

SadakathullahAppa College (Autonomous) Rahmath Nagar, Tirunelveli - 627011

1	Name of the Facult Designation, Staff		1	S. Khaleel Ahamee	d,
				Assistant Professor	r of English,
				ATEN05	
2	Name of the Collal with Designation	porating Faculty	:		
	, and broading			Dr. R.C. Vasuki	
				Principal	
3	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training) Nature / Details of Outcome (Guest Lecture / DC member / Coguide / Project Reports / Other Reports/Publications)		:	Wavoo Wajeeha W Science	Vomen's College of Arts and
				Kayalpatnam, Tho	othukudi District
4			:	Academic	
5			:	Guest Lecture	
6	Period of Collabora	ation	:	16.04.2019	
7	Financial Involven	ent (if any)	:	Nil	
8	Proof Attached		;	Yes/No : Y	Yes
	**/	WAVOO WAJEE	IN C	CIPAL VOMEN'S COLLEGE SCIENCE yalpatnam-628 204.	50,000
Sig	nature of Principal	Signature of the	Col	llaborating Faculty	Signature of the Faculty

3.7.1/ Collaborative Activities/2018-19/38



WAVOO WAJEEHA WOMEN'S COLLEGE OF ARTS AND SCIENCE

(Run by: Wavoo SAR Educational Trust)
(Affiliated to Manonmaniam Sundaranar University)
Tiruchendur Road, Kayalpatnam-628 204, Thoothukudi Dist.
Phone: 04639-285900, Office: 04639-280900, Mobile: 99442 77939
E-mail: wavoo_college@yahoo.co.in

Mrs. R.C. VASUKI. M.A., Ph.D., DGT.
Principal

CERTIFICATE

This is to certify that Mr.S.Khaleel Ahamed, Assistant Coordinator – IQAC of, Sadakathullah Appa College, (Autonomous) Tirunelveli served as a mentor and guided us for the criteria IV and V on 16-04-2019 for NAAC Accreditation process in our institution.

Date: 16.04.2019

Place: Kayalpatnam

PRINCIPAL
WAVOO WAJEEHA WOMEN'S COLLEGE
OF ARTS & SCIENCE
Tiruchendur Road, Kayalpatnam-628 204.





Sadakathullah Appa College (Autonomous) Rahmath Nagar, Tirunelveli - 627011

1	Name of the Faculty with Designation, Staff ID	i	Dr. S. Nazarrath Bogum
			Assistant Profesor
			Department Of Physics - STPHO
2	Name of the Collaborating Faculty with Designation	:	Dr. U. Cankar
			Arrowate Professor of Physics
3	Name of the Collaborating Organization	:	Svi KGIS Arts & Science College Svivai Kundam
			Sovai Kundam
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	:	Research
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	:	Publications
6	Period of Collaboration	:	From: 2017 To: 2018
7	Financial Involvement (if any)	:	
8	Proof Attached	:	Yes/No
Si	ignature of Principal Signature of the	Co	llaborating Faculty Signature of the Faculty

ASC: Journal of Applied Science and Computations

Nucleation Kinetics, Growth, PXRD, FTIR and Dielectric studies of Triglycine sulphate crystal admixtured with Dihydrofumaric acid

Nazarath Begum^{1*}, M.Sivabharathy², U. Sankar³

1 Sadakathullah appa college, Department of Physics, Tirunelveli-627011, India

Abstract:

Single crystals of Triglycine sulphate admixtured with Dihydrofumaric acid (Triglycine sulpho succlnate (TGSSu)) were grown by the low temperature solution growth technique. The nucleation parameters such as solubility, induction period, interfacial energy, metastable zone width, radius of critical nucleus, critical free energy barrier, number of molecules in the critical nucleus and energy per unit volume have been evaluated. Metastable and induction period values were determined experimentally in order to optimize the growth parameters. Transparent good quality single crystals are characterized by single crystal XRD, powder XRD FTIR and dielectric analysis. The results have been discussed in detail.

Key Words: Nucleation; Solution Growth; PXRD; Dielectric studies; FTIR;

I. INTRODUCTION

Triglycine sulphate (TGS) is a ferroelectric crystals with chemical formula (NH2CH2COOH)3. (H2SO4) has found many applications in ferroelectric detection on a large spectral bandwidth. The ferroelectric crystals find important applications in optoelectronics such as capacitors, non-volatile memory devices [1], actuators, high-performance gate insulators, etc. All ferroelectric materials are pyroelectric, however, not all pyroelectric materials are ferroelectric. Below Curie temperature, ferroelectric and pyroelectric materials are polar and possess a spontaneous Polarization or electric dipole moment [2-5]. However, this polarity can be reoriented or reversed fully or partially through the application of an electric field with ferroelectric materials. The important phase for device fabrication is the (010) face which is perpendicular to the ferroelectric axis of the TGS crystal therefore, it is essential to know crystal orientation and habit. Hydrogen bonded ferroelectric crystals form a subclass of ferroelectrics in which hydrogen bonds plays an important role in determining the properties. Non linear optical (NLO) organic materials play a vital role for optical second harmonic generation (SHG) due to their applications in the domain of optoelectronics and photonics. Amino acids are strong candidates for optical second harmonic generation (SHG) because they contain chiral carbon atom and crystallizes in non-centro symmetric space groups. Among twenty amino acids glycine is in centro symmetric space group, and hence to find the NLO property, pure glycine with sulphuric acid, and Dihydrofurnaric acid (Succinic acid-C₄H₆O₄) combinations has been taken. This paper defines the crystal structure of Triglycine Sulpho Succinate (TGSSu) and the grown crystal has been investigated by the PXRD, FTIR and Dielectric Characterization.

II. MATERIALS AND METHODS

Tri Glycine Sulpho Succinate was synthesized by reacting pure Glycine, Sulphuric acid and Dihydrofumaric acid (Succinic acid-C₄H₆O₄) taken in the molar ratio of 3:09:01 in triple distilled water. All the basic chemicals used for the synthesis experiment were analytical reagents. The chemical reaction is

 $3(NH_2CH_2COOH) + H_2SO_4 + C_4H_6O_4 \rightarrow (NH_2CH_2COOH)_1 H_2SO_4C_4H_6O_4$

ISSN NO: 1076-5131

² Sethu Institute of Technology , Department of Physics, Pulloor-626115, India

³ Sri KGS arts college, Department of Physics, Srivaikundam- 628619, India nazarathphysics@gmail.com

3.7.1/ Collaborative Activities/2018-19/40



Sadakathullah Appa College (Autonomous) Rahmath Nagar, Tirunelveli - 627011

e Faculty with n, Staff ID		Dr. D. Sathya,
		Assistant Professor in Physics, Sadakathullah Appa
		College, Rahmath Nagar, Tirunelveli-11
		STPH10
ne Collaborating Faculty	:	Dr. R. Murugesan,
		Associate Professor in Chemistry, TDMNS College,
		T. Kallikulam, Valliyur, Tamil Nadu
Name of the Collaborating Organization		Department of Chemistry, TDMNS College, T.
		Kallikulam, Valliyur, Tamil Nadu
Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)		Research
etails of Outcome		Publications
cture / DC member / Co- oject Reports / Other ablications)		
Collaboration		From: 2018 To: 2019
involvement (if any)	1	
ched	:	Yes / No
cl	pal Signature of	ned :

https://doi.org/10.30799/jnst.531.19050304

J. Nanosci, Tech. - Volume 5 Issue 3 (2019) 720-724



Share Your innovations through IACS Directory

Journal of Nanoscience and Technology

Visit Journal at http://www.jacsdirectory.com/jnst



of issue on "International Conference on Advanced Materials and Their Applications"

Photocatalytic and Antimicrobial Activities of Polyaniline Nanocomposites with Molybdates

S.J. Balamurugan¹, D. Sathya², S. Kalyanaraman³, A. Pushparaj⁴, R. Murugesan^{5,*}

Research Scholar (Reg. No.: 8234), PG and Research Department of Physics, Sri Paramakalyani College affiliated to Manonmaniam Sundaranrar University. Abishekapatti - 627 012, Tirunelveli, India.

Department of Physics, Sadakathullah Appa College, Palayamkottai, Tirunelveli- 627 002, Tamilnadu, India.

Department of Physics & Principal (Rtd), Sri Paramakalyani College, Alwarkurichi - 627 412, Tamilnadu, India.

*Department of Zoology, TDMNS College, T. Kallikulam, Tirunelveli - 627 113, Tamilnadu, India

Department of Chemistry, TDMNS College, T. Kallıkulam, Tirunelveli - 627 113, Tamilnadu, India.

ARTICLE DETAILS

Article history: Received 20 March 2019 Accepted 29 April 2019 Available online 04 June 2019

Keywords. Polyaniline Nanocomposites Photo-Catalytic Activity Antimicrobial Activity

ABSTRACT

The present study describes the process for the formation of PANI nanocomposite incorporated with metal (Cd, Bi, Ba) molybdates of binary metal oxide. The PANI and its nanocomposites were prepared by 0.1 M aniline in 100 mL of 1 M sulphuric acid in the presence or absence of 50 mg of metal molybdate by chemical polymerization using 0.1 M APS as oxidant in 100 mL of 1 M sulphuric acid. The polymerisation yields are increased due to incorporation of metal molybdates. The growth of polymerization is also enhanced. The interaction of metal molybdates into PANI matrix leads to increase in very high conductivity, heavy interaction between the two-polymer chain lead to increase in stability of the polymer. In the incorporation of metal molybdate into the polymer matrix leads to increase in conductivity of about 5, 4 and 2 times with respect to the original sample (PANI) as in PANI-CdMOO. PANI-BiMoO4 and PANI-BaMoO4 respectively. The incorporation of metal molybdates is confirmed by XRD and UV-VIS spectral studies. The XRD studies are also suggested the presence of chemical interaction between polymer chain and incorporated metal molybdates. The antimicrobial activity of the synthesized material PANI and PANI-nanocomposites were tested against four bacteria, Escherichia coli, Staphylococcus aureus, P. aeruginosa and Proteus vulgaris using disc diffusion method. The degradation showed that PANI-SO₄2/CdMoO₄ photocatalyst, under visible light degraded 80.2 % of MB dye after 180 min. The photo-degradation study, thus, suggests that the light absorption of PANI and catalytic role of CdMoO+could be coupled for high photo-catalytic functionality. This work opens a new avenue for the design of new modified photo-catalysts with high activity for the large-scale water treatment and other applications.

1. Introduction

Today the prospects in optical devices are closely related to highly efficient luminescent semiconductor nanomaterials, which possess unique electronic properties. Further progress in evolvement of luminescent materials are associated with enhancement of their stability, simplification of synthetic methods, as well as development of novel procedures for preparation of nanostructures with predefined optical properties. In the same time the possibility to accurately control any functional properties of nanomaterials is affected by three governing factors: the size, shape and dispersity of nanomaterials, which possess the number of structural defects and the uniformity of chemical composition.

Among the mixed metal oxides, some metal molybdates are found to be very interesting due to their structural, electronic and catalytic properties. Calcium molybdate with a scheelite structure has been of practical interest because of their attractive luminescence property [1]. Cobalt and nickel molybdates are important components of industrial catalysts for the partial oxidation of hydrocarbons [2]. The crucial microstructure-based properties of these metal molybdates are likely to be influenced by the dimensional manipulation of their grain-sizes and the grain boundary effects in a polycrystalline material. This study is aimed as a simple method of preparation of nanomaterials, metal molybdate systems and its incorporation of polymer matrix. The important advantage of implementation of matrix techniques is the possibility to accurately control dispersion of nanomaterials.

The incorporation of metal molybdate nanomaterials into the conducting polymer offers enhanced performance for both the host and the guest [3].

The applications of these nanocomposites have also been extended to various fields such as, sensors [4, 5], photovoltaic cells [6], memory devices [7], and supercapacitors [8]. The preparation of nanomaterial implanted conducting polymer composites have been described by various methods, including template method for growing metal nanoparticles and polymers into nanostructures and incorporation of preformed nanoparticles during polymerization of monomers. The main challenge is identifying the right combination of organic and inorganic molecular building blocks that enhances the properties of each component while reducing their limitations. This challenge provides a unique opportunity for synthetic material scientist for developing new materials with synergetic behaviour leading to improved performance or

completely new properties.

Organic-inorganic polymer nanocomposites have potential applications depending upon their synthetic techniques and the nature of the inorganic materials. However, among various conducting polymers, polyaniline and its nanocomposites have scarcely been investigated. Cadmium molybdate, Bismuth molybdate and Barium molybdate nanomaterials have special physico-chemical properties arising from the size effect and high specific surface area, which may be different from their atomic or bulk counterparts.

^{*}Corresponding Author:rmuru2006@yahoo.co.in(R. Murugesan)



Sadakathullah Appa College (Autonomous) Rahmath Nagar, Tirunelveli - 627011

1	Name of the Faculty with Designation, Staff ID		Dr. S. Nazarath Begun
			Assistant professor
2	Name of the Collaborating Faculty with Designation		Department of Physics-STPHOE Dr. M. Siva Bharathy
			Research Associate Dean Department of Physics
3	Name of the Collaborating Organization		Sethu Institute of
			Technology, Pulloox -626115
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)		Research
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	:	publications
6	Period of Collaboration	:	From: 2018 To: 2021
7	Financial Involvement (if any)	:	
8	Proof Attached	:	Yes / No
Sign	ature of Principal Signature of the	Col	laborating Faculty Signature of the Faculty

JASC: Journal of Applied Science and Computations

ISSN NO: 1076-5131

Nucleation Kinetics, Growth, PXRD, FTIR and Dielectric studies of Triglycine sulphate crystal admixtured with Dihydrofumaric acid

Nazarath Begum^{1*}, M.Sivabharathy², U. Sankar³

1* Sadakathullah appa college , Department of Physics, Tirunelveli-627011, India

² Sethu Institute of Technology ,Department of Physics, Pulloor-626115,India

³ Sri KGS arts college , Department of Physics, Srivaikundam- 628619,India

nazarathphysics@gmail.com

Abstract:

Single crystals of Triglycine sulphate admixtured with Dihydrofumaric acid (Triglycine sulpho succinate (TGSSu)) were grown by the low temperature solution growth technique. The nucleation parameters such as solubility, induction period, interfacial energy, metastable zone width, radius of critical nucleus, critical free energy barrier, number of molecules in the critical nucleus and energy per unit volume have been evaluated. Metastable and induction period values were determined experimentally in order to optimize the growth parameters. Transparent good quality single crystals are characterized by single crystal XRD, powder XRD FTIR and dielectric analysis. The results have been discussed in detail.

Key Words: Nucleation; Solution Growth; PXRD; Dielectric studies; FTIR;

I. INTRODUCTION

Triglycine sulphate (TGS) is a ferroelectric crystals with chemical formula (NH2CH2COOH)3. (H2SO4) has found many applications in ferroelectric detection on a large spectral bandwidth. The ferroelectric crystals find important applications in optoelectronics such as capacitors, non-volatile memory devices [1], actuators, high-performance gate insulators, etc. All ferroelectric materials are pyroelectric, however, not all pyroelectric materials are ferroelectric. Below Curie temperature, ferroelectric and pyroelectric materials are polar and possess a spontaneous Polarization or electric dipole moment [2-5]. However, this polarity can be reoriented or reversed fully or partially through the application of an electric field with ferroelectric materials. The important phase for device fabrication is the (010) face which is perpendicular to the ferroelectric axis of the TGS crystal therefore, it is essential to know crystal orientation and habit. Hydrogen bonded ferroelectric crystals form a subclass of ferroelectrics in which hydrogen bonds plays an important role in determining the properties. Non linear optical (NLO) organic materials play a vital role for optical second harmonic generation (SHG) due to their applications in the domain of optoelectronics and photonics. Amino acids are strong candidates for optical second harmonic generation (SHG) because they contain chiral carbon atom and crystallizes in non-centro symmetric space groups. Among twenty amino acids glycine is in centro symmetric space group, and hence to find the NLO property, pure glycine with sulphuric acid, and Dihydrofumaric acid (Succinic acid-C4H6O4) combinations has been taken. This paper defines the crystal structure of Triglycine Sulpho Succinate (TGSSu) and the grown crystal has been investigated by the PXRD, FTIR and Dielectric Characterization.

II. MATERIALS AND METHODS

Tri Glycine Sulpho Succinate was synthesized by reacting pure Glycine, Sulphuric acid and Dihydrofumaric acid (Succinic acid-C₄H₆O₄) taken in the molar ratio of 3:09:01 in triple distilled water. All the basic chemicals used for the synthesis experiment were analytical reagents. The chemical reaction is

 $3(NH_2CH_2COOH) + H_2SO_4 + C_4H_6O_4 \rightarrow (NH_2CH_2COOH)_3 + H_2SO_4C_4H_6O_4$

S X

3.7.1/ Collaborative Activities/2018-19/42

SadakathullahAppa College (Autonomous) Rahmath Nagar, Tirunelveli - 627011

None Ch. C. W. L.		Assistant Professor, Department of Mathematics, SadakathullahAppa College, Tirunelveli
Nome Ch. C. W.		
Name of the G. W. L.		
Nama afal G. II. I.		STMA07
Name of the Collaborating Faculty with Designation	:	S.RobinsonChelladurai
		Associate Professor, Department of Mathematics,
		Scott Christian College, Nagercoil
Name of the Collaborating Organization	:	Scott Christian College, Nagercoil
Nature of Collaboration	-	
(Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)		Research
Nature / Details of Outcome	:	
guide / Project Reports / Other Reports/Publications)		Publications
Period of Collaboration	:	1.1.2018 - 31. 1. 2018
Financial Involvement (if any)	:	•
Proof Attached	:	Yes **
	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training) Nature / Details of Outcome (Guest Lecture / DC member / Coguide / Project Reports / Other Reports/Publications) Period of Collaboration Financial Involvement (if any)	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training) Nature / Details of Outcome (Guest Lecture / DC member / Coguide / Project Reports / Other Reports/Publications) Period of Collaboration : Proof Attacked

DEFANTMENT OF MATHEMATICS SCOTT CHRISTIAN COLLEGE (Autonomous) NAGERCOIL - 629 003 KANYAKUMARI DISTRICT.

www.ijrar.org (E48SN 2348-1269, P-18SN 2349-5138)



AngelinKavitha Raj, Research Scholar / Department of Mathematics / ManonmannamSundaranai University. Abishekapatti, Tirunelveli, Tannil Nadu, India & Assistant Professor / Mathematics, SadakathullahAppa College, Rahmath Nagar, Tirunelveli, Tamil Nadu, India

S. Robinson Chelladurar

Associate Professor / Mathematics, Scott Christian College, Nagercoil.

Abstract :Let G = (V, E) be a simple graph. A set $S \subseteq V$ is called a dominating set if every vertex $v \in V$ is either a member of S or adjacent to a member of S. A set $S \subseteq V$ is a strong dominating set of G if for every $u \in V - S$, there exists a $v \in S$ such that $uv \in E$ and $deg(u) \le deg(v)$. Let S_m be a star graph with order in Let $Sd(S_m^i)$ be the family of strong dominating sets of a star graph S_m with the number of elements in the set j. and let $Sd(S_m,j) = |Sd(S_m^1)|$. In this paper, we establish S_m and obtain a iterative formula for $Sd(S_m,j)$. Using this iterative formula, we consider the polynomial $SD(S_m,x) = \sum_{i=1}^{m} Sd(S_m,j)|x^i|$, we call strong

domination polynomial of star graphs and obtain some examples of this polynomial.

1. Introduction

Let G = (V, E) be a simple graph of order |V| = m. A set $S \subseteq V$ is called a dominating set if every vertex $v \in V$ is either a member of S or adjacent to a member of S. A set $S \subset V$ is a strong dominating set of G if for every $u \in V$ – S there $v \in S$ such that $nv\in E$ and $deg(n) \le deg(v)$. The minimum cardinality of strong dominating set is called minimum strong domination number and is denoted by Ta(G). Salub Sh. Kahat, Abdul Jalil M. Khalaf and RoslanHasm found the dominating sets and domination polynomial of wheels [1]. Abdul Jahl M. Khalaf and Sahib ShaggalKahat found the domination sets and domination polynomial of complete graph with missing edges [2]. Alikhani and Peng found the dominating sets and domination polynomial of cycles and certain graphs [3], [4]. Gehet, Khalaf and Hasni found the dominating set and domination polynomial of stars [5]. Let Ha be a graph with order in and let H_m be the family of dominating sets of a graph H_m with the number of elements in the set j and let $d\left(H_{m},j\right)=\|H_{m}^{j}\|. \text{ We call the polynomial }D\left(H_{m},x\right)=\sum_{i=j(H_{m})}^{m}d\left(H_{m},j\right)|x^{j}|, \text{ the domination polynomial of graph }H_{m}\text{ [4]. Let }S_{m}^{j}$ be the family of strong dominating sets of a star S_m with the number of elements in the set j and let $Sd(S_m,j) = |S_m^j|$. We call the polynomial $SD(S_{m},X) = \sum_{1\leq i,j\leq k}^{m} Sd(S_{m},j)|_{X^{2}}$, the strong domination polynomial of star. In the next section we establish the families of strong dominating sets of $S_{m,1}$ with the number of elements j and j = 1. We explore the strong domination polynomial of star graph in next section. Assusual we use $\binom{n}{n}$ or nc, for the combination n to i and we denote the set $\{1, 2, ..., m\}$ simply by [m], and we denote deg (u) to degree of the vertex u and $\Delta(G) = \max \{ \deg(u) \mid \forall u \in V(G) \}$ and $\delta(G) = \min \{ \deg(\mathfrak{u}) \mid \forall \mathfrak{u} \in V(G) \}$

2. Strong dominating sets of Star (Sm)

Let S_m , $m \ge 3$ be the star with m vertices $V(S_m) = [m]$ and $E(S_m) = \{(v, u) : \forall u, v \in V(S_m)\}$. Let S_m^1 be the family of strong dominating sets of Sn with the number of elements in the set j. We shall explore the strong dominating sets of stars. To prove our main results we need the following Lemmas.

Lemma 1

The following properties hold for all graph H.

- $|H_{m}^{m}| = 1$
- $|H_m^{m-1}| = m$ (ii)
- $|H_{\mathbf{m}}^{j}| = 0$ if j > m(iii)
- (iv)

Proof:

Let H = (V, E) be a simple graph of order m, then

- $H_m^m = \{H\}$ Therefore, $|H_m^m| = 1$
- $H_m^{m-1} = \{H u | \forall u \in H\}$ Therefore, $|H_m^{m-1}| = m$ (11)
- There does not exist $K \subseteq H$ such that $|V(K)| \ge |V(H)|$. Therefore, $|H_m^j| = 0$ if $j \ge m$

IJRAR1903316

International Journal of Research and Analytical Reviews (IJRAR) www.ijrar.org

452



SadakathullahAppa College (Autonomous) Rahmath Nagar, Tirunelveli - 627011

	Name of the Faculty with Designation, Staff ID	1	Dr.S.Angelin Kavitha Raj
			Assistant Professor. Department of Mathematics,
			SadakathullahAppa College, Tirunelveli
			STMA07
2	Name of the Collaborating Faculty with Designation	;	S.RobinsonChelladurai
			Associate Professor, Department of Mathematics,
			Scott Christian College, Nagercoil
3	Name of the Collaborating Organization	:	Scott Christian College, Nagercoil
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	:	Research
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	:	Publications
5	Period of Collaboration	:	1.1.2018 – 31. 1. 2018
7	Financial Involvement (if any)	:	-
3	Proof Attached	-	Yes . A

DEPARTMENT OF MATHEMATICS SCOTT CHRISTIAN COLLEGE (Autonomous) NAGERCOIL - 629 003 KANYAKUMARI DISTRICY. Journal of Computer and Mathematical Sciences, Vol 9(12) 2138-2146 December 2018 - ISSN 0976-5-22 (Print) (An International Research Journal), www.componath.journal.org (SSN 2319-8133 (Online)

Weak dominating sets and Weak Domination Polynomial of Complete Graphs

S. Angelin Kavitha Raj* and S. Robinson Chelladurai

Part time Research Scholar / Department of Mathematics,
Manonmaniam Sundaranar University,
Abishekapatti, Tirunelveli-627012, Tamilnadu, INDIA.
& Assistant Professor | Mathematics, Sadakathullah Appa College, Rahmath Nagar,
Tirunelveli-627006, Tamilnadu, INDIA.
Associate Professor | Department of Mathematics,
Scott Christian College, Nagercoil-629001, Tamilnadu, INDIA.
email: *angelinkavitha.s@gmail.com

(Received on: December 12, 2018)

ABSTRACT

Let G = (V, E) be a simple graph. A set $S \subseteq V$ is called a dominating set if every vertex $v \in V$ is either a member of S or adjacent to a member of S. A set $S \subseteq V$ is a weak dominating set of G if for every $u \in V - S$, there exists a $v \in S$ such that $uv \in E$ and $deg(u) \supseteq deg(v)$. Let K_m be complete graph with order m. Let $Sd(K_m^r)$ be the family of weak dominating sets of a complete graph K_m with the number of elements in the set i, and let $Wd(K_m,j) = |Wd(K_m^r)|$. In this paper, we establish K_m and obtain a iterative formula for $Wd(K_m,j)$. Using this iterative formula, we consider the polynomial $WD(K_m,x) = \sum_{i=1}^n |Wd(K_m,j)|^2$, which we call strong domination

polynomial of complete graphs and obtain some examples of this polynomial.

Keywords: Weak Dominating set, Weak Domination Polynomial, Recursive formula.

I. INTRODUCTION

Let G = (V, E) be a simple graph of order |V| = m. A set $S \subseteq V$ is called a dominating set if every vertex $v \in V$ is either a member of S or adjacent to a member of S. A set $S \subseteq V$ is

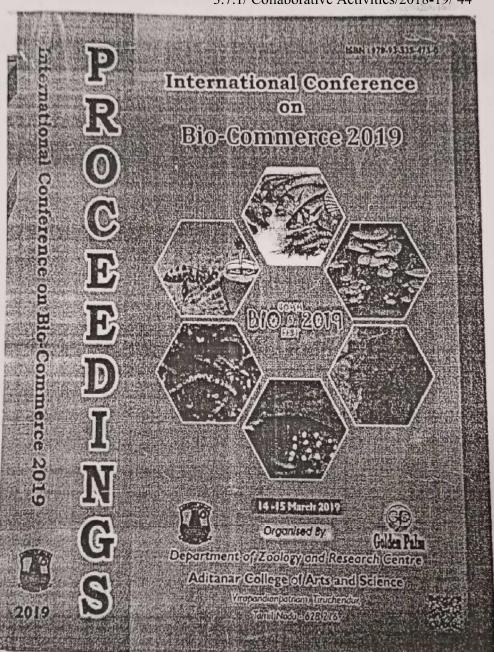


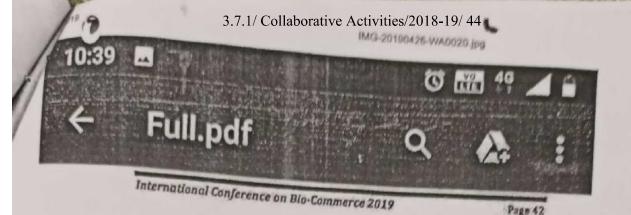
Sadakathullah Appa College (Autonomous)

Rahmath Nagar, Tirunelveli - 627011

	Name of the Faculty with		Dr. M. Syed Ali Fathima
	Designation, Staff ID		Assistant Professor & Head, Department of Botany,
			ATBO01
	Name of the Collaborating Faculty		Dr. M. Johnson,
with Design	with Designation		Assistant Professor,
			Department of Botany,
3	Name of the Collaborating	1:	St.Xaviers College, (Autonomous),
	Organization		Palayamkottai
1	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	:	Research
5	Nature / Details of Outcome (Guest Lecture / DC member / Co-guide / Project Reports / Other Reports/Publications)	:	Paper presentation- Publications. Anticancer Activity of <i>Pouzolzia wightii</i> Benn. Stemethanolic extracts against Hela Cell Line.
6	Period of Collaboration	:	From: 2019 To:2019
7	Financial Involvement (if any)	:	
8	Proof Attached	:	Yes / No -

3.7.1/ Collaborative Activities/2018-19/44







Page 42

ANTICANCER ACTIVITY OF POUZOLZIA WIGHTH BENN. STEM ETHANOLIC EXTRACTS AGAINST HELA CELL LINE

M. Johnson, M. Syed Ali Fathima* and A. Mohamed Ansar**

Centre for Plant Biotechnology, Department of Botany, St. Xavier's College (Autonomous), Palayamkottai -627 002.

- *Department of Botany, Sadakathullah Appa College (Autonomous), Tirunelveli -
- **Department of Pharmaceutics, S.A. Raja Pharmacy College, Vadakkangulam.

ABSTRACT

Medicinal plants are component and bundle of human society to struggle diseases. from dawn of civilization. Plants are the largest source of herbal medicines in the world. About 60-80 % of human beings still depend on plant based medicines as traditional human health care system. Pouzolzia wightli belongs to family: Utricaceae, a native of Southern Western Ghats. In India it is distributed in Tamilnadu and Kerala. Different parts of this plant have the various uses like anti inflammatory. wound healing, ulcers, boils. The present study reports that ethanolic extracts of Pouzolzia wightii stem have been tested for anticancer activity. In-vitro anticancer studies were performed against human cancer cell line (HeLa) and MTT assay was used to analyze the cell growth inhibition. The results showed that the ethanolic extracts of stem of Pouzolzia wightil possessed a moderate amount of anticancer activity with an IC50 value 187.1µg/ml. Keywords: HeLa, MTT assay, IC50

INTRODUCTION

Now a day's utility of medicinal plants has been increasing day by day in the present world. Compounds which are naturally derived from the herbs are safer and easily biodegradable than the synthetic compounds. So that the problem resistance observed in synthetic drugs is also reduced (Cl Balasubramaniam, 2011). Higher plants, a source of many plan derive important role in health cure of human beings. Therefore medicinal received a significant interest in anti-cancer therapy. Medicinal herbs do not travelle

/mail.google com/meill.un/wink



SadakathullahAppa College (Autonomous) Rahmath Nagar, Tirunelveli - 627011

	Name of the Faculty with	1	Dr. M. Syed Ali Fathima
	Designation, Staff ID		Assistant Professor & Head, Department of Botany,
	16 44 44 14		ATBO01
2	Name of the Collaborating Faculty	1	Dr. M. Johnson,
with Designation		Assistant Professor,	
	55		Department of Botany,
3	Name of the Collaborating		St.Xaviers College, (Autonomous),
Organization		Palayamkottai	
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	:	Research
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	::	Paper presentation- Publications. Anticancer Activity of <i>Pouzolziawightii</i> Benn. leaves ethanolic extracts against Hela Cell Line.
6	Period of Collaboration	:	From: 2018 To:2018
7	Financial Involvement (if any)	:	
	Proof Attached		

ANTICANCER ACTIVITY OF POUZOLZIA WIGHTII BENN. LEAVES

2008

M. Johnson

Centre for Plant Biotechnology, Department of Botany St. Xavier's College (Autonomous), Palayamkottai

M. Syed Ali Fathima

Department of Botany Sadakathullah Appa College (Autonomous), Tirunelveli

A. Mohamed Ansar

Department of Pharmaceutics S.A. Raja College of Pharmacy, Vadakangulam

Abstract

Medicinal plants are component and bundle of human society to struggle diseases, from dawn of civilization. Plants are the largest source of herbal medicines in the world. About 60-80% of human beings still depend on plant based medicines as traditional human health care system. Pouzolzia wightii belongs to family: Utricaceae, a native of Southern Western Ghats. In India it is distributed in Tamilnadu and Kerala. Different parts of this plant have the various uses like anti inflammatory, wound healing, ulcers, boils. The present study reports that ethanolic extracts of Pouzolzia wightii leaves have been tested for anticancer activity. In-vitro anticancer studies were performed against human cancer cell line (HeLa) and MTT assay was used to analyze the cell growth inhibition. The results showed that the ethanolic extracts of leaves of Pouzolzia wightii possessed a moderate amount of anticancer activity with an ICso value 193.8 µg/ml. Keywords: HeLa, MTT assay, ICso

Introduction

Now a day's utility of medicinal plants has been increasing day by day in the present world. Compounds which are naturally derived from the herbs are safer and easily biodegradable than the synthetic compounds. So that the problem of drug resistance observed in synthetic drugs is also reduced (Chanchal and Balasubramaniam, 2011). Higher plants, a source of many plan derivatives, play a important role in health care of human beings. Therefore medicinal herbs have received a significant interest in anti-cancer therapy. Medicinal herbs do not have any of these drawbacks. Medicinal plants provide natural products have valuable sources for anticancer drug discovery (Schwartsmann et al., 2002). Plants, vegetables and herbs used in traditional and folk medicine as one of the important source of cancer chemoprevention drug discovery and development (Abdullaev et al., 2000). Many anticancer drugs derived from natural plant sources (Tan et al., 2006). Dietary substances from natural products have played a vital role in creating new chemopreventive agents (Surh, 2008). Cragg and Newman states that over 50 % of the

3.7.1/ Collaborative Activities/2018-19/46



SadakathullahAppa College (Autonomous) Rahmath Nagar, Tirunelveli - 627011

Name of the Faculty with		Dr. M. Syed Ali Fathima
Designation, Staff ID		Assistant Professor & Head, Department of Botany,
		ATBO01
Name of the Collaborating Faculty	1	Prof. A. Mohamed Ansar,
with Designation		Associate Professor,
Name of the Collaborating Organization	:	S. A. Raja Pharmacy College, Vakakangulam.
Nature of Collaboration		
(Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	1	Research
Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)		Paper presentation- Publications. Anticancer Activity of <i>Pouzolziawightii</i> Benn. leaves ethanolic extracts against Hela Cell Line.
Period of Collaboration	:	From: 2018 To:2018
Financial Involvement (if any)	:	Yes
Proof Attached	:	Yes / No - Yes
	Name of the Collaborating Faculty with Designation Name of the Collaborating Organization Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training) Nature / Details of Outcome (Guest Lecture / DC member / Coguide / Project Reports / Other Reports/Publications) Period of Collaboration	Name of the Collaborating Faculty with Designation Name of the Collaborating Organization Student Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training) Nature / Details of Outcome (Guest Lecture / DC member / Coguide / Project Reports / Other Reports/Publications) Period of Collaboration :



ANTICANCER ACTIVITY OF POUZOLZIA WIGHTII BENN. LEAVES ETHANOLIC EXTRACT

2018

M. Johnson

Centre for Plant Biotechnology, Department of Botany St. Xavier's College (Autonomous), Palayamkottai

M. Syed Ali Fathima

Department of Botany Sadakathullah Appa College (Autonomous), Tirunelveli

A. Mohamed Ansar

Department of Pharmaceutics S.A. Raja College of Pharmacy, Vadakangulam

Abstract

Medicinal plants are component and bundle of human society to struggle diseases, from dawn of civilization. Plants are the largest source of herbal medicines in the world. About 60-80% of human beings still depend on plant based medicines as traditional human health care system. Pouzolzia wightii belongs to family: Utricaceae, a native of Southern Western Ghats. In India it is distributed in Tamilnadu and Kerala. Different parts of this plant have the various uses like anti inflammatory, wound healing, ulcers, boils. The present study reports that ethanolic extracts of Pouzolzia wightii leaves have been tested for anticancer activity. In-vitro anticancer studies were performed against human cancer cell line (HeLa) and MTT assay was used to analyze the cell growth inhibition. The results showed that the ethanolic extracts of leaves of Pouzolzia wightii possessed a moderate amount of anticancer activity with an ICso value 193.8 µg/ml. Keywords: HeLa, MTT assay, ICso

Introduction

Now a day's utility of medicinal plants has been increasing day by day in the present world. Compounds which are naturally derived from the herbs are safer and easily biodegradable than the synthetic compounds. So that the problem of drug resistance observed in synthetic drugs is also reduced (Chanchal and Balasubramaniam, 2011). Higher plants, a source of many plan derivatives, play a important role in health care of human beings. Therefore medicinal herbs have received a significant interest in anti-cancer therapy. Medicinal herbs do not have any of these drawbacks. Medicinal plants provide natural products have valuable sources for anticancer drug discovery (Schwartsmann et al., 2002). Plants, vegetables and herbs used in traditional and folk medicine as one of the important source of cancer chemoprevention drug discovery and development (Abdullaev et al., 2000). Many anticancer drugs derived from natural plant sources (Tan et al., 2006). Dietary substances from natural products have played a vital role in creating new chemopreventive agents (Surh, 2008). Cragg and Newman states that over 50 % of the

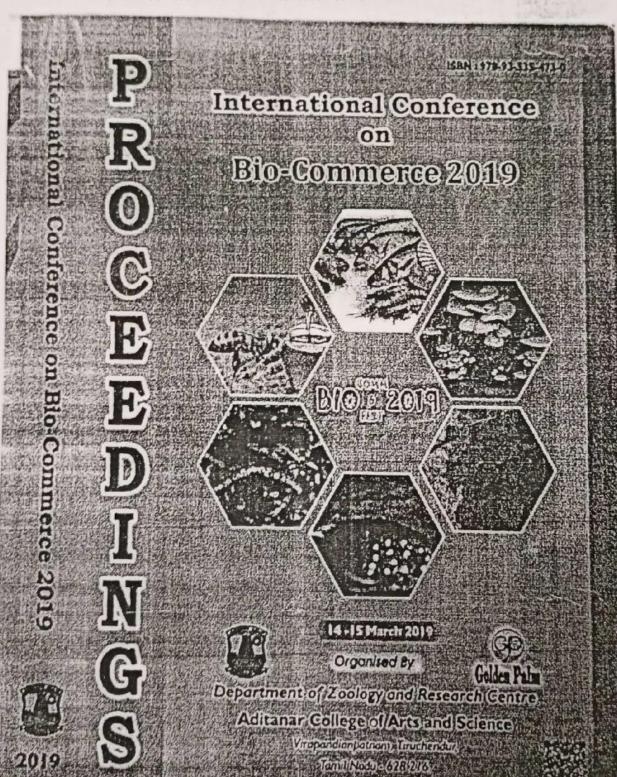


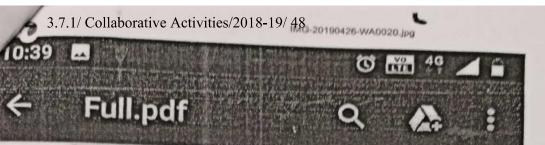
Sadakathullah Appa College (Autonomous)

Rahmath Nagar, Tirunelveli - 627011

ame of the Collaborating Faculty ith Designation	**	Assistant Professor & Head, Department of Botany, ATBO01 Prof. A. Mohamed Ansar, Associate Professor,	
ith Designation ame of the Collaborating	**	Prof. A. Mohamed Ansar,	
ith Designation ame of the Collaborating	:		
ame of the Collaborating		Associate Professor,	
rganization	:	S. A. Raja Pharmacy College,	
Organization		Vakakangulam.	
Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)		Research	
ature / Details of Outcome Guest Lecture / DC member / o-guide / Project Reports / Other eports/Publications)		Paper presentation- Publications. Anticancer Activity of <i>Pouzolzia wightii</i> Benn. Stem ethanolic extracts against Hela Cell Line.	
eriod of Collaboration	;	From: 2019 To:2019	
nancial Involvement (if any)	:	Yes	
oof Attached	:	Yes / No - Yes	
a di co e	cademic / Research / Faculty schange / Student Exchange / oject / Internship / On-the Job aining) ature / Details of Outcome fuest Lecture / DC member / o-guide / Project Reports / Other eports/Publications) riod of Collaboration mancial Involvement (if any)	academic / Research / Faculty schange / Student Exchange / oject / Internship / On-the Job aining) ature / Details of Outcome fuest Lecture / DC member / o-guide / Project Reports / Other eports/Publications) riod of Collaboration : mancial Involvement (if any) :	

3.7.1/ Collaborative Activities/2018-19/48





International Conference on Blo-Commerce 2019

Page 42



ANTICANCER ACTIVITY OF POUZOLZIA WIGHTH BENN. STEM ETHANOLIC EXTRACTS AGAINST HELA CELL LINE

M. Johnson, M. Syed All Fathima* and A. Mohamed Ansar**

Centre for Plant Biotechnology, Department of Botany, St., Xavier's College (Autonomous), Palayamkottai -627 002.

*Department of Botany, Sadakathullah Appa College (Autonomous), Tirunelveli - 627 011.

**Department of Pharmaceutics, S.A. Raja Pharmacy College, Vadakkangulam.

ABSTRACT

Medicinal plants are component and bundle of human society to struggle diseases, from dawn of civilization. Plants are the largest source of herbal medicines in the world. About 60-80 % of human beings still depend on plant based medicines as traditional human health care system. Pouzolzia wightil belongs to family: Utricaceae, a native of Southern Western Ghats. In India it is distributed in Tamilnadu and Kerala. Different parts of this plant have the various uses like anti inflammatory, wound healing, ulcers, boils. The present study reports that ethanolic extracts of Pouzolzia wightil stem have been tested for anticancer activity. In-vitro anticancer studies were performed against human cancer cell line (HeLa) and MTT assay was used to analyze the cell growth inhibition. The results showed that the ethanolic extracts of stem of Pouzolzia wightil possessed a moderate amount of anticancer activity with an ICso value 187.1µg/ml.

Keywords: HeLa, MTT assay, IC50

INTRODUCTION

Now a day's utility of medicinal plants has been increasing day by day in the present world. Compounds which are naturally derived from the herbs are safer and easily biodegradable than the synthetic compounds. So that the problem resistance observed in synthetic drugs is also reduced (Ct Balasubramaniam. 2011). Higher plants, a source of many plan derive important role in health cure of human belongs. Therefore medicinal received a significant interest in anti-cancer therapy. Medicinal herbs do not have any



Sadakathullah Appa College (Autonomous)

Rahmath Nagar, Tirunelveli - 627011

1	Name of the Faculty with Designation, Staff ID	*	Dr. J. ABDUL KHADER ATCOOP Assistant Propessor of Commerce Sandakathellal. Apple College
2	Name of the Collaborating Faculty with Designation		Dr. M. SIRAJUDEEN. Assistant Propessor of Commerce.
3	Name of the Collaborating Organization	:	Jamal Mohamed College
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	:	Research
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	:	Publication. (02).
6	Period of Collaboration	:	From: QOQ To:
7	Financial Involvement (if any)	:	No
8	Proof Attached	:	Yes / No
Signa	ature of Principal Signature of	the	Collaborating Faculty Signature of the Faculty

AN OVERVIEW OF GOODS AND SERVICES TAX AND ITS IMPACT ON INFLATION

Dr.M.Sirajudeen', Dr.M.Mohammed Majid3 & J.Abdul Khader3

Abstract:

This study attempts to examine the impact of Goods and Services Tax on inflation. Gross Domestic Product, inflation, agriculture, interest rates etc., are the important indicators for the growth of the economy. The Consumer Price Index in particular reflects more on inflation. The Goods and Services Tax was expected to be a game changer in the country's economy. But, after the implementation of GST many traders in Surat has protested against the government for implementing GST. Initially, the central government of India planned to introduce single slab on all the goods and services. Later, the government introduced nearly five slabs viz., 0% for some goods, 5%, 12%, 18% and 28%. Majority of the goods and services were levied under 18% and only few and some luxury products and services were came under 28%. For instance, for buying a new Sports Utility Vehicle like Toyota's Innova cars levied with nearly 53% of indirect taxes with 28% GST plus 25% Cess and other surcharges. In this study, we tries to find out the impact of Goods and Services Tax on Inflation. Inflation is good for the economy but hyper inflation is not healthier for the country's growth. Substantial people of the country are below middle income. Inflation affects those people on their day to day life even for every basic needs.

Key words: Goods and Services Tax (GST), Inflation, Consumer Price Index, Cess, Surcharges etc.,

Introduction:

The Goods and Services Tax (GST) is an indirect tax that is applied on both goods and services. The GST is added to the sales price of the goods and services and to be forwarded by the businessmen to the government.

In 1954, France introduced GST firstly among the world countries and presently nearly 160 countries are following this system of indirect taxation. Some of the countries with GST include Canada, Vietnam, Australia, Singapore, UK, Monaco, Spain, Italy, Nigeria, Brazil, and

Assistant Professor, PG & Research Department of Commerce, Jamal Mohamed College, Trichy

Assistant Professor, PG & Research Department of Commerce, Khadir Mohideen College, Adirampattinam.

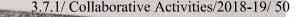
Assistant Professor, PG & Research Department of Commerce, Sadakathullah Appa College, Tirunelveli.



Sadakathullah Appa College (Autonomous)

Rahmath Nagar, Tirunelveli - 627011

1	Name of the Faculty with Designation, Staff ID		Dr. J. ABDUL KHADER ATCOOP Assistant Propessor M Connerce. Sadakathellal, Appa College
2	Name of the Collaborating Faculty with Designation		Dr. M. SIRAJUDEEN. Assistant Propessor of
3	Name of the Collaborating Organization	:	Jamal Mohaned College
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	:	Research
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	:	Publication. (02).
6	Period of Collaboration	:	From: QOIR To:
7	Financial Involvement (if any)	:	No
8	Proof Attached		Yes / No
Sign	nature of Principal Signature o	f the	e Collaborating Faculty Signature of the Faculty



BUSINESS PERSP FIGURE ECONO DELLO PUENTS

K. Sheik Thamb Dr. M. Sulthana Ba Dr. A. Hamil



Proceedings of one day National Sen
Department of Eco
Sadakathullah Ap

(Reaccredited by NAAC at an 'A' Grade and ISO 90
Rahmath Nagar, Tirunelve

52 GST AND ITS IMPACT ON RETAILERS IN THRUNELVELL

J. Abdul Khader,

Assistant Professor, PG & Research Department of Commerce, Sadakathullah Appa College, Tirunelveli and Ph.D. Scholar, PG & Research Department of Commerce, Jamal Mohamed College, Trichy.

Dr. M. Sirajudeen,

Assistant Professor, PG & Research Department of Commerce, Jamal Mohamed College, Trichy.

Introduction:

Taxes are generally classified into direct and indirect taxes. Direct taxes are taxes on income [individual, corporate, real estate, stamp duty], while indirect taxes are taxes on goods [sales] and services [custom duties and exercise duties]. Of the above-mentioned taxes GST is included in the second type, where it is a system of taxation of expenses or use of goods and services. GST is a mechanism for collecting revenue from individuals, companies and other bodies for the purpose of financing government spending especially in socio economic development programs. According to the experts, It is a mandatory fee imposed by the government on individuals, firms or organisation and concern, where the money will be reused or spent by the government on the activities and project that provide mutual benefit to the community. It was brought to eradicate the multiple cascading taxes levied by the central and state governments. It was introduced as a [122nd] constitutional amendment bill. It is governed by GST council and its chairman is the finance minister of India. Government has promised that GST will reduce the compliance burdens at present. One of the aims of introducing GST is to reduce the cascading effects of taxes which are primary focus of VAT, but VAT system is not comprehensive enough to do so. It would be applicable to all fransactions of goods and service. It is to be paid to the accounts of the Centre and the States separately. The rules for taking and utilization of credit for the central GST and the State GST would be aligned. Cross utilization of input tax credit between the Central GST (CGST) and the State GST (SGST) would not be allowed except in case of inter-state supply of goods.

Different Taxes:

India is the hub of taxes where people pay many taxes which create confusion for them. Presently we pay two types of taxes i.e. Direct and Indirect in various sectors. Direct Tax paid directly to the government by the taxpayer i.e. Income Tax, Wealth Tax, and Corporation Tax. Indirect Tax is a tax levied on goods and services rather than on income or profits. It is not directly paid to government but collected from intermediaries (such as retail stores) from the person who bears the ultimate economic burden of the tax (such as consumers). The intermediary later files a tax return and forwards the tax proceeds to government with the return for example, Sales Tax, VAT, Excise



Sadakathullah Appa College (Autonomous) Rahmath Nagar, Tirunelveli - 627011

1	Name of the Faculty with Designation, Staff ID	Dr. J. ABDUL KHADER ATCOOG Assistant Professor of Commerce Sadakathullah Appa College
2	Name of the Collaborating Faculty with Designation	Assictant Professor of Commerce
3	Name of the Collaborating Organization	Khadir Mohideen College Adirampattiram
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	Roseach
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	Publication
6	Period of Collaboration	: From: 2019 To:
7	Financial Involvement (if any)	: NO
8	Proof Attached	: Yes/No
Sign	ature of Principal Signature of	f the Collaborating Faculty Signature of the Faculty

Dr. M. Mohammed Majid et. al., Journal of Management Research and Analysis (JMRA) Available online at http://jmraonline.com

ISSN: 2394-2770, Impact Factor: 4.878, Volume 05 Issue 03, September 2018, Pages: 118-121



CONSUMER SATISFACTION OF MARUTI SUZUKI CARS IN TIRUNELVELI CITY

Dr.M.Mohammed Majid, ² J.Abdul Khader and ³A.I.Shakul Hameed

¹(Assistant Professor, PG & Research Department of Commerce, Khadir Mohideen College, Adirampattinam) ²(Assistant Professor, PG & Research Department of Commerce, Sadakathullah Appa College, Tirunelveli) ³(Assistant Professor, PG & Research Department of Commerce, Sadakathullah Appa College, Tirunelveli)

Abstract: In this modern era, everything moves faster and faster. Introduction of new and latest technologies helps the human community in a wider way. Vehicles play a very crucial role in the day to day life of the human beings. Innovation of motor vehicles helps the people to move faster and to move the goods faster from the place of origin to the place of destination. Maruti Suzuki - Indo-Japanese collaboration in the Indian economy occupies the role of market leader in Automobile Passenger vehicle segment. The dozens of competitors in the market are struggling to compete with Maruti Suzuki over the decades. Hence, Maruti Suzuki is pronounced as people's car. This study titled "CONSUMER SATISFACTION TOWARDS MARUTI SUZUKI CARS IN TIRUNELVELI CITY" attempts to identify the factors that contributed for the great success of the company in

Keywords: Consumer satisfaction, Passenger Vehicle Segment, modern market etc.

INTRODUCTION

In this modern world every human has the right to lead to long and healthy life to be educated, to enjoy good standard of living and to be pollution, free. When the basic needs of food, shelter, health, protection, education, clothing etc., are fulfilled he likes to enjoy the luxuries of like such as owning a passenger car. Buying a car may be purpose of transportation, employment, safety or prestige, luxuries life, business or profession, tour etc.

People's requirements increase day by day. Daily new products are being introduced in the market, Banking Sector improves the people's purchasing capacity. It provides more financial facilities like Personal loan, Housing loan, Vehicle loan and so on.

Now a day most of the people are having at least one Passenger car. In the modern market there are more Four Wheeler companies are available. They are introducing lot of models. The company wants to know how to reach the customers, want to know, and how to reach the company with Finance. This research mainly focused its attention on Maruti Suzuki Passenger car in Tirunelveli city.

Automobile Industry in Tamilnadu

In the year 2008, Tamil Nadu had over 16 million 2 and 4-wheeled vehicle registrations. The 4wheeler's vehicles in Chennai are the base of 30% of India's automobile industry and 35% of its automobile component industry. Chennai is the fourth largest metropolitan city of the country. A Heavy Vehicles Factory is also established in Avadi (23 km Northwest of Chennai) in collaboration with Russia to produce military related vehicles. Avadi also boasts of Combat Vehicle Research & Development (CVRDE), a new engin4e testing facility.

STATEMENT OF THE PROBLEM

The needs of the people are growing. Things which were considered as luxury have now become necessaries of life. In this modern world car has become a must in everybody's life. The financial status of the people has gone up and there are many financial institutions to provide financial assistance. This enables the consumers to satisfy their needs i.e., owing a car.

Maruti Suzuki is one of the India's leading automobile manufacturers and the market leader in the car segment, both in terms of volume of vehicles sold and revenue earned. The company vouches for customer satisfaction. For its sincere efforts it has been rated (by customers) first in customer satisfaction among all car makers in India for nine years in a row in annual survey by J.D Power Asia pacific. Service is a major revenue generator of the company. Other automobile companies have not been able to match the bench mark set by Maruti.

An attempt has been made by the researcher which to analyses customer satisfaction of Maruti Suzuki passenger car and the level of customer satisfaction in Tirunelveli city.

OBJECTIVES OF THE STUDY

The present study has the following objectives are:

- 1. To find out the factors that influences the people to buy Maruti Suzuki cars.
- 2. To know about the satisfactory levels of consumer in after sales services.
- 3. To bring out the opinions of consumers regarding the prices of spare parts available in market.

3.7.1/ Collaborative Activities/2018-19/52



SadakathullahAppa College (Autonomous) Rahmath Nagar, Tirunelveli - 627011

	Name of the Faculty with Designation, Staff ID		Dr. M. Mohamed Sathik
			Associate Professor of Computer Science Prinicpal, Sadakathullah Appa College (Autonomous), Rahmath Nagar, Tirunelveli, Tamil Nadu
2	Name of the Collaborating Faculty with Designation	1	Ms. Synthia Judith Gnanaselvi
			Research Scholar, Department of Computer Science Bharathiar University, Coimbatore
3	Name of the Collaborating Organization	:	Research Scholar, Department of Computer Science Bharathiar University, Coimbatore
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)		Research
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	:	Publication – 119 (2018) 2481 International Journal of Pure and Applied Mathematics
5	Period of Collaboration	;	From: 2018 To:2019
	Financial Involvement (if any)	:	No
	Proof Attached	:	Yes / No

International Journal of Pure and Applied Mathematics Volume 119 No. 12 2018, 2481-2500

ISSN: 1314-3395 (on-line version) url: http://www.ijpam.eu Special Issue:



A NOVEL APPROACH FOR SELF ORGANISATION BASED SEGMENTATION OF MRI BRAIN IMAGES

E. SYNTHIYA JUDITH GNANASELVI', Dr. M. MOHAMED SATHIK'

Research Scholar, Bharathiar University, Coimbatore, India Principal, Sadakathullah Appa College, Tirunelveli, India. 'judithsynthiya@gmail.com

Abstract:

The detection of brain tumor in Magnetic Resonance Imaging (MRI) is very significant but intricate task, in which different segmentation techniques get evolved. In many of these techniques, segmentation is applied directly without any boundary detection which takes long time, large number of iterations and yields less accuracy result. This is a major drawback of existing segmentation methodologies. The goal of this paper is to overcome this drawback and proposed a novel approach for brain tumor segmentation. In this paper, there are three instances. In the first instance, a boundary is detected from the given MRI image and in the second instance, the segmentation techniques are applied within the detected boundary for better accuracy in reduced time. For this purpose, SOM method is used for predict a particular area of brain and then use geodesic, Chan vese and region based ACM method for segmentation. In the third instance, the morphological operation is carried out for removing the unwanted object and refills the missing elements. The result is compared with the techniques such as geodesic, Chan vese, region based ACM method, SOM & geodesic, SOM & Chan vese, SOM & region based ACM method. The result shows that the proposed system works better than existing techniques with the high accuracy, sensitivity, specificity, hammoude distance, hausdorff distance and it has less border error and mean square error

Keywords: segmentation, Chan vese, SOM, region based ACM, Geodesic ACM.

II. Introduction:



Sadakathullah Appa College (Autonomous) Rahmath Nagar, Tirunelveli - 627011

1	Name of the Faculty with Designation, Staff ID	•	M. Abdul Rahuman (ATCO07)
			Assistant Professor of Commerce
			Sadakatullah Appa College (Autonomous)
			Rahmath Nagar, Tirunelveli 627 011
2	Name of the Collaborating Faculty with Designation	:	Dr. A. Abdul Rahim
			Assistant Professor of Commerce
			Alagappa Government Arts College
			Karaikudi 630 003
3	Name of the Collaborating	:	Alagappa Government Arts College
	Organization		Karaikudi 630 003
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	:	Research
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	1:	Publication – Impact: International journal of research in humanities, arts and Literature (Impact: Ijrhal) Vol No: Iv, Regular issue:09 ISSN (p) 2347-4564 ISSN (0) 2321-8878 Page 139 – 143 Impact Fact3.7985 A comparative study of loan and advances in selected public and private sector banks
6	Period of Collaboration	:	From: Sep 2018 To:
7	Financial Involvement (if any)	:	-
8	Proof Attached	:	Yes
Sign	nature of Principal Signature of the Sig	the	Collaborating Faculty Signature of the Faculty

IMPACT. Into content fourtal of Research is Manuscotto, Arm and I stripmer (MirAr') Limital.)

Short (P) 2347 456a, 1567 16; 2321 4818 Val. 6, Leon S. Sep 2718, 199-143 C Impact Investel



A COMPARATIVE STUDY OF LOAN AND ADVANCES IN SELECTED PUBLIC SECTOR AND PRIVATE SECTOR BANKS

Research Scholar Reg No. 10216, Managementam andarana University Tamilearly

Assistant Professor of Commerces, Government Arts Callege, Estratuali

Received: 21 Aug 2018

Accepted: 27 Aug 2018

Published: 11 Sep 2018

ABSTRACT

This paper is a study on Public sector and Private sector banks customer's sociafoction towards banking services on loans and advances. The objective of this paper is to analyse the customer's unarreness, perception and the level of satisfaction with regard to loan and advances provided by the public sector and private sector banks in the city of Tirunetvell. Banks have to connect with many customers and provide various types of services to its customers and if the customers are not satisfied with the same services affered by the banks. Banking sector plays an important major role in the development of a country, also it is very essential and difficult to find out a dissatisfied customer. The objective of this study is to compare the services on losin and advances towards customer satisfaction and to analyse the various variables of service factor using Likers scale. This survey declares that in comparison public sector bank customers are satisfied with regard to loans and advances. However, the study also suggests that private exctor banks and preparing to take more steps on public sector banks in this regard.

KEYWARDS: Customer satisfaction, Loans and advances. Rule of bank for lending activity comparison

INTRODUCTION

The banking sector plays an important role in nation's economy. Banks have to connect with many customers every day and provide various types of services to its customer. The banking section is facing a rapidity changing market, economic uncertainties, demanding customers new technologies, flexes competition and the changing climate has presented an imprecedented set of challenges. This study only focus on the customer estisfaction towards loans and advances. The Public and Private Sector basks accepts deposite and also lend money to the public who needed it for their various purposes. Leading of lower and advances to businessment. entrepreneurs, traders, industrial sectors, and individual. Louis and advances in the important activities of the banking sector. The major portion of the collected deposits received by banks is tent out and a major synthese of their income is reveived from interest on such leading. The case of interest depends upon the loss amount.

Loans and Advances

The term loan refers to the antenna burnished by one person flors another person. The lean can be classified various types like home loan, education loan, vehicle loan, jewel loan etc. . In general point of view borrower means it is horrowing, and from the view point of caseing, it is mean by leading from may be granted as credit facility where the money is disbursed as suppriery is made us a producers and person from a

Impact Factor(ICC): 1.7985 - This writin can be downloaded from w

Scanned by Camin



Sadakathullah Appa College (Autonomous) Rahmath Nagar, Tirunelveli - 627011

	Name of the Faculty with Designation, Staff ID	*	DI. A.I. SHAKU HAMEED
			Assistant protector of comme
			AT 00 04
2	Name of the Collaborating Faculty with Designation	:	Dr. M. Mohamed Majid
			Assistant protevor of commande
3	Name of the Collaborating Organization		Khadir Mohideen college
			Adirama puttinam
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	**	Research
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	;	Publication
6	Period of Collaboration	:	From: To:
7	Financial Involvement (if any)	:	
8	Proof Attached	:	Yes / No
Sig	gnature of Principal Signature of	of the	e Collaborating Faculty Signature of the Faculty

Dr. M. Mohammed Majid et. al., Journal of Management Research and Analysis (JMRA) Available online at http://jmraonline.com

ISSN: 2394-2770, Impact Factor: 4.878, Volume 05 Issue 03, September 2018, Pages: 118-121



CONSUMER SATISFACTION OF MARUTI SUZUKI CARS IN TIRUNELVELI CITY

¹ Dr.M.Mohammed Majid, ² J.Abdul Khader and ³A.J.Shakul Hameed

(Assistant Professor, PG & Research Department of Commerce, Khadir Mohideen College, Adirampattinam) (Assistant Professor, PG & Research Department of Commerce, Sadakathullah Appa College, Tirunelveli) (Assistant Professor, PG & Research Department of Commerce, Sadakathullah Appa College, Tirunelveli)

Abstract: In this modern era, everything moves faster and faster. Introduction of new and latest technologies helps the human community in a wider way. Vehicles play a very crucial role in the day to day life of the human beings Innovation of motor vehicles helps the people to move faster and to move the goods faster from the place of origin to the place of destination Maruti Suzuki - Indo-Japanese collaboration in the Indian economy occupies the role of market leader in Automobile Passenger vehicle segment. The dozens of competitors in the market are struggling to compete with Maruti Suzuki over the decades. Hence, Maruti Suzuki is pronounced as people's car This study titled "CONSUMER SATISFACTION TOWARDS MARUTI SUZUKI CARS IN TIRUNELVELI CITY" attempts to identify the factors that contributed for the great success of the company in Indian market.

Keywords: Consumer satisfaction, Passenger Vehicle Segment, modern market etc.

INTRODUCTION

In this modern world every human has the right to lead to long and healthy life to be educated, to enjoy good standard of hving and to be pollution, free. When the basic needs of food, shelter, health, protection, education, clothing etc., are fulfilled he likes to enjoy the luxuries of like such as owning a passenger car. Buying a car may be purpose of transportation, employment, safety or prestige, luxuries life, business or profession, tour etc.

People's requirements increase day by day. Daily new products are being introduced in the market. Banking Sector improves the people's purchasing capacity. It provides more financial facilities like Personal loan, Housing loan, Vehicle loan and so on.

Now a day most of the people are having at least one Passenger car. In the modern market there are more Four Wheeler companies are available. They are introducing lot of models. The company wants to know how to reach the customers, want to know, and how to reach the company with Finance. This research mainly focused its attention on Maruti Suzuki Passenger car in Tirunelveli city.

Automobile Industry in Tamilnadu

The present study has the following

wheeler's vehicles in Chennai are the base of 30% of India's automobile industry and 35% of its automobile component industry. Chennai is the fourth largest metropolitan city of the country. A Heavy Vehicles Factory is also established in Avadi (23 km Northwest of Chennai) in collaboration with Russia to produce military related vehicles Avadi also boasts of Combat Vehicle Research & Development (CVRDE), a new engin4e testing facility.

STATEMENT OF THE PROBLEM

The needs of the people are growing. Things which were considered as luxury have now become necessaries of life. In this modern world car has become a must in everybody's life. The financial status of the people has gone up and there are many financial institutions to provide financial assistance. This enables the consumers to satisfy their needs i.e., owing a car.

Maruti Suzuki is one of the India's leading automobile manufacturers and the market leader in the car segment, both in terms of volume of vehicles sold and revenue earned. The company vouches for customer satisfaction. For its sincere efforts it has been rated (by customers) first in customer satisfaction among all car makers in India for nine years in a row in annual survey by J.D Power Asia pacific. Service is a major revenue generator of the company. Other automobile companies have not been able to match the bench mark set by

An attempt has been made by the researcher which to analyses customer satisfaction of Maruti Suzuki passenger car and the level of customer satisfaction in Tirunelveli city.

OBJECTIVES OF THE STUDY

3. To bring out the opinions of consumers regarding the prices of spare parts available in market.

Homepage: http://jmraonline.com, Email: Jmraeditor@gmail.com



Sadakathullah Appa College (Autonomous)

Rahmath Nagar, Tirunelveli - 627011

1	Name of the Faculty with Designation, Staff ID	Assistant Postosion of Comments ATCO 06
2	Name of the Collaborating Faculty with Designation	Ms. M. Kamwiun hibasi Assistant Professos of Mengement Studies
3	Name of the Collaborating Organization	College Paparin Thunkows
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	Resports
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	Publication
6	Period of Collaboration	: From: Nov/2018 To:
7	Financial Involvement (if any)	-
8	Proof Attached	: Yes / No
Sign	nature of Principal Signature of WK.N	f the Collaborating Faculty Signature of the Faculty N.N.S.

2018

International Journal of Social Science and Economic Research

ISSN: 2455-8834

Volume 03 Issue 11 November 2018

A STUDY ON PROFIT GROWTH RATE OR INVESTMENT IN DELTA DISTRCITS OF TAMILNADU

Ms.M.Kamarun Nihar[1]

Research Scholar,

Department of Management Studies,
Rajagiri Dawood Batcha College of Arts and Science, Papanasam.

kamarunnihar04311018@gmail.com

Dr.M.Mohamed Siddik,[2]

Assistant Professor.

PG & Research Department of Commerce, Sadakathullah Appa College (Autonomous),

Tirunelveli.- 627011 mohsi25@gmail.com

Abstract - To study the investment growth prediction is very crucial in any part of investments regarding on capital, liquidity, income stability, appreciation and easy transferability. A variety of Investment avenues are available such as Agriculture, fish farm, coconut farm, cucumber farm, sugarcane ,peanut and so on.. Investment is the requirement of funds which have been saved from current consumption with the hope that some benefits will be received in future. Through this study, an analysis has been made to know awareness and preference of stake holders towards Investment avenues in Tamil Nadu State. All the stake holders invest their surplus money in the above mentioned avenues based on their risk taking attitude. In this fast moving world, we can earn more and more money. More risk leads to more profit with conscious step ahead in any type of investment. Stake holders cannot avoid risk but they can minimize the risk by investing their money in various forms of Investments so that they can get a moderate profit. Hence the researcher has concluded that most of the stake holders prefer invest their capital in Agriculture and agriculture based by-products in delta districts of Tamilnadu.



Sadakathullah Appa College (Autonomous)

Rahmath Nagar, Tirunelveli - 627011

1	Name of the Faculty with	*	DR.M MOHAMED SIDDIK
	Designation, Staff ID		ASST PROF OF COMMERCE ATCOOL
2	Name of the Collaborating Faculty with Designation	7.	MS. M. KAMARUN NIHAR AST. PROT OF MANAGEMENT
3	Name of the Collaborating Organization	:	RAJAQIRI DANCOD BARCHA COLLEGE OF ARIS & SCIENCE, PAPANASHM, THANTAU
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)		RESEARCH
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	:	PUBLICATION
6	Period of Collaboration	:	From: JEPTEMBER/2018 To:
7	Financial Involvement (if any)	:	7
8	Proof Attached	:	Yes / No
Sign	ature of Principal Signature o	f the	Collaborating Faculty Signature of the Faculty
	OF MK N	77	M.NOOT



International Journal of Social Science and Economic Research

ISSN: 2455-8834

Volume 03 Issue 9 September 2018

A STUDY ON INVESTMENT PREFERENCES AMONG URBAN STAKE HOLDERS IN DELTA DISTRCITS OF TAMILNADU

^[1]Ms.M.Kamarun Niha, ^[2]Dr.M.Mohamed Siddik.

[1]Research Scholar, Department of Management Studies, Rajagiri Dawood Batcha College of Arts and Science, Papanasam. kamarunnihar04311018@gmail.com.

^[2]Assistant Professor, PG & Research Department of Commerce, Sadakathullah Appa College (Autonomous), Tirunelveli. - 627011 mohsi25@gmail.com

Abstract - Money plays a significant role in human's life. In order to incredulous the difficulties in future they have to invest their money. Investment of hard earned money is a crucial activity of every human being. The importance of an Investment is safety of principal total, liquidity, income stability, appreciation and easy transferability. A variety of Investment avenues are available such as Agriculture, fish farm, coconut farm, cucumber farm, sugarcane ,peanut and so on.. Investment is the obligation of funds which have been saved from current consumption with the hope that some benefits will be received in future. Through this study, an analysis has been made to-know awareness and preference of stake holders towards Investment avenues in Tamil Nadu State. All the stake holders invest their surplus money in the above mentioned avenues based on their risk taking attitude. In this fast moving world, we can earn more and more money. More risk leads to more profit. Stake holders cannot avoid risk but they can minimize the risk by investing their money in various forms of Investments so that they can get a moderate profit. Hence the researcher has concluded that most of the stake holders prefer followed by Agriculture Investment in the study Area.

Keywords: Stakeholders towards, Total, Liquidity, Income Stability, Appreciation and Easy Transferability

1. INTRODUCTION

Investment is time, energy, or matter spent in the hope of future benefits actualized within a specified date or time frame. This article concerns Investment in agriculture. In agriculture Investment is buying or creating an Investment with the expectation of farming, yielding and selling various items or some combination of the returns. This may or may not be backed by research and analysis. Most or all forms of Investment involve some form of risk, such as



Sadakathullah Appa College (Autonomous)

Rahmath Nagar, Tirunelveli - 627011

1	Name of the Faculty with Designation, Staff ID		Dr. M. MOHAMED SUDDIK AGST PROFESSOR OF COMMERCE ATCOOL
2	Name of the Collaborating Faculty with Designation	:	G. MURUGARAJ ASST. PROF. OF MOMMERCE
3	Name of the Collaborating Organization	1	RAJACIRI DAVISCO BARCHA CONTELE CALARTO & SCIENTE, PAPARIATAM
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	:	Respects
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)		Publication
6	Period of Collaboration	:	From: Dec /2018 To:
7	Financial Involvement (if any)	:	_
8	Proof Attached	:	Yes / No
Sig			Collaborating Faculty Signature of the Faculty D. N. D. T. L.

International Journal of Social Science and Economic Research

ISSN: 2455-8834

Volume:03, Issue:12 "December 2018"

A STUDY ON ONLINE BANKING SERVICE QUALITY WITH SPECIAL REFERENCE TO PUBLIC SECTOR BANKS IN TAMILNADU

¹Ms. G. MURUGARAJ; ²DR. M. MOHAMED SIDDIK

TRESEARCH SCHOLAR, DEPARTMENT OF COMMERCE, RAJAGIRI DAWOOD BATCHA COLLEGE OF ARTS & SCIENCE

²ASSISTANT PROFESSOR PG & RESEARCH DEPT.OF COMMERCE, SADAKATHULLAHAPPA COLLEGE

ABSTRACT

Service quality has become an important factor among the customers in retail banking. The emergence of new banking technology creates highly competitive market conditions, which have a critical impact upon customer behavior. Hence, it is the need of the hour for the banking sector, to better understand their customers and their attitudes toward technology in general, to enhance increased satisfaction of their customers using online banking. If they succeed, banks will be able to influence and even determine customer behavior, which will become a major issue in creating competitive advantage in the future. Mainly four objectives are involved in this study. The study focused on the online banking services of public sector banks operating in Tamil Nadu.

Keywords: Banking technology, customer behavior, online banking services, public sector banks and strategic decisions

1. INTRODUCTION

Banks are the most important service institutions in the economy of any country and the backbone of any financial and economy. Internet banking uses the Internet as the delivery channel by which to conduct banking services accessed via the internet's World Wide Web. It uses the global network of computer networks without any "brick and mortar" branch offices. By eliminating the overhead expenses of conventional banks, Internet banking theoretically can pay customers higher interest rates on savings than the national average. Internet Banking can provide speedier, faster and reliable services to the customers for which they are relatively happy. At present, the total internet users in the country are estimated at 9 lakh. However, this is expected to grow exponentially to 900 lakh by 2025 (N.Ajjan, 2012) [1].

2

3.7.1/ Collaborative Activities/2018-19/58

Sadakathullah Appa College (Autonomous)

Rahmath Nagar, Tirunelveli - 627011

1	Name of the Faculty with	1	Dr. M. Mohamad Siddik
	Designation, Staff ID		Asst Post of Commerce
			ATCO 06
2	Name of the Collaborating Faculty	1	GI MUTUGATAJ
	with Designation	-	Asst Parfessor of Commence
3	Name of the Collaborating Organization	1	Rategini Dansod Batcha
	Organization		Paranero.
4	Nature of Collaboration	:	
	(Academic / Research / Faculty Exchange / Student Exchange /		Raparata
	Project / Internship / On-the Job		
	Training)		
_	V (D. 1 CO.		
5	Nature / Details of Outcome (Guest Lecture / DC member / Co-	:	D. I
	guide / Project Reports / Other	18	Publication
	Reports/Publications)		
6	Period of Collaboration	:	From: Dec/2018 To:
			20,20
7	Financial Involvement (if any)		
8	Proof Attached		Yes / No
0	Proof Attached		
Signa	ture of Principal Signature of	the	Collaborating Faculty Signature of the Faculty
			0
Will be	PCD		mont m. Most
1	1		الله الله الله الله الله الله الله الله
-		91	

International Journal of Social Science and Economic Research

ISSN: 2455-8834

Volume:03, Issue:12 "December 2018"

A STUDY ON HOUSING FINANCE SERVICE QUALITY WITH SPECIAL REFERENCE TO PUBLIC SECTOR BANKS IN TAMILNADU

Mr. G. MURUGARAJ, ²DR. M. MOHAMED SIDDIK

RESEARCH SCHOLAR, DEPARTMENT OF COMMERCE, RAJAGIRI DAWOOD BATCHA COLLEGE OF ARTS & SCIENCE

²ASSISTANT PROFESSOR PG & RESEARCH DEPT.OF COMMERCE. SADAKATHULLAHAPPA COLLEGE

ABSTRACT

Housing finance as a financial service is relatively young in India. The growth in housing and housing finance activities in recent years reflect the buoyant state of the housing finance market in India. The real estate sector is the second largest employment generator in the country. In 1970, the state set up the Housing and Urban Development Corporation (HUDCO) to finance housing and urban infrastructure activities, in 1977, the Housing Development Finance Corporation (HDFC) was the first housing finance company in the private sector to be set up in India. For the success and survival in the banking sector, provision of high service quality is necessary in meeting several requirements such as customer satisfaction and its consequent loyalty, attracting new customers and to increase the market share and profitability. Services are intangible and are also not easily duplicated.

Keywords: Awaaz, Green homes, Housing finance, Hudco, Housing loans

INTRODUCTION

The basic needs of mankind are food, clothing and shelter. Of these, housing is not only a basic need but it also provides a sustainable base for the up gradation of the economic status and quality of the life of people. The arithmetic progression of population and also the migration of people from rural areas to urban for employment have increased the housing demand day by day. Against the milieu of rapid urbanization and a changing socio-economic scenario, the demand for housing has grown explosively, due to change in economic and social status, people now have a desire to own a house. A house is generally the single largest investment an individual makes in his life time. Moreover, the emotional dimension of a house makes it intrinsically safer for lender. Another factor that adds to the safety of the loan is that most borrowers have a



3.7.1/ Collaborative Activities/2018-19/ 59 Sadakathullah Appa College (Autonomous)

Rahmath Nagar, Tirunelveli - 627011

1	Name of the Faculty with Designation, Staff ID		Assistant Professor of Commerce ATCO 06
2	Name of the Collaborating Faculty with Designation		ASST. PETERSON of Management
3	Name of the Collaborating Organization	:	Rection Dewent Batofa Cally of Nots & Science
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	:	Reservición
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	3	Publication
6	Period of Collaboration	:	From: DEC/2018 To:
7	Financial Involvement (if any)		_
8	Proof Attached	: 5	Yes / No
Signa			Collaborating Faculty Signature of the Faculty M. M

Pec

2018 2.173

International Journal of Social Science and Economic Research

ISSN: 2455-8834

Volume:03, Issue:12 "December 2018"

A STUDY ON ADVERTISEMENT LOYALTY AND ITS EFFECT ON BUYING BEHAVIOUR IN CASE OF SELECTED COSMETICS PRODUCTS IN THE STATE OF TAMIL NADU

¹Mr. S. LAVAKUMAR, ²DR.M.MOHAMED SIDDIK

RESEARCH SCHOLAR, DEPT. OF MANAGEMENT STUDIES, RAJAGIRI DAWOOD BATCHA COLLEGE OF ARTS & SCIENCE

²ASSISTANT PROFESSOR PG & RESEARCH DEPT.OF COMMERCE, SADAKATHULLAHAPPA COLLEGE

ABSTRACT

In the modern marketing environment consumers are becoming more and more demanding since the market is glutted with endless product advertisements and their countless brands and offering them rich choices. The purchase behaviour of the consumers for such advertisements is of special interest to the marketer since these items are purchased repeatedly and it is this purchase that results in generating volumes and profits. Advertisements loyal consumers as a matter of fact, provide the basis for a stable and growing market share of a company. Therefore, interest of marketers hover around the ways and means to develop and sustain advertisement allegiance for their products and services. Creating advertisement loyalty in an overcrowded category is an onerous task. However, in the Indian market it is not altogether impossible, if the success of Hindustan Unilever, Titan, Amul, Maruti- Suzuki, Nirma, Airtel and many others is of any indication. Against such a backdrop, the researcher has decided to undertake a study entailing a comprehensive examination of the advertisement loyalty behavioural pattern of the women skincare cosmetics consumers in the state of Tamilnadu.

Keywords: Advertisement loyalty, Consumer behaviour, Cosmetics products, Tamil nadu

INTRODUCTION

Consumer behaviour reflects the totality of client's selections with admires to acquisition, consumption and disposition of items, offerings, time and idea by (human) decision making models (over time). It also includes whether, why, when, where, how, how much and how often and how long consumer will use or dispose of an offering. Thus, in this condition consumer's awareness and attitude towards wide range of products would be the key element for



Sadakathullah Appa College (Autonomous)

Rahmath Nagar, Tirunelveli - 627011

1	Name of the Faculty with Designation, Staff ID		Dr.M. MOHAMED SIDDIK ASSEMBNT PROFESSOR OF COMMERCE - ATCOOL
2	Name of the Collaborating Faculty with Designation		455ANT PROFESSOR
3	Name of the Collaborating Organization		PASACIRI DAVICOD BARCHICOLLER
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)		RESEARCH
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	•	PUBLICATION
6	Period of Collaboration	**	From: DEC/2018 To:
7	Financial Involvement (if any)	:	
8	Proof Attached	:	Yes / No
Sign	nature of Principal Signature of	f the	Collaborating Faculty Signature of the Faculty M.NOT

1018-19/60 P 2 197

International Journal of Social Science and Economic Research

ISSN: 2455-8834

Volume:03, Issue:12 "December 2018"

A STUDY ON BRAND LOYALTY AND ITS EFFECT ON BUYING BEHAVIOUR IN CASE OF SELECTED COSMETICS PRODUCTS IN THE STATE OF TAMIL NADU

1S. LAVAKUMAR, 2DR. M. MOHAMED SIDDIK

¹RESEARCH SCHOLAR, DEPT. OF MANAGEMENT STUDIES, RAJAGIRI DAWOOD BATCHA COLLEGE OF ARTS & SCIENCE

²ASSISTANT PROFESSOR PG & RESEARCH DEPT.OF COMMERCE, SADAKATHULLAHAPPA COLLEGE

ABSTRACT

In the modern marketing environment consumers are becoming more and more demanding since the market is glutted with endless products and countless brands and offering them rich choices. The purchase behaviour of the consumers for such products is of special interest to the marketer since these items are purchased repeatedly and it is this purchase that results in generating volumes and profits. Brand loyal consumers as a matter of fact, provide the basis for a stable and growing market share of a company. Therefore, interest of marketers hover around the ways and means to develop and sustain brand allegiance for their products and services. However, retaining customers in a highly competitive and volatile market place is indeed a difficult proposition. Creating brand loyalty in an overcrowded category is an onerous task. However, in the Indian market it is not altogether impossible, if the success of Hindustan Unilever, Titan, Amul, Maruti- Suzuki, Nirma, Airtel and many others is of any indication. Against such a backdrop, the researcher has decided to undertake a study that extends over a wide canvas entailing a comprehensive examination of the brand loyalty behavioural pattern of the women skincare cosmetics consumers in the state of Tamilnadu.

Keywords: Brand loyalty, Buying behaviour, Cosmetics products, Tamil nadu

INTRODUCTION

Consumer behaviour reflects the totality of client's selections with admires to acquisition, consumption and disposition of items, offerings, time and idea by (human) decision making models (over time). It also includes whether, why, when, where, how, how much and how often and how long consumer will use or dispose of an offering. Thus, in this condition



1	Name of the Faculty with Designation, Staff ID	IR M MOHAMED STADIE
		ALT PROF OF COMMERCE
2	Name of the Collaborating Faculty with Designation	PRIVIPAL & DIRECTOR
3	Name of the Collaborating Organization	PLAZE INSTITUTE OF MANAGEM
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	ACADEMIC
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	GIVERE Lacture
5	Period of Collaboration	: From: 17/03/2018To:
	Financial Involvement (if any)	: -
	Proof Attached	: Yes/No
igna	ture of Principal Signature of t	the Collaborating Faculty Signature of the Faculty



RAJAGIRI DAWOOD BATCHA COLLEGE OF ARTS AND SCIENCE





(AFFILIATED TO BHARATHIDASAN UNIVERSITY)
ISO 9001-2000 CERTIFIED INSTITUTION
POST BAG No.4

PAPANASAM - 614 205, THANJAVUR Dt.

雷(04374) 221267, 222123.

Prof. Dr. M.A. DAWOOD BATCHA., M.Sc., M.B.A., B.Lib.Sc., A.Doc., PGDMM., Ph.D., Founder, Chairman, Secretary & Correspondent.

P-1		
Date: _		

17-03-2018

CERTIFICATE

This is to certify that Dr. M. MOHAMMED SIDDIK, Assistant Professor PG & Research Dept of Commerce, Sadakathullah Appa College (Autonomous), Tirunelveli – 627 011 has chaired the seminar as Chief Guest on 17-03-2018 in our college organized by PG Research Department of Commerce & PG Research Department of Management. The Theme of the Seminar GST – The Impact of GST on Development in Business and Finance.

PRINCIPAL PRINCIPAL

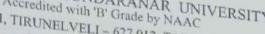
PRINCIPAL
RAJAGIRI DAWOOD BATCHA
COLLEGE OF ARTS AND SCIENCE
PAPANASAM - 614 205,
THANJAYUR DISTRICT.



	Name of the Faculty with Designation, Staff ID		DY. K. SHEIK MYDGEN
		1	Assistant Professor
			Dept of Connertations
			STBADI
2	Name of the Collaborating Faculty with Designation	:	Dr.S.PRINCE JEBARAJ
			ossistant professor in commerce
			Dept of Commerce
3	Name of the Collaborating Organization		St. xavier's college (Autonomous)
			Paleyam/cottan'
			Tiruncheli'
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	:	Research
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)		De member
5	Period of Collaboration	:	From: 7th July 2018 . To:
7	Financial Involvement (if any)	:	
	Proof Attached	1	Yes/No Yes

3.7.1/ Collaborative Activities/2018-19/ 62
SUNDARANAR UNIVERSITY ABISHEKAPATTI, TIRUNELVELI - 627 012, TAMILNADU, INDIA Accredited with 'B' Grade by NAAC







Dr.K.SENTHAMARAI KANNAN

REF:MSU/RES/R1/JULY 2018

Date: 05-July-2018

To

Ph.D., Programme Commencement Order

MATHAN KUMAR P

1532, NORTH STREET, JOTHIPURAM, PALAYAMKOTTAI

Thirunelveli Tamil Nadu 627002

Mobile No :9442419131 ,Email Id :prof.mathankumar@gmail.com

Sir/Madam,

Sub: Registration for doing Ph.D., programme - Date of Commencement of Research work - Intimation-Reg

With reference to the above, you are provisionally registered for Ph.D., Programme as detailed below:

: MATHAN KUMAR P 2. Registration No : 18221281011017

3. Discipline : Commerce 4. Gender

: Male 5. Social Category (Community)

: SC 6. Nationality

: INDIAN

7. PWD Status : Not Applicable

8. Admission Based On : M.Phil

9. Name of the Supervisor : DR S PRINCE JEBARAJ

10.Name of the Co-Supervisor : NIL

11.Mode : PART TIME INTERNAL

12.Research Centre ST. XAVIER'S COLLEGE , PALAYAMKOTTAI

13.Date of Commencement : 05.07.2018

14.Proposed Title : A STUDY ON IMPACT OF SOCIAL:MEDIA FOR TEENAGERS BUYING

BEHAVIOUR - AN EMPRICAL STUDY IN KANYAKUMARI DISTRICT

15 Doctoral Committee : 1. DR F X ROBERT BELLARMINE Members Details

ASST PROF OF COMMERCE ST XAVIERS COLLEGE PALAYAMKOTTAI

2. DR K SHEIK MYDEEN

ASST PROF OF BUSINESS ADMIN S A COLLEGE PALAYAMKOTTAL

SUPERINDENT

ASSISTANT REGISTRAR

ASSISTANT

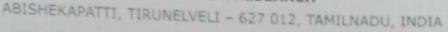


	Name of the Faculty with Designation, Staff ID		Assistant Profession Assistant Profession Dept. of common thanco ST BOOL
2	Name of the Collaborating Faculty	8	-, 5001
	with Designation		Dr. S. PRINCE JEBARAJ
			Assistant Professor in Commerce
3	Name of the Collaborating	1.0	
	Organization		St. xavier's college (Autanomas)
			Palayamkottaj.
			Timmelveli
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	100	Research
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)		De member
6	Period of Collaboration		From: Jan 2018 To:
7	Financial Involvement (if any)	**	-
8	Proof Attached	**	Yes/No YS
Sig	S. frome		Tobary Le se sh Ilaborating Faculty Signature of the Faculty
-			



MANONMANIAM SUNDARANAR UNIVERSIT

CENTRE FOR RESEARCH





DR. K. SENTHAMARAI KANNAN DIRECTOR

REF: MSU/RES/R1/JANUARY2018

Date : January 10, 2018

Ph.D., Programme Commencement Order

VANITHA P

2-63 thiruvalluvar west street, ammanpuram, tiruchendur, 2-63 thiruvalluvar west

street, ammanpuram, tiruchendur

Tamil Nadu, Thoothukudi, Pincode - 628201

Mobile No.: 9486220461, Email ID: vanitha87.mcom@gmail.com.

Sir/Madam,

Sub: Registration for doing Ph.D., programme - Date of Commencement of Research work -

Intimation - Reg

Ref: Counseling attended by the candidate.

With reference to the above, you are provisionally registered for Ph.D., Programme as detailed below t

1. Name of the Scholar : VANITHA P

Registration No. : 18121281012019

Discipline : Commerce

Gender : Female

Social Category (Community) : SC

Nationality : india

PWD Status : Not Applicable

Admission Based On : M.Phil

Name of the Supervisor : DR S PRINCE JEBARAJ

10. Name of the Co-Supervisor : NIL

11. Mode : PART TIME INTERNAL

12. Research Centre : St. Xavier's College (Autonomous), Palayamkottai

13. Date of Commencement : 10.01.2018

: A STUDY ON SERVICE QUALITY PERCEPTION AND PREFERENCE 14. Proposed Title

OF PATIENTS OF SELECTED PRIVATE HOSPITALS IN TUTICORIN DISTRICT

15. Doctoral Commmittee

Members Details

1. DR K SHEIK MYDEEN

head and assistant professor bba sadakathullah appa college

Mobile No.: 9442082638, Email ID: sheiksatwanii@gmail.com

2. DR A AROCKIADASS

associate professor department of commerce st xavier college tirunelveli

Mobile No.: 9443419480, Email ID: aruldossd@gmail.com

X SE



	Name of the Faculty with	:	DR. R. JANET RANI
	Designation, Staff ID		ASSISTANT PROFESSOR AND HEAD
			STMB01
	Name of the Collaborating Faculty	:	DR. M.I.ZAHIR HUSSAIN
	with Designation		ASSISTANT PROFESSOR
	Name of the Collaborating	:	SADAKATHULLAH APPA COLLEGE
	Organization		TIRUNELVELI- 627011
	Nature of Collaboration	:	ACADEMIC
	(Academic / Research / Faculty Exchange / Student Exchange /		
	Project / Internship / On-the Job		
	Training)		
	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other		DC MEMBER
	Reports/Publications)		
	Period of Collaboration	:	From: 2019 To: 2019
	Financial Involvement (if any)	:	NO
	Proof Attached	:	Yes / No
ignat	ture of Principal Signature of t	he (Collaborating Faculty Signature of the Faculty
	*		
		1	land
	1	5	Wilde
/			- >
-	A		



PG and Research Centre of Zoology

Sadakathullah Appa College (Autonomous)

(Reaccredited by NAAC at an 'A' Grade with a CGPA of 3.40: An ISO 9001:2015 certified institution)

Rahmath Nagar, Tirunelveli- 627 011

Dr. M.I. ZAHIR HUSSAIN Assistant Professor and Head (PG)

Ref: ZH/Ph.D./Marivignesh/Doc.Com.Met/01/2019

To

Dr.R. Janet Rani

Assistant Professor and Head
Department of Microbiology
Sadakathullah Appa College (Autonomous)
Rahmath nagar, Tirunelveli-627 011

Dear Sir,

Sub: Request to conduct Doctoral Committee Meeting for Mr.R.Marivignesh (Reg. No.19111192201006) -reg.

Proposed Title: Studies on Endophytic Microorganism on the Growth of Indian Major Carp

Warm Greetings from PG and Research Department of Zoology

We would like to conduct the first doctoral committee meeting of Mr.R.MARIVIGNESH (Reg. No. 19111192201006) on 08-01-2019 at 2.00am in the PG and Research Department of Zoology, Sadakathullah Appa College, Tirunelveli. I request you to kindly make your convenient to attend the meeting.

Thanking you,

Yours Sincerely,

Place: Tirunelveli Date: 08-01-2019

(M.I.ZAHIR HUS

Cell No. 9443615236 Off: 0462-2540763 Fax: 0462-2540033 Email: mizahirhussain@gmail.com



	Name of the Faculty with Designation, Staff ID	: DR. R. JANET RANI
		ASSISTANT PROFESSOR AND HEAD
		STMB01
	Name of the Collaborating Faculty	: DR. J. THAMPI THANKA KUMARAN
	with Designation	PRINCIPAL
	a L. C. Nelsonstino	: MALAKARA CATHOLIC COLLEGE,
3	Name of the Collaborating Organization	KANYAKUMARI- 629153
4	Nature of Collaboration	: ACADEMIC
4	(Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	
6	Period of Collaboration	: From: 2019 To: 2019
7	Financial Involvement (if any)	: NO
8	Proof Attached	: Yes / No
Si	gnature of Principal Signature	of the Collaborating Faculty Signature of the Faculty
4		28 Whitbook



MARIAGIRI, KALIAKKAVILAI-629153 KANYAKUMARI DISTRICT, SOUTH INDIA

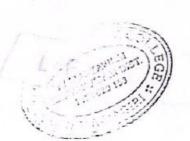
Tel: 04651 - 244156, 244064 E-mall: malankaracollege@gmail.com Web: www.malankara.edu.in

Dr. J. Thampi Thanka Kumaran
Principal

05.01.2019

ATTENDANCE CERTIFICATE

This is to certify that Dr. R. Janet Rani, Head and Asst. Professor in Microbiology, Sadakathullah Appa College, Tirunelveli, had served as member for the first Doctoral committee meeting of Mrs. Andrewslin Jani. V (Reg. No: 19123082272001), Ph.D Part time Internal Scholar in Microbiology, Manonmaniam Sundaranar University, Thirunelveli; on 05.01.2019 at 11.00am in the Inter Disciplinary Research center, Department of Biotechnology, Malankara Catholic College, Mariagiri.



MALANIAR PLINCIPAL COLLEGE MARIAGIRI, KALIAKKAVILAI - 629 1-1 K.K.DIST, TAMBUNADU, SOUTH INDIA



2	Designation, Staff ID		ASSISTANT PROFESSOR AND HEAD
	N. C. H. L. estas Possibility	1 1	ASSISTANT PROFESSOR AND HEAD
	N. Sal Callabaration Franchis		STMB01
	Name of the Collaborating Faculty	1	DR. V. SAMUEL GANA PRAKASH
- 1	with Designation		PROFESSOR AND HEAD
3 Name of the Collaborating		:	MANONMANIUM SUNDARANAR UNIVERSITY
	Organization		RAJAKAMANGALAM- 629502
4 Nature of Collaboration		:	ACADEMIC
	(Academic / Research / Faculty Exchange / Student Exchange /		
	Project / Internship / On-the Job Training)		
	Nature / Details of Outcome		BOARD OF STUDIES
	(Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)		
6	Period of Collaboration	:	From: 2018 To: 2018
7	Financial Involvement (if any)	:	NO
8	Proof Attached	:	Yes / No
			Collaborating Faculty Signature of the Faculty



மனோன்மணியம் சுந்தரனார் பல்கலைக்கழகம் MANONMANIAM SUNDARANAR UNIVERSITY



(ACCREDITED WITH B GRADE BY NAAC)

(Please quote this reference number)

No. MSU/

Date

From

54/CMST/VSGP/18-19

01.08.18.

Dr. V. Samuel Gnana Prakash, Prof & Head CMST, M. S. University Rajakkamangalam – 629 502

To Dr.R. Janet Rani, Assistant Professor, Dept. of Microbiology, Sadakathulla Appa College, Tirunelveli.

Sir

Sub: CMST, M.S. University - M.Phill. /Ph.D. - Board of Studies meeting - reg.

I am happy to invite you as a member – 8 (Co-opted Member) nominated by our Honourable Vice-Chancellor for conducting the Board of Studies (BOS) meeting to frame the syllabus for Ph.D Course work study papers in Microbiology. In this regard, it is scheduled to conduct the BOS on 9th August 2018 by 10 A.M at Centre for Marine Science & Technology, M.S. University, Rajakkamangalam. I request you to kindly make it convenient to attend the same and you will be paid usual TA & honorarium as per the University norms.

Thanking You,

Yours faithfully,

V. SAMUEL GNANA PRAKASH



1	Name of the Faculty with Designation, Staff ID		DR. R. JANET RANI	
			ASSISTANT PROFESSOR AND HEAD	
			STMB01	
2	Name of the Collaborating Faculty with Designation	:		
	with Designation		PRINCIPAL	
3			SARDAR RAJA ARTS AND SCIENCE	
	Organization		COLLEGE, VADAKANGULAM- 627116	
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training) Nature / Details of Outcome (Guest Lecture / DC member / Coguide / Project Reports / Other Reports/Publications)		ACADEMIC GUEST LECTURE	
5				
6	Period of Collaboration	:	From: 2017 To: 2017	
7	Financial Involvement (if any)	:	NO	
8	Proof Attached	:	Yes / No	
Sign	nature of Principal Signature of	the	Collaborating Faculty Signature of the Faculty	
		1	Physical Wallen	



SARDAR RAJA ARTS AND SCIENCE COLLEGE

RAJA NAGAR, VADAKANGULAM - 627 116. DISTRICT, TAMILNADU TIRUNELVELI

Ref

Date 23-08-2017

Dr. K. Murugan M.Com., M.Phil., Ph.D PRINCIPAL

CERTIFICATE

This is to certify that Dr. R. Janet Rani, Assistant Professor & Head, Department of Microbiology, Sadakkathullah Appa College, Palayamcottai, visited our college to inaugurate the Microbiology Association on 23.08.2017. She has delivered a very good lecture on Microbiology which is very much useful to our students.

> MARBAR RAJA ARTS & SOLENOE BOLLED RAJA NAGAR VADAKANGULAM - 627 118 Wiranelvall Dies

Phone : Reception : 232021, 232022

College

231311

Fax

04637-232023

http://www.rajas.edu

STD : 04637

Grams: "LoveIndia E-mail : info@rajas.edu



Name of the Faculty with Designation, Staff ID	Dr. K. Hema
	Assistant Prof. of English
	Statt ID: ATENO4
Name of the Collaborating Faculty with Designation	Dr. S. Viji
	Assistant Prof. of English
Name of the Collaborating Organization	Si Sarada College,
	Tivanelveli
Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	Research
Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	Publication "Social Realism & Resilience in Terry Macmillan's Mama"
Period of Collaboration	: From: 14.3.2017 To: 31.01.20
Financial Involvement (if any)	
Proof Attached	: Yes/No
	Name of the Collaborating Faculty with Designation Name of the Collaborating Organization Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training) Nature / Details of Outcome (Guest Lecture / DC member / Coguide / Project Reports / Other Reports/Publications) Period of Collaboration Financial Involvement (if any)

172

HELLY

Ms. S.Viji

Ph. D. Reg. No. 12542

Assistant Professor of English,

Sri Sarada College for Women, Sadakathulla Appa College,

Tinmelveli, Tamil Nadu, India

Dr. K. Herna

Research Supervisor, Asst. Prof. of English,

Sadakathulla Appa College,

Tirunelveli, Tamil Nadu, India

vijishri37@gmail.com

Social Realism and Resiliency in Terry McMillan's Mama

Abstract: African American Literature has become an irrevocable part of American Literature and culture. Slave narratives label the initiation of African-American Literature in United States. The yesteryear of slavery and the import of Africans as slaves to America was the main reason for the rise of African American writers. The continuous evolution of some novels of women writers made many black women to turn to better contemplative and accepting of Black women writers began to examine and expose female identity apart from female experience and they focused mainly on black experience. Women's writing became a tool of feminism in the works of Alice Walker, Toni Morrison and Terry McMillan. In contemporary African American women's fiction Terry McMillan's novels are considered as a remarkable inventive force. Her novels abandon intellectual interests of race which is a supreme threat found throughout African American Literature. She focuses mainly on Black

HTTT

Volume 7, Issue 2, February 2019

experiences and particularly the racial and feminist issues. As Terry has mapped urban experiences of African American men and women, her novels are notably popular. This paper investigates the issues such as motherhood, child rearing and mother-daughter rivalry in Terry McMillan's Mama which footmarks her heroine's struggles through hopeless realities. The novel is permeated with social realism and not is merely a woman's wrangle in a patriarchal society.

Key words: female identity, female experience, motherhood, child rearing, mother-daughter rivalry

McMillan is acknowledged as a remarkable force in contemporary African American Women's fiction. Her first novel Mama gained amicable critical attention and deep- rooted her distinction as an inventive new voice of middle class black America. Her engaging stories, attractive characters and conscious commentary on resent African American experiences are considered, a vital contribution to contemporary popular Literature. Her portrayal of women is more sympathetic. The attention she gives to male-female rifts within the African American community seems at odds with the black solidarity she otherwise implicitly approves,

08

McMillan's work reflects not only the history of Black women but also a labour force by portraying relationships of romantic love. McMillan's fiction defies modern critics' expectation that African American literature must privilege racial conflict. Romantic relationships between black women and black men lie at the centre of McMillan's most popular novels. Romance is often seen as a theme antithetical to the critical agenda advanced by modern African American literary studies. Ann duCille argues, for instance, that " until recently, love and marriage were all but dismissed as female, or, at least feminized themes little worthy of study when juxtaposed to the masculinised racial and freedom discourse assumed to characterize the African American novel" (duCille 3).



1	Name of the Faculty with Designation, Staff ID	Dr. K. Hema,
		Assistant Poot of English
2	Name of the Collaborating Faculty	State ID: ATENO4
	with Designation	Dr. K. Shanmuga Sundar Raj
		Assistant Roof. of English Government Arts & Science College
3	Name of the Collaborating Organization	Kovilpatti.
		government Arts & Science
	=	College.
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	Co-guide (Research)
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	Co-guide (1 scholar)
6	Period of Collaboration	: From: August 2017 To: till date
7	Financial Involvement (if any)	:
8	Proof Attached	: Yes / No
S		e Collaborating Faculty Signature of the Faculty



MANONMANIAM SUNDARANAR UNIVERSITY CENTRE FOR RESEARCH



ABISHEKAPATTI, TIRUNELVELI - 627 012, TAMILNADU, INDIA

DR. K. SENTHAMARAI KANNAN DIRECTOR

REF: MSU/RES/R1/JUNE2017

Date : August 10, 2017

Ph.D., Programme Commencement Order

To

SUMATHY M

48A, Sudalaimadan Koil Street, Tirunelveli Town

Tamil Nadu, Thirunelveli, Pincode - 627006

Mobile No.: 9952485854, Email ID: msg2suma@gmail.com

Sir/Madam,

Sub: Registration for doing Ph.D., programme - Date of Commencement of Research work -

Intimation - Reg

Ref: Counseling attended by the candidate.

With reference to the above, you are provisionally registered for Ph.D., Programme as detailed below:

Name of the Scholar

: SUMATHY M

2 Registration No.

: 17211194012008

3, Discipline

: English

4. Gender

: Female

5. Social Category (Community)

: OC

6. Nationality : Indian

7. PWD Status

: Not Applicable

8. Admission Based On : M.Phil

9. Name of the Supervisor : DR K SHANMUGA SUNDARA RAJ

Name of the Co-Supervisor

: Dr K HEMA

11. Mode

: FULL TIME

12. Research Centre

: Sadakathullah Appa College, Tirunelveli.

13. Date of Commencement

: 10.08.2017

14. Proposed Title

: SLAVERY, CRUELTY, AND THE RISE OF HUMANITARIANISM IN SLAVE NARRATIVES

15. Doctoral Commmittee Members Details

1. DR KANNA MUTHIAH

Assistant Professor & Research Head, Department of English, Sadakathullah Appa College, Tirunelveli

Mobile No.: 9629245342, Email ID:

kanna25naga@yahoo.co.in

2. DR R JEYASUNDARAJ

Associate Professor, Department of English, St. John's College, Tirunelveli

Mobile No. : 9994192448, Email ID : rajjayasundar@gmail.com

ASST

K. Zing 113

MSU PhD Admission17211194012008



MANONMANIAM SUNDARANAR UNIVERSITY CENTRE FOR RESEARCH

ABISHEKAPATTI, TIRUNELVELI - 627 012, TAMILNADU, INDIA



DR. K. SENTHAMARAI KANNAN DIRECTOR

Copy to:

Guide : Co-Guide: DR K SHANMUGA SUNDARA RAJ Dr K HEMA Assistant Professor Assistant Professor Department of English Government Arts and Science College, Kovilpatti Department of English Sadakathullah Appa College Tamil Nadu Tamil Nadu, Thirunelveli Thoothukudi, Pincode - 628503 Pincode - 627011 Mobile No.: 8903426664 Mobile No.: 9486379448 Email ID: drckssraj@gmail.com Email ID: hemaselvan11@gmail.com DC Member 1: DC Member 2 : DR KANNA MUTHIAH Assistant Professor & Research Head, Department of DR R JEYASUNDARAJ Associate Professor, Department of English, St. English, Sadakathullah Appa College, Tirunelveli John's College, Tirunelveli The Principal, Sadakathullah Appa College, Tirunelveli.

Instructions

- All communication (letter) to this University should be forwarded by Supervisor / Co-Supervisor (wherever applicable)
- Candidates with M.Phil., qualification should earn 8 credits in the following options: 2 course works of 4 credits each (or) one course work of 4 credits and 1 mini project of 4 credits
- Research Centre Fee of Rs. 2400/- (per annum) to be paid to the Research Centre
- Fee of Rs. 5000/- for every sitting of Doctoral Committee meeting should be paid to the University before the conduct of every meeting
- TA / DA payable to the Doctoral Committee member by the Scholar/Supervisor/Co-Supervisor is to and fro II AC Railway fare and sitting fee of Rs. 500/- and refreshment / contingency cost of Rs.500/- (Bills to be submitted) which will be reimbursed on submission of bills.
- You should pay the Research fee of Rs. 12000 /- per annum on or before June 30th of every year till
 the submission of thesis to the University through Demand Draft drawn in favour of "The Registrar
 Manonmaniam Sundaranar University", payable at Tirunelveli issued by any nationalised bank or
 through challan in Indian Bank. M.S University branch or through challan in state bank of India, Power
 Jothi account to MSU A/c 32723606944.
- For full-time scholars with M.Phil. qualification minimum period of the programme is 2 years and for PG holders 3 years.
- For part-time scholars with M.Phil. qualification minimum period is 3 years and for PG holders 4 years.
- It is also informed that the entire duration of the Ph.D., Research work is governed by the Ph.D., Regulations of 01.07.2016.
- For Details of functions of Doctoral Committee refer revised Ph.D., Research Guidelines w.e.f 01.07.2016 under the Head Doctoral committee(1.7)

Phone: 0462 - 2333741, 2338721, 9487999692, 9487907000, FAX: 2322973, Website: msuniv.ac.in



	Name of the Faculty with Designation, Staff ID	Dr. K.Hema,
		Assistant Prof. of English
?	Name of the Collaborating Faculty with Designation	Storg I.D: ATENO4 Dr. D. Nalina Paulin Assignated Prof. of English
3	Name of the Collaborating Organization	St. John's College, Palayamkottai, Tirunelueli
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	Research
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	DC Member (1 scholar)
6	Period of Collaboration	: From: 07.02.2018 To: fill do
7	Financial Involvement (if any)	:
•		: Yes/No



MANONMANIAM SUNDARANAR UNIVERSITY

CENTRE FOR RESEARCH



ABISHEKAPATTI, TIRUNELVELI - 627 012, TAMILNADU, INDIA

DR. K. SENTHAMARAI KANNAN DIRECTOR

REF: MSU/RES/R1/JANUARY2018

Date : January 10, 2018

Ph.D., Programme Commencement Order

To

SYED ALI FATHIMA R 32 PERINBAM STREET, SAMADHANAPURAM PALAYAMKOTTAI Tamil Nadu, Thirunelveli, Pincode - 627002

Mobile No.: 8754301141, Email ID: amihtafas@gmail.com

Sir/Madam,

Sub: Registration for doing Ph.D., programme - Date of Commencement of Research work -

Intimation - Reg

Ref: Counseling attended by the candidate.

With reference to the above, you are provisionally registered for Ph.D., Programme as detailed below :

Name of the Scholar

: SYED ALI FATHIMA R

2. Registration No.

: 18121274012013

3. Discipline

: English

. .

4. Gender

: Female

5. Social Category (Community)

: BCM

6. Nationality

: INDIAN

7. PWD Status

: Not Applicable

8. Admission Based On

: PG

9. Name of the Supervisor

: Dr.D.Nalina Palin

Name of the Co-Supervisor

: NIL

11. Mode

: PART TIME INTERNAL

12. Research Centre

: St. John's College, Palayamkottai

13. Date of Commencement

: 10.01.2018

14. Proposed Title

: RESISTANCE TOWARDS IDEOLOGICAL CONSTRUCTION OF IDENTITY AND DYSTOPIAN STATE OF POWER: A POST-COLONIAL READING OF THE HUNGER GAMES AND DIVERGENT

 Doctoral Commmittee Members Details

: 1, B BENESON THILAGAR CHRISTADOSS

ASSOCIATE PROFESSOR / ENGLISH , ST. JOHNS COLLEGE, PALAYAMKOTTAI-627002

Mobile No.: 9366700261, Email ID:

godisgood1968@gmail.com

2. K HEMA

ASSISTANT PROFESSOR / ENGLISH, SADAKATHULLA APPA COLLEGE, TIRUNELVELI-627011

Mobile No.: 9486379448, Email ID: hemaselvan11@gmail.com

10.1.18

SUPDT SUPDT

AR

X Se WI. II.8 DIRECTOR

Phone: 0462 - 2333741, 2338721, 9487999692, 9487907000, FAX: 2322973, Website: msuniv.ac.in



MANONMANIAM SUNDARANAR UNIVERSITY

CENTRE FOR RESEARCH



ABISHEKAPATTI, TIRUNELVELI - 627 012, TAMILNADU, INDIA

DR. K. SENTHAMARAI KANNAN DIRECTOR

Copy to: Guide: Co-Guide: Dr.D.Nalina Palin ASSOCIATE PROFESSOR, DEPARTMENT OF ENGLISH ST JOHNS COLLEGE Tamil Nadu Thirunelveli, Pincode - 627002 Mobile No.: 9944217195 Email ID: nalinaarulraj@gmail.com DC Member 1: DC Member 2: B BENESON THILAGAR CHRISTADOSS ASSOCIATE PROFESSOR / ENGLISH , ST. JOHNS ASSISTANT PROFESSOR / ENGLISH, SADAKATHULLA COLLEGE, PALAYAMKOTTAI-627002 APPA COLLEGE, TIRUNELVELI-627011 The Principal, St. John's College, Palayamkottai

Instructions

- All communication (letter) to this University should be forwarded by Supervisor / Co-Supervisor (wherever applicable)
- Candidates with PG qualification should earn 15 credits in the following option. 4 course works of 4 credits each (or) 3 course works of 4 credits each and 1 mini project of 4 credits
- Research Centre Fee of Rs. 3000/- (per annum) to be paid to the Research Centre
- Fee of Rs. 5000/- for every sitting of Doctoral Committee meeting should be paid to the University before the conduct of every meeting
- TA / DA payable to the Doctoral Committee member by the Scholar/Supervisor/Co-Supervisor is to and fro II AC Railway fare and sitting fee of Rs. 500/- (Bills to be submitted) which will be reimbursed on submission of bills.
- You should pay the Research fee of Rs. 11000 /- per annum on or before January 31st of every year till the submission of thesis to the University through Demand Draft drawn in favour of "The Registrar Manonmaniam Sundaranar University", payable at Tirunelveli issued by any nationalised bank or through challan in Indian Bank. M.S University branch or through challan in state bank of India, Power Jothi account to MSU A/c 6596950914.
- For full-time scholars with M.Phil. qualification minimum period of the programme is 2 years and for PG holders 3 years.
- For part-time scholars with M.Phil. qualification minimum period is 3 years and for PG holders 4 years.
 The maximum period for all scholars is 6 years.
- It is also informed that the entire duration of the Ph.D., Research work is governed by the Ph.D., Regulations of 01.07.2016.
- For Details of functions of Doctoral Committee refer revised Ph.D., Research Guidelines w.e.f. 01.07.2016 under the Head Doctoral committee(1.7)
- First Doctoral Committee meeting should be convened within two week from the date of Rgistration.

Phone: 0462 - 2333741, 2338721, 9487999692, 9487907000, FAX: 2322973, Website: msuniv.ac.in



	Name of the Faculty with Designation, Staff ID	Dr. K.Hema
		Assistant Prof. of English Staff ID: ATENO4
2	Name of the Collaborating Faculty with Designation	Dr. P. Premalatha Associate Proj. of English
3	Name of the Collaborating Organization	Kumara Guru Swamigal Axts & Science College Srivaikundam, Tixunelveli
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	Research
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	DC Member po 2 zaholars) geo Pragatha. E Reg. No:17224014012126
6	Period of Collaboration	: From: 10.8. 2017 To: till dat
7	Financial Involvement (if any)	:
8	Proof Attached	: Yes/No
Si	DEPARTM	Collaborating Faculty Sociate Profes OR WENT OF ENGLISH BARTS COLLEGE



MANONMANIAM SUNDARANAR UNIVERSITY

CENTRE FOR RESEARCH



ABISHEKAPATTI, TIRUNELVELI - 627 012, TAMILNADU, INDIA

DR. K. SENTHAMARAI KANNAN DIRECTOR

REF: MSU/RES/R1/JUNE2017

Date : August 10, 2017

Ph.D., Programme Commencement Order

To

GEO PRAGATHA E 14-2-25 St Antonys Church Street, Agarakattu Kadayanallur Taluk Tamil Nadu, Thirunelveli, Pincode - 627852

Mobile No.: 9360616216, Email ID: remijoe27@gmail.com

Sir/Madam,

Sub: Registration for doing Ph.D., programme - Date of Commencement of Research work - Intimation - Reg

Ref: Counseling attended by the candidate.

With reference to the above, you are provisionally registered for Ph.D., Programme as detailed below:

1. Name of the Scholar : GEO PRAGATHA E
2. Registration No. : 17224014012126

Discipline : English
 Gender : Female

5. Social Category (Community) : BC

6. Nationality : INDIAN

7. PWD Status : Not Applicable

8. Admission Based On : PG

9. Name of the Supervisor : DR P PREMLATHA

10. Name of the Co-Supervisor : DR R VASUHI

The state of the s

12. Research Centre : Manonmaniam Sundaranar University, Tirunelveli.

13. Date of Commencement : 10.08.2017

: PART TIME INTERNAL

14. Proposed Title : RELIGION AND LITERATURE: THE THEME OF TAGORE'S GITANJALI AS THE REVELATION OF THE RELATION OF LOVE BETWEEN THE

ABSOLUTE AND THE INDIVIDUAL SELF

 Doctoral Commmittee Members Details

11. Mode

: 1. DR SELVI

Associate Professor, Department of English, S.T.C, Palayamkottai.

Mobile No.: 9443378738, Email ID: selviarum09@yahoo.com

2. DR K HEMA

Assistant Professor, Department of English, Sadakathullah Appa College, Tirunelveli

Mobile No.: 9486379448, Email ID:

hemaselvan11@gmail.com

ASST SUPDT AR

K. Leve Lolopiix DIRECTOR

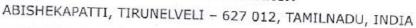
Phone: 0462 - 2333741, 2338721, 9487999692, 9487907000, FAX: 2322973, Website: msuniv.ac.in

0.12

3.7.1/ Collaborative Activities/2018-19/71

MANONMANIAM SUNDARANAR UNIVERSITY

CENTRE FOR RESEARCH





DR. K. SENTHAMARAI KANNAN DIRECTOR

Copy to:

Guide : Co-Guide: DR P PREMLATHA DR R VASUHI Associate Professor Assistant Professor Department of English Department of English Sri KGS Arts College, Srivaikuntam Manonmaniam Sundaranar University Tamil Nadu Tamil Nadu, Thirunelveli Thoothukudi, Pincode - 628619 Pincode - 627012 Mobile No.: 9486777704 Mobile No.: 8870019491 Email ID: premlatha68@gmail.com Email ID: rvasuhi@gmail.com DC Member 1 : DC Member 2 : DR SELVI DR K HEMA Associate Professor, Department of English, S.T.C, Assistant Professor, Department of English, Sadakathullah Appa College, Tirunelveli Head of Department, English

Instructions

IDC_21/12/2017

- All communication (letter) to this University should be forwarded by Supervisor / Co-Supervisor (wherever applicable)
- Candidates with PG qualification should earn 16 credits in the following option. 4 course works of 4 credits each (or) 3 course works of 4 credits each and 1 mini project of 4 credits
- Fee of Rs. 5000/- for every sitting of Doctoral Committee meeting should be paid to the University before the conduct of every meeting
- TA / DA payable to the Doctoral Committee member by the Scholar/Supervisor/Co-Supervisor is to and fro II AC Railway fare and sitting fee of Rs. 500/- and refreshment / contingency cost of Rs.500/- (Bills to be submitted) which will be reimbursed on submission of hills.
- You should pay the Research fee of Rs. 14000 /- per annum on or before June 30th of every year till the submission of thesis to the University through Demand Draft drawn in favour of "The Registrar Manonmaniam Sundaranar University", payable at Tirunelveli issued by any nationalised bank or through challan in Indian Bank. M.S University branch or through challan in state bank of India, Power Jothi account to MSU A/c 32723606944.
- For full-time scholars with M.Phil. qualification minimum period of the programme is 2 years and for PG holders 3 years.
- For part-time scholars with M.Phil. qualification minimum period is 3 years and for PG holders 4 years.
 The maximum period for all scholars is 6 years.
- It is also informed that the entire duration of the Ph.D., Research work is governed by the Ph.D., Regulations of 01.07.2016.
- For Details of functions of Doctoral Committee refer revised Ph.D., Research Guidelines w.e.f 01.07.2016 under the Head Doctoral committee(1.7)

Phone: 0462 - 2333741, 2338721, 9487999692, 9487907000, FAX: 2322973, Website: msuniv.ac.in

Sadakathullah Appa College (Autonomous) Rahmath Nagar, Tirunelveli - 627011

	Name of the Faculty with Designation, Staff ID		Dr. K. Hema
			Assistant Prof. of English Staff ID: ATENOH
	Name of the Collaborating Faculty with Designation	:	Dr. P. Premalatha
			Associate Prof. of Englis
3	Name of the Collaborating Organization		Kumara Gruru Swamigal Arts & Science College
4	Nature of Collaboration (Academic / Research / Faculty Exchange / Student Exchange / Project / Internship / On-the Job Training)	:	Srivaikundam, Tirunelveli Research
5	Nature / Details of Outcome (Guest Lecture / DC member / Co- guide / Project Reports / Other Reports/Publications)	1:	DC Member for Karpagavalli.T Reg. No: 1722401401201
6	Period of Collaboration	1	To:
7	Financial Involvement (if any)	1	-
	Proof Attached	+	: Yes/No

SRI KGS ARTS COLLEGE SRIVAIKUNTAM.

MSU PhD Admission17224014012043



MANONMANIAM SUNDARANAR UNIVERSITY CENTRE FOR RESEARCH



IDC-21/12/2017

ABISHEKAPATTI, TIRUNELVELI - 627 012, TAMILNADU, INDIA

DR. K. SENTHAMARAI KANNAN DIRECTOR

REF: MSU/RES/R1/JUNE2017

Date : August 10, 2017

Ph.D., Programme Commencement Order

To

KARPAGAVALLI T 324, George Road

Tamil Nadu, Thoothukudi, Pincode - 628002

Mobile No.: 9487049284, Email ID: karpaga_hari@yahoo.com

Sir/Madam,

Sub: Registration for doing Ph.D., programme - Date of Commencement of Research work -

Intimation - Reg

Ref: Counseling attended by the candidate.

With reference to the above, you are provisionally registered for Ph.D., Programme as detailed below:

Name of the Scholar

; KARPAGAVALLI T

Registration No.

: 17224014012043

3. Discipline : English

Gender

: Female

Social Category (Community)

: BC

6. Nationality : Indian

7. **PWD Status**

: Not Applicable

8. Admission Based On · M.Phil

Name of the Supervisor 9.

: Dr P Premalatha

10. Name of the Co-Supervisor

: Dr R Vasuhi

11. Mode

: PART TIME INTERNAL

12. Research Centre

: Manonmaniam Sundaranar University, Tirunelveli.

13. Date of Commencement

: 10.08.2017

Proposed Title

: INTERIOR ODYSSEY- LIFE SUSTAINING MATRIX OF THE PROTAGONISTS IN THE SELECT NOVELS OF BHARATHI

MUKHERJEE AND NERGIS DALAL

Doctoral Commmittee Members Details

: 1. DR JEYASUNDARRAJ

Associate Professor, Department of English, St. Johns College,

Tirunelveli.

Mobile No.: 9994192448, Email ID:

rajjeyasundar@gmail.com

2. DR K HEMA

Assistant Professor, Department of English, Sadakathullah

Appa College, Palayamkottai.

Mobile No.: 9486379448, Email ID: NIL

ASST

SUPDT

MSU PhD Admission17224014012043



MANONMANIAM SUNDARANAR UNIVERSITY CENTRE FOR RESEARCH



ABISHEKAPATTI, TIRUNELVELI - 627 012, TAMILNADU, INDIA

DR. K. SENTHAMARAI KANNAN DIRECTOR

Co	

Guide :	Co-Guide :	-
Dr P Premalatha	Dr R Vasuhi	
Associate Professor	Assistant Professor and Head ic	
Department of English	Department of English	
Sri KGS Arts College, Sri Vaikuntam	Manonmaniam Sundaranar University	
Tamil Nadu	Tamil Nadu, Thirunelveli	1
Thoothukudi, Pincode - 628619	Pincode - 627012	
Mobile No.: 9486777704	Mobile No.: 8870019491	
Email ID: premlatha68@gmail.com	Email ID: rvasuhi@gmail.com	
DC Member 1 :	DC Member 2 :	
DR JEYASUNDARRAJ	DR K HEMA	i
Associate Professor, Department of English, St. Johns	Assistant Professor, Department of English.	
College, Tirunelveli.	Sadakathullah Appa College, Palayamkottai.	
Head of Department, English		+

Instructions

IDC - 21/12/2017

- All communication (letter) to this University should be forwarded by Supervisor / Co-Supervisor (wherever applicable)
- Candidates with M.Phil., qualification should earn 8 credits in the following options: 2 course works of 4 credits each (or) one course work of 4 credits and 1 mini project of 4 credits
- Fee of Rs. 5000/- for every sitting of Doctoral Committee meeting should be paid to the University before the conduct of every meeting
- TA / DA payable to the Doctoral Committee member by the Scholar/Supervisor/Co-Supervisor is to and fro II AC Railway fare and sitting fee of Rs. 500/- and refreshment / contingency cost of Rs.500/- (Bills to be submitted) which will be reimbursed on submission of bills.
- You should pay the Research fee of Rs. 14,000 /- per annum on or before June 30th of every year till the submission of thesis to the University through Demand Draft drawn in favour of "The Registrar Manonmaniam Sundaranar University", payable at Tirunelveli issued by any nationalised bank or through challan in Indian Bank. M.S University branch or through challan in state bank of India, Power Jothi account to MSU A/c 32723606944.
- For full-time scholars with M.Phil. qualification minimum period of the programme is 2 years and for PG holders 3 years.
- For part-time scholars with M.Phil. qualification minimum period is 3 years and for PG holders 4 years. The maximum period for all scholars is 6 years.
- It is also informed that the entire duration of the Ph.D., Research work is governed by the Ph.D., Regulations of 01.07.2016.
- For Details of functions of Doctoral Committee refer revised Ph.D., Research Guidelines w.e.f 01.07.2016 under the Head Doctoral committee(1.7)

Phone: 0462 - 2333741, 2338721, 9487999692, 9487907000, FAX: 2322973, Website: msuniv.ac.in