



NallamuthuGounderMahalingam College

(An Autonomous Institution, Affiliated to Bharathiar University)
90, Palghat Road, Pollachi - 642001, Coimbatore, Tamil Nadu, India.
95th Rank in NIRF- 2023 -Among Colleges in India.



CRITERION III – RESEARCH, INNOVATIONS AND EXTENSION

3.1.2. List of faculty who have been awarded seed money for research along with the title of the project, duration and amount during 2021-2022

S.N o.	Name of the teacher provided with seed money	Title of the Seed Money Project	Duration	Date of grant DD-MM-YYYY	Amount granted (INR in Lakhs)
1.	Dr.N.Giri	Impact of Facebook on the buying Behaviour of Millennial	6 Months	30.03.2022	0.25
2.	Dr.T.Vijayachithra	Challenges in Implementation of Cashless Economy among Rural Public with special Reference to Pollachi Taluk	6 Months	30.03.2022	0.25
3.	Dr.B.Rohini	Challenges and Prospects of Coconut Exporters in Pollachi Taluk.	6 Months	30.03.2022	0.25
4.	Dr.R.Gayathri	Gender based occupational Inequalities in Unorganized Sector and its Vulnerability after Covid Pandemic	6 Months	30.03.2022	0.25
5.	Dr.M.Akilanayaki	Consumer Perception towards Eco-Friendly Product	6 Months	30.03.2022	0.25
6.	Dr.V.Meera	Impulsive buying Behaviour of Women Millennial Consumers on Online Shopping during Pandemic	6 Months	30.03.2022	0.25
7.	Dr.D.Umamaheshwari	Exploration of Digital Image Tampering Detection using Enhanced Feature Extraction Algorithms in Machine Learning	6 Months	30.03.2022	0.25
8.	Dr. A. Kalaivani	Assessing Skin Disease and Associated Health-Related Value of Life in a Human Community	6 Months	30.03.2022	0.25
9.	Ms.B.Kalaiselvi	Analysis of Placement Performance Prediction on Students Data Using Improved J48 Machine Learning Algorithm	6 Months	30.03.2022	0.25
10.	Dr.R.Vishnupriya	பழமொழிநானூற்றில்நிர்வாகத்திறனும்தற்காலபோக்கும் (Pazhamozhi Nanootril Nirvakathiranum Tharkala Pokkum))	6 Months	30.03.2022	0.25
11.	Dr.S.Selvakumar	பண்பாடுநோக்கில்கொங்குவட்டாரஇலக்கியங்கள் (Panpattu Nokkil Kongu Vattara Ilakkiyangal))	6 Months	30.03.2022	0.25



PRINCIPAL

N.G.M. COLLEGE, POLLACHI

S.No.	Name of the teacher provided with seed money	Title of the Seed Money Project	Duration	Date of grant DD-MM-YYYY	Amount granted (INR in Lakhs)
12.	Dr.T.Pushparani	தற்கால தமிழில் நிகழும் பிழைகளும் தீர்வுகளும் (Tharkala Thamizhil Nikazhum Pizhaikalum Theervukalum)	6 Months	30.03.2022	0.25
13.	Mrs.K.Vimaladevi	Seasonal Variations, Chemical Profile and Biological activities of Essential oil from Artabotrys Leaves grown in Western Ghats, South India	6 Months	30.03.2022	0.25
14.	Dr. R. Rakkimuthu	Chemical Profiling of fern cheilosoria Mysurensis (Wall. ex-hook) ching & shing and its Biological Activity	6 Months	30.03.2022	0.25
15.	Dr.S.Maheswari	இன்றையகுழலில்இளையதலைமுறையினருக்கானவாழ்வியல்விழுமியங்கள் (Intraiya Choozhalil Ilaiya Thalaimuraiyinarkkana Vaazhviyal Vizhumiyangal)	6 Months	30.03.2022	0.25
Total Amount					3.75


PRINCIPAL
 W G M COLLEGE, POLLACHI

