



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 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)	Link to Sanction Order
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/kaleeswari.pdf
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/d_ahila.pdf
3.	Dr.R.Senthil Kumar	Sustainability and Profitability of Pakkumattai Plate Making	6 Months	14.02.2023	0.5	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/senthilkumar.pdf
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/Akilandeswari.pdf
5.	Dr.D.Padma	Impact of Digital Banking Service Quality on Customer Satisfaction	6 Months	14.02.2023	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/padma.pdf
6.	Dr. R. Sivarajan	Tamil Nadu Freebie Schemes-An Avenue for Socio-economic development	6 Months	14.02.2023	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/sivarajan.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 Sanction Order
7.	Dr. M. Jeeva	Rural Women Entrepreneurs in Pollachi Taluk	6 Months	14.02.2023	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/jeeva.pdf
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/deepa1.pdf
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/rajagopalan.pdf
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/ponsabariraj.pdf
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/Amsaveni-1.pdf
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/muruganandam-1.pdf
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/Sumathi-1.pdf
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/keerthana-1.pdf
15.	Ms. V.Prabavathi	Reduced image size in Smart phone storage area using image Compression techniques	6 Months	14.02.2023	1	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/prabavati-1.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 Sanction Order
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/sowmya-1.pdf
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/Anusuya-new.pdf
18.	Dr.V.Parimalam	சூழலியல் நோக்கில் எட்டுத்தொகை அகநூல்கள் (Suzhaliyal Nhokil Ettuthogai Aghanoolgal)	6 Months	14.02.2023	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/parimalam.pdf
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	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/veerasithi.pdf
Total Amount					12.00	