



Nallamuthu Gounder Mahalingam 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

3.1.2.1 Amount of Seed Money provided by Institution to its Teachers for Research during the Year 2021-2022

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)	Link to the Sanction Order
1.	Dr.N.Giri	Impact of Facebook on the buying Behaviour of Millennial	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_N_GIRI.pdf
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_T_Vijayachithra.pdf
3.	Dr.B.Rohini	Challenges and Prospects of Coconut Exporters in Pollachi Taluk.	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_B_Rohini.pdf
4.	Dr.R.Gayathri	Gender based occupational Inequalities in Unorganized Sector and its Vulnerability after Covid Pandemic	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_R_Gayathri.pdf
5.	Dr.M.Akilanayaki	Consumer Perception towards Eco-Friendly Product	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_M_Akilanayaki.pdf
6.	Dr.V.Meera	Impulsive buying Behaviour of Women Millennial Consumers on Online Shopping during Pandemic	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_V_Meera.pdf
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_D_Umamaheshwari.pdf

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)	Link to the Sanction Order
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_-A_-Kalaivani.pdf
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/B_Kalaiselvi.pdf
10.	Dr.R.Vishnupriya	பழமொழி நானூற்றில் நிர்வாகத் திறனும் தற்கால போக்கும் (Pazhamozhi Nanootril Nirvakathiranum Tharkala Pokkum))	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_R_Vishnupriya.pdf
11.	Dr.S.Selvakumar	பண்பாடுநோக்கில் கொங்கு வட்டார இலக்கியங்கள் (Panpattu Nokkil Kongu Vattara Ilakkiyangal))	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_S_Selvakumar.pdf
12.	Dr.T.Pushparani	தற்கால தமிழில் நிகழும் பிழைகளும் தீர்வுகளும் (Tharkala Thamizhil Nikazhum Pizhaikalum Theervukalum)	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_T_Pushparani.pdf
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Mrs_K_Vimaladevi.pdf
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_-R_-Rakkimuthu.pdf
15.	Dr.S.Maheswari	இன்றைய சூழலில் இளைய தலைமுறையினருக்கான வாழ்வியல் விழுமியங்கள் (Intraiya Choozhalil Ilaiya Thalaimuraiyinarukkana Vaazhviyal Vizhumiyangal)	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_S_Maheswari.pdf
	Total Amount				3.75	