy at sufficiently low concentration, which may reduce their adverse effects and facilitate their use in food preservation system.

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

The preservation of almost all foods is based on combined application of several preservative methods (e.g., heating, chilling, drying, curing, conserving, acidification, oxygen removal, fermenting, adding preservatives, etc.). Spices too offer a promising alternative for food safety and preservation.

Paneer is highly susceptible to contamination from different sources. The heat treatment given to milk is more than enough to destroy all the pathogenic and spoilage microorganisms. Thus it is the contamination either during or post manufacturing which is responsible for this spoilage.

Inhibitory activity of spices and derivatives on the growth of bacteria, yeasts, fungi and microbial toxins synthesis has been well reported, so they could be used in food conservation as main or as adjuvant antimicrobial compounds in order to assure the production of microbiologically stable foods. Spices have been well known for their medicinal, preservative and antioxidant properties.

- **Global Significance:**

- National Status - *Yes*
- Regional Status

- **Significance of the study:**

Milk and dairy foods are nutrient-dense foods supplying energy and significant amounts of protein and micronutrients. At the same time they are highly perishable by nature and require protection from spoilage during their manufacture, storage and distribution. Food products now a day's travel to various places throughout the world from the place of production. The need for extended shelf life for these products has also expanded and has gained 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. This ultimately results in the product becoming unfit for human consumption. There is a constant strive to produce safe food and to develop new antimicrobial agents. The present study aims at examining the anti-microbial efficiency of some spices and incorporate them in combination with brine to extend the shelf- life of paneer. This will also help in suggesting natural alternatives for synthetic antimicrobial compounds as preservatives.

- ii. **Objectives:**

- To determine the level of addition of spice individually and in combination into the paneer preparation.
- To study the effect of spice and brine treatment on sensory, chemical and microbiological parameters of paneer.
- To study the shelf life of spices and brine treated paneer.

- iii. **Methodology**

In preliminary trials, the paneer from cow milk will be prepared by incorporating different levels of spices to be used in making of paneer. On the basis of the result obtained from sensory evaluation, the level of addition of spices in paneer to be finalized and carried for further study. The selected variations along with standard (SP) will be prepared for further treatment with brine solution with different brine concentrations. These samples will then be subjected to physico-chemical (moisture, protein, fat,

titratable acidity, pH), Microbiological (total plate count, yeast and mould, coliform counts) and sensory evaluation.

(ii) Month wise Plan of work and targets to be achieve.

- **1st 2 months:** Topic, Review of literature and Abstract of the project
- **Next (2nd) 2 months:** Preliminary paneer preparation and testing different spices at various levels to standardize the combination of spices to be taken for further treatment.
- **Next (3rd) 2 months:** Selected variations to be further treated with different levels of brine and put to analysis. Results recorded, analysed and compared. Writing of the project report.

3. Financial Assistance required

- Field Work and Travel– NIL
- Chemicals and glassware – 7000/
- Contingency(including special needs)– 7000/
- Books and Journals– 5000/
- Printing & Stationery– 5000/

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

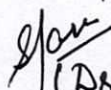
- **Equipment:**
 - Computer with necessary software and Internet facility
 - Proximate analysis (Fat, protein, pH) Microbial analysis (Medium, incubation hood...)
- **Other Infrastructural facilities:** Library resources with digital information

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

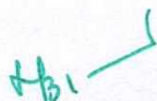
To certify that:

- 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: 1st March 2021


(Dr. Sunita Jain)
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
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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. Simmi Jain** for the project titled **Optimization of spice treatment for shelf-life extension of paneer** with the Project Code **21FTMSRPS101** 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	NIL
Chemicals and glassware (Only Science)	6000
Contingency (including special needs)	6000
Books and Journals	5000
Printing & Stationery	5000
TOTAL	22000

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.
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.

Principal

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

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 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 31th March 2022.

Date: 15th March , 2021

HEAD - RESEARCH ADVISORY COMMITTEE

PRINCIPAL

Principal

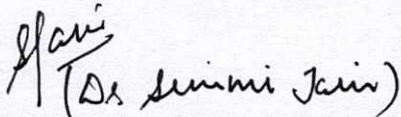
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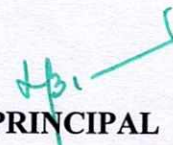
M.O.P. VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)
CHENNAI - 600034

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

- a. Name :_Dr. Simmi Jain
- b. Project No: 21FTMSRPS101
- c. Dated : 1st April, 2021
- d. Title of the Project: Optimization of spice treatment for shelf-life extension of paneer
- 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 1st April,2021


NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR


HEAD - RESEARCH ADVISORY COMMITTEE


PRINCIPAL

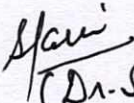
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Chennai-600 034


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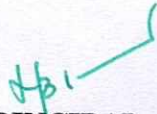
CHENNAI - 600034

**Mid Term Report of the work done on the SEED MONEY GRANT Research Project as
on 7.11.2021.**

1. **Project No:** 21FTMSRPS101
2. **Title of research project :** Optimization of spice treatment for shelf-life extension of
paneer
3. **Name of the Principal Investigator:** Dr. Simmi Jain
4. **Effective date of commencement of the project:** 1st April, 2021
5. **Mid Term Report of the work done to include: (Please attach a separate sheet)**
 - Brief objective of the project
 - Requirement Specification
 - Methodology
 - Data Specifications
6. **Work done so far and results achieved and publications, if any, resulting from the
work (Give details of the papers and names of the journals in which it has been
published or accepted for publication) - NO**
7. **Has the progress been according to original plan of work and towards achieving
the objective. If not, state reasons – Yes**
8. **Please indicate the difficulties, if any, experienced in implementing the project :**
No
9. **A summary of the work done for the period (Midterm) may please be sent to the
Head, Research Advisory Committee as a separate document.**


(Dr. Simmi Jain)
NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR


HEAD- RESEARCH ADVISORY COMMITTEE


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CHENNAI - 600034

PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT

PART - A

1. Principal Investigator:

- i. **Name:** Dr. Sudha Krishnakumar
- ii. **Dept:** Sociology
- iii. **Designation:** Assistant Professor
- iv. **Teaching experience:** 10 years
- v. **Research experience:** 21 years
- vi. **Area of Specialisation:** Indian Society, Demography, Environment and society, Women Studies
- vii. **Year of award of Doctoral degree:** 1998

PART - B

Proposed Research Work

2. Project Title: A Study on the Socio-Psychological Trends Associated with Antenatal Care among Primigravidas in Chennai

• **Introduction**

• **Origin of the Research Problem :**

Origin of the research problem: Pregnancy is an unguent period of change for women that may have profound effects on their biological, psychological and social functioning. It starts from changes in the hormones in the body, which in turn contributes, to the mood swings and cravings, and thus the social environment around them are highly impressionable either positively or negatively, which will similarly impact the offspring as well. This is the period where pregnant women are mentally and physically vulnerable and are prone to become victims of various complications if skilled social care isn't provided. Women die as a result of complications during and following their pregnancy and childbirth. Most of these complications develop during pregnancy and most are preventable or are treatable.

• **Interdisciplinary Relevance:**

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

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

Research has shown that there are both positive and negative correlations between family and pregnancy outcomes, stating that family can either be supportive or disruptive with the pregnant mothers which impact the pregnancies. Association between two measures of socioeconomic position

(SEP)—maternal education and family income—and maternal and infant health outcomes among different income groups. Mothers and infants have more adverse health outcomes if they are from poorer and less well-educated socio economic backgrounds as well as different family backgrounds. Research suggests that in countries that provide everyone with safe, affordable, high-quality health services, women and babies would survive and thrive. The causes for the maternal deaths and the need for high quality provisions to improve the status of women as well as the lack of access and inappropriate use of proper procedure has also been highlighted in various studies. Traditional background and cultural practices influence couple's gender preference. In a women's body during pregnancy, emotional changes are given lesser preference than physical changes. Some of the main emotional changes that occur during pregnancy are mood swings, fear, anxiety, body image change etc. Research clearly concludes that women face two extremes during their pregnancy, either it is full of excitement and joy or it is of fear and nervousness.

- **Global Significance:**
 - National Status - The Maternal mortality rate in India is one of the highest in the world and a matter of grave concern for the policy makers and the government.
 - Regional Status - Study is among the new mothers, who are the caregivers to the future of Chennai

- **Significance of the study:**
 - The study aims to understand the pros and cons of the old and existing practices of maternal care in order to identify new biological, social, and cultural areas of competent and sensitive healthcare. The study also intends to check the impact that the new trends have on us and our surroundings and to substantiate our findings with a comprehensive in-depth study among the primigravidas in Chennai.

- **Objectives:**
 - The general objective of the project is to analyze the causes and effects of trends that exist among women of different ages over the years during their pregnancy and its relation to social, cultural and biological factors..

- **Methodology**
 - For the present study, the researcher has adopted Qualitative and Descriptive research design. As the study is both Qualitative and Descriptive, both primary and secondary data have been used for the analysis. The area of study is located in the Indian city, Chennai

- **Month wise Plan of work and targets to be achieved.**
 - 1st and 2nd Month - Search for relevant secondary sources, firming up the Proposal and Project Plan.
 - 3rd Month & 4th month – Drafting Questionnaire, identifying and reaching out to respondents.

- 5th & 6th and 7th month – Pilot study, Review of Questionnaire, Data Collection.
- 8th, 9th and 10th Month– Analysis and findings. Report writing
- 11th and 12th Month – Report review and submission.

3. Financial Assistance required:

- Field Work and Travel – To few Public health centres and hospitals in Chennai periodically - 7000
- Chemicals and glassware (Only Science) - None
- Contingency (including special needs) – 4000
- Books and Journals – 6000
- Printing & Stationary –6000

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:

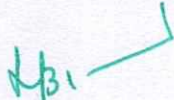
- I shall complete the project within the stipulated period. If I fail to do so and if the Research Advisory Committee is not satisfied with the progress of the research project, the College may terminate the project immediately and ask for the refund of the amount received by me.
- The above Research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

Date: 1st March 2021

Dr Sudha Krishna kumar


NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR


HEAD – RESEARCH ADVISORY COMMITTEE


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Principal
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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. Sudha Krishnakumar** for the project titled *A Study on the Socio-Psychological Trends Associated with Antenatal Care among Primigravidas in Chennai* with the Project Code **21SOC SRPS101** 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	3500
Chemicals and glassware (Only Science)	NIL
Contingency (including special needs)	3500
Books and Journals	8000
Printing & Stationary	7000
TOTAL	22,000

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

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 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 31th March 2022.

Date: 15th March , 2021

HEAD - RESEARCH ADVISORY COMMITTEE

PRINCIPAL

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CHENNAI - 600034

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

- a. **Name** : Dr. Sudha Krishnakumar
- b. **Project No:** 21SOCSRPS101
- c. **Dated** : 1st April, 2021
- d. **Title of the Project:** A Study on the Socio-Psychological Trends Associated with Antenatal Care among Primigravidas 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 1st April, 2021

Dr Sudha Krishnakumar
Sudha

**NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR**

[Signature]

HEAD - RESEARCH ADVISORY COMMITTEE

[Signature]
PRINCIPAL


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CHENNAI - 600034

**Mid Term Report of the work done on the SEED MONEY GRANT Research Project as
on 4.10.2021**

1. **Project No:** 21SOCSRPS101
2. **Title of research project :** A Study on the Socio-Psychological Trends Associated with Antenatal Care among Primigravidas in Chennai
3. **Name of the Principal Investigator :** Dr Sudha Krishnakumar
4. **Effective date of commencement of the project:** 1st April, 2021
5. **Mid Term Report of the work done to include: (Please attach a separate sheet)**
 - Brief objective of the project
 - Requirement Specification
 - Methodology
 - Data Specifications
6. **Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication) - NO**
7. **Has the progress been according to original plan of work and towards achieving the objective. If not, state reasons – Yes**
8. **Please indicate the difficulties, if any, experienced in implementing the project :**
No
9. **A summary of the work done for the period (Midterm) may please be sent to the Head, Research Advisory Committee as a separate document.**


(Dr. Sudha Krishnakumar)
**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:** Dr K B Priya Iyer
- ii. **Dept:** Computer Science
- iii. **Designation:** Associate Professor
- iv. **Teaching experience:** 18 years
- v. **Research experience:** 13 years
- vi. **Area of Specialization:** Mobile Computing, Location based Services, Data Analytics
- vii. **Year of award of Doctoral degree:** 2015 - April

PART - B

Proposed Research Work

2. Project Title: Prediction of factors affecting to gestational diabetes and Preeclampsia

i. Introduction

• **Origin of the Research problem:**

Preeclampsia (PE) and gestational diabetes mellitus (GDM) are both associated with increased risk of future cardiovascular disease (CVD). Knowledge of the relationship between these pregnancy complications and increased CVD risk enables early prevention through lifestyle changes. This study aimed to explore women's experiences with PE and/or GDM, and their motivation, need for information and support to achieve lifestyle changes.

• **Interdisciplinary Relevance:**

Women with PE and GDM have different experiences of diagnosis and treatment, which will affect the follow-up interventions to reduce future CVD risk through lifestyle change. The high prevalence of preeclampsia among women with preexisting diabetes highlights the need for research examining predictive markers, pathophysiology, treatment and the long-term health implications of preeclampsia in this population. However, studies to date have not had the power to compare biomarkers and risk factors among women with preeclampsia alone, GDM alone and preeclampsia with GDM. A better understanding of the shared and separate pathophysiology's of these two conditions may help researchers and clinicians to optimize screening techniques and improve treatments for GDM and preeclampsia.

- **Review of Research and Development in the Subject:**
In PE and GDM prediction, prior research has sought to find a threshold value of fasting plasma glucose (FPG) in the first trimester through large sample studies. In recent years, some novel biomarkers have been reported as potential GDM predictors, including angiotensin-like protein 8, plasma fatty acid-binding protein 4, and various adipokines. The exploration of prediction models based on multiple common risk factors, such as advanced maternal age, body mass index (BMI), and family history of diabetes, provides a new perspective in solving the problem. In this study, ML algorithms are used to predict GDM in the first trimester of pregnancy.

- **Global Significance:**
 - National Status - *Yes*
 - Regional Status
- **Significance of the study**

The study applies machine learning algorithms to find the relationship between PE and GDM. The factors affecting the PE and GDM are noted. A model is built and accuracy of model is compared using machine learning algorithms.

- **Objectives:**
 - To examine the relationship between preeclampsia and diabetes
 - To find out the unique challenges of studying preeclampsia in women with diabetes
 - To focus on long-term risk of diabetes and diabetic complications in women with a history of preeclampsia
 - To predict the factors affecting to gestational diabetes and preeclampsia

- **Methodology**

To build a model that will predict gestational diabetes and preeclampsia and compare the accuracy of the model before adding preeclampsia and after adding that field, a Comparative study on the accuracy of model obtained through two machine learning algorithms for original dataset (without preeclampsia column) and new dataset (with preeclampsia) using machine learning algorithm.

- **Month wise Plan of work and targets to be achieve.**
 - Topic and Abstract of the project(10 lines) ,Specify the Software that is to be used, Get approval.
 - Do Requirement Specification analysis and Design requirements
 - Prototype of the project (working model hard copy), Specify the approximate number of modules and give a functional description of each module.
 - Design database, represent through diagrams
 - Design Forms
 - Implement the code and perform testing. Verify the validation of the model using machine learning algorithms.

3. Financial Assistance required

- Field Work and Travel – Rs 5000
- Chemicals and glassware (Only Science) - NA
- Contingency (including special needs) – Rs. 4000
- Books and Journals – Rs 8000
- Printing & Stationary – Rs 8000

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

- **Equipment:** Computers with necessary software and Internet facility.
- **Other Infrastructural facilities:** Library resources for accessing e-journals.

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

The model helps women benefit from additional monitoring to prevent, detect and treat diabetic complications after pregnancy. This study aimed to develop models using machine learning to predict late-onset preeclampsia using hospital electronic medical record data.

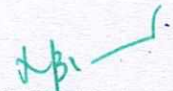
To certify that:

- 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: 1st March 2021


NAME AND SIGNATURE [K.B. PRIYADHAR]
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. K.B. Priya Iyer** for the project titled **Prediction of factors affecting Gestational Diabetes and Preeclampsia** with the Project Code **21ITSRPS104** 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	4000
Chemicals and glassware (Only Science)	NIL
Contingency (including special needs)	4000
Books and Journals	7000
Printing & Stationary	7000
TOTAL	22,000

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, stationary, postage, computation and printing needed for the project 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

4. 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.
5. 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.
6. Quarterly reports with respect to completion status and amount utilized needs to be submitted to the Research Advisory Committee.
7. Final report of the research work should be submitted to the Office of the Research Advisory Committee on or before 31st March 2022.

Date: 15th March 2021

HEAD - RESEARCH ADVISORY COMMITTEE

PRINCIPAL

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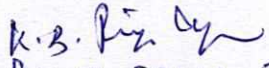
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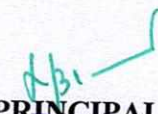
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CHENNAI - 600034

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

- a. **Name** : Dr. K B Priya Iyer
- b. **Project No**: 21ITSRPS104
- c. **Dated** : 1st April, 2021
- d. **Title of the Project**: Prediction of factors affecting Gestational Diabetes and Preeclampsia
- 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 1st April, 2021


[K.B. PRIYA IYER]
NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR


HEAD, RESEARCH ADVISORY COMMITTEE

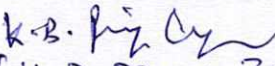

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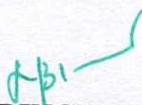
CHENNAI – 600034

**Mid Term Report of the work done on the SEED MONEY GRANT Research Project as
on 6.10.2021.**

1. **Project No:** 21ITSRPS104
2. **Title of research project:** Prediction of factors affecting Gestational Diabetes and Preeclampsia
3. **Name of the Principal Investigator:** Dr. K B Priya Iyer
4. **Effective date of commencement of the project:** 1st April, 2021
5. **Mid Term Report of the work done to include: (Please attach a separate sheet)**
6. **Mid Term Report of the work done to include: (Please attach a separate sheet)**
 - i. Brief objective of the project
 - ii. Requirement Specification
 - iii. Methodology
 - iv. Data Specifications
6. **Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication) - NO**
7. **Has the progress been according to original plan of work and towards achieving the objective. If not, state reasons – Yes**
8. **Please indicate the difficulties, if any, experienced in implementing the project :**
No
9. **A summary of the work done for the period (Midterm) may please be sent to the Head, Research Advisory Committee as a separate document.**


[K.B. PRIYA IYER]
NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR


HEAD, RESEARCH ADVISORY COMMITTEE


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Chennai-600 034

PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT

PART - A

1. Principal Investigator:

- i. **Name:** Dr. Sakthi Kumaresh
- ii. **Dept:** Computer Science
- iii. **Designation:** Associate Professor
- iv. **Teaching experience:** 20 years
- v. **Research experience:** 10 years
- vi. **Area of Specialisation:** Software Engineering, Software Quality Management, Data Mining
- vii. **Year of award of Doctoral degree:** 2018

PART - B

Proposed Research Work

2. Project Title: Sentiment Analysis using machine learning algorithm

● **Introduction**

● **Origin of the Research Problem :**

Sentiment Analysis is the process of determining the emotion behind a group of words, it helps to gain an understanding of the attitudes, opinions and emotions expressed by the people in a social media is positive, negative or neutral. This research work analyzes amazon product review database. The reviews are in the form of sentences or comments. The aim of this research work is to check whether the review has positive or negative sentiment

● **Interdisciplinary Relevance:**

Sentiment analysis is extremely useful in social media monitoring as it allows us to gain an overview of the wider public opinion behind certain topics. The applications of sentiment analysis are broad and powerful. Analyzing user sentiments towards products by their reviews and ratings is the core idea of this research project. The ability to extract insights from social data is a practice that is being widely adopted by organizations across the world. Sentiment analysis is an essential part of market research and analyzing customer perspective towards a product or service.

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

This research work is focused on understanding the sentiment analysis of amazon customers towards a product and service. Social media contains a huge amount of unstructured data in the form of text, video, photos and videos. In order

to get meaningful insight into these data, the data has to be converted into structured format and stored in the database. This research work attempts to understand the sentiment of amazon customers using sentiment analysis. Sentiment analysis is carried out on amazon product review database through various machine learning and deep learning algorithms by the researchers. In this research work, sentiment analysis is carried out using Naïve Bayes algorithm.

- **Global Significance:**

- National Status - *Yes*
- Regional Status

- **Significance of the study:**

The analysis of the product review database is being done to mine the opinion or sentiment of consumers toward purchase of products through amazon e-commerce site. Sentiment analysis or opinion mining is a field of study that analyses people's sentiments, attitudes, or emotions towards certain entities. The proposed research work classifies the customer's opinion towards the product as Positive and Negative sentiments through polarity checking algorithm. This helps in understanding the sentiment of the users. The results of the sentiment analysis can be used for further decision making. In this study, Naïve Bayes algorithm is used to conduct sentiment analysis using the extracted features.

- **Objectives:**

- To harness the data in order to obtain important information regarding public opinion, that would help make smarter business decisions and better product consumption.
- To process and analyze the factual data present on twitter dataset
- To predict whether the sentence or phrase in the product review has positive or negative sentiment.

- **Methodology**

This research builds a model that will classify the product review into positive and negative using a machine learning algorithm. The amazon review database of the categories Beauty, Office products, Personal and health care, and Grocery and gourmet food are taken from the website: <http://jmcauley.ucsd.edu/data/amazon/>. After the data collection, data pre-processing is done using a rapid miner. In order to carry out the data pre-processing, Text analysis by ALIEN and Text processing 7.0.0 of text mining and few lexicons within the rapid miner. As a result of data processing, The polarities of the product review data is got. To visualize the polarity, tableau software is used to display the various types of charts. An algorithm on polarity checking is performed to show how sentiment analysis is carried out.

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

- Identify appropriate data set for the project
- Data per - processing
- Implementation of machine learning algorithm
- Obtain results
- Data Analysis and Interpretation
- Data Visualization

3. Financial Assistance required:

- Field Work and Travel – Rs 4000
- Chemicals and glassware (Only Science) - NA
- Contingency (including special needs) – Rs. 5000
- Books and Journals – Rs 8000
- Printing & Stationery – Rs 5000

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.

The Proposed model helps to know sentiment of the people on e-commerce websites using amazon's product review database This project also helps to detect the reach of the amazon's product and the customer's perspective of the product using sentiment analysis. Based on the results observed in the study, measures can be taken to improve the customer satisfaction and steps can be taken to have maximum reach of the website among customers.

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: 1st March 2021



SAKTHI KUMARESH

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

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

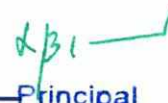
SEED MONEY GRANT FOR RESEARCH PROJECT

I wish to convey the sanction of Seed grant for the year 2021 to 2022 to **Dr. Sakthi Kumaresh** for the project titled **Sentiment Analysis using Machine Learning Algorithm** with the project code **2IITSRPS102** 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	4000
Chemicals and glassware (Only Science)	NIL
Contingency (including special needs)	4000
Books and Journals	6000
Printing & Stationery	6000
TOTAL	20000

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, stationary, postage, computation and printing needed for the pr
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.


Principal

Managed by SHRI VALLABHACHARYA VIDYA SABHA in association with M.O.P. Vaishnav College for Women

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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 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. 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 31st March 2022.

Date: 15th March , 2021


HEAD - RESEARCH ADVISORY COMMITTEE



PRINCIPAL
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No. 20, IV Lane, Nungambakkam High Road
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CHENNAI - 600034

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

- a. **Name** :_Dr. Sakthi Kumaresh
- b. **Project No:** 21ITSRPS102
- c. **Dated** : 1st April, 2021
- d. **Title of the Project:** Sentiment Analysis using machine learning algorithm
- 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 1st April,2021


SAKTHI KUMARESH
NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR



HEAD - RESEARCH ADVISORY COMMITTEE


PRINCIPAL

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

**Mid Term Report of the work done on the SEED MONEY GRANT Research Project
as on 6.10.2021**

1. **Project No:** 21ITSRPS102
2. **Title of research project :** Sentiment Analysis using machine learning algorithm
3. **Name of the Principal Investigator_:** Dr. Sakthi Kumaresh
4. **Effective date of commencement of the project:** 1st April,2021
5. **Mid Term Report of the work done to include: (Please attach a separate sheet)**
 - i. Brief objective of the project
 - ii. Requirement Specification
 - iii. Methodology
 - iv. Data Specifications
6. **Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication) - NO**
7. **Has the progress been according to original plan of work and towards achieving the objective. If not, state reasons – Yes**
8. **Please indicate the difficulties, if any, experienced in implementing the project :**
No
9. **A summary of the work done for the period (Midterm) may please be sent to the Head, Research Advisory Committee as a separate document.**


SAKTHI KUMARESH
NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR


HEAD- RESEARCH ADVISORY COMMITTEE


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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 . Sunitha Rani T
- ii. **Dept:** Computer Science
- iii. **Designation:** Associate professor
- iv. **Teaching experience:** 20 years
- v. **Research experience:** 7 years
- vi. **Area of Specialisation:** Cloud Computing
- vii. **Year of award of Doctoral degree:** 2019 - July

PART - B

Proposed Research Work

2. Project Title: Analysis and Prediction of You Tube Trending Videos

• **Introduction**

• **Origin of the research problem:**

YouTube is one of the most popular and widely used video platform which has a list of trending videos. Creating e-content through short videos to retain the attentions of student community has become mandatory. This analysis helps in identifying the metrics that can make a video trending on You Tube.

• **Interdisciplinary relevance:**

This model paves way for video creators to focus on the metrics that can make their video trending to reach the audience. It helps in improving the way their approach in making their video trending in all disciplines.

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

Review of Research and Development in the subject though Trending YouTube videos have their own importance and visibility, they have not been analysed in detail. Studies show that some attributes have been identified to classify them as click bait and in specific analysed on the contents of risky driving videos. Here in this study an attempt has been made to identify the extent to which the videos are made trending with linear and logistic regression.

- **Global Significance**
 - National Status - Yes
 - Regional Status
- **Significance of the study**
- **Objectives:**
 - To understand the insights of trending.
 - To enable video creators to integrate the trending aspects into their videos.
 - To assist in navigating YouTube Analytics and measure the metrics that actually matter.
- **Methodology**

To build a model that will predict if a video moves up, down, or stay in the same position in the list with each update that is made for every fifteen minutes and compare with the newly created video.
- **Month wise Plan of work and targets to be achieved.**
 - Topic and Abstract of the project
 - To obtain approval for Software to be used.
 - Sequence Diagram & Use Case Diagram
 - Prototype of the project (working model hard copy), Specify the approximate number of modules and give a functional description of each module.
 - Design Document

3. Financial Assistance required

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

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.

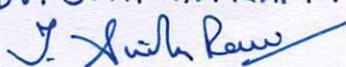
5. Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.

This model paves way for video creators to focus on the metrics that can make their video trending to reach the audience. Video creators will be forced to monitor the trending aspects. Through this study it is possible to identify the important metrics and concentrate on them to make a particular video a trending one and stay on the top of the list.

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: 1st March 2021

Dr. SUNITHA RANIT


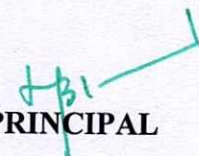
NAME AND SIGNATURE



PRINCIPAL INVESTIGATOR



HEAD - RESEARCH ADVISORY COMMITTEE



PRINCIPAL

Principal

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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. Sunitha Rani T** for the project titled *Analysis and Prediction of You Tube Trending Videos* with the Project Code **2IITSRP103** at a cost of **Rs.21,000** (Twenty One 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)	6000
Books and Journals	6000
Printing & Stationery	4000
TOTAL	21000

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.
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.


Principal

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(Autonomous)

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Chennai-600 034

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

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 31th March 2022.

Date: 15th March , 2021

HEAD - RESEARCH ADVISORY COMMITTEE

PRINCIPAL

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

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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. Sunitha Rani T
- b. Project No: 21ITSRPS103
- c. Dated : 1st April, 2021
- d. Title of the Project: Analysis and Prediction of You Tube Trending Videos
- 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 1st April,2021

Dr. SUNITHA RANI T
J. Sunitha Rani

NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR

[Signature]

HEAD - RESEARCH ADVISORY COMMITTEE

[Signature]
PRINCIPAL

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

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CHENNAI - 600034

**Mid Term Report of the work done on the SEED MONEY GRANT
Research Project as on 6.10.2021**

1. **Project No:** 21ITSRPS103
2. **Title of research project :** Analysis and Prediction of YouTube Trending Videos
3. **Name of the Principal Investigator :** Dr. Sunitha Rani T
4. **Effective date of commencement of the project:** 1st April, 2021
5. **Mid Term Report of the work done to include: (Please attach a separate sheet)**
 - i. Brief objective of the project
 - ii. Requirement Specification
 - iii. Methodology
 - iv. Data Specifications
6. **Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication) - NO**
7. **Has the progress been according to the original plan of work and towards achieving the objective. If not, state reasons – Yes**
8. **Please indicate the difficulties, if any, experienced in implementing the project : No**
9. **A summary of the work done for the period (Midterm) may please be sent to the Head, Research Advisory Committee as a separate document.**

Dr. SUNITHA RANI T

NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR

HEAD- RESEARCH ADVISORY COMMITTEE




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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:** Dr . R.Anusha
- ii. **Dept:** Computer Science
- iii. **Designation:** Assistant professor
- iv. **Teaching experience:** 15 years
- v. **Research experience:** 9 years
- vi. **Area of Specialisation:** Machine learning
- vii. **Year of award of Doctoral degree:** 2018

PART - B

Proposed Research Work

2. Project Title: Loan Repayment Prediction with Machine learning Techniques

i. Introduction

• Origin of the Research Problem :

Assessing Loan repayment is the core functional component of financial sectors. Credit hazard is known to cause significant worries among the monetary foundations as it can bring about a desperate circumstance known as credit defaulting which can end up being uncommon for the loaning party. This Project implements machine learning algorithms to predict loan repayment.

• Interdisciplinary Relevance:

This model paves way for financial sectors to assess and predict loan repayment by the customers. It helps improve their services and target more specific groups of customers and also build new ways to attract a class of customers belonging to a minority.

• 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 [Bha18]. In this study, loan behaviors are analyzed with several machine learning models.

- **Objectives:**

- To enable financial sectors to use decision support systems for granting loans.
- To help financial sectors improve their services and target more specific groups of customers.

- **Methodology**

- To build a model that will predict the loan repayment by an individual.

- **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 3000
- **Chemicals and glassware (Only Science)** - NA
- **Contingency (including special needs)** – Rs. 4000
- **Books and Journals** – Rs 5000
- **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 model paves way for the financial sectors to integrate a decision support system in assessing and granting loans based on the repayment capacity of the customers.

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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: 1st March 2021

Dr. R. Anushe
Anushe

NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR



HEAD - RESEARCH ADVISORY COMMITTEE



PRINCIPAL

Principal
M.O.P. Vaishnav College for Women
(Autonomous)
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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. R.Anusha** for the project titled *Loan Repayment prediction with Machine learning Techniques* with the Project Code **21ITSRPS101** at a cost of **Rs.14,000** (Fourteen 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)	3000
Books and Journals	4000
Printing & Stationary	4000
TOTAL	14000

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.


Principal

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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 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 31st March 2022.

Date: 15th March , 2021


HEAD - RESEARCH ADVISORY COMMITTEE


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CHENNAI - 600034

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

- a. Name :_Dr. R.Anusha
- b. Project No: 21ITSRPS101
- c. Dated : 1st April, 2021
- d. Title of the Project: Loan repayment prediction 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 1st April,2021

Dr. R. Anusha
Anusha

**NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR**

U. D.

HEAD - RESEARCH ADVISORY COMMITTEE

H. P.

PRINCIPAL

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

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CHENNAI - 600034

**Mid Term Report of the work done on the SEED MONEY GRANT Research Project
as on 4.10.2021**

1. **Project No:** 21ITSRPS101
2. **Title of research project :** *Loan repayment with Machine learning Techniques*
3. **Name of the Principal Investigator :** *Dr. R.Anusha*
4. **Effective date of commencement of the project:** 15th October, 2021
5. **Mid Term Report of the work done to include: (Please attach a separate sheet)**
 - i. Brief objective of the project
 - ii. Requirement Specification
 - iii. Methodology
 - iv. Data Specifications
6. **Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication) - NO**
7. **Has the progress been according to original plan of work and towards achieving the objective. If not, state reasons – Yes**
8. **Please indicate the difficulties, if any, experienced in implementing the project :**
No
9. **A summary of the work done for the period (Midterm) may please be sent to the Head, Research Advisory Committee as a separate document.**

Dr. R. Anusha
Aces

**NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR**

Atu D.
HEAD-RESEARCH ADVISORY COMMITTEE

HP
PRINCIPAL

Principal
M.O.P. Vaishnav College for Women
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CHENNAI - 600034

PROPOSAL - SEED MONEY GRANT RESEARCH PROJECT

PART - A

1. Principal Investigator:

- i. Name: Dr. S. Jaishree
- ii. Dept: Visual Communication
- iii. Designation: Associate Professor
- iv. Teaching experience: 18
- v. Research experience: 25
- vi. Area of Specialization: Development Communication, Women Studies, New media.
- vii. Year of award of Doctoral degree: 2003

PART - B

Proposed Research Work

2. Project Title: Social Media Engagement and Purchase Behaviour of Fashion and Apparel Brands by Gen Z Girls

• **Introduction**

• **Origin of the Research Problem :**

○ Origin of the research problem: Social media is increasingly replacing search engines as the go-to place for product information for the Gen Z finds GlobalWebIndex (2019), a London- based research company. This makes it imperative for businesses and marketers to understand the new set of consumers, the Gen Z and to strategize on how to effectively use social media as a communication and marketing tool to significantly grow their businesses..

• **Interdisciplinary Relevance:**

The study would be of immense relevance to the fields of Advertising, digital marketing and communication...

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

Revealed in many studies, social media has been considered as a one-point place, where customers' together bonds, boost the brand experience stories, and create stronger word of mouth. As social media distributes information much faster than traditional word-of-mouth, consumers now exchange opinions about their purchase behavior on social networking sites, which is believed to subsequently influence their buying decisions and thrive. The causes for the maternal deaths and the need for high quality provisions to improve the status of women as well as the lack of access and inappropriate use of proper procedure has also been highlighted in various studies. Traditional background and cultural practices influence couple's gender preference. In a women's body during pregnancy, emotional changes

are given lesser preference than physical changes. Some of the main emotional changes that occur during pregnancy are mood swings, fear, anxiety, body image change etc. Research clearly concludes that women face two extremes during their pregnancy, either it is full of excitement and joy or it is of fear and nervousness.

- **Global Significance:**

- National Status – India has one of the fastest-growing Internet Advertising market.
- Regional Status – Study is among the Gen Z of Chennai

- **Significance of the study:**

- Gen Z Consumers are on multiple social media platforms which make it harder to reach them. An increasing trend among this generation is that they are active in avoiding ads and adopt ad blocking software. This necessitates marketers to gain a deeper understanding of Gen Z.

- **Objectives:**

- The general objective of the project is to assess the relationship between social media engagement and fashion and apparel buying behavior by Generation Z consumers.

- **Methodology**

A Survey among girls pursuing undergraduate or postgraduate courses in Arts and Sciences colleges and Engineering colleges in Chennai

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

- 1st and 2nd Month - Search for relevant secondary sources, firming up the Proposal and Project Plan.
- 3rd Month & 4th month – Drafting Questionnaire, identifying and reaching out to respondents.
- 5th & 6th and 7th month – Pilot study, Review of Questionnaire, Data Collection.
- 8th, 9th and 10th Month– Analysis and findings. Report writing
- 11th and 12th Month – Report review and submission.

3. Financial Assistance required

- Field Work and Travel – To few colleges in Chennai periodically - 4000
- Chemicals and glassware (Only Science) - None
- Contingency (including special needs) – 4000
- Books and Journals – 7000
- Printing & Stationary –7000

3. 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.

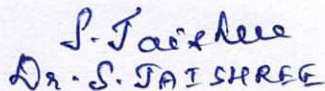
4. Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating.

- The study is relevant in the present context.

To certify that:

- I 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: 1st March 2021


Dr. S. SAISREE

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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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. S.Jaisree** for the project titled ***Social Media Engagement and Purchase Behaviour of Fashion and Apparel Brands by Gen Z Girls*** with the Project Code **21VISSRPS101** at a cost of **Rs.21,000** (Twenty-One 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)	3000
Books and Journals	8000
Printing & Stationary	7000
TOTAL	21,000

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.

R. P. I.

Principal

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

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

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 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 31th March 2022.

Date: 15th March , 2021

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
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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. S.Jaisree
- b. **Project No:** 21VISSRPS101
- c. **Dated** : 1st April, 2021
- d. **Title of the Project:** Social Media Engagement and Purchase Behaviour of Fashion and Apparel Brands by Gen Z Girls
- 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 1st April,2021

S. Jaisree
Dr. S. JAISREE

**NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR**

[Signature]

HEAD - RESEARCH ADVISORY COMMITTEE

[Signature]
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

**Mid Term Report of the work done on the SEED MONEY GRANT Research Project as
on 5.10.2021**

1. **Project No:** 21VISSRPS101
2. **Title of research project :** Social Media Engagement and Purchase Behaviour of Fashion and Apparel Brands by Gen Z Girls
3. **Name of the Principal Investigator :** Dr. S.Jaisree
4. **Effective date of commencement of the project:** 1st April, 2021
5. **Mid Term Report of the work done to include: (Please attach a separate sheet)**
 - Brief objective of the project
 - Requirement Specification
 - Methodology
 - Data Specifications
6. **Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication) - NO**
7. **Has the progress been according to original plan of work and towards achieving the objective. If not, state reasons – Yes**
8. **Please indicate the difficulties, if any, experienced in implementing the project :**
No
9. **A summary of the work done for the period (Midterm) may please be sent to the Head, Research Advisory Committee as a separate document.**

S. Jaisree
Dr. S. JAISHREE

**NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR**

[Signature]

HEAD- RESEARCH ADVISORY COMMITTEE

[Signature]
PRINCIPAL

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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. Sandhya Rajasekhar
 - ii. **Dept:** Journalism
 - iii. **Designation:** Associate professor
 - iv. **Teaching experience:** 20 years
 - v. **Research experience:** 25 years
 - vi. **Area of Specialisation:** Health Communication, Methodological Research, New Media
 - vii. **Year of award of Doctoral degree:** 2010

PART - B

Proposed Research Work

2. **Project Title:** News consumption and its impact on personal health belief during COVID-19 pandemic

- **Introduction**

- **Origin of the research problem:**

Media, through news and information is a vital tool to propagate the right practices related to awareness, prevention and cure of COVID-19 and can foster a positive health belief on people, individually or collectively that would help in combating the pandemic. However, trust, credibility and reliable information is pivotal in creating awareness and bringing about a change in behaviour. Hence this study aims to understand and analyse the impact of news media consumption on Personal health beliefs in the context of COVID-19.

- **Interdisciplinary relevance:**

The study is applicable in the areas of Communication, Behavioural Sciences and Community Health

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

The Health Belief Model has been used for decades to study vaccination, medication adherence, diabetes self-care, condom use, and other behaviours that require modification of a patient's actions to mitigate a threat to health (Champion and Skinner, 2008). HBM gains profound significance in the present challenge of countering the pandemic. Studies (JP Morgan 2020, Wura, Raina SK, 2018 for example) have shown an increase in media use at an unprecedented rate during the pandemic. Wura Jacob et al, (2017) state that with a plethora of health information available to them, individuals take a more active role in managing their personal health.

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

- **Significance of the study:**

Emergencies and disasters impact public health. According to the Centre for Disease Control Field Epidemiology Manual (2019) Communicating during an outbreak, the need for communication and news is of utmost importance (Rasmussen and Goodman, 2019). Such communication is dynamic and evolving - as much as the pandemic evolves and investigation continues. With 24 x 7 access to news media and sustained coverage by media houses, people follow up news continuously. Dissemination of news involves all the stakeholders and trust and credibility play an important role in impacting people's behaviour.

- **Objectives:**

- To identify the most preferred medium for news and information about the pandemic.
- To find out if there is an increase in news consumption due to COVID-19.
- To identify the most trusted sources of information related to COVID-19.
- To ascertain the benefits of media use during the COVID-19 pandemic.
- To assess the impact of media on Personal Health Beliefs in the context of COVID-19.

- **Methodology**

- Survey with the questionnaire as the tool was used for the study.
- The unit of study: any person in the 18 plus age group.
- Sampling technique: non- random sampling. The survey aimed to cover a sample size of 500.

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

- Proposal and review of literature
- Questionnaire construction and data collection
- Data analysis, report writing and report submission

3. Financial Assistance required:

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

4 Institutional and Departmental facilities available for the proposed work:

Equipment: Computers 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.

As Raina SK (2018) points out, media plays an important role during public health emergencies. Studies like this help policy makers and health care providers to plan effective communications through media.

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: 1st March 2021

Sandhya Rajasekhar



**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. Sandhya Rajasekhar**, for the project titled **News consumption and its impact on personal health belief during COVID-19 pandemic** with the Project Code **21COMMSRPS101** at a cost of Rs. 23,000 (Twenty Three 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)	5000
Books and Journals	6000
Printing & Stationary	7000
TOTAL	23000

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.
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.


Principal

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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 31st March 2022.

Date: 15th March , 2021

HEAD - RESEARCH ADVISORY COMMITTEE

PRINCIPAL

Principal
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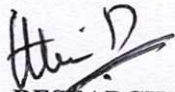
CHENNAI- 600034

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

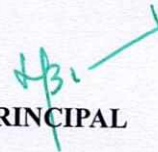
- a. **Name:** Dr. Sandhya Rajasekhar
- b. **Project No:** 21COMMSRPS101
- c. **Dated:** 1st April, 2021
- d. **Title of the Project:** News consumption and its impact on personal health belief during COVID-19 pandemic
- e. The research project is not being supported by any other funding agency.
- f. The terms and conditions related to the grant are acceptable to the Principal Investigator
- g. The date of commencement of the project is 1st April,2021



Sandhya Rajasekhar
NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR



HEAD - RESEARCH ADVISORY COMMITTEE



PRINCIPAL


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

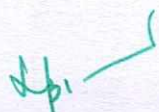
CHENNAI- 600034

Mid Term Report of the work done on the SEED MONEY GRANT Research
Project as on 6.10.2021.

1. **Project No:** 21COMMSRPS101
2. **Title of research project:** News consumption and its impact on personal health belief during COVID-19 pandemic
3. **Name of the Principal Investigator:** Dr. Sandhya Rajasekhar
4. **Effective date of commencement of the project:** 1st April 2021
5. **Mid Term Report of the work done to include: (Please attach a separate sheet)**
 - i. Brief objective of the project
 - ii. Requirement Specification
 - iii. Methodology
 - iv. Data Specifications
6. **Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication) - NO**
7. **Has the progress been according to the original plan of work and towards achieving? the objective. If not, state reasons – Yes**
8. **Please indicate the difficulties, if any, experienced in implementing the project: No**
9. **A summary of the work done for the period (Midterm) may please be sent to the Head, Research Advisory Committee as a separate document.**


Sandhya Rajasekhar
NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR


HEAD- RESEARCH ADVISORY COMMITTEE


PRINCIPAL
Principal
M.O.P. Vaishnav College for Women
(Autonomous)
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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. Latha D.S
- ii. **Dept:** M.A. HRM
- iii. **Designation:** Assistant professor
- iv. **Teaching experience:** 25 years
- v. **Research experience:** 12 years
- vi. **Area of Specialisation:** Human Resource
- vii. **Year of award of Doctoral degree:** 2014

PART – B

Proposed Research Work

2. **Project Title:** A Study on the impact of Social Media Marketing with reference to college students

• **Introduction**

Social media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Intranet plays a vital role from shopping to electronic mails and in the field of education. By and large most of the people are using internet for pure education purpose. By means of using the social media the students are able to enhance their collaboration with other students and thereby they are able to enrich their content and in turn very helpful for them for team projects. At the same time the social media will distract the students from their class work leading to indiscipline in the class room. They rely for everything on the social media. All these negative impact not only affect the students but the society at a large. As social media sites continue to grow in popularity it is our belief that technology is a vital part of today's student success equation.

• **Origin of the research problem:**

In the education sector social media has been used in an innovative way. Today's issues deal with internet addiction and the increased amount of time young people and adults spend on searching the internet. Therefore, the researcher made an attempt to study the social media marketing and to study their impact on college students.

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

A study on school students between the ages of 12 to 19 years old. A few of the platforms they use are Facebook, YouTube, Google, and many others that will be discussed in the findings of this research. The younger generation are the individuals that will lead our world in the future, they must be well educated to be able to impact this world and make Egypt a better country on the road to success. Therefore, research must be conducted about the different things they are exposed to,

that may effect them negatively or positively. This research aims to asses the frequency at which the students are social networking, and whether it has any effect on their academic performance. If there is an impact on their academic performance, in what way does it effect it. All these questions will be answered through this research paper.

- **Global Significance:**

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

- **Significance of the study**

Use of social media and mobile devices presents both advantages as well as challenges, mostly its benefits seen in terms of accessing course contents, video clip, transfer of the instructional notes etc. Social media and mobile devices allow the students to create, edit and share the course contents in textual, video or audio forms. These technological innovations give birth to a new kind of learning cultures, learning based on the principles of collective exploration and interaction.

- **Objectives:**

- To study the demographic profile of college students towards social media marketing.
- To examine the factors influencing the usage of social media marketing.

- **Methodology**

Convenient random sampling is used to select the samples. This research is to be conducted through primary data collected through a structured questionnaire from college students. Secondary data will be acquired from optional sources like magazines, books, documents, journals, reports and the web.

3. Financial Assistance required

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

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.

The social networking sites has become essential need today, but the students should be educated to use the media positively. Social media is attractive, it not only provides another world for college students to make friends, also provides a good way to release pressure. The students should cultivate a balance approach between social media and academic performance.

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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: 1st March 2021

Latha D.S Dr. LATHA D.S

NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR

h.d.

HEAD - RESEARCH ADVISORY COMMITTEE

H.B.
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. Latha D.S** for the project titled ***A study on the Impact of Social Media Marketing with reference to College Students*** with the Project Code 21HRMSRPS101 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	4000
Chemicals and glassware (Only Science)	NIL
Contingency(including special needs)	5000
Books and Journals	5000
Printing & Stationery	5000
TOTAL	Rs. 19,000

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.


Principal

Managed by SHRI VALLABHACHARYA VIDYA SABHA in association with M.O.P. Vaishnav College for Women (Autonomous)

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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 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 31th March 2022.

Date: 15th March, 2021

HEAD - RESEARCH ADVISORY COMMITTEE

PRINCIPAL


Principal

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

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

- a. **Name:** Dr.Latha D.S
- b. **Project No:** 21HRMSRPS101
- c. **Dated:** 1st April, 2021
- d. **Title of the Project:** A study on the Impact of Social Media Marketing with reference to College Students
- 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 1st April,2021


Dr. LATHA DS
**NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR**


HEAD - RESEARCH ADVISORY COMMITTEE


PRINCIPAL

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CHENNAI- 600034

**Mid Term Report of the work done on the SEED MONEY GRANT Research Project as on
6.11.2021.**

1. **Project No:** 21HRMSRPS101
2. **Title of research project:** A study on the impact of Social Media Marketing with reference to college students.
3. **Name of the Principal Investigator:** Dr. Latha D.S
4. **Effective date of commencement of the project:** 1st April, 2021
5. **Mid Term Report of the work done to include: (Please attach a separate sheet)**
 - Brief objective of the project
 - Requirement Specification
 - Methodology
 - Data Specifications
6. **Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication) - NO**
7. **Has the progress been according to original plan of work and towards achieving the objective? If not, state reasons – Yes**
8. **Please indicate the difficulties, if any, experienced in implementing the project: No**
9. **A summary of the work done for the period (Midterm) may please be sent to the Head, Research Advisory Committee as a separate document.**

Lathas
Dr. Latha D.S
**NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR**

Latha D.S
HEAD- RESEARCH ADVISORY COMMITTEE

L.S.P.
PRINCIPAL
No. 20, IV Lane, Nungambakkam High Road
Chennai-600 034
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:** Dr. Kavim Mary. S
- ii. **Dept:** M.A. HRM
- iii. **Designation:** Assistant professor
- iv. **Teaching experience:** 11 years
- v. **Research experience:** 10 years
- vi. **Area of Specialization:** Organizational Behaviour
- vii. **Year of award of Doctoral degree:** 2016

PART - B

Proposed Research Work

2. Project Title: A study on the factors influencing employee well-being in organizations.

• **Introduction**

• **Origin of the Research Problem:**

The current pandemic has made it imperative for organizations to prioritize employee well-being as increased stress levels and pandemic fatigue are presenting a challenge for maintaining the productivity and effectiveness of the workforce. The pandemic period has also been referred to as the age of 'Great Resignation' as it witnesses the mass exodus of employees leaving organizations due to increasing stress levels and health concerns. As a result, it is now imperative that organizations study the factors that influence employee well-being and devise interventions for promoting physical and mental well-being of employees. Organizations should also modify policies and working arrangements in order to bring down attrition levels and maintain a healthy workforce.

• **Interdisciplinary relevance:**

The current study has relevance to the fields of human resource management and industrial/organizational psychology.

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

A study on Focusing on the multi-generational and diverse workforce, the aim of this study is to understand the drivers of employee engagement. This means understanding the nature and requirements of individuals who are diverse in terms of age, nationality, educational background and gender. The results of the study will encourage employee engagement in organizational set up and enable the more effective management of an increasingly multi-generational and diverse workforce.

• **Global Significance:**

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

- **Significance of the study:**

The current study aims to examine the influence of factors influencing employee well-being. This study has implications for formulating HR policies contingent on the current VUCA business environment.

- ii. **Objectives:**

- To study the factors that influence employee well-being at work.
- To identify the key organizational resources for improving quality of work- life
- To suggest measures for improving for enhancing employee well-being

- iii. **Methodology:**

The investigator aims to collect primary data through online surveys from employees who were working during the pandemic either from home or as essential workers.

- 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 – 2,000
- Chemicals and glassware (Only Science) - Nil
- Contingency (including special needs) – 4,000
- Books and Journals – 5,000
- Printing & Stationery – 6,000

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.

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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 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: 1st March 2021

S. Kavini Marys
(Dr. Kavini Marys.)

NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR

H. D.

HEAD - RESEARCH ADVISORY COMMITTEE

M. P.

PRINCIPAL

Principal
M.O.P. Vaishnav College for Women
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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. Kavim Mary. S** for the project titled ***A study on the factors influencing employee well-being in organizations*** with the Project Code **21HRMSRPS102** 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
TOTAL	15000

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.


Principal

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

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 31th March 2022.

Date: 15th March, 2021

HEAD - RESEARCH ADVISORY COMMITTEE

PRINCIPAL

Principal

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ACCEPTANCE CERTIFICATE FOR SEED MONEY GRANT RESEARCH PROJECT

- a. **Name:** Dr. Kavin Mary.S
- b. Project No: 21HRMSRPS102
- c. **Dated:** 1st April, 2021
- d. Title of the Project: A study on the factors influencing employee well-being in organizations
- 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 1st April,2021

S. Kavin Mary
(Dr. Kavin Mary.S.)

**NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR**

H. D.
HEAD - RESEARCH ADVISORY COMMITTEE

M.P.
PRINCIPAL

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**Mid Term Report of the work done on the SEED MONEY GRANT Research Project as on
4.11.2021.**

1. **Project No:** 21HRMSRPS102
2. **Title of research project:** A study on the factors influencing employee well-being in organizations
3. **Name of the Principal Investigator:** Dr. Kavim Mary.S
4. **Effective date of commencement of the project:** 1st April, 2021
5. **Mid Term Report of the work done to include: (Please attach a separate sheet)**
 - Brief objective of the project
 - Requirement Specification
 - Methodology
 - Data Specifications
6. **Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication) - NO**
7. **Has the progress been according to the original plan of work and towards achieving the objective? If not, state reasons – Yes**
8. **Please indicate the difficulties, if any, experienced in implementing the project: No**
9. **A summary of the work done for the period (Midterm) may please be sent to the Head, Research Advisory Committee as a separate document.**

Dr. Kavim Mary.S.
(Dr. Kavim Mary.S.)

**NAME AND SIGNATURE
PRINCIPAL INVESTIGATOR**

[Signature]
HEAD- RESEARCH ADVISORY COMMITTEE

[Signature]
PRINCIPAL

**Principal
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