

A STUDY ON THE SELECTED POEMS OF *GITANJALI*

A project work report submitted to the
Department of English
In partial fulfillment of the requirements for the award of the degree of
BACHELOR OF ARTS IN ENGLISH



Submitted in December 2021 by

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Under the Guidance of
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This is to certify that this project work entitled '**A STUDY ON THE SELECTED POEMS OF GITANJALI**' is a bonafide work of P.ABINAYA, T.K.ALAMELU SARATHA, R.AMIRTHA VARSHINI, V.AMSAVENI and K.ANNA PUSHPAM of Final year B.A., English, Sri Sarada College for Women (Autonomous), Tirunelveli-627011 in partial fulfillment of the requirements for the award of degree of **BACHELOR OF ARTS IN ENGLISH** during the academic year 2021 - 2022.

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We do hereby declare that this project work report entitled "**A STUDY ON THE SELECTED POEMS OF *GITANJALI***" was carried out by all of us jointly for the award of the degree of **BACHELOR OF ARTS IN ENGLISH** is our original work.



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ACKNOWLEDGEMENT

We express our deep gratitude to our Secretary Yatiswari Saravanabhavapriya Amba for her blessings.

We wish to convey our respect to our Principal Dr.(Smt) N.Kamala, M.Com., M.Phil.,PGDCA.,NET,Ph.D., for her ceaseless support.

We all submit our honest and humble reverence to our Head of the Department and Guide Smt.N.Renuka,M.A.,M.Phil.,CGT, for her consistent review, constructive suggestion and critical interpretation throughout the work which enabled us to complete this project harmoniously and successfully.

We further acknowledge the inquisitive interactions of faculty members at the department, our beloved parents and siblings at home and our classmates and our senior sisters who have rendered their help directly and indirectly.

ABSTRACT

This project work report is a study on the selected poems of *Gitanjali*, the most famous work by Rabindranath Tagore, published in 1910. *Gitanjali* literally means “The Song Offerings”. This project describes the first twenty five poems of *Gitanjali* and expresses Tagore’s keen sense of observation on love, life and God. It is a reflection of Rabindranath Tagore’s consciousness wisdom of philosophy. . This project reveals how *Gitanjali* brings its readers into direct contact with the infinite.

Chapter I deals with the introduction of this project *Gitanjali*.

Chapter II shows Rabindranath Tagore’s longing for reunion with the Almighty.

Chapter III gives a deep insight into the theme of death and rebirth

Chapter IV sums up all the chapters.

RACISM IN *GOD HELP THE CHILD* BY TONI MORRISON

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In partial fulfillment of the requirements for the award of the degree of
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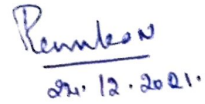
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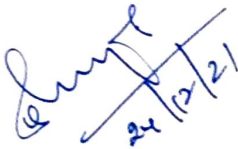
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We do hereby declare that this project work entitled "**RACISM IN GOD HELP THE CHILD BY TONI MORRISON**" was carried out by all of us jointly for the award of the degree of **BACHELOR OF ARTS IN ENGLISH** is our original work.



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We express our deep gratitude to our Secretary Yatiswari Saravanabhavapriya Amba for her blessings.

We wish to convey our respect to our Principal Dr.(Smt) N. Kamala, M.Com., M.Phil., B.Ed., PGDCA., Ph.D., for her ceaseless support.

With deep sense of respect, we profusely thank to Smt. N. Renuka, M.A., M.Phil., Associate Professor and Head, Department of English for her constant encouragement.

We all submit our honest and humble reverence to our guide Smt. S. Viji, M.A., M.Phil., B.Ed.,M.A(Edn),CGT., for her consistent review, constructive suggestion and critical interpretation throughout the work which enabled us to complete this project harmoniously and successfully.

We further acknowledge the inquisitive interactions of faculty members at the department, our beloved parents and siblings at home and our classmates and our senior sisters who have rendered their help directly and indirectly.

ABSTRACT

Toni Morrison, an American writer, noted for her examination of black experience within the black community. Her writings concentrate on rural Afro-American communities and on their cultural inheritance, which she explores with cold-blooded detail and vivid vocabulary. Her intricate writing style does not just tell the reader about issues concerning African-Americans instead she shows them. Morrison has written eleven novels, five Children's books, two Plays, nine pieces of Non-fiction and even a libretto. *Song of Solomon*, *Beloved*, *The Bluest Eyes* are some of the examples of her greatest works. Her series of Children's books were co-written by her son, Slade Morrison. She becomes the first-ever black woman to win Nobel Prize in Literature. She was awarded the Commander of the Arts and Letters in Paris in 1993, the National Book Foundation's Medal of distinguished contribution to American Letters in 1996, National Humanities Medal in 2000 for her contributions to the humanities.

Chapter I **Introduction** traces the origin of African American Literature and the literary achievement of Toni Morrison. Her writings are based on problems and issues of black Americans. Morrison's work strongly drives us to the point of her personal observation and experience.

Chapter II **Themes and Tribulations** relate the impact of colorism, cruelty and racism. This chapter also focuses on the oppressed and alienated state of the female characters.

**THE QUEST FOR EXISTENCE IN ANITA DESAI'S
THE ZIGZAG WAY**

A project work report submitted to the
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In partial fulfillment of the requirements for the award of the degree of
BACHELOR OF ARTS IN ENGLISH



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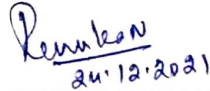
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This is to certify that this project work entitled **"THE QUEST FOR EXISTENCE IN ANITA DESAI'S *THE ZIGZAG WAY*"** is a bonafide work of V.ESAKKI RATHNA, M.KANAGA JOTHI, D.KOWSALYA, P.KRISHNA VENI AND R.LAKSHMI BALA of Final year B.A., English, Sri Sarada College for Women (Autonomous), Tirunelveli-627011 in partial fulfillment of the requirements for the award of degree of **BACHELOR OF ARTS IN ENGLISH** during the academic year 2021 – 2022.



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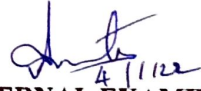


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DECLARATION

We do hereby declare that this project work entitled "**THE QUEST FOR EXISTENCE IN ANITA DESAI'S *THE ZIGZAG WAY***" is carried out by all of us jointly for the award of the degree of **BACHELOR OF ARTS IN ENGLISH** is our original work.



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ACKNOWLEDGEMENT

We express our deep gratitude to our Secretary Yatiswari Saravanabhavapriya Amba for her blessings.

We wish to convey our respect to our Principal Dr.(Smt) N.Kamala, M.Com.,M.Phil.,PGDCA.,NET,Ph.D., for her ceaseless support.

With deep sense of respect, we profusely thank Prof.Smt.N.Renuka,M.A.,M.Phil.,CGT, Head, Department of English for her constant encouragement.

We all submit our honest and humble reverence to our Head and Guide Prof..Dr.(Smt).M.Sivakala,M.A.,M.Phil.,B.Ed.,Ph.D.. for her consistent review, constructive suggestion and critical interpretation throughout the work which enabled us to complete this project harmoniously and successfully.

We further acknowledge the inquisitive interactions of faculty members at the department, our beloved parents and siblings at home and our classmates and our senior sisters who have rendered their help directly and indirectly.

ABSTRACT

Anita Desai is one of the foremost women writers in Indian English Writing. She concerns herself with the sufferings of women. She is better known for her intimate perception of her female characters.

The first chapter **Introduction** deals with the Indian English literature. Anita Desai is an Indian novelist. As a writer she has been shortlisted for the Booker Prize three times. The novel is about an American academic and writer who goes with his girlfriend to Mexico and rediscovers his passion for fiction writing.

The second chapter **The Forced Displacement of the Diasporic Characters** depicts the juxtaposition of two disparate violent past events: the Holocaust, and the Mexican Revolution, which led to the forced displacement of the diasporic characters in Anita Desai's novel *The Zigzag Way*. It explores various ways in which the violent past resurfaces in the present and enables different migrant characters of the novel to bear witness to it by using tropes such as ruin, dreams and spectres. The project also demonstrates subtle and complex intersections among different memory theories to articulate victimisation and enforced silence of the displaced and traumatized characters.

The third chapter **Characterization** has switched over to the male perception more poignantly. It is evident from the fact that she has concentrated more on the male characters. This switching over from females to their counterparts begins from Baumgartner's Bombay.

The final chapter **summation** sums up the entire project.

GENDER BIAS IN GITHA HARIHARAN'S
THE GHOSTS OF VASU MASTER

A project work report submitted to the
Department of English
In partial fulfillment of the requirements for the award of the degree of
BACHELOR OF ARTS IN ENGLISH



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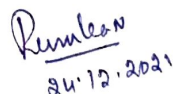
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This is to certify that this project work report entitled "**GENDER BIAS IN GITHA HARIHARAN'S THE GHOSTS OF VASU MASTER**" is a bonafide work of R. MAHESHWARI, P. MANESA, M. MATHANA, S. NITHYA JOTHI AND C. PRIYA DHARSHINI of Final year B.A., English, Sri Sarada College for Women (Autonomous), Tirunelveli-627011 in partial fulfilment of therequirements for the award of degree of **BACHELOR OF ARTS IN ENGLISH** during the academic year 2021 - 2022.



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DECLARATION

We do hereby declare that this project entitled "**GENDER BIAS IN GITHA HARIHARAN'S THE GHOSTS OF VASU MASTER**" is carried out by all of us jointly for the award of the degree of **BACHELOR OF ARTS IN ENGLISH** is our original work.



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ACKNOWLEDGEMENT

We express our deep gratitude to our Secretary Yatiswari Saravanabhavapriya Amba for her blessings.

We wish to convey our respect to our Principal Dr. (Smt) N. Kamala, M.Com., M.Phil., PGDCA., NET, Ph.D. for her ceaseless support.

With deep sense of respect, we profusely thank to Prof. Smt. N. Renuka, M.A., M.Phil., CGT. Associate Professor and Head of the Department for her constant encouragement.

We all submit our honest and humble reverence to our Guide Smt. M. Lalitha, M.A., M.Phil., B.Ed., DGT. for her consistent review, constructive suggestion and critical interpretation throughout the work which enabled us to complete this project harmoniously and successfully.

We further acknowledge the inquisitive interactions of faculty members at the department, our beloved parents and siblings at home and our classmates and our senior sisters who have rendered their help directly and indirectly.

ABSTRACT

Gita Hariharan is one of the most significant contemporary Indian fiction writers in English. She has closely witnessed all ups and downs in Indian society and has also witnessed the struggle experienced by Indian woman in manifold nature. The novel, *The Ghosts of Vasu Master* explores the issues concerning women in the patriarchal setup through the characters of Mangala, Jameela and Eliamma.

The first chapter, **Introduction** deals with the autobiography of Githa Hariharan, her writings and her awards.

The second chapter, **Pathetic Situation of Women** deals with the sufferings of three women Eliamma Mangala and Jameela in a male patriarchal society.

The third Chapter, **Academic Relationship** deals with the relationship between Vasu master and Mani. It also exhibits how this relationship leads them to create their identity.

The final chapter, **Summation** sums up the previous chapters.

**GENDER INEQUALITY AND WOMEN EMPOWERMENT IN
ANITA NAIR'S *LADIES COUPE***

A project work report submitted to the
Department of English
In partial fulfilment of the requirements for the award of the degree of
BACHELOR OF ARTS



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This is to certify that this project work entitled **GENDER INEQUALITY AND WOMEN EMPOWERMENT IN ANITA NAIR'S LADIES COUPE** is a bonafide work of K. PRIYANKAA, R. RAJESWARI, N. SAKTHI ESWARI and S. SAKTHI GANGA of final year B.A., English, Sri Sarada College for Women (Autonomous), Tirunelveli-627011 in partial fulfilment of the requirements for the award of degree of **BACHELOR OF ARTS IN ENGLISH** during the academic year 2021 - 2022.

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We do hereby declare that this project work entitled "**GENDER INEQUALITY AND WOMEN EMPOWERMENT IN ANITA NAIR'S LADIES COUPE**" was carried out by all of us jointly for the award of the degree of **BACHELOR OF ARTS** is our original work.



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ACKNOWLEDGEMENT

We express our deep gratitude to our Secretary Yatiswari Saravanabhavapriya Amba for her blessings.

We wish to convey our respect to our Principal Dr: (Smt) N. Kamala, M.Com., M.Phil., B.Ed., PGDCA., Ph.D., for her ceaseless support.

With deep sense of respect, we profusely thank prof.(Smt) N. Renuka M.A.,M.Phil.,CGT Head Department of English for her constant encouragement.

We all submit our honest and humble reverence to our guide Lt S.Chithra M.A., M.Phil., DPTE., DGT. for her consistent review, constructive suggestion and critical interpretation throughout the work which enabled us to complete this project harmoniously and successfully.

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ABSTRACT

The majority of twentieth century novel depicts the women's issues and related their status in Indian society. In Indian English fiction great women writers like Anita Desai, Arundhati Roy, Jhumpa Lahara, Anita Nair who depict feminist picture of Indian society. In Indian English fiction, women writers analyzing issue of women, complex relationship of woman, made a society etc.

The first chapter **Introduction** describes about the origin of English literature with the history of dark ages. It also tells about popular writers and their works in fourteenth century.

The Second Chapter **Gender Inequality and Women Empowerment** examines the social evils faced by women.

The third chapter **Women's Subjugation by Men** tells about the bitter experiences of six women, who were ill treated by males and neglected by the society.

The fourth chapter **Summation** explains about the previous chapter to estimate the greatness of women.

**IMPINGEMENT OF CROSS CULTURALISM IN CHETAN
BHAGAT'S 2 STATES THE STORY OF MY MARRIAGE**

A project work report submitted to the
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In partial fulfilment of the requirements for the award of the degree of
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We further acknowledge the inquisitive interactions of faculty members at the department, our beloved parents and siblings at home and our classmates and contemporary graduate friends who have rendered their help and time directly and indirectly.

ABSTRACT

Chetan Bhagat is one of the most popular contemporary Indian novelists in Indian English Literature. He is a good orator and has spoken at more than 300 organizations in the world. He has represented young, modern Indian youth and culture. He also expresses the cultural diversities, society issues; status of people's mind dominates the imagination of writer in the art of work during the 20th century.

This project entitled *2States The Story of my Marriage* deals with the stereotypes of familial bonds with an uncanny insight into the nature of human relationships and an equally unerring eye for detail.

The first chapter **Introduction** highlights the Indian Literature and life and works of Chetan Bhagat.

The second chapter **Cultural Difference** focus about cultural contradiction inter- caste marriage in India. It explores the social issues like dowry in traditional marriages and the shifting paradigms of matrimonial alliances in multicultural and multinational societies.

The third chapter **Cultural Representations** portrays the realistic present characters and also deals with the social order towards women.

The fourth chapter **Summation** concludes all the proceeding chapters.

**INTERNAL CONFLICTS AND FLAWS OF RELATIONSHIP
PERPETUATING CHAOS IN *THE PALACE OF ILLUSIONS* BY
DIVAKARUNI CHITRA BANERJEE**

A project work report submitted to the

Department of English

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

BACHELOR OF ARTS IN ENGLISH



Submitted in December 2021 by

T. SNEHA	- 2019UEN33
D. SORNAMUGI	- 2019UEN34
P. SRI AZHAHIYA PONNAMMAL	- 2019UEN35
V. SRUTHIKA	- 2019UEN36
P. SUDALI	- 2019UEN38

Under the Guidance of

**Prof(Smt)M. Sumathy,MA.,MPhil.,
Assistant Professor, Department of English
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Institution recognized u/s 2(f) and 12(B) of UGC & Re- accredited with 'A' Grade by NAAC

(A Branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Maharaja Nagar Post, Thoothukudi NH,

TIRUNELVELI-627 011, TAMIL NADU, INDIA.

CERTIFICATE

This is to certify that the project work report entitled '**INTERNAL CONFLICTS AND FLAWS OF RELATIONSHIP PERPETUATING CHAOS IN THE PALACE OF ILLUSIONS BY DIVAKARUNI CHITRA BANERJEE**' is a bonafide work of T. SNEHA, D. SORNAMUGL, P. SRI AZHAHIYA PONNAMMAL, V. SRUTHIKA AND P. SUDALI of Final year BA., English, Sri Sarada College for Women (Autonomous), Tirunelveli-627011 in partial fulfilment of the requirements for the award of degree of **BACHELOR OF ARTS IN ENGLISH** during the academic year 2021 - 2022.

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24.12.2021

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M. K. S. S.
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P.G. Dept. of English
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(AUTONOMOUS)
RAHMATH NAGAR, TIRUNELVELI - 627 011.



DECLARATION

We do hereby declare that the project work report entitled "INTERNAL CONFLICTS AND FLAWS OF RELATIONSHIP PERPETUATING CHAOS IN THE PALACE OF ILLUSIONS BY DIVAKARUNI CHITRA BANERJEE" is carried out by all of us jointly for the award of the degree of BACHELOR OF ARTS IN ENGLISH is our original work



P. Sneha
(T. SNEHA)



D. Sornamugi
(D. SORNAMUGI)



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ACKNOWLEDGEMENT

We express our deep gratitude to our Secretary Yatiswari Saravanabhavapriya Amba for her blessings.

We wish to convey our respect to our Principal Dr.(Smt) N.Kamala, M.Com.,M.Phil.,NET.,PGDCA,Ph.D., for her ceaseless support.

With deep sense of respect, we profusely thank Prof.(Smt) N. Renuka, MA.,M.Phil.,CGT, Head, Department of English for her constant encouragement.

We all submit our honest and humble reverence to our guide Prof.(Smt)M. Sumathy,MA.,MPhil., for her consistent review, constructive suggestion and critical interpretation throughout the work which enabled us to complete this project harmoniously and successfully.

We further acknowledge the inquisitive interactions of faculty members at the department, our beloved parents and siblings at home and our classmates and contemporary graduate friends who have rendered their help and time directly and indirectly.

ABSTRACT

The novel *The Palace of Illusions* is a simple tale of the most complex epic The Mahabharata. What makes it different and most unique is the point of view from which it is told. This novel tells the complete story from Draupadi's point of view. Draupadi - The heroine of The Mahabharata is one of the most intriguing woman characters in world literature. The author here puts a very unique woman-centric perspective for the modern readers. The present study has four chapters. The first chapter, "**Introduction**" details the author's biography and her literary contribution, hypothesis, objectives, methodology and the review of literature. The second chapter, "**The World of Warriors and Their Celestial Weapons**" talks about both Pandavas and Kauravas and the power of their celestial weapons. The third chapter, "**The Hurts and Joys of the Relationship**" describes about the various relationships of Draupadi in the tale and the flaws and causes for the Kurukshetra War. The final chapter, "**Summation**" sums up all the three chapters and ends with the findings of the study.

***ENFORCE OF GENDER EQUALITY IN THE SELECTED
ANIMATED MOVIES OF WALT DISNEY***

A project work report submitted to the
Department of English
In partial fulfillment of the requirements for the award of the degree of
BACHELOR OF ARTS



Submitted in December 2021 by
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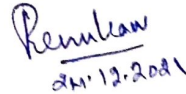
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CERTIFICATE

This is to certify that this project work entitled "**ENFORCE OF GENDER EQUALITY IN THE SELECTED ANIMATED MOVIES OF WALT DISNEY**" is a bonafide work of S. SUGANTHI, S. SWETHA, T.L. SWETHA of Final year B.A. ENGLISH, Sri Sarada College for Women (Autonomous), Tirunelveli-627011 in partial fulfillment of the requirements for the award of degree of **BACHELOR OF ARTS IN ENGLISH** during the academic year 2021-2022.



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B. Ramalakshmi
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DECLARATION

We do hereby declare that this project work entitled "**ENFORCE OF GENDER EQUALITY IN THE SELECTED ANIMATED MOVIES OF WALT DISNEY**" was carried out by all of us jointly for the award of the degree of **BACHELOR OF ARTS IN ENGLISH** is our original work.



(S. SUGANTHI)

S. Suganthi



(S. SWETHA)

S. Swetha



(T.L.SWETHA)

T.L. Swetha

B. Ramalakshmi
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ACKNOWLEDGEMENT

We express our deep gratitude to our Secretary Yatiswari Saravanabhavapriya Amba for her blessings.

We wish to convey our respect to our Principal Dr. (Smt) N. Kamala, M.Com.,M.Phil.,PGDCA.,Ph.D.,NET for her ceaseless support.

With deep sense of respect, we profusely thank to (Smt) N. Renuka, M.A.,M.Phil.,CGT, Head, Department of English for her constant encouragement.

We all submit our honest and humble reverence to our guide (Smt)B.Ramalakshmi,M.A.,M.Phil.,B.Ed. for her consistent review, constructive suggestion and critical interpretation throughout the work which enabled us to complete this project harmoniously and successfully.

We further acknowledge the inquisitive interaction of faculty members at the department, our beloved parents and sibling at home and our classmates and our senior sisters who have rendered their help directly and indirectly.

ABSTRACT

The **First chapter Introduction** deals about Disney and his creations, his achievements. Disney role in the feminism through the princess's characters of their fantasy movies and their impacts on the society. It also projects the list of the Disney princesses which has been divided based on the timeline as the three different waves of the feminism, and in each timeline one movie is taken as the example to represent the princess characters as the women's condition on that mean society.

The **Second chapter** reveals the waves of feminism in define and how the female charters in the example movies represent the women's characters at that time and express those women's feelings through their characteristics of those princesses. The princesses from the first wave encapsulate submissiveness, traditional female gender roles, and stereotypical beauty. This can be seen through the characters Snow white, Cinderella, Bella. The second wave arose and shifted the roles of female characters to be seen as rebellious and ambitious. This can be seen through the characters Ariel, Mullen, Rapunzel and the third wave portrays the female characters as independence and free spirited. This can be seen through the characters Merida, Anna and Elsa. Through different researches and literature reviews including though the movies themselves, Disney has been seen slowly making strides along with the surrounding culture and changing times in America.

The **Third chapter** represents the differentiation of these three waves. This project researches body image and gender roles in the waves of princesses. Research was done by websites, blogs to discover how this wave is portrayed. It was found that these princesses represent progress in the Disney franchise by encompassing both masculine and feminine traits. The portrayal of love in this chapter revolutionized in this wave by going beyond the romantic type and incorporating familial love and self-love. Body image, however, is the one frontier that seems to lack progress. The Disney princess still seems to encompass unrealistic body features and is often sexualized in her movements.

The **Fourth chapter conclusion** explains the media effects on Disney. It defines how the mass media's Importance in Disney and how media play's role in the evaluation of the female characters and the representation of feminism in Disney.

**Women as Victims of Human Trafficking in Malala Yousafzai's
*I Am Malala The Girl Who Stood Up For Education and
Was Shot by the Taliban***

A project work report submitted to the
Department of English
In partial fulfilment of the requirements for the award of the degree of
BACHELOR OF ARTS IN ENGLISH



Submitted in December 2021 by

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I. VELVIZHI	- 2019UEN45
C. VIDHYA	- 2019UEN46
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Under the Guidance of

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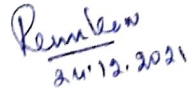
CERTIFICATE

This is to certify that this project work report entitled "**Women as Victims of Human Trafficking in Malala Yousafzal's *I Am Malala The Girl Who Stood Up For Education and Was Shot by the Taliban***" is a bonafide work of D. UMA, I. VELVIZHI, C. VIDHYA, M. VIJAYALAKSHMI and M. VINITHA of Final year B.A. English, Sri Sarada College for Women (Autonomous), Tirunelveli-627011 in partial fulfilment of the requirements for the award of degree of **BACHELOR OF ARTS IN ENGLISH** during the academic year 2021 – 2022.



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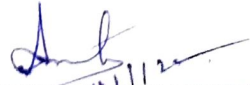


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RAHMATH NAGAR, TIRUNELVELI - 627 011.



DECLARATION

We do hereby declare that this project work report entitled "**Women as Victims of Human Trafficking in Malala Yousafzai's *I Am Malala The Girl Who Stood Up For Education and Was Shot by the Taliban***" carried out by all of us jointly for the award of the degree of **BACHELOR OF ARTS IN ENGLISH** is our original work.



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(D.UMA)



I. Velvizhi
(I. VELVIZHI)



C. Vidhya.
(C. VIDHYA)



M. Vijaya Lakshmi
(M. VIJAYALAKSHMI)



M. Vinitha
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S. Janagi / 24/10/21
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ACKNOWLEDGEMENT

We express our deep gratitude to our Secretary Yatiswari Saravanabhavapriya Amba for her blessings.

We wish to convey our respect to our Principal Dr. (Smt) N. Kamala, M.Com.,M.Phil.,B.Ed.,PGDCA.,Ph.D., for her ceaseless support.

With deep sense of respect, we profusely thank Prof.(Smt)Renuka, M.A.,M.Phil., Head, Department of English for her constant encouragement.

We all submit our honest and humble reverence to our guide Selvi. S. Janagi,M.A.,M.Phil.,CBC.,CGT. For her consistent review, constructive suggestion and critical interpretation throughout the work which enabled us to complete this project harmoniously and successfully.

We further acknowledge the inquisitive interactions of faculty members at the department, our beloved parents and siblings at home and our classmates and contemporary graduate friends who have rendered their help and time directly and indirectly.

ABSTRACT

The first chapter explains about the **Introduction** authors of and their autobiographical book. *I am Malala* portrays Pakistan and Mingora in particular, as a very anti-feminist society dare, we say misogynistic. Women are put down and discriminated against in various aspects. In family life, for instance, a woman is discriminated against from the onset of her life. Girls are married off as early as 10years old.

The second chapter deals about the **Importance of education** for female child; the force of schooling is the focal point of the entirety of Malala's activism. Experiencing childhood in and around a school, Malala adapts rapidly the power that instruction needs to shape a youngster's life, decide their future possibilities, and give them the boldness to support what they put stock in.

In the third chapter explains about the **Gender inequality** against women. The cruel begins from even before the young lady youngster is conceived. In many cases, she is kept from being conceived. The lady youngster is viewed as a weight. She is regularly denied of the fundamental freedoms and equivalent freedoms to lead a healthy adolescence and grown-up life.

The fourth chapter which concludes with the **Summation** of all other chapters also explains about the bravery of young woman, Malala Yousafzai.

A STUDY OF PUBLIC DISTRIBUTION SYSTEM DURING PANDEMIC SITUATION IN MELAPUTHANERI VILLAGE AT TIRUNELVELI DISTRICT

A project work report submitted to the
Department of Economics
in partial fulfilment of the requirements for the award of the degree of
BACHELOR OF ARTS IN ECONOMICS



Submitted in December 2021 by
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CERTIFICATE

This is to certify that this project work titled 'A STUDY OF PUBLIC DISTRIBUTION SYSTEM DURING PANDEMIC SITUATION IN MELAPUTHANERI VILLAGE AT TIRUNELVELI DISTRICT' is a bonafide work of M.DEEPADHARSHINI, K.KANTHIMATHI, R.MALLIKA and P.VELAMMAL of Final B.A Economics Sri Sarada College for Women (Autonomous), Tirunelveli-627011 in partial fulfilment of the requirements for the award of degree of BACHELOR OF ARTS IN ECONOMICS during the academic year 2021 - 22.



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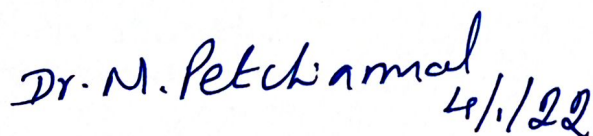


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DECLARATION

We do hereby declare that this project work titled "A STUDY OF PUBLIC DISTRIBUTION SYSTEM DURING PANDEMIC SITUATION IN MELAPUTHANERI VILLAGE AT TIRUNELVELI DISTRICT" was carried out by all of us jointly for the award of the degree of BACHELOR OF ARTS IN ECONOMICS is our original work.



M. Deepa Dharshini
(M.DEEPADHARSHINI)



K. Kanthimathi
(K.KANTHIMATHI)



R. Mallika
(R.MALLIKA)



P. Velammal
(P.VELAMMAL)

T. Kalavathi
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Signature of External guide

**AN ECONOMIC STATUS OF WOMEN WORKERS IN RURAL AREAS
AND THEIR ROLE IN FAMILY FINANCE MANAGEMENT IN
ARIYAKULAM VILLAGE AT TIRUNELVELI**

A project work report submitted to the
Department of Economics
in partial fulfilment of the requirements for the award of the degree of
BACHELOR OF ARTS IN ECONOMICS



Submitted in December 2021 by
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This is to certify that this project work titled 'AN ECONOMIC STATUS OF WOMEN WORKERS IN RURAL AREAS AND THEIR ROLE IN FAMILY FINANCE MANAGEMENT IN ARIYAKULAM VILLAGE AT TIRUNELVELI' is a bonafide work of G.BAGAVATHI, A.MANJUSHA, M.SELVALAKSHMI and M.SELVI of Final B.A., Economics, Sri Sarada College for Women (Autonomous), Tirunelveli-627011 in partial fulfilment of the requirements for the award of degree of BACHELOR OF ARTS IN ECONOMICS during the academic year 2021 - 22.

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(T.MIRUNA DEVI)

Dr. M. Petchiammal 4/1/22

EXTERNAL EXAMINER



DECLARATION

We do hereby declare that this project work titled "AN ECONOMIC STATUS OF WOMEN WORKERS IN RURAL AREAS AND THEIR ROLE IN FAMILY FINANCE MANAGEMENT IN ARIYAKULAM VILLAGE IN TIRUNELVELI" was carried out by all of us jointly for the award of the degree of **BACHELOR OF ARTS IN ECONOMICS** is our original work.



G. Bagavathi
(G.BAGAVATHI)



A. Manjusha
(A.MANJUSHA)



M. Selvalakshmi
(M.SELVALAKSHMI)



M. Selvi.
(M.SELVI)

A handwritten signature in cursive script, appearing to read 'T. Miruna Devi'.

Signature of the Internal Guide

(T.MIRUNA DEVI)

**A STUDY ON IMPACT OF HOMEMAKERS DURING THE COVID-19 PANDEMIC
PERIOD IN KRISHNAPURAM AREA**

A project work report submitted to the
Department of Economics
in partial fulfilment of the requirements for the award of the degree of
BACHELOR OF ARTS IN ECONOMICS



Submitted in December 2021 by

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T.MANI MALA	-	2019UEC09
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This is to certify that this project work titled 'ASTUDY ON IMPACT OF HOMEMAKERS DURING THE COVID-19 PANDEMIC PERIOD IN KRISHNAPURAM AREA' is a bonafide work of P.JANAKI, T.MANI MALA, G.RAJA LAKSHMI, N.RAJESHWARI and G.VANDI MALAICHI of Final Year B.A., Economics, Sri Sarada College for Women (Autonomous), Tirunelveli-627011 in partial fulfillment of the requirements for the award of degree of BACHELOR OF ARTS IN ECONOMICS during the academic year 2021 - 22.

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Dr. M. Petchiamal
4/1/22

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DECLARATION

We do hereby declare that this project work titled "A STUDY ON IMPACT OF HOMEMAKERS DURING THE COVID-19 PANDEMIC PERIOD IN KRISHNAPURAM AREA" was carried out by all of us jointly for the award of the degree of BACHELOR OF ARTS IN ECONOMICS is our original work.



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(P. JANAKI)



T. Mani Mala
(T. MANI MALA)



G. RAJALAKSHMI
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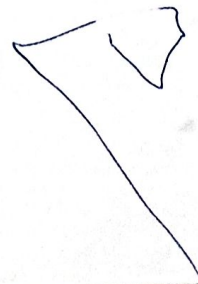
N. Rajeshwari
(N. RAJESHWARI)



G. vandimalaichi
(G. VANDI MALAICHI)

A handwritten signature in black ink, appearing to be 'S. Srinivasan'.

Signature of the Internal Guide



**A STUDY ON MAHATMA GANDHI NATIONAL RURAL
EMPLOYMENT GUARANTEE ACT [MGNREGA] BENEFICIARIES
AT RAMAYANPATTI VILLAGE, TIRUNELVELI DISTRICT**

A project work report submitted to the
Department of Economics

in partial fulfilment of the requirements for the award of the degree of
BACHELOR OF ARTS IN ECONOMICS



Submitted in December 2021 by

S. Deepa	Reg.No:2019UEC04
N. Maria Lizia	Reg.No:2019UEC11
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M. Muthumari	Reg.No:2019UEC14

Under the Guidance of

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TIRUNELVELI-627 011, TAMIL NADU, INDIA.

CERTIFICATE

This is to certify that this project work titled "A Study On Mahatma Gandhi National Rural Employment Guarantee Act [MGNREGA] Beneficiaries at Ramayanpatti Village, Tirunelveli District" is a bonafide work of S. Deepa, N.Maria Lizia, P. Muppudathi, M. Muthumari, of Final B.A Economics, Sri Sarada College for Women (Autonomous), Tirunelveli-627011 in partial fulfilment of the requirements for the award of degree of **BACHELOR OF ARTS IN ECONOMICS** during the academic year 2021 - 22.

A. Ramale

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P. Annababy

INTERNAL GUIDE

Dr. M. Petchiammal
4/1/22

EXTERNAL EXAMINER



DECLARATION

We do hereby declare that this project work titled “A Study On Mahatma Gandhi National Rural Employment Guarantee Act [MGNREGA] Beneficiaries at Ramayanpatti Village, Tirunelveli District” was carried out by all of us jointly for the award of the degree of **BACHELOR OF ARTS IN ECONOMICS** is our original work.



S. Deepa
(S. Deepa)



N. Maria Lizia
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ABSTRACT

A STUDY ON IMPACT OF HOMEMAKERS DURING THE COVID-19 PANDEMIC PERIOD IN KRISHNAPURAM AREA

INTERNAL GUIDE	NAME	REG.NO
Smt.A.Shunmugariya M.A., M.Phil, DGT., Assistant Professor, Department of Economics	P. Janaki	2019UEC06
	T. Mani mala	2019UEC09
	G. Rajalakshmi	2019UEC16
	N. Rajeshwari	2019UEC17
	G. Vandi Malichi	2019UEC20

Homemakers undertake most of the household work and support their families unconditionally. Homemaking is indeed a full time job, while the work may not be included in formal economic metrics as it is seldom quantified in monetary terms. The recent pandemic of Covid-19 has affected the whole world. Hence, the present study was planned to assess the impact of this pandemic among homemakers. The objectives to understand the role of homemakers in the household during pandemic periods, to study the household and family consumption patterns on pandemic situation. We have collect both primary and secondary data for are collected for analysis a well defined and structured questionnaire has been used to collect primary data by adopting a simple random sampling method sample of 48 respondents of homemakers was chosen in Krishnapuram village is situated in Palayamkottai Block, District of Tirunelveli. The limitation of the study pertains to role of homemaker's impact on covid-19 pandemic period in small village being a micro study the findings can't be generalized easily. We have find that 79.16 % represents started consuming herbal products and 81.25 % respondents faced job loss problem. The pandemic has accelerated the uptake of online activities among the homemakers. Homemakers are our superheroes without capes. If you have a superhero in your home, instead of just acknowledging her work, help her in these difficult times. It will be the biggest thankyou ever.

KEYWORDS: Family consumption, Pandemic situation, Home makers, Entrepreneurial Spirit, Online Activities

ABSTRACT

A STUDY OF PUBLIC DISTRIBUTION SYSTEM DURING PANDEMIC SITUATION IN MELAPUTHANERI VILLAGE AT TIRUNELVELI DISTRICT

Internal guide:	Name	Register number
Dr.(Smt)T.Kalavathi M.A.,M.Phil.,PGDCA,DHME,DGT,CIG,Ph.D Assistant professor and Head Economics department	M.Deepadharshini	2019UEC05
	K. Kanthimathi	2019UEC07
	R.Mallika	2019UEC08
	P.Velammal	2019UEC21

The Public distribution system evolved as a system of management of scarcity through distribution of food grains at affordable prices. India's public distribution system is built around a network of roughly 4, 62,000 fair price shop often referred to as ration shops. The objectives is to study the function of public distribution system in MelaputhanerI, to know the schemes in public distribution system in Melaputhaneri. Both primary and secondary data are collected for analysis. A well defined and structured questionnaire has been used to collect primary data. In this sample selection of sample is based on stratified random sampling technique the researcher takes a sample of 32. Melaputhaneri is a small village in Tirunelveli district of Tamilnadu states in India. And the limitations is the study period covers only up to 4 months periods only. Due to pandemic situation we are not able to collect the data in an accurate manner. The cardholder who buy regularly the product in public distribution system is 25 and the cardholder who do not buy the product regularly the product in public distribution system is 7. The government should provide rice to those in government employment jobs. Public distribution system has played a multi vital role in serving the poor people. By this study in rural areas it is possible to target the poor through their occupation and government can take effective and cost efficient in helping the vulnerable section of people. By study we understand more information about public distribution system and drawbacks in public distribution system.

Keywords:

Cardholder, Schemes, Government ,Product, Village

ABSTRACT

A STUDY ON MAHATMA GANDHI NATIONAL RURAL EMPLOYMENT GUARANTEE ACT [MGNREGA] BENEFICIARIES AT RAMAYANPATTI VILLAGE, TIRUNELVELI DISTRICT

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	M.Muthumari	2019UEC14

Employment generation for agricultural labour during the lean season. The scheme was called the employment assurance scheme which later evolved into the MGNREGA after the merger with the food for work programme in the early 2000s. The MGNREGA provides a legal guarantee for wage employment. The MGNREGA overcomes problems of targeting through its self-targeting mechanism of beneficiary selection, that is, a large percentage of poorest of the poor and marginalized seek employment under the scheme. To study the performance of Mahatma Gandhi National Rural Employment Guarantee Scheme Ramayanpatti in Tirunelveli district. We have collected both primary and secondary data collected for analysis. A well-defined and structured questionnaire has MGNREGA sample of 45 was chosen. Ramayanpatti is a large village located in Tirunelveli Taluk of Tirunelveli district, Tamil Nadu. The limitation of the study is based on their own interest, opinion and distaste. 33.3% of the respondents are having income below 180. 55.5% of the respondents are having the income up to 200. The work should be available when they need it. Our goods and equipment should be protected. MGNREGA is a scheme that provides 100 days of wage employment in a year to every rural household who is adult. Under the scheme the major focus is on women empowerment and do not migrate towards urban. The scheme aims at improving socio-economic condition of the rural households.

KEYWORDS; Employment, salary, labour, income, equipment.

ABSTRACT

AN ECONOMIC STATUS OF WOMEN WORKERS IN RURAL AREAS AND THEIR ROLE IN FAMILY FINANCE MANAGEMENT IN ARIYAKULAM VILLAGE AT TIRUNELVELI

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Women the builder and moulder of nation's destiny. The women workers contribute their income to the family expenditure which includes food, clothing ,medical, expenses etc. The level of income and expenditure are the direct indicators of the economic conditions and standard of living of any class women workers. The objectives of this study are to study the economic status of women workers in areas, to know the role in family finance management, to analyse the contributions of the women workers to the household economy, to study the problems faced by the women workers. In this study sample are selected on the stratified random sampling technique the researcher takes sample of 50. Sample was drawn at random. Both primary and secondary data are collected for analysis. A well defined and structured questionnaire has been used to collect primary data. Secondary data has been collected from book, magazines, journals, publications, and website. This project area has been selected as Ariyakulam village. Because the study area is situated near by college and it is adopted village by the college. 34% of the respondents are earned income level is 6000-8000. 6% of the respondents are earned above 10000. 40% of women workers expenditure pattern is 6000-8000. 10% of the respondents expenditure pattern are above 10000. Many of the women workers are affected by Economic reasons, seasonal nature of work and low wage problem. As the educational background is very poor so they are work forced to work in farms. To improve the decision making power of the low income group. The government has introduced many welfare schemes for women then only women are compelled to stand strong financially and emotionally to face the world. Women are successfully balance almost all the areas of their life, family, career, and household.

KEYWORDS: Women workers, Economic conditions, Income status, Finance Management, Expenditure pattern.

**A STUDY ON THE AWARENESS OF WEARING MASKS IN RURAL
AREAS IN TIRUNELVELI DISTRICT**

A project work report submitted to the
Department of Commerce
in partial fulfilment of the requirements for the award of the degree of
BACHELOR OF COMMERCE



Submitted in December 2021 by

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We do hereby declare that this project work titled "A STUDY ON THE AWARENESS OF WEARING MASKS IN RURAL AREAS IN TIRUNELVELI DISTRICT" was carried out by all of us jointly for the award of the degree of BACHELOR OF COMMERCE is our original work.



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CONSUMER AWARENESS TOWARDS TRADITIONAL FOOD DURING COVID-19 IN TIRUNELVELI CITY

A project work report submitted to the
Department of Commerce
in partial fulfilment of the requirements for the award of the degree of
BACHELOR OF COMMERCE



Submitted in December 2021 by

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**A STUDY ON IMPACT OF E-COMMERCE IN EMERGING MARKETS IN
TIRUNELVELI CITY**

A project work report submitted to the
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In partial fulfillment of the requirements for the award of the degree of
BACHELOR OF COMMERCE



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**SOCIAL MEDIA STRATEGIES ON ONLINE SHOPPING IN
TIRUNELVELI CITY**

A project work report submitted to the

Department of Commerce

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

BACHELOR OF COMMERCE



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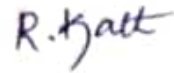
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04/01/2022

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DECLARATION

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M. vijayalakshmi
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A STUDY ON MEASURING THE EFFECTIVENESS OF ONLINE SHOPPING

A project work report submitted to the
Department of Commerce
In partial fulfilment of the requirements for the award of the degree of
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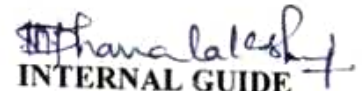
This is to certify that this project work titled 'A STUDY ON MEASURING THE EFFECTIVENESS OF ONLINE SHOPPING IN TIRUNELVELI CITY' is a bonafide work of S. MAHALAKSHMI, R. PETCHIAMMAL, G. SASIKALA AND G.UMA MAHESWARI of Final B.com commerce, Sri Sarada College for Women (Autonomous), Tirunelveli-627011 in partial fulfilment of the requirements for the award of degree of BACHELOR OF COMMERCE during the academic year 2021 - 22.


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We do hereby declare that this project work titled "A STUDY ON MEASURING THE EFFECTIVENESS OF ONLINE SHOPPING" was carried out by all of us jointly for the award of the degree of BACHELOR OF ARTS IN COMMERCE our original work.



S. Mahalakshmi
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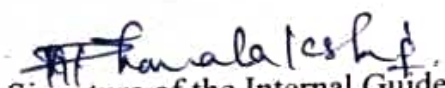
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ONLINE ADVERTISEMENT: AN EFFECTIVE PROMOTION TOOL FOR MARKETING NEW PRODUCTS

A project work report submitted to the
Department of Commerce
in partial fulfilment of the requirements for the award of the degree of
BACHELOR OF COMMERCE



Submitted in December 2021 by

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04/01/2022

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DECLARATION

We do hereby declare that this project work titled **ONLINE ADVERTISEMENT : AN EFFECTIVE PROMOTION TOOL FOR MARKETING NEW PRODUCTS** was carried out by all of us jointly for the award of the degree of **BACHELOR OF COMMERCE** is our original work.



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**A STUDY OF ONLINE PAYMENT ON GOOGLE PAY
IN TIRUNELVELI CITY**

A project work report submitted to the
Department of Commerce
In partial fulfilment of the requirements for the award of the degree of
BACHELOR OF COMMERCE



Submitted in December 2021 by

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04/01/2022

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We do hereby declare that this project work titled "A STUDY OF ONLINE PAYMENT ON GOOGLE PAY IN TIRUNELVELI CITY " was carried out by all of us jointly for the award of the degree of BACHELOR OF COMMERCE is our original work.



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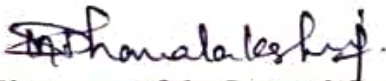
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**BRAND AWARENESS OF CONSUMER TOWARDS FAST MOVING
CONSUMER GOODS IN TIRUNELVELI CITY**

A project work report submitted to the
Department of Commerce
in partial fulfilment of the requirements for the award of the degree of
BACHELOR OF COMMERCE



Submitted in December 2021 by

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A STUDY ON E-LEARNING IN TIRUNELVELI DISTRICT

A project work report submitted to the
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CONSUMPTION OF ORGANIC FOOD BY CONSUMER IN TIRUNELVELI CITY

A project work report submitted to the
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A STUDY ON COTTAGE INDUSTRIES IN TIRUNELVELI CITY

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**A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN SBI
BANK IN PALAYAMKOTTAI TALUK**

A project work report submitted to the

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GROUP 1

A STUDY ON E-LEARNING IN TIRUNELVELI DISTRICT

ABSTRACT

Education is playing an essential role in all of our life. In recent days, education in online is more preferable by students. E-learning is more essential in this pandemic period. E-learning is the use of digital tools for learning. Learning management systems and distance education are among the most prevalent tools. However, hybrid experiences and collaborations are changing the E-learning landscape. Recent developments include the advent of social networking and online learning communities, the ubiquitous presence of smart phones, and an increased recognition of the potential for computer games to all other extra curricular activities. This project has used chi-square test, garrett ranking and likert scale to establish this project In our study “**The study on e-learning in Tirunelveli district**” concludes that E-learning is user-friendly for students in this modern era.

Keywords: E-Learning, Education, Developments, Students.

GROUP 2

A STUDY ON IMPACT OF E-COMMERCE IN EMERGING MARKETS INTIRUNELVELI CITY

ABSTRACT

Internet plays an important role in our daily life. We use internet daily almost for every single work. Before e-commerce, buying and selling were done without internet physically in the markets but after the arrival of e-commerce in India our life has become more convenient because of its number of advantages. E-commerce provides multiple benefits to the consumers in form of availability of goods at lower cost, wider choice and saves time. Electronic commerce may have large economic effects in the future. First of all, it has affected growth of retail shops and has influenced the behavior and tastes of the customers. Online markets are still shallow in many parts of the world. Yet e-commerce may be a key opportunity for economic development. E-commerce is very good for us which provides us wide variety of products and services with lots of information and attractive pictures at an affordable price at our doorstep. E-commerce has good impact on markets like reduce the cost of advertisements but e-commerce has bad impact on offline retailers.

Keyword: E-commerce, emerging markets, Convenient, Advertisement.

GROUP 3

STUDY ON COTTAGE INDUSTRIES IN TIRUNELVELI CITY

ABSTRACT

A Cottage Industry may be a small-scale industry, wherever the creation of merchandise and services is home-based, instead of factory-based. Whereas merchandise and services created by house industries are usually distinctive as long as they are principally not factory made, producers during this sector usually face manifold after deals after they are while not the backing of the Government or once latter is infamous of large-scale industry, and therefore is that the lesser quality of such business within the latter-day world. A small cottage industry goes through many hardships. Cottage industry is generally in the production of goods takes place in the houses of labourers using convenient methods. The cottage industry in rural areas they are unemployment and underemployment.

The first cottage industries were light manufacturing operation. When cloth was produced for the village or local markets, the weavers are sold the cloth directly to consumers. The middleman offer low prices to the manufacturer. Cottage Industries increase a rural employment, at the same time many schooling students also work in the industry. They are discontinued their studies and help their parents also. Cottage Industry also improves economic growth.

For that, the government is trying to solve the problems of this sector because the government knows that the sector holds a lot of potential in various areas if supported properly. Then Government initiates a cottage industry and provides job opportunities to young generations.

KEYWORDS: Cottage industries, Women entrepreneurs, Opportunities, Challenges, Economic growth, Government implement.

GROUP 4

CONSUMPTION OF ORGANIC FOOD BY CONSUMER IN TIRUNELVELI CITY

Abstract:

Organic food products manufacturing are rapidly growing sectors at the present situation. Nowadays, there is an improving trend is seen towards organic agriculture. Due to the scarcity of our time, changes within the lifestyle, tastes and preferences in dietary habits, there has been an inclination towards conventional food products which are readily available in the supermarkets such as vegetables, fruits, dairy products, meat products and so on. The people were not concerned about the safety and quality of inorganic food products and the implications these conventional food products which will affects their health. The main objectives of the study to analyse the consumption of organic products among consumer, to analyse the potential markets of organic products, to examine the consumers perception towards organic products. The present study is focused on consumer perception towards organic products and it has been carried out with the sample size of 95 respondents who are familiar with organic products. The data collected were analysed using statistical tools like percentage, charts, chi-square and likert scale for fetching out the findings and to provide suggestions. In the study, it is concluded that organically produced foods has greater nutritional properties which would likely result in higher levels of public health. Organic farming practices reduce pollution in the air, water, and soil. It also helps conserve water, reduce soil erosion, and uses less energy. The demand for organic food is increasing, which will lead to an increase in organic farming practices.

Keywords: Organic foods, health issues, safe environment, nutritional products, etc...

GROUP 5

CONSUMER AWARENESS TOWARDS TRADITIONAL FOOD DURING COVID-19 IN TIRUNELVELI CITY

ABSTRACT:

Traditional food promotes a balance of human, other living organisms and the nature. It also prevents artificial preservatives and ensures the originality of traditional food. This prevents excessive use of harmful ingredients and thereby ensures safety of our health. This study is an attempt to ascertain the “CONSUMER AWARENESS TOWARDS TRADITIONAL FOOD DURING COVID-19 IN TIRUNELVELI CITY”. The result of the study shows that lot of problems are faced by the consumers while purchasing the traditional food in the markets. It is not easy for consumers to go to market daily for purchasing traditional food because consumer buys in bulk. It is also found that these products are not easily available mostly in rural area; they are available mostly in urban areas. The reluctance to purchase traditional food items is that traditional food is more expensive when compared to non-organic food. So, people with low level of income cannot afford to meet the expenses on these products. The varieties of organic food which are available in the market are also limited. There is a lack of awareness about traditional food among rural consumers. Due to the scarcity of our time, changes within the lifestyle, tastes and preferences in dietary habits, there has been an inclination towards conventional food products which are readily available in the supermarkets such as vegetables, fruits, dairy products, meat products and so on. Initially, people were not concerned about the safety and quality of conventional or inorganic food products and the implications these conventional food products will have on their health. The present study is focused on consumer awareness towards traditional food products and it has been carried out with the sample size of 95 respondents who are familiar with traditional food products. The data collected were analysed using descriptive statistics. Value of fruits and vegetables consumption has been re-recognized during the times of COVID-19, which helps in combating the COVID-19 virus.

KEYWORDS: Living organisms, traditional food, conventional food products, purchasing the traditional food.

GROUP 6

BRAND AWARENESS OF CONSUMER TOWARDS FAST MOVING CONSUMER GOODS IN TIRUNELVELI CITY

ABSTRACT

Nowadays consumers are getting more knowledge of new cultures, lifestyle and brands. They are being aware of this thing by different advertisement media like television and different social networks. They are an individual who essentially have their own wants, taste, lifestyle and perception so they buy different products and services according to their personal uses. One of the most important things which are observed is that these days' consumers are purchasing more imported brand as compare to local brands. The brand awareness is related to the strength of the brand lump or trace in memory, which can be measure as the consumer's ability to identify the brand under different conditions. Brand awareness is the degree of familiarity among consumers about the life and availability of the product brand awareness is the extent to which the consumer associates the brand with the product they desires to purchase. The term FMCG's refers to those retail goods that are generally replaced or fully used up over a short period of days, weeks, or months, and within a year. Therefore the rural market offers a big attraction to marketers, it would be rare to think that any company can enter the market without facing any problems and walk away with a sizable share.

Key Words: Consumer's, Lifestyle, Brand, FMCG's, Awareness, Problems, Measure, Conditions.

GROUP 7

STUDY OF ONLINE PAYMENT ON GOOGLE PAY

ABSTRACT

The use of online payment system is increasing at a very fast rate. Day by day the number of users are moving towards online payment systems instead of using cash. Making online transactions is very convenient and time saving. People can pay online not only for shopping but also for different apps are available that offers many services to the users. This is the study purpose to analyze the usage of online payment app “**GOOGLE PAY**” Google Pay is a digital wallet platform developed by Google to power –in –app and tap-to –pay purchases on mobile devices, enabling users to make payments with Android phones, tablets or watches

. Google Pay is a free mobile app available in the Google Play Store users don't pay extra transaction fees when use Google Pay to make purchase .when customers use Google Pay to buy in stores, Google Pay doesn't send their actual credit or debit card number to make the payment. Instead, it uses a virtual account number to represent the account information.

KEYWORD : Google Pay , E – Wallet , Online Payment, Mobile Banking , Usage Of Consumers .

GROUP 8

ONLINE ADVERTISEMENT: AN EFFECTIVE PROMOTION TOOL FOR MARKETING NEW PRODUCTS

ABSTRACT

Online advertisement an effective promotion tool for marketing new products in the market it plays an important role in our everyday life. Advertising shows us ready forms of behaviour in a certain situation. Integrated strategy for online performance is a combination of the use of social networking, Google services and tools News, letter etc. It is very important to know the time that consumers spend on the Internet as well as the sites most frequently visit. Synergy campaign on the internet is the integration of all forms of online advertising in a comprehensive strategy to reach target groups. Internet promotion is actually using the principles of traditional direct marketing, but is now used well developed telecommunications and information technology. A consumer can have idea and information of even a small business enterprise with respect to large business enterprises regarding products and services. Focus on different trends of online advertising also has been done which results with the fact that online ads has become a challenge for the print ads as various online applications, social site help to lead towards the data instantly than other advertisement media existing. This is an attractive awareness creating tool of promotion of the business. The size and range of online advertisement than is increasing dramatically. Businesses are spending more on online advertisement than before. Understanding the factors that influence online advertisement effectiveness is crucial. An internet broadcast model is what many major advertisers have been waiting for. They want to make internet advertising more like television advertising. Actually, they want to make it better than T.V advertising: all visuals impact of traditional broadcast with the additional value of interactivity. The goal of advertisers is to make their ads more involving. Interactive advertising allows customers to become more involved because they initiate most of the action. Experiences during this interaction will drive brand attitudes. In this research study, both primary and secondary data's were used. This section describes the methodology which concludes research design, collection of data and construction of questionnaire. On the basis of various definitions it has certain basic features such as: It is a mass non-personal communication. It is a matter of record and it is a mass paid communication. The objectives of the study was to remind users to buy the product (retentive strategy), to provide rationalization (i.e. Socially acceptable excuses), to improve the moral of dealers and/or sales people (by showing that the company is doing its share of promotion), to acquaint buyers and prospects with the new uses of the product (to extend the PLC). The purpose of the study is to analyze different types of online advertising and explore how online advertisements affect consumers purchasing behaviour.

KEYWORDS: Rationalization, Synergy campaign, Integrated strategy, Comprehensive strategy, Retentive **strategy**.

GROUP 9

MEASURING THE EFFECTIVENESS OF ONLINE SHOPPING

Abstract

Online shopping plays an important role in the modern business environment. Online shopping has opened the door of opportunity and advantage to the firms. This paper analyzes the different issues of online shopping. The research aims to provide theoretical contributions in understanding the present state of online shopping. One of the earliest forms of trade conducted online was IBM's online transactions processing (OLTP) developed in the 1960s, which allowed the processing of financial transactions in real time. The computerized ticket reservation system developed for American airlines called semi-automatic business research environment was one of its applications. Consumers may need to contact the retailer, visit the post and pay return shipping, and then wait for a replacement or refund. Some online companies have more generous return policies to compensate for the physical advantage of physical stores. For example, the online store retail or zappos.com includes labels for free return shipping, and does not take a restocking fee, even for returns which are not the result of merchant errors. One advantage of shopping online is the ability to quickly seek out deals or items or services provided by many different vendors through online search engines. Search engines, online price comparison services and discovery shopping engines can be used to look up sellers of a particular product or services. Online shopping may take precautions from hacks or transferring personal details. Online shopping may clarify failed orders. Online shopping may increase some network issues. The creation of awareness of online shopping is necessary among consumers. Sustained improvement in shopping features would lead to increased consumption of online shopping. Online shopping is more popular among the young Indian population. Many teenagers and bachelors are now using online shopping to fulfill their shopping desires. Online shopping companies must linkages with financial partners to attract more customers.

Keywords: Online Shopping, Usage of Customers, Awareness, Customer Experiences.

GROUP 10

SOCIAL MEDIA STRATEGIES ON ONLINE SHOPPING IN TIRUNELVELI CITY

ABSTRACT

Social media strategies are already so embedded in our daily lives. When we refer to social media applications such as Facebook, WhatsApp, Twitter, YouTube, Instagram, LinkedIn and Pinterest often come to mind academics and practitioners here explored and examined the many sides of social media over the past years. A social media strategy is a plan of how to maximize engagement and interaction across social media to achieve a company objective. The scope of social media in India is immense and increasing rapidly. Social media has captured the attention of many young adults in the 21st century and is becoming a valuable source amongst the youth. Virtual communities have created other communities such as Twitter and Instagram, which are used for leisure activities such as micro blogging and pure entertainment. To study the increase in brand awareness among the consumer in Tirunelveli City and to build a community with customers around the business and to provide better customer services among the customers in the society. In recent times, social media has replaced many aspects of human communication, thereby impacting business. On social media marketing governance and how firms can create value and form core competencies by superseding these requirements.

KEYWORDS :- Social media applications, Communication, Business, Consumer,

GROUP 11

A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN SBI BANK IN PALAYAMKOTTAI TALUK

ABSTRACT

The purpose of this study was to examine the various facts of the customer relationship management practices adopted by SBI in Palayamkottai taluk. Banks are also such organizations that entirely subsist on their relationship with their customers. Therefore, it is extremely essential to understand if banks are following worthy CRM practices and whether customers are satiated with these practices or not. Customer relationship management involves organizing activities around the sole customer which can ensure differentiation at each point of sales by creating a unique customer experience to customer. Banks have their own way of managing their relationships with the customers. This also helps to study different physiological mentality of customers using the service of SBI. This study investigates the demographic profile of customers who are all using SBI service, this paper examines the satisfactory level among the customer towards SBI service which they provide and also analyzes the CRM practice in SBI bank. Percentage analysis, Likert scale and Chi square test are those statistical tools used for analysis. This study revealed that the customer relationship management practices followed in SBI is satisfactory to the customers.

Keywords: Customer relationship management, Demographic, Practice

GROUP 12

AWARENESS OF WEARING MASK IN RURAL AREA IN TIRUNELVELI CITY

ABSTRACT

Wearing face masks is recommended as part of personal protective equipment and as public health measure to prevent the spread of coronavirus disease 2019 (COVID-19) pandemic. Their use, however, is deeply connected to social and cultural practices and has acquired a variety of personal and social meanings. This article aims to identify the diversity of socio cultural, ethical, and political meanings attributed to face masks, how they might impact public health policies, and how they should be considered in health communication. In May 2020, we involved 29 experts of an interdisciplinary research network on health and society to provide their testimonies on the use of face masks in 20 European and to Asian countries (China and South Korea). They reflected on regulations in the corresponding jurisdiction as well as the personal and social aspects of face mask wearing. We analysed those testimonies thematically, employing the method of qualitative descriptive analysis. The analysis framed the four dimensions of the societal and personal practices of wearing (or not wearing) face masks: individual perceptions of infection risk, personal interpretations of responsibility and solidarity, cultural traditions and religious imprinting, and the need of expressing self-identity. Our study points to the importance for an in-depth understanding of the cultural and socio-political considerations around the personal and social meaning of mask wearing in different contexts as a prerequisite for the assessment of the effectiveness of face masks as a public health measure. Improving the personal and collective understanding of citizens' behaviours and attitudes appears essential for designing more effective health communications about COVID-19 pandemic or other global crises in the future.

KEYWORD

Face mask, COVID-19, Testimonies, Interdisciplinary, Health communication, Solidarity, Pandemic.

A STUDY ON SMALL SCALE INDUSTRIES IN TIRUNELVELI DISTRICT

A project work report submitted to the
Department of Commerce (Corporate Secretaryship)
in partial fulfilment of the requirements for the award of the degree of
BACHELOR OF COMMERCE (CORPORATE SECRETARYSHIP)



Submitted in December 2021 by

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We do hereby declare that this project work titled "A STUDY ON SMALL SCALE INDUSTRIES IN TIRUNELVELI DISTRICT" was carried out by all of us jointly for the award of the degree of BACHELOR OF COMMERCE (CORPORATE SECRETARYSHIP) is our original work.



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ABSTRACT

Small Scale Industry is a very important segment of the small scale industries play a vital role in the growth of the country. It contributes almost 40% of the gross industrial value added in the Indian economy. The study is undertaken the objectives: to analyze the demographic profile of the entrepreneurs, to study the internal & external problems faced by small scale industries, to analyze the prospective areas of small scale industries in the study area and to offer suggestion for the development of small scale industries units. Both primary and secondary data were collected. Primary data was collected through interview/questionnaire schedules and secondary data was collected through published articles, journals, magazines, books, newspapers, and websites. The final questionnaire was put to use among the randomly selected small scale industries. At the end of the data collection period, a total of 87 respondents had responded and provided the data. After completion of the data collection, the filled up interview schedules were edited. A master table was prepared to sum up all the information contained in the interview schedules. With the help of the master table, classification tables were prepared which were taken directly for analysis. The collected data was analyzed by using appropriate statistical tools like percentage analysis, for arriving at conclusions. This paper found that the government has been providing some special facilities through different policies and programs to overcome the problems and for the growth and development of small scale industries. At present the small scale industries sector is providing employment to over 40 million people. This paper analyses its growth performance in terms of units, employment, output and exports. The paper concludes with policy recommendations to ensure the sustenance and competitive growth of small-scale industries in India.

Keywords: Growth Performance, Industrial Sector, Poverty, Small Scale Industries, Socio-Economic Development Problems, and Social Sector.

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sd/20h
4/12/22

**A STUDY ON EFFECTIVENESS OF YOUTUBE AS A
MARKETING TOOL IN RECENT TIMES WITH
REFERENCE TO TIRUNELVELI DISTRICT**

A project work report submitted to the
Department of Commerce (Corporate Secretaryship)
in partial fulfilment of the requirements for the award of the degree of
BACHELOR OF ARTS IN COMMERCE (CORPORATE SECRETARYSHIP)



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We do hereby declare that this project work titled "A STUDY ON EFFECTIVENESS OF YOUTUBE AS A MARKETING TOOL IN RECENT TIMES WITH REFERENCE TO TIRUNELVELI DISTRICT" was carried out by all of us jointly for the award of the degree of BACHELOR OF COMMERCE (CORPORATE SECRETARYSHIP) is our original work.



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ABSTRACT

In the digital world, various social media have gained immense importance. This has been mainly because ease with the users can share their views, opinions, ideas and interest with others through this media. The emergence of these formats has changed the relationship between technology and humans. People find it simpler to communicate through social media rather than face-to-face interactions. Some of the popular social media include facebook, Twitter, Whatsapp, Instagram, linked, Youtube. For this particular study, the researcher chose Youtube as it has more than a Billion users worldwide and has usage for all types of people and profession. The objective was to find the impact of Youtube as a marketing and advertising tool. For this data was collected using a structured questionnaire circulated online through Google forms. Non profitability sampling was used to collect from 83 users who visited Youtube regularly for viewing videos. The data was analysed using convenience sampling Techniques. The study found that major of the users regularly watched advertisement on Youtube. They found ads with memorable music and popular actors to be more desirable.

Further, regression analysis revealed that the perception that the users had of the advertisements, influenced the buying behavior of the realted product. Lastly, the study provided certain implication and suggestions for advertisers as well as marketers.

Keywords:

Advertisements, Consumer Behaviour, Purchase intention, Social media marketing, Youtube, perception,

REFERENCE:

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**“STUDENT’S PERCEPTION ON EDUCATION FOR SUSTAINABLE DEVELOPMENT
IN HIGHER EDUCATION WITH SPECIAL REFERENCE TO TIRUNELVELI
DISTRICT-A STUDY”**

A project work report submitted to the
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BACHELOR OF COMMERCE CORPORATE SECRETARYSHIP



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We do hereby declare that this project work titled "STUDENT'S PERCEPTION ON EDUCATION FOR SUSTAINABLE DEVELOPMENT IN HIGHER EDUCATION WITH SPECIAL REFERENCE TO TIRUNELVELI DISTRICT -A STUDY" was carried out by all of us jointly for the award of the degree of BACHELOR OF COMMERCE (CORPORATE SECRETARYSHIP) is our original work.



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ABSTRACT

Sustainable development is the development that meets the needs of present generation without compromising the ability of future generations to meet their own needs. Education for sustainable development allows every human being to acquire the knowledge, skills, attitudes and values necessary to shape a sustainable future. Basic education is a key to a nation's ability to develop and achieve sustainability targets. Education can improve agricultural productivity, enhance the status of women, reduce population growth rates, enhance environment protection, and generally raise the standard of living. But simply increasing basic literacy will not support a sustainable society. Institutional reform, curriculum reform and development of locale specific resource material incorporating Education for sustainable development are priorities. Education for sustainable development requires including key sustainable development issues into teaching and learning like climate change, disaster risk reduction, poverty reduction, bio diversity and sustainable consumption. It also requires participatory teaching and learning methods that motivate and empower learners to change their behavior and take action for sustainable development like conservation of energy, water, tree plantation, use of natural energy etc. If the goals of sustainable development are to be realized, the attitudes of all the stakeholders of education at all levels with regard to our current life styles and impact they have on the environment will need to change.

Education for Sustainable Development (ESD) is a new educational paradigm that allows Universities to lead and respond to social needs towards a more sustainable life. The ESD is a global preparedness and complex phenomena in relation to the effects of human activity on the environment, society and economy in spatial (global, regional and local) and temporal dimensions (learn from the past, act in the present and anticipate the future). This study ends with a proposal of steps to follow to implement a sustainability plan, the various existing integration strategies, and the identification of barriers and remaining challenges into ESD. This study analyze the areas and elements to be integrated into the application and integration of Sustainability in Higher Education

KEY WORD : Students, learning. Education for sustainable development (ESD), Sustainability in Higher Education (SHE), Education Scheme.

ed/ab
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**A STUDY ON ROLE OF SUSTAINABLE TECHNOLOGIES OF MSMEs DURING
COVID 19 IN TIRUNELVELI DISTRICT**

A project work report submitted to the
Department of Commerce (Corporate Secretaryship)
in partial fulfilment of the requirements for the award of the degree of
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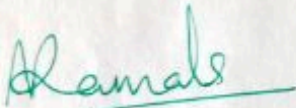
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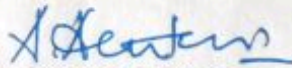
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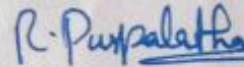
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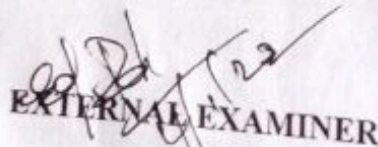


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We do hereby declare that this project work titled "A Study on role of Sustainable Technologies of MSMEs during Covid-19 in Tirunelveli district" was carried out by all of us jointly for the award of the degree of Commerce with Corporate Secretaryshipis our original work.



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ABSTRACT

Soon after the outbreak of the COVID-19 pandemic, many governments began extending financial and other forms of support to micro, small, and medium enterprises (MSMEs) and their workers because smaller firms are more vulnerable to negative shocks to their supply chain, labor supply, and final demand for goods and services than larger firms. Since MSMEs are diverse, however, the severity of the pandemic's impact on them varies considerably depending on their characteristics. Using online survey data of MSMEs from eight developing economies in South, Southeast, and Northeast Asia, this paper attempts to deepen our understanding of the impact of the pandemic on MSMEs, especially their employment, sales revenue, and cash flow. It also characterizes those firms that began participating in online commerce and tries to determine how their use of online commerce and their employment are related in this difficult time. This paper also examines the government support that MSMEs have received and the extent to which it has satisfied their support needs.

KEYWORD: COVID-19; micro, small, and medium enterprises (MSMEs); layoffs; cash shortage; digitalization.

Handwritten signature and date: 20/11/21

A STUDY ON FOOD INDUSTRIES IN TIRUNELVELI DISTRICT

A project work report submitted to the
Department of Commerce (Corporate Secretaryship)
in partial fulfilment of the requirements for the award of the degree of
BACHELOR OF COMMERCE (CORPORATE SECRETARYSHIP)



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ABSTRACT

Food processing sector is indispensable for the overall development of an economy as it provides a vital linkage and synergy between the agriculture and industry. It helps to diversify and commercialise farming; enhance income of farmers; create markets for export of agro foods as well as generate greater employment opportunities. Through the presence of such industries, a wider range of food products could be sold and distributed to the distant locations. Data was collected by using a questionnaire, 85 respondents were participated in the survey and data were collected in different location in Tirunelveli District. There is emerging evidence that food industry involvement in nutrition research may bias research findings and/or research agendas. However, the extent of food industry involvement in nutrition research has not been systematically explored. This study aimed to identify the extent of food industry involvement in peer-reviewed articles from a sample of leading nutrition-related journals, and to examine the extent to which findings from research involving the food industry support industry interests. The food industry comprises a complex network of activities related to the supply, consumption, and catering of food products and services. It plays a significant role in the economic development of any nation. It is one of the world's most dynamic economic sectors.

KEYWORDS: AGRICULTURE, ECONOMIC SECTORS, FOOD INDUSTRIES

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A STUDY ON ACHIEVEMENTS OF TRANSGENDER ENTREPRENEURS IN TIRUNELVELI DISTRICT

A project work report submitted to the
Department of Commerce (Corporate Secretaryship)
In partial fulfilment of the requirements for the award of the degree of
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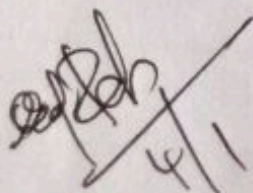
ABSTRACT

A transgender is a person whose gender does not match with the gender assigned to that person at birth and includes trans-man or trans-woman, person with intersex variations, and gender-queer. A transgender's career path is not simple and straight, they have to make extra efforts to be accepted in the world of 'commoners'. They are subjected to multi-faceted humiliations solely based on their gender identity. Recently empowerment of transgender has been mushrooming in every sphere either be constitutional, parliamentary, political, civil, legal, economic, social or technological facet. This article is based on the collection of reviews with latest notable case studies on the socio-economic empowerment of transgenders. Entrepreneurship was a male dominated phenomenon in the world. But in the modern era we are witnessing the gender equity between in all spheres of life. Today a transgender entrepreneur enjoys high status and positions in our society. But transgender entrepreneurs face multiple types of problems and challenges while achieving their goals. The main objectives of the study is the development of transgender entrepreneurship. the major constraints confronted by the transgender entrepreneurs.. Convenient sampling method was used to collect the data. The study was concentrating 85 samples from the population. This paper throws light on the positive developments of the transgender to change their societal outlook.

KEYWORDS: Empowerment, Entrepreneurial venture, Transgender Entrepreneurs,

Reference

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**A STUDY ON PERCEPTIONS OF POLICY HOLDERS TOWARDS
HEALTH INSURANCE PRODUCTS INTIRUNELVELI DISTRICT**

A project work report submitted to the
Commerce (Corporate Secretaryship)
in partial fulfilment of the requirements for the award of the degree of
BACHELOR OF COMMERCE (CORPORATE SECRETARYSHIP)



Submitted in December 2021 by

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P.KRISHNAVENI	-	2019UCC15
A. PRIYANAYAKI	-	2019UCC30
R. SOUNDHARYA	-	2019UCC41
N. SUMEENA	-	2019UCC54

Under the Guidance of

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CERTIFICATE

This is to certify that this project work titled **A STUDY ON PERCEPTION AND PREFERENCES OF POLICY HOLDERS HEALTH INSURANCE PRODUCTS IN TIRUNELVELI DISTRICT** a bonafide work of V. AMUTHA, P.KRISHNAVENI, A. PRIYANAYAKI, R. SOUNDHARYA AND N. SUMEENA of final B.com (Corporate Secretaryship). Sri Sarada College for Women (Autonomous), Tirunelveli-627011 in partial fulfilment of the requirements for the award of degree of **BACHELOR OF COMMERCE (CORPORATE SECRETARYSHIP)** during the academic year 2021 -2022.

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V. Gokulanathiga
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Priyadharshini
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EXTERNAL GUIDE

Ed. PRIYADHARSHINI
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DECLARATION

We do hereby declare that this project work titled "A STUDY ON PERCEPTION AND PREFERENCES OF POLICY HOLDERS HEALTH INSURANCE PRODUCTS IN TIRUNELVELI DISTRICT" was carried out by all of us jointly for the award of the degree of BACHELOR OF COMMERCE (CORPORATE SECRETARYSHIP) is our original work.



V. Amutha
(V.AMUTHA)



P. Krishnaveni
(P.KRISHNAVENI)



A. Priyanayagi
(A.PRIYANAYAGI)



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ABSTRACT

The health insurance market has been a wild frontier with rules constantly evolving. Health insurance is insurance against the risk of incurring medical expenses among individuals. The concept of health insurance was proposed in 1964 by huge the elder chambellan from the peter chamberlen family. The introduction and increased proliferation of private sector has worked to both health develop innovation new coverage products and increase service standards for clients in the domestic market. The objectives of the studies are to study on increasing the access to health care ,to protect the employees from high medical expenses at the time of illness And to identify the major factors that have influenced healthcare financing , to explain how healthcare system are financed , to understand health insurance industry in india To know about the health insurance companies. Policy holder (or) Insurance holder's awareness is about making the policy holders aware of his/her rights. The study is about analyzing the awareness of policy holders towards medium insurance as it's a need for every persons. To achieve the aforesaid data is gathered from primary and secondary sources. Convenience sampling was used for the survey. The Questionnaires were distributed to 82 respondents in the selected sample. This research tries to collect and review few important research articles on life insurance concept in India in terms of product innovation, market growth, consumer's service and other vital elements revolving around insurance concept, few of the statements are taken as it is to maintain the originality of the research articles under review and few of the statement are written by the author in own words to draw logical statements , The star health & allied insurance company ltd in Tirunelveli. Material insurance agents with address, contact number, photos, maps. View star health & allied insurance company ltd, Tirunelveli on justdial. The chapter deals with the data analysis and interpretation are central steps in the research process. The goal of analysis is to summarize the collected data in such a way that they provide answer to the question that triggered the research .As the sum assured is usually is very high comparatively premium paid for it. There are various plans available in the market with different features and policies. By entry of private insurance players in the market there are new and innovation products in the market of the people

Key words : health insurance, insurance Policy, Insurance, healthcare,

- References: <https://www.paisabazaar.com/health-insurance/>
- <https://www.iifl.com/blogs/types-of-health-insurance-plans>

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**A STUDY ON THE STATE OF NATURAL WATER RETENTION
MEASURES AND SOIL RICHNESS**

A project work report submitted to the
Department of Commerce (Corporate Secretaryship)
in partial fulfillment of the requirements for the award of the degree of
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Submitted in December 2021 by
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This is to certify that this project work titled "A STUDY ON THE STATE OF NATURAL WATER RETENTION MEASURES AND SOIL RICHNESS" is a bonafide work of H. ANANTHAVALLI, M. ANUSUYA, N. RAJALAKSHMI, K. SOWNTHARYA and H. SRI DEVAGI of Final B.COM(CS), Sri Sarada College for Women (Autonomous), Tirunelveli-627011 in partial fulfillment of the requirements for the award of degree of **BACHELOR OF COMMERCE (CORPORATE SECRETARYSHIP)** during the academic year 2021-22.

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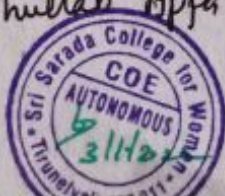
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INTERNAL GUIDE

Ed. Priyadharshini
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Ed. PRIYADHARSHINI
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DECLARATION

We do hereby declare that this project work titled "A STUDY ON THE STATE OF NATURAL WATER RETENTION MEASURES AND SOIL RICHNESS" was carried out by all of us jointly for the award of the degree of BACHELOR OF COMMERCE(CS) is our original work.



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(H. ANANTHAVALLI)



Anusuya.M
(M. ANUSUYA)



N. Rajalakshmi
(N. RAJALAKSHMI)



K. Sowtharya
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Sai devagi.H
(H. SRIDEVAGI)

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ABSTRACT

Natural water retention measures are activities aimed at conserving and improving the water storage capacity of land, soil and water bodies by restoring the ecological, natural features and aquatic properties and utilizing natural processes. They support green infrastructure by contributing to integrated goals such as conservation and restoration of nature and biodiversity. They use nature to regulate the flow and transport of water, thus causing extreme and moderate extreme events (floods, droughts, desertification and salinity). These objectives relate to the volume and quality of water to remain in rivers for the protection of a natural water body and its aquatic environment. The objectives of the studies are to study on Supply and securing of clean and sufficient drinking water for the population, to study provision and securing access to sanitation, To study on improvement and restoration of soil quality and thus, raising productivity rates. To study on improvement of infrastructure for storage, transport and agricultural marketing. Improper training and education can lead to unnecessary wastage of safe, clean water and overuse in areas that do not require much water. There are no proper guidelines for the use of surface water and groundwater by different departments. The construction of dams, other hydropower projects and diversion of water for irrigation led to the systematic destruction of large river ecosystems. The theme of the study was to find the "State of Natural Water Retention Measures and Soil Richness". The study is based on both primary and secondary sources of data. : There are nearly 44,000 residents in both rural and urban settlements in Tirunelveli. Out of the total population, the sample taken among residents i.e., 82 respondents , The research was conducted at random urban and rural areas. The research was made by the survey in accordance with the convenience of the residents. So the sampling type is convenience sampling. This chapter presents a review of various literatures to the present thesis. The review of various literature of secondary sources such as books, journals, PhD thesis, dissertations, websites, magazines, newspapers etc., helped to gain in-depth understanding of the research done in relation to natural water retention measures and soil water richness. Natural Water Retention Measures (NWRM) are multi-functional measures that aim to protect water resources using natural means and processes. NWRM can contribute to reducing the risk of floods and water scarcity and drought while also improving the status of surface and ground water bodies. Despite growing evidence, the lack of knowledge and awareness of the potential costs and benefits NWRM, can have remains one of the strongest impediments to their widespread implementation, together with the complex process for implementation.

Keywords: NWRM, Water Retention, biodiversity, Soil Richness

REFERENCE:

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4/1/22

**A STUDY ON THE EFFECTIVENESS OF EMPLOYEES TRAINING
AND DEVELOPMENT IN OMEGA ZIPS&THREADS-
AMBASAMUTHIRAM**

A project work report submitted to the

Department of Business Administration

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

BACHELOR OF BUSINESS ADMINISTRATION



Submitted in June 2022 by

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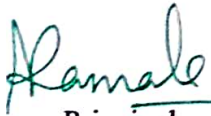
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CERTIFICATE

This is to certify that the project entitled “A STUDY OF THE EFFECTIVENESS OF EMPLOYEES TRAINING AND DEVELOPMENT IN OMEGA ZIPS&THREADS, AMBASAMUTHIRAM” is a bonafide work of T. AHILA, K. KAYATHRI, M. PETCHIAMMAL, S. RAJALAKSHMI of business administration, Sri Sarada college for women (Autonomous) Tirunelveli- 627 011 in partial fulfillment of the requirement for the award of degree of BACHELOR OF BUSINESS ADMINISTRATION during the academic year 2021-2022.



Principal

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For
P. Sharmisya

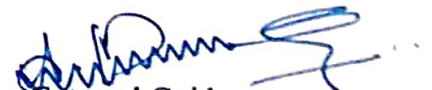


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DECLARATION

we do hereby declare that this project work titled "A STUDY OF THE EFFECTIVENESS OF EMPLOYEES TRAINING AND DEVELOPMENT IN OMEGA ZIPS&THREADS, AMBASAMUTHIRAM" was carried out by all of us jointly for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work.



Ahila.T
(T. AHILA)



K. Kayathri
(K. KAYATHRI)



M. Petchiammal
M.PETCHIAMMAL



S. Rajalakshmi
S.RAJALAKSHMI

K. Umamaheswari

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**A STUDY ON CONSUMER PERCEPTION AND SATISFACTION
TOWARDS ONLINE SHOPPING**

Department of Business Administration

in partial fulfillment of the requirements for the award of the degree of
BACHELOR OF ARTS IN BUSINESS ADMINISTRATION



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This is to certify that this project work titled "A STUDY ON CONSUMER PERCEPTION AND SATISFICATION TOWARDS ONLINE SHOPPING" is a Bonafide work done in a Sri Sarada college for women [Autonomous], Tirunelveli -627011 in partial fulfillment of the requirements for the award of degree of BACHELOR OF BUSINESS ADMINISTRATION during the academic year 2021 – 2022.



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P. Sharmayya 

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DECLARATION

We hereby declared that this project title "A STUDY ON CONSUMER PERCEPTION AND SATISFCATION TOWARDS ON ONLINE SHOPPING", was carried out by all us jointly for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work.



I. Vennila
I.VENNILA



v. prema
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K. Pathimavathy
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Signature of the Internal Guide

**A CASE ANALYSIS OF JOB SATISFACTION OF THE EMPLOYEES
WORKING IN MADURA COATS MILL,PAPANASAM IN TIRUNELVELI
DISTRICT**

A project work report submitted to the
DEPARTMENT OF BUSINESS ADMINISTRATION
In partial fulfilment of the requirements for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION



Submitted in June 2022 by

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This is to certify that this project titled "A CASE ANALYSIS OF JOB SATISFACTION OF THE EMPLOYEES WORKING IN MADURA COATS MILL, PAPANASAM IN TIRUNELVELI DISTRICT" is a bonofide work done by M.SATHYA, R.GOWSALYA, G.S.BHUVANESHWARI of final Bachelor of Business Administration, Sri Sarada College for Women, (Autonomous) Tirunelveli 627011 in partial fulfilment of the requirement for the award of degree of **Bachelor of Business Administration** during the academic year 2021-2022.

Aramale

Principal

For *P. Sharmila*

Head of the Department

K. Umamaheswari

Internal Guide

Shikha 4/7/22

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DECLARATION

We do here by declare that this project titled, " A CASE ANALYSIS OF JOB SATISFACTION OF THE EMPLOYEES WORKING IN MADURA COATS MILL, PAPANASAM IN TIRUNELVELI DISTRICT" was carried out by all of us jointly for the award of the degree **BACHELOR OF BUSINESS ADMINISTRATION** in our original work.



M. Sathya
M.SATHYA



G.S. Bhuvaneshwari
G.S.BHUVANESHWARI



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**ANALYSIS OF CAPITAL BUDGETING IN MARUTHI SUZUKI
PALAYAMKOTTAI**

A project work report submitted to the

Department of Business Administration

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

BACHELOR OF BUSINESS ADMINISTRATION



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CERTIFICATE

This is to certificate that this project work titled “ ANALYSES OF CAPITAL BUDGETING IN MARUTI SUZUKI PALAYAMKOTTAI” , is bonofide work of S.Bhuvaneshwari, K.Esakkiammal, M.Malaiarasi, S.Malavika, of final Business Administration, SRI SARADA COLLEGE FOR WOMEN (AUTONOMUS), TIRUNELVELI -11 in partial fulfilment of the requirement for the award of degree BUSINESS ADMINISTRATION during the academic year 2021-2022

Principal

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Internal Guide

External Guide

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DICLARATION

We do hereby declare that this project title "ANALYSES OF CAPITAL BUDGETING IN MARUTI SUZUKI, PALAYAMKOTTAI – 545478 was carried out by all of us jointly for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work.



S. Bhuvaneshwari
(S. BHUVANESHWARI)



K. Esakkiammal
(K. ESAKKIAMMAL)



M. Malaiarasi
(M. MALAIARASI)



S. Malavika
(S. MALAVIKA)

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A ROLE OF MARKETING RESEARCH OF ENHANCING CUSTOMER SERVICE IN ROYAL ENFIELD BIKES AT TIRUNELVELI

A project work report submitted to the

Department of Business Administration

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

BACHELOR OF BUSINESS ADMINISTRATION



Submitted in April 2021-2022

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This is to certify that this project work titled "A ROLE OF MARKETING RESEARCH OF ENHANCING CUSTOMER SERVICE IN ROYAL ENFIELD BIKES AT TIRUNELVELI" is bonofide work done by S.KALYANI, M.MUTHULAKSHMI, B.NIZANTHI, C.S.THEEPHIKA, of final Business Administration, SRISARADA COLLEGE FOR WOMEN(AUTONOMOUS), TIRUNELVELI-627011 in partial fulfillment of the requirements for the award of degree BACHELOR OF BUSINESS ADMINISTRATION during the academic year 2021-2022.

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We do hereby declare that this project work titled "A ROLE MARKETING RESEARCH OF ENHANCING CUSTOMER SERVICE IN ROYAL ENFIELD BIKES AT TIRUNELVELI" was carried out by all of us jointly for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work.



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S.KALYANI



M. Muthulakshmi
M.MUTHULAKSHMI



B. Nizanthi
B.NIZANTHI



C.S. Theepthika
C.S.THEEPHIKA

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Signature of the Internal Guide

**A CASE STUDY ON EMPLOYEE ATTITUDE TOWARD
PRODUCTION AND SUPPLY OF IDEAL COOKER COMPANY**

A Project work report submitted to the
Department of Business Administration
In partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION



Submitted in December 2022 by

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M.VAISHNAVI	2019UBB52

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CERTIFICATE

This is to certificate that this project work titled "A CASE STUDY ON EMPLOYEE ATTITUDE TOWARDS PRODUCTION AND SUPPLY OF IDEAL COOKER COMPANY" is bonofide work of S. Indhu mathi, K. Ramya, M. Vaishnavi, of final Business Administration, SRI SARADA COLLEGE FOR WOMEN (AUTONOMOUS), TIRUNELVELI-11 in partial fulfilment of the requirement for the award of degree BUSINESS ADMMINISTRATION during the academic year 2021-2022.

Ramale For
P. Shummya
Principal

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Head of the department

M. Padma
Internal Guide

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TIRUNELVELI - 627 011.



DECLARATION

We do hereby declare that this project title “A CASE STUDY ON EMPLOYEE ATTITUDE TOWARDS PRODUCTION AND SUPPLY OF IDEAL COOKER COMPANY”, VELLALANKULAM, NETAJI ROAD TENKASI-627012 was carried out by all of us jointly for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work.



S. Indhumathi
S.INDHUMATHI



K. Ramya.
K.RAMYA



Vaishnavi. M.
M.VAISHNAVI

M. Padman

Signature of the Internal Guide

A STUDY ON CONSUMER BEHAVIOUR ON INSTANT MASALA

Department of Business Administration

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

BACHELOR OF ARTS IN BUSINESS ADMINISTRATION



Submitted in December 2022 by

P.Pavithra 2019ubb33

S.Sudaroli 2019ubb51

M.Vanitha 2019ubb55

Under the Guidance of

DR.P.SHUNMUGA THANGAM, MBA, M.Com, M.Phil, PGDF & D,Ph.D

Assistant professor, Department of business administration

SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli – 627012)

**Institution recognized U/S 2(f) and 12(B) of UGC & Re-accredited with “A” Grade by
NAAC**


(A Branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)


Ariyakulam, Maharaja Nagar post, Thoothukudi Nrl,

TIRUNELVELI – 627 011, TAMIL NADU, INDIA.

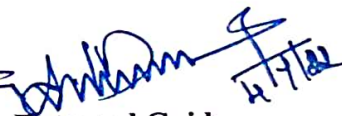
CERTIFICATE

This is to certify that this project work titled "A STUDY ON CONSUMER BEHAVIOUR ON INSTANT MASALA" is a Bonafide work of P.PAVITHRA, S.SUDAROLI, M.VANITHA of final Business Administration SRI SARADA COLLEGE FOR WOMEN (AUTONOMOUS), TIRUNELVELI – 11 in partial fulfilment of the requirement for the award of degree BUSINESS ADMINISTRATION during the academic year 2021 – 2022.


Principal

For

Head of the department


Internal Guide


External Guide

PRINCIPAL HEAD. DEPARTMENT OF BUSINESS ADMINISTRATION
SRI SARADA COLLEGE FOR WOMEN SRI SARADA COLLEGE FOR WOMEN
(Autonomous) (AUTONOMOUS)
TIRUNELVELI - 627 011 TIRUNELVELI - 627 011.



DECLARATION

We hereby declared that this project title " A STUDY ON CONSUMER BEHAVIOUR ON INSTANT MASALA", was carried out by all us jointly for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work.



(P.PAVITHRA)

P.Pavithra



(S.SUDAROLI)

S.Sudaroli



(M.VANITHA)

M.Vanitha

A handwritten signature in black ink, appearing to read 'P. Sharmila', with a stylized flourish at the end.

Signature of the Internal Guide

**A CASE STUDY ON EMPLOYEE WELFARE MEASURES IN INDIA CEMENT
FACTORY**

Department of Business Administration

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

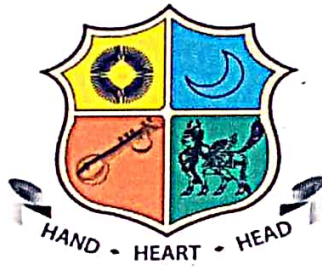
BACHELOR OF ARTS IN BUSINESS ADMINISTRATION

Submitted in December 2022 by

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N.GURU RAJA RAJESWARI-2019UBB13



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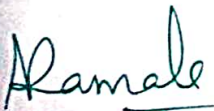
(A Branch of Sri Ramakrishna Tapovanam, Tirupparairthurai)

Ariyakulam, Maharaja Nagar post, Thoothukudi Nrl,

TIRUNELVELI – 627 011, TAMIL NADU

CERTIFICATE

This is to certify that this project work titled "A CASE STUDY ON EMPLOYEE WELFARE MEASURES IN INDIA CEMENT FACTORY" at S.Asha , P. Bhuvana Lakshmi , N .Guru Raja rajeswari is a Bonafide work done in a Sri Sarada college for women [Autonomous] , Tirunelveli -627011 in partial fulfillment of the requirements for the award of degree of BACHELOR OF BUSINESS ADMINISTRATION during the academic year 2021 – 2022.



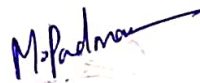
Principal

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Head of the department

HEAD. DEPARTMENT OF BUSINESS ADMINISTRATION
SRI SARADA COLLEGE FOR WOMEN
(AUTONOMOUS)
TIRUNELVELI - 627 011.



Internal Guide

External Examiner

DECLARATION

We hereby declared that this project title " A CASE STUDY ON EMPLOYEE WELFARE MEASURES IN INDIA CEMENT FACTORY", was carried out by all us jointly for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work



S.ASHA



P. Bhuvana Lakshmi
P. BHUVANA LAKSHMI



N. Guru Raja Rajeswari .
N .GURU RAJA RAJESWARI

A handwritten signature in black ink, appearing to read "M. Padma".

Signature of the Internal Guide