

**MANONMANIAM SUNDARANAR UNIVERSITY  
AFFILIATED COLLEGES**

**SYLLABUS FOR M.A. ENGLISH (CBCS)**

[For those who joined the course from the academic year 2021 onwards]

**M.A. - ENGLISH LITERATURE – MANONMANIAM SUNDARANAR UNIVERSITY**

**Vision of the University**

- " To provide quality education to reach the un-reached "

**Mission of the University**

- To conduct research, teaching and outreach programmes to improve conditions of human living.
- To create an academic environment that honours women and men of all races, caste, creed, cultures and an atmosphere that values intellectual curiosity, pursuit of knowledge, academic freedom and integrity.
- To offer a wide variety of off-campus educational and training programs, including the use of information technology, to individuals and groups.
- To develop partnership with industries and government so as to improve the quality of the workplace and to serve as catalyst for economic and cultural development.
- To provide quality / inclusive education, especially for the rural and un-reached segments of economically downtrodden students including women, socially oppressed and differently abled.

**Preamble**

M.A. English Programme aims at expanding the learners' knowledge related in the study of English Language and Literature, familiarizing them with various authors, genres, theories, cultures and historical contexts. It aims at empowering the students with their research aptitude through oral and written presentations. The programme helps the students assess various socio-cultural aspects as delineated in the texts across the globe.

**Vision:** To enrich the academic ambience by fostering a multidisciplinary understanding of Language and Literature and upholding the universal human values.



L	T	P	C
10	0	0	5

**SEMESTER-IV  
PROJECT**

<b>Code:</b>	<b>Hrs / Week: 5</b>	<b>Hrs / Semester: 75</b>	<b>Credits: 5</b>
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**Score:** An individual and independent project is introduced to augment the writing skills and raise the students' academic and research pursuit.

- Objectives:**
- To enable the students to defend, to challenge and to question an issue from a specific perspective
  - To assist the students to engage in persuasive standpoints and to argue in a detailed empirical manner and to hypothesize and to make conclusions.

<b>C.O. No.</b>	<b>Upon the completion of this course, students will be able to</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO 1	tabulate the sources and the documents effectively.	A, B, C	K1
CO 2	relate several articles to form an original opinion on a topic.	B, F	K2, K5
CO 3	connect several articles and form thesis statements from their critical reading.	B, C, F	K4, K5
CO 4	plan and write a more advanced and argumentative paper.	F, G	K3, K5, K4
CO 5	deduct Plagiarism and devise the ways to prevent it.	F, G	K4, K5
CO 6	apply various aspects of the research process, framing useful research questions, identify research gaps, research design, data collection, analysis, writing and presentation.	G	K5, K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 - Create

**Mapping with POs**

<b>COs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
CO 1	S	S	S	S	S	S	S	S
CO 2	S	S	S	S	S	S	S	M
CO 3	S	S	S	S	S	S	S	M
CO 4	S	S	S	S	S	S	S	S
CO 5	M	M	L	M	L	S	S	M
CO 6	S	S	S	S	S	S	S	S

S - Strong – 83.33%, M – Medium – 12.5%, L – Low – 4.16%





**MANONMANIAM SUNDARANAR UNIVERSITY**

**TIRUNELVELI**

**PG – COURSES - AFFILIATED COLLEGES**

**Course Structure for M.Com**

**(Choice Based Credit System)**

(With effect from the Academic Year 2021 – 2022 onwards)

<b>Sem</b>	<b>Sub. No.</b>	<b>Subject status</b>	<b>Subject Title</b>	<b>Contact Hrs./ Week</b>	<b>Credits</b>
I	1	Core-1	Accounting for Management	6	4
	2	Core-2	Statistics	6	4
	3	Core-3	Management Concepts and Organisational Behaviour	6	4
	4	Core-4	Insurance and Risk Management	6	4
	5	Core-5	International Business	6	4
				<b>30</b>	<b>20</b>
II	6	Core-6	Advanced Financial Management	6	4
	7	Core-7	Quantitative Techniques	6	4
	8	Core-8	Corporate Legal Framework	4	4
	9	Core-9	Enterprise Resource Planning	5	4
	10	Core-10	Corporate Social Responsibility	5	4
	11	Elective-1	From list	4	3
				<b>30</b>	<b>23</b>
III	12	Core-11	Advanced Corporate Accounting	6	4
	13	Core-12	Taxation and Tax Planning	6	4
	14	Core-13	Computerized Accounting with Tally	5	4
	15	Core-14	Human Resource Management	5	4
	16	Core-15	Business Research Methods	4	4
	17	Elective-2	From list	4	3
				<b>30</b>	<b>23</b>
IV	18	Core-16	Applied Costing	6	4
	19	Core-17	Indirect Taxation	6	4
	20	Core-18	E-Commerce	5	4
	21	Core-19	Financial Markets and Institutions	5	4
	22	Core-20	Project	8	8
				<b>30</b>	<b>24</b>
			<b>Total</b>	<b>120</b>	<b>90</b>

**Electives for II Semester**

1. Credit Management
2. Business Analytics
3. Customer Relationship Management

**Electives for III Semester**

1. Consumer Rights and Education
2. Financial Derivatives
3. Management Information System



Guidelines for Project work

1. Every P.G Student is required to prepare a project report -subject related - based on the fieldwork and studying the current trends under the guidance of a project guide.
2. The project work should be done individually by the candidate in consultation with project guide.
3. The project report should be in English.
4. The project report shall be about 60 pages (Minimum).
5. The project work should be of such a nature that it could prove useful or be relevant to Business/Management.
6. Project observations, suggestions and conclusions shall form an inevitable part of the project.
7. Marks for the project report will be 100, divided as 50 for Report Writing and 50 for viva voce.
8. Evaluation for viva voce shall be jointly done by external and internal examiners.
9. Project report should be signed by the teacher guide and Head of the Department



**Manonmaniam Sundaranar University**  
**Tirunelveli**  
**Choice Based Credit System**  
**Course Structure for B.Com – Affiliated Colleges**  
**(With effect from the Academic Year 2021-2022 onwards)**  
**III B.Com Semester - V**

Semester	Part I/II/ III/ IV/V	Subject No.	Subject Status	Subject Title	Contact Hours Per week	Credit
V	III	32	Core 9	Corporate Accounting	6	4
	III	33	Core 10	Cost Accounting	6	4
	III	34	Core 11	Business Law	6	4
	III	35	Core 12	Research Methodology	5	4
	III	36	Major Elective I (Any one)	1. Income Tax Law & Practice 2. Human Resource Management 3. Elements of E-Commerce	5	4
	IV	37	Skill Based III Common	Personality Development/Effective Communication/Youth Leadership	2	2
				Sub Total	30	22

**III B.Com Semester - VI**

Semester	Part I/II/ III/ IV/V	Subject No.	Subject Status	Subject Title	Contact Hours Per week	Credit
VI	III	38	Core 13	Special Accounts	5	4
	III	39	Core 14	Management Accounting	5	4
	III	40	Core 15	Industrial Law	5	4
	III	41	Core 16	Auditing and Corporate Governance	4	4
	III	42	Major Elective II (Any one)	1. Business Taxation 2. Retail Management 3. Human Values & Business Ethics	4	4
	III	43		Major Project	7	7
				Sub Total	30	27

**For Problem Papers 40 % marks for theory and 60% marks for problems.**

**Proportion of marks between internal evaluation and external evaluation for subjects- 25:75.**

**Internal – 20 marks for theory and 5 marks for assignment.**

**Total Credits – 150 (Excluding the hours and Credit for Yoga and Computer for Digital Era)**



### Objectives

1. To impart knowledge and develop understanding of research methodology and its applications
2. To study the methods of data collection and its interpretation to develop analytical skills in generalization of things and concepts

### Guidelines for group project

1. The topic should be subject related.
2. Each group should consists of a maximum number of 5 students
3. The project report should have minimum 50 pages.
4. Each group must have a guide/ project supervisor.
5. The project should necessarily contain title, statement of the problem, brief and representative review of literature, and objectives of the study, research methodology (sampling, collection of data and tools of analysis), scope / rationale / limitations of proposed study, contents (chapters) and bibliography.
6. The project report must have the following- Cover page, declaration by the guide and candidate, preface and acknowledgement, table of contents, main body (chapters), research instruments (questionnaire), appendix and annexure (if needed) , bibliography.
7. Evaluation will be based on the project report, presentation and viva voce.





#### 4. Scheme of the Course

### MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI UG – COURSES – AFFILIATED COLLEGES

#### B.Sc. Chemistry

(Choice Based Credit System)

(with effect from the academic year 2020-21 onwards)

SEM	Part	Sub. No	SUBJECT STATUS	SUBJECT TITLE	Contact hrs/wk	L Hrs /wk	P Hrs /wk	Credits
III	I	17	Language	Tamil/Other Languages	6	6	0	4
	II	18	Language	English	6	6	0	4
	III	19	Core – Paper V	Organic Chemistry – I	4	4	0	4
	III	20	Major Practical III	Inorganic Qualitative Analysis	2	0	2	2
	III	21	Allied – II	Allied Chemistry – I	4	4	0	3
	III	22	Allied Practical II	Allied Chemistry Practical- I	2	0	2	2
	III	23	Skilled Based-I Core	Agro Chemistry/Food Chemistry	4	4	0	4
IV	IV	24	Non-Major Elective - I	Food Science /Water Management	2	2	0	2
	IV	25	Common	Yoga	2	2	0	2
			<b>SUBTOTAL</b>		<b>30+2</b>	<b>26+2</b>	<b>4</b>	<b>27</b>
IV	I	26	Language	Tamil/Other Languages	6	6	0	4
	II	27	Language	English	6	6	0	4
	III	28	Core – Paper VI	Organic Chemistry – II	4	4	0	4
	III	29	Major Practical IV	Organic Preparation & Physical Constant Determination	2	0	2	2
	III	30	Allied – II	Allied Chemistry – II	4	4	0	3
	III	31	Allied Practical II	Allied Chemistry Practical- II	2	0	2	2
	III	32	Skilled Based II Core	Chemistry in medicine / Industrial Chemistry	4	4	0	4
	IV	33	Non-Major Elective – II	Dairy Chemistry / Applied Chemistry	2	2	0	2
	IV	34	Common	Computers for Digital Era	2	2	0	2
	V	35	Extension Activity	NCC/NSS/YRC/YWF	-	-	-	1
			<b>SUBTOTAL</b>	<b>30+2</b>	<b>26+2</b>	<b>4</b>	<b>28</b>	



V	III	37	Core VIII	Physical Chemistry - II	6	6	0	4
	III	38	Major Elective I	Polymer Chemistry / Bio Chemistry	4	4	0	4
	III	39	Major Elective II	Modern Instrumental Analytical Techniques/ Applied Chemistry	4	4	0	4
III	40	Major Practical V	Organic Analysis & Physical Constant Determination	8	0	8	4	
	41	Major Practical VI	Gravimetric Estimation & Inorganic Preparation					
	42	Skill Based Common	Personality Development / Effective Communication / Youth Leadership	2	2	0	2	
				<b>SUBTOTAL</b>	<b>30</b>	<b>22</b>	<b>08</b>	<b>22</b>
VI	III	43	Core IX	Inorganic Chemistry - III	5	5	0	4
	III	44	Core X	Organic Chemistry - III	5	5	0	4
	III	45	Core XI	Physical Chemistry - III	5	5	0	4
III	46	Major Elective III	Textile Chemistry / Nano Chemistry	4	4	0	4	
III	47	Major Practical VII	Physical Chemistry Experiments	4	0	4	2	
III	48	Major Project	Major Project	7	7	7	7	
				<b>SUBTOTAL</b>	<b>30</b>	<b>19</b>	<b>11</b>	<b>25</b>
				<b>GRANDTOTAL</b>	<b>180+4</b>	<b>145+</b>	<b>35</b>	<b>152</b>

### Skill Based Course

One among the two given course will be selected.

### Non-Major Elective

One among the two given course will be selected.

### Major Elective

One among the two given course will be selected.

### Major Project

Group Project - Maximum of five students per group

### Extension Program for the Department

Apart from the curriculum, to enrich the skill development of the students following courses in



## DVV Clarifications

### 1.3.2.1. Number of students undertaking project work/field work / internships

Sl.No	Name	Code	Page No
1	SHALO PREMI. K	ZMAP41	11-15
2	SHAMRANA HASLIN. N	ZMAP41	16-20
3	SUBBULAKSHMI. S	ZMAP41	21-25
4	SURESHKUMAR. R	ZMAP41	26-30
5	P. GURUPIYARI	ZEHP41	31-34
6	SURYA PRABHA. S	ZMAP41	35-39
7	M. ABINAYA	ZEHP41	40-44
8	T. BAVETHRA	ZEHP41	45-49
9	M. ESAKKIAMMAL	ZEHP41	50-54
10	R.UJAINTHI	ZEHP41	55-59
11	A. JENCY MABEL JOY	ZEHP41	60-64
12	P.SASIHARAN	AMHI6P	65-70
13	P.SUKUMAR	AMHI6P	65-70
14	K.ESAKKIAMMAL	AMHI6P	71-76
15	R.BALA SRI KARAN	AMHI6P	77-82
16	C.MUTHU PATAN	AMHI6P	77-82
17	U.MANIKANDAN	AMHI6P	77-82
18	P.LOURDUARULAMALA	AMHI6P	77-82
19	J.RAJADURAI	AMHI6P	77-82
20	G.MARIMURUGAN	AMHI6P	83-88
21	M.SELVA	AMHI6P	83-88
22	M ANUSHA	AMCH6P	89-94
23	P CHANDRAKALA	AMCH6P	89-94
24	P GOKULA DHARSHINI	AMCH6P	89-94
25	M HAMEETHA BEEVI	AMCH6P	89-94
26	P JEYA	AMCH6P	95-100
27	A.KUMARAVEL	AMCO6P	101-106

28	J.MARIMUTHU	AMCO6P	101-106
29	V.NATARAJAN	AMCO6P	101-106
30	K.MUTHUMARI	AMCO6P	107-112
31	M.NALINA	AMCO6P	107-112
32	M.NANDHINI	AMCO6P	107-112
33	V.KARTHEESWARI	AMCO6P	113-117
34	I.KAVI SANTHIYA	AMCO6P	118-122
35	T.MANIPRIYA	AMCO6P	118-122
36	M.SHUBHA PRADA	AMCO6P	123-127
37	N.THAVIDYA	AMCO6P	123-127
38	S.USHA RANI	AMCO6P	123-127
39	B.VARSHA	AMCO6P	123-127
40	B.RATHNA SUVETHA	AMCO6P	128-132
41	S.PAVITHRA	AMCO6P	128-132
42	V.PAVITHRA	AMCO6P	128-132
43	P.RAMALAKSHMI	AMCO6P	128-132
44	M.SANGEETHA	AMCO6P	133-138
45	S.VANEESWARI	ZEHP41	Nil



# A STUDY ON SEMIGRAPHS

Dissertation submitted to  
MANONMANIAM SUNDARANAR UNIVERSITY  
in partial fulfillment of the requirements for the award of  
the Degree of

MASTER OF SCIENCE IN MATHEMATICS

By

K. SHALO PREMI

Reg. No.: 20211302515118

Under the guidance of

Mrs. U. ESAKKIAMMAL, Msc., B.Ed., M.phil.,



DEPARTMENT OF MATHEMATICS

THIRUVALLUVAR COLLEGE

PAPANASAM - 627425

April - 2023

Mrs. U. ESAKKIAMMAL, M.Sc., B.Ed., M.Phil.,  
Assistant Professor,  
Department of Mathematics,  
Thiruvalluvar College,  
Papanasam - 627 425.

## CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON SEMIGRAPHS" is the bonafide report of the project work done by K. SHALO PREMI, in partial fulfillment for the award of the Degree of Master of Science in Mathematics to Manonmaniam Sundaranar University, Tirunelveli - 627 012 is a record of original work carried out by the candidate under my supervision and that the dissertation has not formed the basis of the award of any Degree, Diploma or similar title of any university of institution.

Place: Papanasam

Date: 27.04.2023

*(Signature)* 02/05/2023  
Mrs. U. ESAKKIAMMAL  
(Head of the Department)

*(Signature)* 27/04/2023  
Mrs. U. ESAKKIAMMAL  
(Guide)

Examiners:

- (Signature)* 03/05/2023
- J. Prateek 03/05/2023



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# Chapter 1

## Introduction

The subject graph theory emerged while solving a problem associated with a bridge in Knoishberg, which was situated in Russia. In the year 1735 Euler considered this problem and constructed a structure to solve this problem. As a result the first formal 'graph' structure had been drawn, and a new branch of mathematics started its journey. Over the years, the theory of graphs have a tremendous growth in various directions.

The semigraph generalization is more closely related to the axiom that the two edges in a semigraph have atmost one vertex in common, where as the hypergraph generalization is based on the consideration of an edge as a subset of two elements of the set of vertices of graphs. In this section, we highlight some of the important works carried out by many researchers in the field of semigraphs.

The concept of semigraphs is introduced by E. Sampathkumar



## Conclusion

Semigraphs are the most appropriate generalization of graphs, in which each edge contains a set of vertices. The existence of different types of vertices pave the way to define different types of adjacencies between vertices, and hence, every graph theoretical concept can be viewed in different ways. This enables one to enlarge the existing theories to a greatest extent. The basic structural properties of these general graphs-semigraphs have been studied in this project.

**A STUDY ON PRIME LABELING OF GRAPHS**

**Dissertation submitted to  
MANONMANIAM SUNDARANAR UNIVERSITY  
in partial fulfillment of the requirements for the award of  
the Degree of**

**MASTER OF SCIENCE IN MATHEMATICS**

**By**

**N. SHAMRANA HASLIN**

**Reg. No.: 20211302515119**

**Under the guidance of**

**Dr. T. PIRAMATCHI, M.Sc., Ph.D., SET.**



**DEPARTMENT OF MATHEMATICS**

**THIRUVALLUVAR COLLEGE**

**PAPANASAM - 627425**

**April - 2023**

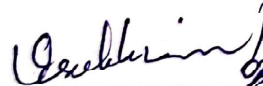
Dr. T. PIRAMATCHI, M.Sc., Ph.D., SET.,  
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Thiruvalluvar College,  
Papanasam - 627 425.

### CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON PRIME LABELING OF GRAPHS" is the bonafide report of the project work done by N. SHAMRANA HASLIN, in partial fulfillment for the award of the Degree of Master of Science in Mathematics to Manonmaniam Sundaranar University, Tirunelveli - 627 012 is a record of original work carried out by the candidate under my supervision and that the dissertation has not formed the basis of the award of any Degree, Diploma or similar title of any university of institution.

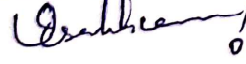

Place: Papanasam

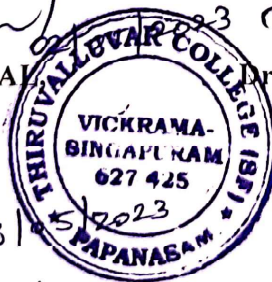
Date:

  
Mrs. U. ESAKKIAMMAI  
(Head of the Department)

  
Dr. T. PIRAMATCHI.  
(Guide)

Examiners:

-   
03/05/2023
-   
03/05/2023



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# Chapter 1

## Introduction

Graph Labeling is a prominent research area in Graph theory, and there are considerable number of open problems and literature is available in various types of Graphs. Graph labelings provide useful mathematical models for a wide range of applications in high technologies like data security, crptography, astronomy, coding theory, x-ray, crystallography, astronomy, circuit design, communication, network addressing, radar, data base management.

A labeling or a valuation of graph is any mapping that sends a certain set of graph elements to a certain set of numbers subject to certain conditions.

Rosa [14] introduced the theory beyond graph labeling in the 1960's.

## Conclusion

Prime labeling has been studied for five decades. A huge number of research article has been published in the area of graph theory and discrete mathematics. In this paper we studied the prime labeling of Friendship graphs. Also we discussed the prime labeling of some graphs  $C_nP_m$ ,  $F_nP_m$ , crown  $C_nP_m$ ,  $S_nP_m$ ,  $W_nP_m$ ,  $G_nP_m$  in necessary conditions. In the fifth chapter we introduced a new labeling called Fibonacci prime labeling of graphs. We prove that path, cycle, star, fan, friendship, dragon and an umbrella graph are all Fibonacci prime graphs. In the sixth chapter we introduced  $k^{th}$  Fibonacci prime labeling of graphs. We prove that cycle,  $P_n \odot K_1$ , Triangular snake, Quadrilateral snake and Tadpole graph are  $k^{th}$  Fibonacci Prime graph.

# A STUDY ON MATROID THEORY

Dissertation submitted to  
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in partial fulfillment of the requirements for the award of  
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MASTER OF SCIENCE IN MATHEMATICS

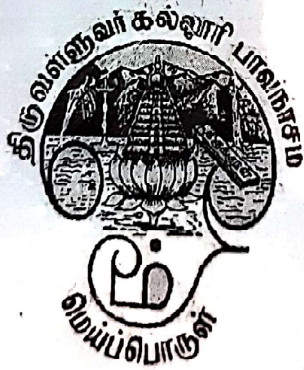
By

S. SUBBULAKSHMI

Reg. No.: 20211302515120

Under the guidance of

Mrs. U. ESAKKIAMMAL, M.Sc., B.Ed., M.Phil.,



DEPARTMENT OF MATHEMATICS

THIRUVALLUVAR COLLEGE

PAPANASAM - 627425

April - 2023

Mrs. U. ESAKKIAMMAL, M.Sc., B.Ed., M.Phil.,  
Assistant Professor,  
Department of Mathematics,  
Thiruvalluvar College,  
Papanasam - 627 425.

## BONAFIDE CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON MATROID THEORY" is the bonafide report of the project work done by S. SUBBULAKSHMI, in partial fulfillment for the award of the Degree of Master of Science in Mathematics to Manonmaniam Sundaranar University, Tirunelveli - 627 012 is a record of original work carried out by the candidate under my supervision and that the dissertation has not formed the basis of the award of any Degree, Diploma or similar title of any university of institution.

Place: Papanasam

Date: 27.04.2023

*(Signature)* 02/05/2023  
Mrs. U. ESAKKIAMMAL, (Head of the Department)  
*(Signature)* 27/04/2023  
Mrs. U. ESAKKIAMMAL (Guide)

Examiners:

- (Signature)* 03/05/2023
- T. P. *(Signature)* 02/05/2023





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## Introduction

A matroid is a structure that generalises the properties of independence. The name “Matroid” suggests a structure related to a matrix and indeed, matroids were introduced by Whitney in 1935 to provide a unifying abstract treatment of dependence in linear algebra and graph theory. Relevant applications are found in graph theory and linear algebra. There are several ways to define a matroid, each relate to the concept of independence. A characteristic of matroid is that they can be defined on many different but equivalent ways. This project will focus on the definitions of matroid in terms of independent sets, bases, the rank function and cycles. This project consists of four chapters. The first chapter consists of preliminaries and each of the rest consists of a particular definition of matroid and its applications in graph theory and linear algebra. Here we observe how both graphs and matrices can be viewed as matroids. Then we translate graph theory to linear algebra and viceversa using the language of matroids to facilitate our discussion.

## conclusion

It has been recognized that matroids arise naturally in combinatorial optimization and can be used as a framework for approaching a diverse variety of combinatorial problems. In this project we have discussed different but equivalent definitions of matroid and its application in graph theory and linear algebra. We have seen how both graphs and matrices can be viewed as matroids and also we linked graph theory and linear algebra by translating a graph to a unique matrix and vice versa using the language of matroids. Matroids have found applications in geometry , topology , combinatorial optimization , network theory and coding theory.

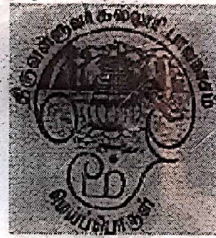
**A STUDY ON MAGICAL LABELING**

*Dissertation submitted to*  
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**MASTER OF SCIENCE**

**in**  
**MATHEMATICS**

**By**  
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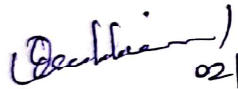
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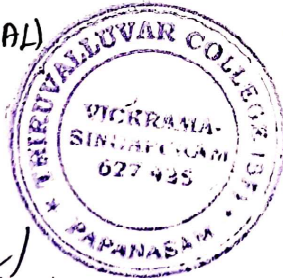
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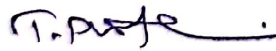
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# Chapter 1

## PRELIMINARIES

In this chapter, we collect the basic definitions on graphs which are needed for the subsequent chapters. For graph theoretic terminology, we refer Harary and Gallian.

### 1.1 Basic definitions

**Definition 1.1.1.** If  $G = (V, E)$  is a graph, then  $V(G)$  is a finite nonempty set of elements called **vertices** and  $E(G)$  is a set of unordered pairs  $\{u, v\}$  of vertices  $u, v \in V(G)$  called **edges**. The cardinality of the vertex set  $V(G)$  is called the **order** of  $G$ , commonly denoted by  $|V(G)| = p$ . The cardinality of the edge set  $E(G)$  is the **size** of  $G$ , often written as  $|E(G)| = q$ .

**Definition 1.1.2.** In a graph  $G$ , a vertex  $u$  is said to be **adjacent** to

$$\sum_{k=1}^{r-1} h(v_k v_{k+1}) + h(c v_r) + h(v_1 x_2) = 33 + (m - 3)(12 + 2m).$$

Hence  $F_{3,m}$  is  $C_m$ -E-supermagic. □

**Illustration 4.2.10.**

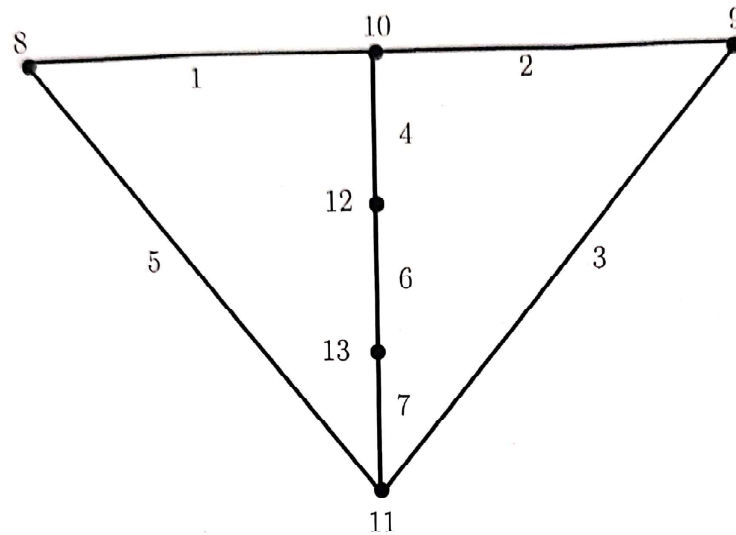


Figure 4.5: A  $C_5$ -E-supermagic labeling of  $F_{3,5}$  with magic constant 77

### 4.3 Conclusion and Scope

In this chapter, we have proved some families of connected graphs such as generalized books, generalization of a graph obtained by joining of a star  $K_{1,n}$  with one isolated vertex, generalized fans, generalized friendship graphs and generalized grid are  $C_m$ -E-supermagic. Throughout this chapter we have been shown that the only connected graphs admit  $C_m$ -E-supermagic labeling.

**The Study of Racism, Ethnicity, and Social Ills Afflicting**

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**MASTER OF ARTS IN ENGLISH**

Guided by

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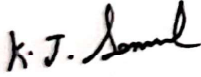
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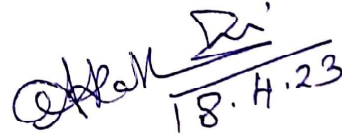
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## CHAPTER V

### SUMMATION

Khaled Hosseini is the Afghan - American author. He is the author of New York Times bestsellers *The Kite Runner*, *A Thousand Splendid Suns*, and *The Mountain Echoed*. His books have been published over seventy countries and sold more than 40 million copies worldwide.

In First chapter *The Kite Runner* by the author Khaled Hosseini, both express the harsh treatment toward the Afghanistan people through the series of wars and the cruel power of a Pashtun movement called as the Taliban. As Hosseini wants to write about the sufferings of refugees and about Afghanistan, he records about Taliban banning kites in Afghanistan in his first novel, *The Kite Runner*. The banning of kites seems cruel and personal to him. So, he creates a fictional character named Amir and records his experience through the character. Both *The Kite Runner* and the author Khaled Hosseini endure many graphic and life changing historical events that changed Afghanistan into a peaceful country. Hosseini tells that this story transcends Afghan values.

In Second Chapter, *The Kite Runner* speaks about that explores the deep-set social discrimination prevalent in the culture of Afghanistan. Throughout the story, the characters face various forms of social discrimination. The discrimination is primarily seen against the Hazara people who are considered inferior and lowly by the Pashtun community. Pashtuns are the dominant they exercise their power by discrimination against Hazaras, who are considered a lower-class community. The novel portrays the Hazara community as victims of this discrimination, and they are not even allowed to go to school or work in respectable jobs. The also highlights gender discrimination. Afghanistan is a deeply patriarchal society where

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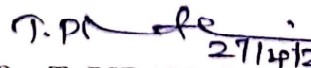
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# Chapter 1

## Introduction

Let  $X$  be a set and  $T : X \rightarrow X$  be a mapping. An element  $x \in X$  is said to be a fixed point if  $Tx = x$ . Fixed point theory is a tool to solve fixed point equations. It deals with the assumptions to be made on the mapping  $T$  and/or domain of the given mapping which ensure the existence of atleast one fixed point for the given mapping. Fixed point theory has a lot of applications is Game theory, theory of differential equations, integral equations, partial differential equations, random differential equations, non-linear oscillations; fluid flows, approximation theory, steady state temperature distribution, chemical reactions, mathematical economics and in other related areas. Fixed point theory has a very fruitful application in eigen value problems as well as boundary value problems.

The main issues to be discussed with fixed point theory are as follows:



## Conclusion

Fixed point theory is a fascinating subject with an enormous number of applications in various fields of mathematics. This work consists of five chapters.

The first chapter introduces us to fixed points, the origin of the theory and walks us through its evolution. It also helps us learn about important people who contributed to fixed point theory.

The second chapter has some basic definitions and results.

Chapter three introduces us to a new mapping called mean non-expansive mapping and tells a few important existence theorems.

The fourth chapter we extend the mean nonexpansive mapping for multivalued setting and prove the existence theorem for such class of mappings.

In the fifth chapter, we approximate the fixed points through Ishikawa iteration.

**DYSTOPIAN STATUS OF WOMEN IN MARGARET  
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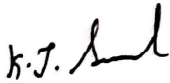
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## CHAPTER ONE

### INTRODUCTION

Literature is a written art, and it is a fine thing which is considered of superior artistic merit. Literature which exposed in the form of prose, poem, novel and other literary genres. And these forms are published in the form of books, pamphlets, magazines and journals. And these varied literary genres are published distinguished by the intentions of their authors and the perceived Aesthetic excellence of their execution. And literature serves as a method of transcending such barriers. And literature is the way to hear the voices of the past and work with the present.

Literature is the most visible with five senses and the most visible with feelings, and it is always realistic; it is about life even talks it is legendary, unbelievable, and whatever it talks about, it is life because it is created and produced by people from their life. Basically literature is defined as the collection of written works of language through different periods and different cultures by author and scholars. The advent of writing marked a great step in human civilization for many reasons such as transmitting knowledge, ideas, events and even feelings.

Through the works of literature the audience can get an insight of the human beings and the society because, works of literature convey emotions, experiences and psychological explanations of human behaviors.

The body of written works produced in the English language in Canada is called as Canadian literature. Canadian literature is often divided into French and English



## CHAPTER FIVE

### SUMMATION

Canadian Literature is the literature of a multicultural country, written in languages including Canadian English, Canadian French, Indigenous languages, and many others such as Canadian Gaelic. Influences on Canadian writers are broad both geographically and historically, representing Canada's diversity in culture and region. Canadian literature is often divided into French and English – language literatures, which are rooted in the literary traditions of France and Britain, respectively. The earliest Canadian narratives were of travel and exploration. The progressed into three major themes that can be found within historical Canadian literature: nature, frontier life, Canada's position within the world, all three of which tie into the garrison mentality, a condition shared by all colonial era societies in their beginnings, but sometimes wrong thought to apply mainly to Canada because a Canadian intellectual coined the term. In recent decades Canada's literature has been strongly influenced by immigrants from around the world. Since the 1980s, Canada's ethnic and cultural diversity has been openly reflected in its literature, which by the 1990s was widely appreciated around the world.

The focus of the first chapter portrays literature comes in many shapes and forms, and one of the most interesting in dystopian fiction. Dystopias are societies that have seen a significant decline, technological control, and environmental destruction and often battle against an authoritarian government. Dystopian literature is a form of speculative fiction that offers a vision of the future. Dystopias are societies in cataclysmic decline, with characters who battle environmental ruin, technological control, and government oppression. Dystopian novels with a didactic message often explore themes like anarchism, oppression, and mass poverty. Margaret

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## CHAPTER-I

### INTRODUCTION

Literature is the imaginative work that pictures the human life in a society which can be enjoyed, understood, and used by society. Literature is a means of social expression, a mirror of life, and interpretation of human expressions that help us understand how to live. Literature can be divided into two major categories; they are fiction and non-fiction. Fiction is literary works that is not based on true story. While, non-fiction is literary works that is based on the true story. Some examples of fiction literary are novels, short story, poetry, drama, movie, etc. some examples of non-fiction literary are personal essay, history, biography and autobiography.

Literature is classified according to whether it is poetry, prose, or drama and such works are categorized according to historical periods or their adherence to certain aesthetic features or genre. The major types of literature across the world are English, Greek, Latin, Roman, African, Indian, American, French, Irish, Spain, Chinese, Italian, Japanese, Persian, Sanskrit, Nepali, Russian and Canadian literature.

Literature is considered as the reality of society defined in words. It depicts the way societal beings regard, understand, or interpret various situations and things in their everyday life. Literature is a medium that influences the imagination and vision of the society that ultimately leads to the stereotypes and values that are inbuilt in the system. Once someone starts reading it he or she has a reflection of another person's mind, even the one who is no more in existence. From the centuries, literature is conveying and mentioning clearly about the scenarios and conditions of the world.



## CHAPTER-IV

### SUMMATION

Indian English Literature has attained an independent status in the area of world literature. Wide ranges of themes are distributed within Indian Writing in English. While this literature continues to contemplate Indian culture, tradition, social and moral values and even Indian history that portrays the lifestyle and culture of Indians. Present Indian English fiction has been trying to give expression to the Indian experience of the modern circumstances. English as a global language has highly influenced the literature of India. The history of Indian Writing in English began with the Indian Writing in English can be compared to an old stinging root which has regrown its branches in the modern generation. The new saplings are thriving with green leaves and twigs to be enjoyed by all not only in the Indian landmass, but across the globe as well.

Indian writing in English has commended magnanimous respect in both home and abroad, is now in its full wave. It has shaped out a new track, a new vision – a vision that is replete with an unanswering faith and hope, myths and traditions, customs and rights etc. If we dive deep into the works of the Indian stouts of English fictions, it is revealed that their works are not an imitation of English literary pattern but highly original and intensely Indian in both theme and spirit.

R.K. Narayan is another celebrated Indian novelist writing in English. He enjoys a unique position in the crowded literary scene of Indian fiction. He is undoubtedly the master of portraying the socio-economic aspects of the ordinary Indian families and peculiarity of human which form crux of his novels. Narayan is an eminent regional novelist. His novels are known as Malgudi novels. In fact, he deals with the physical features, people, life,

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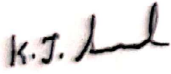
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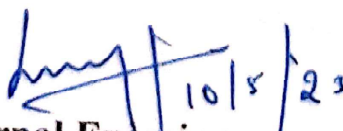
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## CHAPTER ONE

### INTRODUCTION

Indian English Literature also referred to as Indian writing in English is the body of work by writers in Indian who write in the English language but whose native or co language could be one of the numerous languages of Indian. Its early history began with the works of Henry Louis Vivian Derozio and Michael Madhusdan Dutt followed by Rabindranath Tagore and Sir Aurobindo. R .k Narayan, Mulk Raj Anand and Raja Rao contributed to the growth and popularity of Indian English Fiction in the 1930s. It is also associated, in some cases, with the work of members of the Indian Diaspora who subsequently compose works in English.

Indo-Anglian is Specific term in the sole context of writing that should not be confused with anglo-Indian. Although some Indo –Anglian works may be classified under the genre of Post Colonial literature. Indian English Literature encompasses a wide variety of theme and ideologies, from the late eighteenth century to the present day and thereby eludes easy categorization:

... know how it is when you arrive in a new place and feel like you do not belong there? That hesitation to recon with a new geography. That knowledge that this place is not mine, these ways of talking are not mine, these silences are not mine, these etiquette is not mine. So many new things to absorb, and the place also takes a little time to accept the new person. Often you have to meet the place on it's own term. Sometimes you have to work hard to earn your little corner in



## Chapter Five

### Summation

Indian English Literature is a realistic scenario that endeavour to manifest the evergreen gems of Indian Writing in English. From being a singular and exceptional, wide spread of native geniuses, Indian Writing has emerged as a new formation of Indian culture and voice in which India counters regularly. Indian Writers-poets, novelists, essayists, and dramaticists turned out to make momentous and considerable contributions to world literature since before the independence of our nation. The past few years have been observed an immense flourishing and progress of Indian English Writing through worldwide.

Indian English Literature has attained an independent status in the area of world Literature. Wide ranges of themes are distribute within Indian Writing in English. While this literature continues to contemplate Indian culture, tradition, social and moral values and even Indian history that portrays the lifestyle and culture of Indians. Present Indian English fiction has been trying to give expression to the Indian experience of the modern circumstances.

Indian Writing in English is basically started during the British rule in Indian. Indian Writing in English began with the emergence of East India company in Indian .As East Indian company spread its wing through southern peninsula, English language started to get newer pockets of influence. But it was still time for the English book to capitalize. Late 17<sup>th</sup> century saw the coming of printing press in India but the publication were largely confined to either

**THE POST MODERNISTIC IDEAS USED BY GITHA HARIHARAN IN  
*WHEN DREAMS TRAVEL***

A Dissertation in partial fulfilment of the requirements of the  
MANONMANIAM SUNDARANAR UNIVERSITY, Tirunelveli

for the award of the Degree of  
**MASTER OF ARTS IN ENGLISH**

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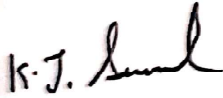
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**April 2023**

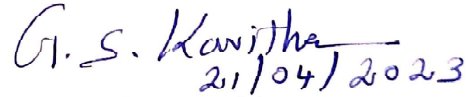
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## CHAPTER I

### INTRODUCTION

Githa Hariharan is an Indian Writer, she was born in 1954 in Coimbatore, India. She was raised in a Tamil Brahmin home in Bombay and Manila with two siblings. She completed a Bachelor of Arts in English Literature from Bombay university in 1974 and Master of Arts in communications from Fairfield university, Connecticut in 1977.

Indian English Literature also referred to as Indian Writing in English, is the body of work by writers in India who write in the English Language but whose native or co-native languages could be one of the numerous languages of India. Its early history began with the works of Henry Louis Vivian Derozio and Michael Madhusudan Dutt followed by Rabindranath Tagore and Sri Aurobindo, R.K. Narayan, Mulk Raj Anand and Raja Rao contributed to the growth and popularity of Indian English Fiction in the 1930s. It is also associated in some cases with the works of members of the Indian diaspora who subsequently compose works in English.

Indian English Literature is frequently referred to as Indo-Anglian Literature. Although some Indo-Anglian works may be classified under the genre of postcolonial Literature the repertoire of Indian English Literature encompasses a wide variety of themes and ideologies, from the late eighteenth century to the present day and thereby easy categorization.

Indian Literature refers to the literature produced on the Indian Subcontinent until 1947 and in the Republic of India. The Republic of India has 22 officially recognized languages. The earliest works of Indian Literature were orally transmitted. Sanskrit Literature begins with the oral literature of the Rigveda, a collection of literature dating to the period 1500-1200BCE.



## CHAPTER IV

### SUMMATION

First chapter into analyses the famous Indian writer Githa Hariharan's achievement as a novelist. And, get to know Indian feminist, Indian culture, Indian heritage, include story. Indian English literature also referred to as Indian Writing in English, is the body of work by writers in the English language and whose native or co-native language could be one of the numerous languages of India. Feminism in India is a set of movements aimed at defining, establishing, and defending equal political, economic, and social rights and opportunities for women in India. It begins with a brief Introduction to the author and his life and career.

The Second chapter entitled the author rewrites, revises and edits her own writing many a time that her friends mock at her saying that she suffers from a writer's disease called editoritis. This research attempts to view the novels of Githa Hariharan as a reservoir of narrative techniques such as plot structure, characterization, setting, narrative situation and language employed by her in designing her novels. Githa Hariharan has employed various techniques in her novels to convey the theme. She adopted the stream of consciousness technique. flashback technique, story telling aspects to picture and the theme of alienation, betrayal and disloyalty to construct her novels with clear morals to the society.

The Third Chapter entitled the post modernistic ideas used by the novelist, Post modernism is an intellectual stage or mode of discourse characterized by scepticism towards the grand narratives of modernism; rejection of epistemic certainty or the stability of meaning; and sensitivity to the role of ideology in maintaining political power. The postmodern outlook is characterized by self-referentiality, epistemological relativism, moral relativism, pluralism, irony, irreverence and eclecticism, it rejects the universal validity of binary oppositions, stable identity hierarchy and categorization.

**VOICE OF TRANSWOMEN IN LAXMINARAYAN'S**

***ME HIJRA ME LAXMI***

A Dissertation in partial fulfilment of the requirements of the  
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**MASTER OF ARTS IN ENGLISH**

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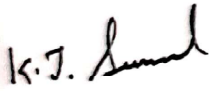
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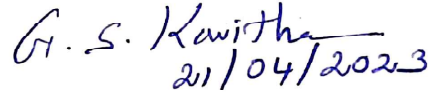
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## CHAPTER I

### INTRODUCTION

Laxminarayan Tripathi, the author of *Me Hijra Me Laxmi* is a transgender writer. She was born on 13<sup>th</sup> December 1978 in Thane, Mumbai. She is a transgender activist, bollywood actress, bharatanatyam dancer, choreographer and motivational speaker. This novel delineates the tragic conditions of transgenders in the savage society. This novel gives the detail account of the violence against transgenders in India. This novel would give a clear idea about the background how she undertakes an adventure trip to the dominant society.

Laxmi was the second born who was assigned male at birth into an orthodox Brahmin family in Thane, Maharashtra. She did her schoolings in Beam's Paradise English High School in Kopuri, Thane. She joined the dance class named Vidya Nritya Niketan where she was the star student. After completing her schooling, she acquired an arts degree in Mithibai College, north-west Mumbai and she completed post graduate degree in Bharatanatyam in the same college and she became a Hijra. Then she started her own dance school called as Lucky Chap Dance Academy.

Laxmi is the first chairman of DWS (Dai Welfare Society) that works for the welfare of Hijra community in Mumbai. Dai Welfare Society was recognized as the first registered and working organization for eunuchs in South Asia. She has served on the boards of several NGOs which conduct LGBT activist work. In 2007 she started her own organization, Astitiva, which works to promote the Welfare of sexual minorities, and development. She left India for the first time and headed to Toronto, Canada for an Asia Pacific sex workers network. The first

## CHAPTER V

### SUMMATION

The deep reading into the novel *ME HIJRA ME LAXMI* by Laxminarayan Thirupathi has proved her to be one of the most prominent writers of transgender. Her presentation in this novel *ME HIJRA ME LAXMI* portrays her as a transgender activist writer of this present era. Her central point expressed the respect for transgender. In this novel she gives more importance to transgender community. In the attempt of emphasizing the real value of humanity, she is quite harsh towards certain people, who are obviously obstacles to the improvement of humaneness in the hearts of others. According to Laxmi, the dominant society is such people, who not only oppress the minorities, but also become hurdles to the transgender. In this novel, Laxmi attacks the society, which has such dominant characteristic in them. She comments such activity as 'Shame'. This particular work paints a picture of transgender's life. The former half of the book deals with the struggles of the author and the latter deals with the overcome and her activism.

This scientific research paper is divided into five chapters. The introductory chapter deals with the origin and establishment of transgender and their positions on the society. It includes the opinions of various transgender writers and activist. It also gives the biography of Laxmi and an account of her passion for activism.

This novel *ME HIJRA ME LAXMI* comes under the transgender studies, which intend to be the journal of record of the rapidly consolidating inter disciplinary field of transgender studies. It is a tool to critically explore the distribution of inequality. The ultimate goal of transgender studies is to provide knowledge that will benefit transgender people and

# The Thirupudai Marudur Temple – A Study

*Project submitted to  
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# The Thirupudai Marudur Temple - A Study

## LAND AND PEOPLE

Tirupudaimarudur, in the present Tirunelveli district in Tamil Nadu is a small village located in picturesque surroundings on the banks of the river Tamraparani very near where it joins with Kadana river. It is at a distance of about forty six Kilometer from Tirunelveli and seven kilometers from Viravanallur. It is bounded on the north by the historic place called Mukkudal, on the south by Athazhanallur, on the west by Tamiraparani river and on the east by the Then Thiruppuvanam and Arikesavanallur.<sup>1</sup>

### Name of Tirupudaimarudur

Tirupudaimarudur was named as Thakchinakasi and Maruthakasi, Sivan nagar, Sivan mukhipuram, Indirapuai, Aathipuri, Thara Keswaram and Maruthur. The river Tamiraparani skirts the village flows as Uttaravahini from south to north and is a confluence of the Kadanathi river. It is one of the three Arjuna Kshetras, where the Marudha tree is the Sthala viruksham. It is also named as Tirupudaimarudi<sup>2</sup>

---

1 Sri Narumpunathar Gomathi amman Thiruthala Varalaru (Tamil), Tirupudaimarudur,

2015, p.1.

2 ARE 1905, No. 124

The foregoing research reveals the greatness of Srinarampunathar - Gomathiambal temple of Thirupudaimarudur and its role in the development of South Indian Saivism. It has been famous for three essential significant aspects of the complete temple complex of South India with its own greatness of Narampunathars ling posture. The place Thirupudaimarudur also enjoys the rare merits of existence of worship of almost all predominant faiths of Tamil Society of various ages viz, the Siva, sakthi, Kaumara, in addition to those of other minor deities such as Navagraha, soma surya and Gajalakshmi.

*Temples, primarily centres of worship have many historical and art historical dimensions, of which architecture is one of the most important aspects, since it provides a wide scope to study and analyse the plan elevation and details of the temples. The study of the temple architecture helps to understand how the variegated architectural components of temples underwent development, experimentation, influence, mutual exchange and standardization due to various factors in different chronological phases.*

**We find out the following features in the temple :**

The temple administration and maintaining the public and temple records, the art and architecture have been maintained very well. The archakas of the temple doing sincere service to maintain and promote the temple and cultures of the hindu. This area people depends upon the temple and they serve to the temple.



# The Thamiraparani River

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# The Thamiraparani River

## Introduction

The project title is "the thamirabarani or tamraparani or porunai is "a perennial river that originates from the agasthiyar koodam peak of pothigai hills of the western ghats above papanasam in the Ambasamudram taluk. Tirunelveli district, tamil nadu, thamirabarani is the best river in India. Because agasthiyar malai forest made it more medicinal and nature feel the nature with the thamiparani river. The tributaries of the river origin, joining place, length course have explained in the project.

The river thamiraparani natural flowing water course, flowing water course usually fresh water stream, River are an important part of the water cycle. It's are significant to mankind settlement, and civilisation. Most of the cities depend upon the vital source of drinking water., for food supply via fishing , agriculture irrigation as source of hydro power to drive machinery or generate electricity.

The papanasam dam or karayar dam is located 49 km away from tirunelveli in tamil nadu , India. The dam is used to irrigate 86107 acres of paddy fields in tirunelveli and tucicorin district. The dam was constructed in the year 1942 and is located in the western ghats of the pothigai hills.

The project five chapter , one is Introduction, Origin and significance of river, second chapter is tributaries and irrigation , third chapter is uses of thamirabarani river, fourth chapter is temples and festival, and finally conclusion.

The temple papanasam ulahammal locates on the bank of the river. Thousands of pilgrims visit ever day to papanasam. They took holydip in the river and worship lord papanasar ( god of shiva sakthi ).

## Conclusion

The project explains various dams constructed in Western ghats. The Saint Agasthyar lived in the forest and devotees of agasthiyar visit every year in the mountain of podhigai, many important temples are available there. The lighting festival is conducting everyday in papanasam as a river deepa aradhana. Agasthyar statue newly constructed on the hill of papanasam. Agasthyat falls, paanai theertham falls are very famous waterfalls. Many tourist attractive places are found in the hills, some parks are available in the mountain.

So thaamirabharani river makes this area very prosperous and the people of the area living happy life.

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# AMBASAMUDRAM TALIUK

Ambasamudram is the most mountains of all the Taluks, one half of the entire area composed of ghats forests ( Government and zamindari ) Taluk and of the Government Lands and Forest the Tamiraparani and many of the Government Lands and forest . The Tamiraparani and many of its important affluents take their rise in these hills. It is located on south east region of Thirunelveli district . The Taluk of Ambasamudram having population 2,93,586 people were living in the Taluk . In and around cheranmahadevi and Ambasamudram are to be found the most of the fertile Land of the District . The best of which at present value of the paddy . Fetch for their owners and supports prosperous Weaving is the basic concerns of taluk . So we can see the villagers of Cheranmahadevi Tirupudaimarudur Bharathidasam, Ambasamudram veeravanallur, pattamadai and Melaseval these are the villages located in the Taluk . So now we can see some villages and famous Temple , Occupation and Education view of the Ambasamudram Taluk .

The Taluk of a Urkad union population of 14,207 Which have the headquarters of the Taluks and besides the Taluk office contains of hospital a Travellers High school the officers and sub Magistrate –court and Subregister office and the Police station were located in the Taluk . Ambasamudram is the one of the oldest village in Thirunelveli District . In Ambasamudram is located on 40 km from Thirunelveli and 8 km to Papanasam and 34 km from Tenkasi District . The Taluk has been considered of two municipalities and 10 village panchayats in the area Taluk has been Elevated to municipality on 2.10.1961 . Now we can see other villagers around the Ambasamudram as follows .

Ambasamudram Municipality was upgraded as Second Grade Municipality Wide G.O.M.S. No. 154. MAWS department dated 9.8.2010. It was constituted as Third Grade Municipality on 1.10.2004. It was upgraded as Town Panchayat on 1.9.1966. This town Panchayat was awarded as “Third Grade Municipality” in the year 2004. The population of the town was 35645 as per 2001 census. (Male-17405, Female-18240). Ambasamudram town area was included within the jurisdiction of the Municipality. Ambasamudram is the principal town of the Ambasamudram taluk in Tirunelveli district in the state of Tamil Nadu, India. The entire taluk had a population of 392,226 as of 2001, with 42.5% classified as rural. The town of Ambasamudram had a population 35,645 as of 2011.

Ambasamudram taluk is the wonderful in thirunelveli district and also many tourist place and holly river and most famous festival chirtavisu in papanasam temple. Tiger reserves in mundanthurai many more researchers visting in papanasam temple. At wild researcher visting in mundanthurai tiger life. Ambasamudram surrounding the lion club arch in 1917 famous Ambasamudram Many more Agriculture lands in Ambasamudram. The People was many culture in Ambasumudram and the different shade in food habits. And we all going to visit the place more collected in detail with Ambasamudram people. In Ambasamudram Taluk Pilgrim centres were situated around the village of the taluk. The Lion's club arch was the identinty of ambasamudram.



# THOOTHUKUDI- DISTRICT A STUDY

*Project submitted to  
Thiruvalluvar College Papanasam  
Affiliated to Manonmaniam Sundaranar University  
In partial fulfillment of the requirements for the degree of*

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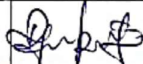
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## INTRODUCTION

Thoothukudi otherwise known as Tuticorin the costal town and the headquarter of Thoothukudi district is situated in the extreme South of TamilNadu located in the gride of 8<sup>0</sup> to 48<sup>0</sup> latitude and 78<sup>0</sup> to 12<sup>0</sup> longitude.<sup>1</sup> It is about 540 Km. Southeast of Chennai and 50 Km east of Tirunelveli and Geographically located in the Gulf of mannar near Pamban passage and between the mouth of Thamirabarani and Veyppar and it is a terminal of the southern Railway.<sup>2</sup> Thoothukudi belongs to the Neithal land or costal and It is one among the five divisions of land of Tamils. Thoothukudi taluk is surrounded by Ottappidaram in the north, Srivaikuntam west and south, the Bay of Bengal and Gulf of mannar remain as the boundary in the east. It is well connected by land, sea, air and Rail routes.<sup>3</sup>

### Area of Thoothukudi

According to the settlement of the Revenue Accounts the lands are mostly divided into four broad divisions. They are occupied, unoccupied, inam and poramboke lands in the first two divisions wet, dry lands are included Totally Thoothukudi has an area of 90.663 kilometers (35.005 square miles).<sup>4</sup>

### Etymology

Several theories with regard to the name Thoothukudi are popular among historians. Tuticorin is the European equivalent of the Tamil name of the place Thoothukudi. The cerebral 'd' of Thoothukudi became 'r' in the nouth of Europeans by that rule of mispronunciation by which Mannappadu another place in the neighbourhood became Manapar. The final 'n' in Tuticorin was added for some

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<sup>1</sup> Maclegan, C.D., Glossary of Madras Presidency, New Delhi, 1980, p. 234.

<sup>2</sup> Srinivasa Ayyangar, P.T., History of Tamils, Madras, 1982, pp. 3 – 4.

<sup>3</sup> Chandramouli, C., Census of India, 2001, Temples of TamilNadu, Thoothukudi District, Chennai, 2004, p.10.

<sup>4</sup> Administrative Report of Thoothukudi Municipal corporation 2018-2019, p. 1.

## CONCLUSION

The foregoing research reveals the historical significance and of international fame of Thoothukudi. From the time immemorial Thoothukudi has been associated with Imperial tradition. For its topography Thoothukudi situated fifteen miles north Korkai, the ancient port and second capital of Pandyas. Thoothukudi belongs to the Neithal or coastal land and adjoined with hinter land of Marutham. River Thambiraparani supplied the water through the northern channel of Srivaikuntam anicut and make the lands of Southern part of Thoothukudi region as a fertile land as well as river Thambiraparani provides drinking water to Thoothukudi through the Vallanadu Thoothukudi combined water scheme. Thoothukudi occupies a peculiar place on the pre-historic map and attained on immortal fame not only ancient Tamilagam but also in the ancient India as whole for it included the ancient historical places Sawyerpuram, Palayakayal, Korkai, Maramangalam, Ottappidaram. From the findings of Korkai, Maramangalam and Palayakayal the historians comes to conclusion that the lower valley of north eastern part as well as the confluence of Thambirabarani with Bengal ocean. There was a great an ancient civilization. Most of the northeastern part of lower Thambirabarani valley covered with the Thoothukudi region. Number of places received such importance in the lowervalley except Thoothukudi. How the Tempandy country got great name than the Vadapandy country due to Tirunelveli province, in such a way the lower Thambiraparani Valley became popular due to Thoothukudi region.

Thoothukudi had been in Tirunelveli country for a long time How Tirunelveli was the centre of activity in Thambirabarani valley and served as a link for the both upper and lower Thambirabarani valleys in the Same manner Thoothukudi was the centre of importance in the northern and southern lowervalley of Thambirabarani in the past. It was also connecting centre for the both pre-historic places of Ottappidaram. Sawyerpuram, Palyakayal, Korkai and Maramangalam. To the Latter known places of Korampallam and Pudukkottai.

Thoothukudi otherwise known as Tuticorin the southern gateway of India is the headquarters of the district in TamilNadu. The city of Thoothukudi is also known as pearl city. It is traditionally known for its pearl fishery and sailing fishing

ISOLATION OF CASEIN AND LACTOSE FROM DIFFERENT MILK  
SAMPLES AND ITS APPLICATIONS

---

**Project**

Submitted To The

**Manonmaniam Sundaranar University**

In partial fulfilment of the requirements for the award of degree

**Bachelor of Science**

In

**Chemistry**

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## Introduction

### Milk

Milk is a complete diet as it contains proteins, carbohydrates, fats, vitamins, and water. Casein is the protein found in all mammal's milk. Mammals include cow, goat, sheep, and buffalo. Natural milk is an opaque white fluid secreted by the mammary glands of female mammal. Casein is the major constituent present in milk and it is a mixed phosphor protein casein has isoelectric pH of about 4.7 and can be easily separate out. This pH willingly dissolves in dilute acids and alkalis [1]. Casein is present in milk as calcium caseinate in the form of nucleus which has negative charge. On adding acid to milk, the positive charge is neutralized. The quantity, quality and fat-content from the different milk sample varies with the type of specific mammals and their fodder. The constituents of milk differ with as per the animals from which it is come. If the right growth rate young of the species. Milk is a sol in nature due to existence of proteins. The protein are bulky molecules, they form so. I when diffuse in water medium. The primary function of protein in living cells is to encourage growth and development. The nitrogen content of milk is assigned among casein 76% when protein and non-protein nitrogen is 6%. The structure of protein casein of a polypeptide chain of amino acids attached together by peptide linkages. All over the world, there are more than six billion consumers of milk and milk products. It is used in paints in dyeing water-soluble medium. Casein based glues are formulated from the mixture of casein, water, hydrated lime and sodium hydroxide.

### Non-Dairy Milks

The definition above precludes non-animal products which approximate dairy milk in color and texture, such as almond milk, rice milk, and soy milk. In English, the word "Milk" has been used as assign to "milk-like plant juices" since 1200 AD [2]. Non-dairy products offer a wide range of benefits. They also have their own identity and ingredients. However, to use the word 'milk' for non-dairy products could indeed be misleading for some. Every consumer product should be totally transparent and reflect what is actually is. FSSAI is right in asking for a distinction between the two. Traditionally a collection of non-dairy products have been supposed with the word milk, carry the traditional digestive remedies milk of magnesia and milk

## Summary

Casein and lactose have been isolated from milk samples. This value-added product has many commercial food product applications. Recent years adhesive and paint plays important role in advertisement during marriage and political meeting flex. People uses synthetic petroleum-based adhesive and paint during this purpose. However, most of the synthetic resins are hazardous to health, environment and hard to dispose. Therefore, milk protein or other natural polymer-based adhesives and paint will be the better replacement for synthetic one.



PRELIMINARY PHYTOCHEMICAL ANALYSIS OF  
CLITORIA TERNATEA (SANGU PUSHPAM)

Dissertation submitted in partial fulfillment of the requirements for the degree of

**BACHELOR OF SCIENCE**  
**Branch: CHEMISTRY**

OF

Manonmaniam Sundaranar University, Tirunelveli

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APRIL 2023

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is a bonafide research studies carried out by them under my guidance, I also certify that the contents of this project have not formed the basis for the award of any Degree or Diploma in this University or elsewhere.

  
Dr. P.S. RAJASEKARAN  
Supervisor

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Certified that the candidates were examined in the viva-voce examination held on 03.05.2023

  
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# CHAPTER 1

## INTRODUCTION

Plants and herbs have been an important contributor to the quality of human life for thousands of years. Some of them are well known medicinal herbs. Traditional medicines derived from medicinal plants are used by about 60% of the world's population. Though there are various approaches to control diseases and their secondary complications, herbal formulations are preferred due to lesser side effects and low cost. The use of and search for drugs and dietary supplements derived from plants has been increased in recent years. Butterfly pea or blue pea (*Clitoria ternatea*) from family of Fabaceae is a vine with vivid blue flowers 1 to 2 inches long, having wavy-rimmed standard and white centre, which is rather common in gardens of Hawaii.

The perennial leguminous herb *Clitoria ternatea* (butterfly pea) has attracted significant interest based on its agricultural and medical applications, which range from use as a fodder and nitrogen fixing crop, to applications in food coloring and cosmetics, traditional medicine and as a source of an eco-friendly insecticide. *Clitoria ternatea*, commonly known as butterfly pea, is a perennial herbaceous plant from the Fabaceae family. It has recently attracted a lot of interest as it has potential applications both in modern medicine and agriculture, and as a source of natural food colorants and antioxidants. *C. ternatea* has long been cultivated as a forage and fodder crop, and early studies assessed the plant for these purposes<sup>[1]</sup>. It is commonly known as "Sangu Pushpam", butterfly pea, Girikarnika(Sanskrit), blue pea(English).

Traditional healers have long used plants to prevent or cure infectious conditions. Plants are rich in a wide variety of secondary metabolites, such as Terpenoids, Tannins, Alkaloids, Flavonoids, saponins and Anthraquinones which have been found in vitro to have antimicrobial properties. *Clitoria ternatea* (Family- Leguminosae or Papilionaceae), a perennial herbaceous twiner, stems terete, more or less pubescent. Leaves imparipinnate, petioles 2.1-2.6 cm long; stipules 4 mm long, linear, acute. Leaflets 5-7, sub coriaceous, 2.5-5 by 2-3.2 cm, elliptic-oblong, obtuse, stipules filiform. Flowers axillary, solitary, standard bright or blue or sometimes white, with an orange centre, seed- 6-10, yellowish brown, smooth. Two types- white variety and blue flowered variety; widely distributed throughout India, used as an ornamental plant. In as

## SUMMARY

The present study demonstrates the preparation of flower extracts of *Clitoria Ternatea* using four different solvents namely water, ethanol, chloroform and diethyl ether and screening of Phytochemicals present in the extract.

The 1<sup>st</sup> chapter deals with introduction, Phytochemical analysis and their contribution to the development of medicinal science.

The Second chapter explains the scope of the project and the herbal plants like *Clitoria Ternatea* are known to play an important role in both drug discovery and chemical biology.

Phytochemicals present in the plants; their characteristics and their medicinal values are well documented in the third chapter. It may provide vast awareness to pharmacist and helps

History of the *Clitoria Ternatea*, chemical compounds present in the leaves, health benefits and medicinal applications of *Clitoria Ternatea* are well documented in the 4<sup>th</sup> chapter.

In conclusion, it was observed that the flower *Clitoria Ternatea* contains a wide variety of secondary metabolites such as terpenoids, alkaloids, phenolic compounds, tannins, flavonoids, carbohydrates, glycosides, anthocyanins and steroid that holds solid evidence for *Clitoria Ternatea* in modern medicine as a potential candidate for curing many diseases. It is one of the traditional Indian herbal plants used to treat various diseases. A compound anthocyanin found in this flower extract was used as an anti-oxidant, natural dye it boosts our immune system. Alkaloids present in the flower is a bioactive compound it is used a antidote for poisoning, inflammatory and treat various disease like diabetes, headache, urogenital disorder etc. antioxidant present in the flower normalize the blood pressure.

- ❖ Research has also shown that it helps maintain sugar levels in the body of diabetics.
- ❖ The 'flavonoids' present in 'Blue pea' contains anti-cancer activity. For future it will be a better source to treat cancer
- ❖ Fresh Flowers extract are used as remedy for reducing stress, depression and fatigue.

**A STUDY ON CUSTOMER SATISFICATION TOWARDS PAYTM  
USERS IN AMBASAMUDRAM**

Project work Submitted to Thiruvalluvar College Papanasam.  
Affiliated to Manonmaniam Sundaranar University in partial fulfilment  
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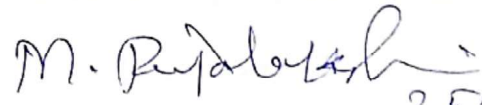
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# A STUDY ON CUSTOMER SATISFICATION TOWARDS PAYTM USERS IN AMBASAMUDRAM

## 1.1. INTRODUCTION AND DESIGN OF THE STUDY

“A Customer is the most important visitor on our premise. He is not dependent on us, we are dependent on him. He is not an interruption of our work; He is the purpose of it. He is not an outsider to our business; He is a part of it. We are not doing him a favour by serving Him; He is doing us a favour by giving us; an opportunity to do so” – Mahatma Gandhi.



An electronic device that allows an individual to make electronic commerce transactions is termed as a digital wallet. This can include purchasing items online using a Smartphone or with a computer to purchase something at a store. Digital wallet is also a system that securely Store users payment information and passwords for numerous payment methods and websites. Digital wallets can be used in conjugation with mobile payment systems that

### 5.3. Conclusion:

- Paytm usage awareness as spread among the people in India due to government policy of demonetization and this as forcefully induced the usage of Paytm.
- Paytm supports their customers to transfer their payments with the usage of their mobile phones in the easiest way.
- Paytm officers should frequently visit the customers and enquire about their requirements and problems they face.
- Paytm has to increase its advertising in television media in order to increase the awareness to the general public.
- Paytm services may also introduce some sales promotion activities, such as cash discounts, reduce service charges and gift etc.
- It can be concluded that they will be a tremendous growth in adoption of Paytm in the forthcoming years.



**A COMARATIVE STUDY ON BRANDPREFERENCE  
TOWARDS HONDADIO AND TVS NTORQ TWOWHEELERS  
IN AMBASAMUDRAM**

Project work submitted in partial fulfilment of the requirement for the Award of  
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2	BRAND PREFERENCE	
3	OVERVIEW	
4	DATA ANALYSIS AND INTERPRETATION	
5	FINDINGS , SUGESIONS AND CONCLUSIONS	
	QUESTIONNAIRE	



# A COMPARATIVE STUDY ON BRAND PREFERENCE TOWARDS HONDA DIO AND TVS NTORQ TWO WHEELERS IN AMBASAMUDRAM

## 1.1 Introduction:

Now a days the people are purchasing the Honda dio as well as TVS Ntorq two-wheelers to drive in a smooth way. Hero Honda and TVS provides without a gear scooter. Both the bikes give us the style, price, quality, mileage services and it is safety for today life. It has style comfortable and well condition. These scooters are globally tested by engineering technology they proved it is competitive than other scooters. Thus, they have sales developed mileage and long ride smooth facilities.

So, we were selected this topic to analyse the comparative study towards Honda dio and TVS Ntorq in Ambasamudram.

## 1.2 Objectives:

1. To study about the Brand Preference and Profile of study Area.
2. overview of the Honda Dio and TVS Ntorq Scooters.

5. The alternatives competitors of the Honda Dio have the disc brake system for the front wheel so the Honda Dio also to use this technique and to change the drum brakes to disc to increase the Safety of the users.
6. They should also to Provide the different Riding Modes as their Competitors.

### **TVS Ntorq:**

1. 1<sup>st</sup> of all the TVS team is to increase the Mileage of the Ntorq Scooter in this segment.
2. This scooter has a single channel disc brake on the front and they should want to add a rear disc brake also.
3. Should improve the Boot Space for the storage facility.

## **5.4 Conclusion:**

In this pandemic situation the customers use the Honda Dio bike because comparatively it is giving more mileage in the city ride and the TVS Ntorq scooter gives a safety and smooth ride in the Road. The buyers purchase these scooters for the reason for this scooter comes without gear so it can be derived by both male & female. So, these scooters are used in very simple, speed, safety, status, after sale service, mileage and services maintenance is easy for these two-

A STUDY ON CHILDREN'S INFLUENCE IN PARENTS PURCHASE  
DECISION

*Report submitted in partial fulfilment of the requirement for the award  
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MAY - 2022

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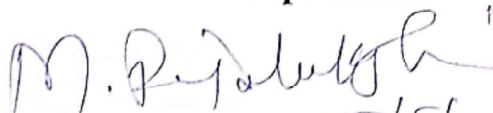
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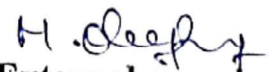
  
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## TABLE OF CONTENTS

CHAPTER	TITLE	PAGE NO.
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## CHAPTER - I

### INTRODUCTION AND DESIGN OF THE STUDY

#### 1.1 INTRODUCTION

Today's children possibly have more autonomy and decision-making power within the family than previous generations. Therefore, young children are increasingly the target of advertising and marketing. This is not only because of the influence they have on their parents spending, but also because they are going to be adult consumers of the future. Therefore, marketers should recognize the children's increasing influence in parents purchase decisions. A parent decisions making is a type of consumer decision making that involves several individuals as potential decision makers and influencers. Children have long been recognized as an influencing market and at the same time future market, and parents started paying more attention to their children and their opinions.

#### 1.2 STATEMENT OF THE PROBLEM

This paper will explore to which parents shopping behavior is influenced by children and what role do they play in decision-making process children's influence varies by number of variables, including type of product, decision-making stages. Parental attitudes as well as characteristics of the child and the family unit in general. Children may have significant influence in product decisions for which they will *be* the primary consumers.

#### 1.3 OBJECTIVES

- To study the children's influence in parents purchase decision.
- To analysis the behavior of the children.
- To study the impact of various socializing agents on children's decision making.
- To give suggestion and conclusion.

### 5.3 CONCLUSION

As children are the wealth of our country, the study was carried out to identify their attitude. Children are influenced by media, peer groups, relations, and mostly by their parents. Parents are the role model for their children. On that basis, the researchers had given suggestions to the parents. Through this research, the researchers had concluded that the children are influencing the purchasing behavior of their parents. The purchase is made on the basis of their children.

**A COMPARATIVE STUDY ON CUSTOMER SATISFACTION  
TOWARDS BSNL AND JIO SERVICE PROVIDER – CASE STUDY AT  
AMBASAMUDRAM TALUK**

*Report submitted in partial fulfilment of the requirement for the award of the  
degree of*

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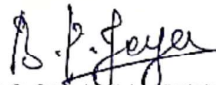
We hereby statement that the project entitled "A Comparative Study on Customer Satisfaction Towards BSNL and JIO Service Provider – Case Study at Ambasamudram Taluk" Submitted on Manonmaniam Sundaranar University for the partial fulfilment of the sixth semester B.COM DEGREE EXAMINATION MAY 2022 is our original work and that no part of the work has been submitted for any other similar examination titled.

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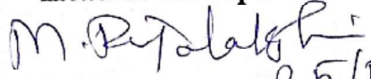
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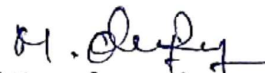
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**A COMPARATIVE STUDY ON CUSTOMER SATISFACTION  
TOWARDS BSNL AND JIO SERVICE PROVIDER – A CASE STUDY  
AT AMBASAMUDRAM TALUK**

**CHAPTER-I**

**INTRODUCTION**

**1.1 INTRODUCTION**

In the today's competitive world communication plays a very important role. Communication have become an integral part of the growth, success and efficiency of any business. This is the technology that gives a person the power to communicate anytime, anywhere. Due to advancement in technology, now communication becomes easy and faster. India's telecom sector has shown massive upsurge in the recent years in all respects of industrial growth. From the status of state monopoly with very limited growth, it has growth in to the level of an industry. Telephone, whether fixed landline or mobile, is an essential necessity for the people of India.

This changing phase of was possible with the economic development that followed the process of structuring the economy in the capitalistic pattern. The stupendous growth of the telecommunication companies in India over the last fifteen years can be attributed to the liberal government of India, economic policy. Study special emphasis has been laid over the comparative analysis of telecom companies Jio and BSNL by using primary sources of data in Ambasamudram taluk. For the completion of efficient research work, descriptive and exploratory research design has been used which further conclude that BSNL is having weak performance as compared to Reliance Jio. Trends of previous 5 years in Ambasamudram division have shown that BSNL Company has slowly deteriorated its position. Mobile service providers

## 5.1 CONCLUSION

This study is to compare the two biggest competitors in all time in the telecom sector. In this research we find that both JIO and BSNL are the well-established companies in the market. Customers are aware about the name of both the companies. They prefer to buy both. Jio is more popular than BSNL. Jio is preferred by every class and it established itself as a better quality and better service provider than its competitors. Last but not the least, we can say that both Jio and BSNL are going equally to the customer and they choose and at the time of purchasing. The result is that Jio is better than BSNL in the Ambasamudram area. The customers in Ambasamudram think that the connectivity and network of Jio is good than BSNL.



**CONSUMER SATISFACTION TOWARDS DAIRY PRODUCTS –A CASE STUDY  
AT AAVIN AMBASAMUDRAM**

**Project work submitted in partial fulfillment of the requirement for the award of the  
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## CHAPTER

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CHAPTER – I  
INTRODUCTION

**1.1 INTRODUCTION**

Dairy products are generally defined as food produced from the milk of mammals. They are usually high energy-yielding food products. A production plant for the processing of milk is called a dairy or a diary factory. A product containing or made consumption of dairy products is sourced primarily from the milk of cows, yet goats, sheep, yaks, camels and other mammals are other sources of dairy product consumed by humans. Dairy products are from milk. “Low – fat dairy products”.

Dairy plants in India are still confronted with the problem of by-product utilization because of lack of adequate technology and high cost of new technologies. However the Indian dairy industry is making advancement in this direction. It is the major by-product of the dairy industry. It is a useful resource of nutrients containing about 50% of solids of milk. The production is steadily growing, and its high organic content is an important environment and health issue. Therefore, suitable management of this by-product is required. Like milk, they may be different origins (e.g., goat, sheep and buffalo) but the most relevant in terms of production volume and economical value is that obtained from cow milk processing. Skim milk is a by-product obtained from cream manufacture. It is rich in SNF (Solids Not Fat) content and has high nutritional value and has been utilized in the manufacture of a number of a dairy products or in powder form. Buttermilk, a by-product of butter manufacture, has been used as such or in dried form. Ghee residue from ghee manufacture has also found applications in many food products.



#### 5.4 CONCLUSION

Milk and milk stuff appraised as one of the most encouraging divisions in food preparing industry through conventional dairy items. The milk is utilized for the planning of different milk items including milk desserts. In today focused business condition brands assume a fundamental job. Key components for the achievement of Branded Milk is predominantly worried about High Quality also, Product Safety. This will contact the individual just through great promotions. In this cutting edge aggressive world, client for the most part bends over toward taste and new style of packet. Accessible information proposes that the portion of buyer consumption on milk furthermore, milk items in expanding both in urban and local regions of India and this expansion in utilization would again further energy in year to come. On the off chance that recommendations given above are pursued by the Tamilnadu Co-employable Milk Producers' Association Limited it can supply still better quality milk with other brands and milk items to the buyers around

Tamilnadu.

**A STUDY ON CUSTOMERS ATTITUDE AND PERCEPTION  
TOWARDS ONLINE PAYMENT  
(A STUDY WITH REFERENCE TO AMBASAMUDRAM AREA)**

A Major Project Submitted to the Department of Commerce  
To Manonmaniam Sundaranar University in partial fulfilment of the requirement  
for the Degree of

**BACHELOR OF COMMERCE**

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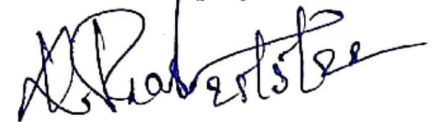
We hereby, declare that field work report entitled "*A STUDY ON CUSTOMERS ATTITUDE AND PERCEPTION TOWARDS ONLINE PAYMENT*" submitted on Manonmaniam Sundaranar University for the partial fulfilment of the fifth semester Bachelor of Commerce Examination 2021-2022 is our original work and that no part of the work has been submitted for award to degree of Commerce.

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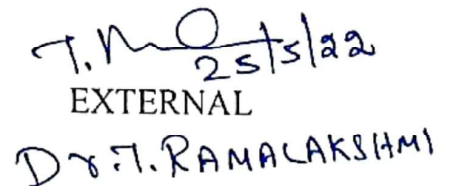


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# A STUDY ON CONSUMER PREFERENCE TOWARDS DIGITAL PAYMENT SYSTEM

## INTRODUCTION

Electronic payment system is a mode of payments over an electronic network such as the internet. In other words we can say that e-payment is a method in which a person can make Online Payments for his purchase of goods and services without physical transfer of cash and cheques, irrespective of time and location. **Online payment is a form of electronic payment**, which is provided by a third party payment interface between banks for real-time payment. Compared with the traditional payment, online payment systems are more convenient, fast, efficient and economical. Users can use their own PC or mobile phone with Internet to complete the entire payment process in a very short time.

Online payment system provides a convenient payment platform to do trade with customers. For the customer, it does not only give a chance for quick payment after shopping online, but it also avoids the risk of money transfer.

Online payment allows the banks to expand their business and allocate the resources on development and maintenance.

### Electronic Payment System in India

The RBI plays a pivotal role in the development of India's payment and settlement systems for both large-value and retail payments. The central bank played a pioneering role in automating the paper-based

## CONCLUSION

One of the technological innovations in banking, finance and commerce is the online Payments. Online payments (e-payments) refer to the technological breakthrough that enables us to perform financial transactions electronically, thus avoiding long lines and other hassles. online Payments provides greater freedom to individuals in paying their taxes, licenses, fees, fines and purchases at unconventional locations and at whichever time of the day, 365 days of the year. After analysis and comparison of various modes of electronic payment systems, it is revealed that it is quite difficult, if not impossible, to suggest that which payment system is best. Some systems are quite similar, and differ only in some minor details. Thus there are number of factors which affect the usage of e-commerce payment systems. Among all these user base is most important. Added to this, success of e-commerce payment systems also depends on consumer preferences, ease of use, cost, industry agreement, authorization, security, authentication, non-refutability, accessibility and reliability and anonymity and public policy. The Reliable and Cashless payment system offers immunity against theft of paper and e-money, and adopting e-payment solutions or systems for different reasons.

**A STUDY ON BUYER PREFERENCE OF WASHING  
POWDER IN VICKRAMASINGAPURAM**

A project work submitted to Manonmaniam Sundaranar University in  
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This is certified that the project work is a record of bonafied project work carried out by the above group of students.

  
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## CHAPTER I

### INTRODUCTION & DESIGN OF THE STUDY

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#### 1.1 Introduction

The average household washes more than 300 loads of laundry a year. Consumer Reports tested a wide range of brands to find the best detergents, including liquid, powder, some for top loaders, and others specifically formulated for high efficiency front loaders. Detergents are perhaps the most advertised products on television today with an estimated market worth of Rs 8800 crore. Almost every urban Indian household uses some brand of laundry detergent or the other, whether of the premium variety for washing machines, or the cheapest detergents, known as the 'janta' variety.

Consumers tend to purchase detergent Washing Powder more often in confusion. Most of the buyers are in the doubt that which washing powders perform better. Moreover, Washing powder manufactures are also trying to know the factor which forcing a buyer to buy washing powder

#### 1.2 Statement of Problem

Since then the adherence to the liberalized economic policy from 1991, our country experience a stiff competition on all essential commodities used in our day-to-day life. Among several commodities Washing Powder is a worst hit, because day by day changes have been introduced in the composition of the Washing powder. When a company makes a change in the composition and marketing strategy other competitors have to follow the suit. However, in spite of stiff competition some companies could succeed well than others. This fact forced the researcher to know on which factor people prefer washing powder.

## CHAPTER – V

### FINDING, SUGGESTIONS & CONCLUSION

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#### 5.1 Introduction:

This chapter attempts to summarize the pervious chapters and findings of the analysis made it also gives suitable suggestions to our come the problems of customers in the study area and concludes the study.

#### 5.2 Findings

- » Majority of the respondents were (58%) married
- » Majority of the respondents performing (46%) under the age group 21-30.
- » The most of the respondents (50%) up to school level.
- » More respondents (34%) were homemaker
- » The majority of the respondent's income (38%) was below Rs.5000.
- » The most of the respondents (48%) are preferred Surfexcel.
- » More respondents (56%) are consulting with their advertisement.
- » Most of the respondents (90%) are using their hand wash.
- » Most of the respondents (32%) are Removal of stains of the influence in particular brand.
- » Majority of the respondents (36%) are using their period of washing powder below 1 year.
- » Majority of the respondents 70% are answered they are satisfied.
- » Most of the respondents 80% are not change in the washing powder.
- » Most of the respondents 58% are answered recommendation of preferred brand of washing powder.