



## SHRIMATI INDIRA GANDHI COLLEGE

(Nationally Accredited at “A” Grade (3rd Cycle) by NAAC)

Chatram Bus Stand, Tiruchirappalli – 620002.

### 1.3.2

## Supporting Document for Project work

## Business Administration

Dr.G.Kalaichelvi, M.Com. M.Phil.B.Ed, Ph.D.MBA  
Head of the Department of Business Administration,  
Shrimati Indira Gandhi College,

Tiruchirappalli-620 002

**CERTIFICATE**

This is to certify that the project work entitled "Leadership and motivation" has been carried out by the following students under my supervision and guidance during the Academic Year 2021-2024

REGISTER NO	NAME OF THE STUDENT
C8218325555	G.Aarthi
C8218325556	R.Abarna
C8218325557	M.Abinaya
C8218325558	A.P.Abirami
C8218325559	B.Abirami

  
for Signature of the Guide

  
for Signature of the Head of the Department

The Head  
Dept Of Business Administration  
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Tiruchirapalli - 620 002.

Dr R.Anithasanthamary M.Com,M.Phil,MBA SET (Mgt)

Assistant professor department of Business Administration,  
Shrimati Indira Gandhi College,  
Tiruchirappalli-620 002

### CERTIFICATE

This is to certify that the project work entitled "Measuring the effectiveness of online shopping a case study of Trichy" has been carried out by the following students under my supervision and guidance during the Academic Year 2021-2024.

REGISTER NO	NAME OF THE STUDENT
C8218 325560	J.Abirami
C8218 325561	T.Anitha
C8218 325562	A.Chitra
C8218 325563	S.Devipriya
C8218 325564	K.Dhanaveera Lakshmi

  
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Dr. P. Shobana, MCS, M.Phil, MBA, Ph.D

Assistant professor Department of Business Administration,

Shrimati Indira Gandhi College,

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### CERTIFICATE

This is to certify that the project work entitled "Role of small scale business is creating employment" has been carried out by the following students under my supervision and guidance during the Academic Year 2021-2024.

REGISTER NO	NAME OF THE STUDENT
CB21B 325565	T.Dhivya
CB21B 325566	M.Divya
CB21B 325567	A.Durga
CB21B 325568	K.Gayathri
CB21B 325569	S.Gayathri

  
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Dept Of Business Administration  
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Ms..Ramya.M.com.M.Phil

Assistant professor department of Business Administration,

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### CERTIFICATE

This is to certify that the project work entitled "Effects of creativity and Innovation on the Entrepreneurial of family business" has been carried out by the following students under my supervision and guidance during the Academic Year 2021-2024.

REGISTER NO	NAME OF THE STUDENT
CB21B 325570	D.Gowri
CB21B 325571	V.Hema soundarya
CB21B 325572	R.Harini
CB21B 325573	S. Indhumathi
CB21B 325574	P. Janani

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Assistant professor department of Business Administration,

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Tiruchirappalli-620 002

### CERTIFICATE

This is to certify that the project work entitled "Measuring the effectiveness on online shopping" has been carried out by the following students under my supervision and guidance during the Academic Year 2021-2024.

REGISTER NO	NAME OF THE STUDENT
CB21B 325575	K. Jayapreethi
CB21B 325576	M. Jenifer
CB21B 325577	S. Julith Proshia
CB21B 325578	D. Kamalaveni
CB21B 325579	P. Kanishka

  
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### CERTIFICATE

This is to certify that the project work entitled "Effective pricing strategy of new products" has been carried out by the following students under my supervision and guidance during the Academic Year 2021-2024.

REGISTER NO	NAME OF THE STUDENT
CB21B 325580	P.Kanishka
CB21B 325581	T.Karthika
CB21B 325582	S.Kaviya
CB21B 325583	P.Kothai Perunithi
CB21B 325584	R.Kowsalya

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### CERTIFICATE

This is to certify that the project work entitled "Effective pricing strategy of new products" has been carried out by the following students under my supervision and guidance during the Academic Year 2021-2024.

REGISTER NO	NAME OF THE STUDENT
CB21B 325585	S.A.Ramya
CB21B 325586	N.Lekha Shree
CB21B 325587	G.Loga Priya
CB21B 325588	N.Madhumitha
CB21B 325589	U.Madhumitha

  
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### CERTIFICATE

This is to certify that the project work entitled "Effects of human relation in solving conflict in the organisation " has been carried out by the following students under my supervision and guidance during the Academic Year 2021-2024.


REGISTER NO	NAME OF THE STUDENT
CB21B325590	G.Maheswari
CB21B325591	R.Mahalakshmi
CB21B325592	S.Mahalakshmi
CB21B325593	A.Mamtha kumari
CB21B325594	G.Madhumitha

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### CERTIFICATE

This is to certify that the project work entitled "Design and implementation of online book shop " has been carried out by the following students under my supervision and guidance during the Academic Year 2021-2024.

REGISTER NO	NAME OF THE STUDENT
CB21B325595	M.Mohana
CB21B325596	S.Mohana Sundari
CB21B325597	M.Mahalakshmi
CB21B325598	M.Parkavi
CB21B325599	M.Pavithra

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Assistant professor department of Business Administration,  
Shrimati Indira Gandhi College,  
Tiruchirappalli-620 002

### CERTIFICATE

This is to certify that the project work entitled "A study on customer buying behaviour" has been carried out by the following students under my supervision and guidance`during the Academic Year 2021-2024.

REGISTER NO	NAME OF THE STUDENT
CB21B 325600	R. Pavithra
CB21B 325601	S. Pavithra
CB21B 325602	A. Praveena Princy
CB21B 325603	K. Priyanka
CB21B 325604	M. Priyanka

  
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### CERTIFICATE

This is to certify that the project work entitled "Industrial conflict and it's impact on employees productivity" has been carried out by the following students under my supervision and guidance during the Academic Year 2021-2024

REGISTER NO	NAME OF THE STUDENT
CB21B 325605	V. Pujha
CB21B 325606	S. Rajalakshmi
CB21B 325607	R. Ramana
CB21B 325608	P. Ramya
CB21B 325609	S. Ramya

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### CERTIFICATE

This is to certify that the project work entitled "The impact of employees participation in decision making on organisational productivity" has been carried out by the following students under my supervision and guidance during the Academic Year 2021-2024.

REGISTER NO	NAME OF THE STUDENT
CB21B 325610	K. Rasammal
CB21B 325611	K. Rathina swetha
CB21B 325612	M. Rithika
CB21B 325613	K. Safana
CB21B 325614	T. Salini vinola

  
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### CERTIFICATE

This is to certify that the project work entitled "Importance of planning and desion making in an organization " has been carried out by the following students under my supervision and guidance during the Academic Year 2021-2024.

REGISTER NO	NAME OF THE STUDENT
CB21B325615	B. Samithra
CB21B325616	R. Sandhiya
CB21B325617	S. Sandhiya
CB21B325618	S. Sandhiya
CB21B325619	R. Sangeetha

  
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### CERTIFICATE

This is to certify that the project work entitled "Importance of copywriting and trademark in business" has been carried out by the following students under my supervision and guidance during the Academic Year 2021-2024.

REGISTER NO	NAME OF THE STUDENT
CB21B325620	S. Sangeetha
CB21B325621	E. Sandhiya
CB21B325622	V. Sara
CB21B325623	R. Sarubala
CB21B325624	S. Sathiya Priya

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### CERTIFICATE

This is to certify that the project work entitled "The impact of gender discrimination on employees performance " has been carried out by the following students under my supervision and guidance during the Academic Year 2021-2024.

REGISTER NO	NAME OF THE STUDENT
CB21B325625	M. Shajithabanu
CB21B325626	M.Shalini
CB21B325627	M.Sharmi
CB21B325628	M. Shenbagam
CB21B325629	A. Shifana Jabeen

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### CERTIFICATE

This is to certify that the project work entitled "Corporate social responsibility case study Nokiya vs MC Donald's" has been carried out by the following students under my supervision and guidance during the Academic Year 2021-2024.

REGISTER NO	NAME OF THE STUDENT
CB21B 325630	R. Sibiyashri
CB21B 325631	G. Sivamathi
CB21B 325632	M. Shivaranjani
CB21B 325633	M. Sowndarya
CB21B 325634	S. Swathika

  
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### CERTIFICATE

This is to certify that the project work entitled "Digital marketing and it's impact on small business" has been carried out by the following students under my supervision and guidance during the Academic Year 2021-2024.

REGISTER NO	NAME OF THE STUDENT
CB21B 325635	R. Therasha
CB21B 325636	K.C. Vanishree
CB21B 325637	R. Varshini
CB21B 325638	B. Vembu
CB21B 325639	F. Vincilla

  
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### CERTIFICATE

This is to certify that the project work entitled "Effective communication skills in management sector " has been carried out by the following students under my supervision and guidance during the Academic Year 2021-2024.

REGISTER NO	NAME OF THE STUDENT
CB21B 325640	S. Vindhiya
CB21B 325641	S. Vinotha
CB21B 325642	A. Vinthika
CB21B 325643	B. Vishwa varthini
CB21B 325644	S. Yogarajathi
CB21B 325645	M. Yogitha

  
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Assistant Professor, Department of Business Administration,

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### CERTIFICATE

This is to certify that the project work entitled " A study on customer performance towards Samsung " has been carried out by the following students under my supervision and guidance during the Academic Year 2020-2023

Register No.	Name of the Student
CB20B320815	N.Abarnadevi
CB20B320816	R.Abirami
CB20B320817	S.Abirami
CB20B320818	M.Anusiya
CB20B320819	M.Aysha

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Assistant Professor, Department of Business Administration,  
Shrimati Indira Gandhi College,  
Tiruchirappalli-620 002

### CERTIFICATE

This is to certify that the project work entitled " A study on customer satisfaction towards online shopping " has been carried out by the following students under my supervision and guidance during the Academic Year 2020-2023

Register No.	Name of the Student
CB20B320820	E.Bakiya Lakshmi
CB20B320821	A.Bhavani
CB20B320822	F.X. Daisy Amirtha
CB20B320823	S.Dhivya
CB20B320824	K.Divya Priya

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Dr.G.Kalaichelvi,M.Com, M.Phil,B.Ed,Ph.D,MBA  
Head of the Department of Business Administration,  
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Tiruchirappalli-620 002

### CERTIFICATE

This is to certify that the project work entitled ” Customer awareness and attitude towards the recycled packaging“ has been carried out by the following students under my supervision and guidance during the Academic Year 2020-2023

Register No.	Name of the Student
CB20B320825	J.Durgadevi
CB20B320826	E.Elangulali
CB20B320827	R.Gayathri
CB20B320828	N.Gomathi
CB20B320829	A..Hamsa varthini

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Dr.R.Anithasanthanamary, M.Com,M.Phil,MBA,SET (Mgt)  
Assistant Professor, Department of Business Administration,  
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Tiruchirappalli-620 002

### CERTIFICATE

This is to certify that the project work entitled " Leadership in the age of digitalisation" has been carried out by the following students under my supervision and guidance during the Academic Year 2020-2023

Register No.	Name of the Student
CB20B320830	V.Harini
CB20B320831	M.Harshini
CB20B320832	G.Jeevitha
CB20B320833	M.Kanagavalli
CB20B320834	S.Kanmani

  
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### CERTIFICATE

This is to certify that the project work entitled " A Study on the customer satisfaction towards online shopping and offline shopping " has been carried out by the following students under my supervision and guidance during the Academic Year 2020-2023

Register No.	Name of the Student
CB20B320835	K.Kaviya
CB20B320837	M.Madhumitha
CB20B320838	P.Mahalakshmi
CB20B320839	B.V.Meha
CB20B320840	M.Moulika

  
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Ms.R.Ramya,M.com,M.Phil

Assistant Professor , Department of Business Administration,

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### CERTIFICATE

This is to certify that the project work entitled ” Effects of changing in the technological environment on employee behaviour“ has been carried out by the following students under my supervision and guidance during the Academic Year 2020-2023

Register No.	Name of the Student
CB20B320841	P. Muthu meena
CB20B320842	S. Priya
CB20B320843	S. Ramya
CB20B320844	S. Rasika
CB20B320845	S. Revathi

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### CERTIFICATE

This is to certify that the project work entitled " The effect of Entrepreneurial skills on product portfolio management " has been carried out by the following students under my supervision and guidance during the Academic Year 2020-2023

Register No.	Name of the Student
CB20B320846	S.Sadhana
CB20B320847	B.Sakthi maheshwari
CB20B320848	R.Sathiya
CB20B320850	K.Saratha
CB20B320851	S.Selva lakshmi

  
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### CERTIFICATE

This is to certify that the project work entitled " Encouraging entrepreneurship on a way of reducing unemployment " has been carried out by the following students under my supervision and guidance during the Academic Year 2020-2023

Register No.	Name of the Student
CB20B320852	E. Sharmila
CB20B320853	S. Sivadharshini
CB20B320854	k. Shobana
CB20B320855	P. Srimathi
CB20B320856	B. subiksha

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### CERTIFICATE

This is to certify that the project work entitled ” Strategies for improving small scale enterprises “ has been carried out by the following students under my supervision and guidance during the Academic Year 2020-2023

Register No.	Name of the Student
CB20B320857	B.Suganya
CB20B320858	P.Usha priya
CB20B320859	R.Yuvasri
CB18B 213880	A.Afrin
CB20B 324320	M.Arunadevi

  
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### CERTIFICATE

This is to certify that the project work entitled " The role of small scale business in creating employment " has been carried out by the following students under my supervision and guidance during the Academic Year 2019-2022

Register No.	Name of the Student
CB19B218996	Abinaya.R
CB19B218998	Ananthi.J
CB19B218999	Birthous.M
CB19B219000	Charumathi.R
CB19B219001	Deepika.M

  
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### CERTIFICATE

This is to certify that the project work entitled " Effects of startup business in entrepreneurship " has been carried out by the following students under my supervision and guidance during the Academic Year 2019-2022

Register No.	Name of the Student
CB19B219002	Dhivya.P
CB19B219003	Gajalakshmi.T
CB19B219004	Gousalya.N
CB19B219005	Gousalya.k
CB19B219006	Jaishanthi.J

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### CERTIFICATE

This is to certify that the project work entitled " Impact of entrepreneurship on the economic environment " has been carried out by the following students under my supervision and guidance during the Academic Year 2019-2022

Register No.	Name of the Student
CB19B219007	Janani.R
CB19B219008	Jayashree.M
CB19B219009	Jayasree.S
CB19B219010	Judi Janet.L
CB19B219011	Kaviarasi.s

  
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### CERTIFICATE

This is to certify that the project work entitled " Factors affecting performance of women entrepreneur " has been carried out by the following students under my supervision and guidance during the Academic Year 2019-2022

Register No.	Name of the Student
CB19B219012	Keerthana.S
CB19B219013	Kowsalya.S
CB19B219014	Kowsalya.S
CB19B219015	Krishnaveni.K
CB19B219016	Menaka.S

  
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Assistant Professor, Department of Business Administration,  
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### CERTIFICATE

This is to certify that the project work entitled " Challenges and prospects of setting up small scale business " has been carried out by the following students under my supervision and guidance during the Academic Year 2019-2022

Register No.	Name of the Student
CB19B219017	Muneeswari.M
CB19B219019	Nishanthi.P
CB19B219020	Nivetha.M
CB19B219021	Pavithra.A
CB19B219022	Pradeena.V

  
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### CERTIFICATE

This is to certify that the project work entitled " Human Resource Management in Organisations " has been carried out by the following students under my supervision and guidance during the Academic Year 2019-2022

Register No.	Name of the Student
CB19B219023	Punithavalli.S
CB19B219024	Ramya.J
CB19B219025	Rubini.S
CB19B219026	Sandhya.H
CB19B219027	Sathya.S

  
Signature of the Guide

  
for Signature of the Head of the Department  
  
The Head  
Dept Of Business Administration  
Shrimati Indira Gandhi College  
Tiruchirappalli - 620 002.

Ms.R.Kamya,M.com,M.Phil

Assistant Professor, Department of Business Administration,

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Tiruchirappalli-620 002

### CERTIFICATE

This is to certify that the project work entitled " Human resource planning and retention " has been carried out by the following students under my supervision and guidance during the Academic Year 2019-2022

Register No.	Name of the Student
CB19B219029	Subashree.D
CB19B219030	Sumathi.K
CB19B219031	Suruthi.E
CB19B219032	Swetha.R
CB19B219033	Vaishnavi.B

  
Signature of the Guide

  
for Signature of the Head of the Department

The Head  
Dept Of Business Administration  
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