



NallamuthuGounderMahalingam College

(An Autonomous Institution, Affiliated to Bharathiar University)

90, PalghatRoad, 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 2022-2023

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)
1.	Dr.S.Kaleeswari	Satisfaction and issues on women empowerment schemes in Tamil Nadu State transport corporation Limited, Coimbatore	6 Months	14.02.2023	0.25
2.	Dr.D. Ahila	Perception towards Unified Payment Interface for digital payments among college students in Coimbatore district	6 Months	14.02.2023	0.25
3.	Dr.R.Senthil Kumar	Sustainability and Profitability of Pakkumattai Plate Making	6 Months	14.02.2023	0.5
4.	Dr. G. Akilandeswari	Impact of E-Marketing on Consumer Buying Behaviour-A Study with special reference in Pollachi Taluk	6 Months	14.02.2023	0.25
5.	Dr.D.Padma	Impact of Digital Banking Service Quality on Customer Satisfaction	6 Months	14.02.2023	0.25
6.	Dr. R. Sivarajan	Tamil Nadu Freebie Schemes-An Avenue for Socio-economic development	6 Months	14.02.2023	0.25
7.	Dr. M. Jeeva	Rural Women Entrepreneurs in Pollachi Taluk	6 Months	14.02.2023	0.25
8.	Dr.M.Deepa	A Study on Impact of Information and Communication Technology among young entrepreneurs -A Study with Special reference to Pollachi Taluk	6 Months	14.02.2023	0.5
9.	Mr.S.Rajagopalan	Challenges of Rural People in Acquisition of Higher Education and Career Progression, with special reference to Udumalpet Taluk	6 Months	14.02.2023	0.25
10.	Dr.Ponsabariraj	Consumer's Awareness, Perception and Satisfaction towards online Medicine Buyers-with special reference to Coimbatore city	6 Months	14.02.2023	0.25



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11.	Dr. R. Amsaveni	Astounding performance of women entrepreneurs in unorganized sector with special reference to Coimbatore district	6 Months	14.02.2023	0.5
12.	Mr. A. Muruganandham	Illuminating Brain Tumors in MRI Metaphors by means of Segmentation Algorithms in Image Dispensation	6 Months	14.02.2023	1.5
13.	Dr. T. Sumathi	An Empirical secured framework using block chain and deep learning techniques to detect fake news in social media and to create public awareness in India	6 Months	14.02.2023	1.5
14.	Ms. C. Keerthana	Improving Human Values in Society based on Prediction and suggestion to prevent vulnerable Cardiovascular Risk Possibilities	6 Months	14.02.2023	1
15.	Ms. V.Prabavathi	Reduced image size in Smart phone storage area using image Compression techniques	6 Months	14.02.2023	1
16.	Mrs. D. Sowmiya	Screening of bioactive metabolites and its biological activity of the fern, Thelypteris Meeboldii(Rosenst.) Holttum	6 Months	14.02.2023	1.5
17.	Mrs.M.Anusuya	Synthesis, Characterization, Biological and Sensing Evaluation of Heterocyclic Schiff Base and its Transition Metal Complexes	6 Months	14.02.2023	1.5
18.	Dr.V.Parimalam	சூழலியல்நோக்கில்எட்டுத்தொகைஅகநூல்கள் (Suzhaliyal Nhokil Ettuthogai Aghanoolgal)	6 Months	14.02.2023	0.25
19.	Dr.P.Veerasithi Vinayagan	The effect of(Sky Yoga) Eye Exercise and Lamb Gazing Practice on Vision Impairment among NGM College Students	6 Months	14.02.2023	0.25
Total Amount					12.00

PRINCIPAL
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