



# **SOURASHTRA COLLEGE(Autonomous), MADURAI – 4**

(A Linguistic Minority Co-educational Institution)

(Affiliated to Madurai Kamaraj University & Re-Accredited with 'B+' Grade by NAAC)

**Vilachery Main Road, Pasumalai (P.O), Madurai-625004.**

Contact No.: 87542 09994

87542 08885

🌐 [sourashtracollege.com](http://sourashtracollege.com)

✉ [soucollege@gmail.com](mailto:soucollege@gmail.com)

## **NAAC CYCLE IV – SELF STUDY REPORT**

<b>Criterion VI</b>	<b>GOVERNANCE LEADERSHIP AND MANAGEMENT</b>
<b>Key Indicator 6.3</b>	<b>FACULTY EMPOWERMENT STRATEGIES</b>
<b>Q<sub>6</sub>M 6.3.1</b>	<b>PERFORMANCE APPRAISAL SYSTEM WELFARE MEASURES AVENUES FOR CAREER DEVELOPMENT/PROGRESSION</b>
<b>Year</b>	<b>2018 – 2023</b>

# **SEED MONEY**

SOURASHTRA COLLEGE :: AUTONOMOUS :: MADURAI – 625 004

03.08.2022

I am happy to inform you that our College Secretary has approved the financial assistance (Seed Money) to the following teaching staff members for carrying out the Minor Research Projects for the Academic Year 2022-23. Staff members are requested to start their research work immediately without affecting the routine college work. They are requested to submit the final report on the last week of February 2023. No extension of time will be permitted.

S. No.	Name	Department	Amount Allocated (Rs.)
1.	Dr. B. Anbazhagan	Business Administration	10000/₹
2.	Dr. K.R. Srinivasan	Economics	10000/₹
3.	Dr. J. Duraichamy	Commerce	10000/₹
4.	Dr. M.P.Ganesan	English	10000/₹
5.	Dr. S.S. Suganthy	Commerce	10000/₹
6.	Dr. G.G. Bhuvanewari	Commerce	10000/₹

  
PRINCIPAL i/c

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PRINCIPAL  
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MADURAI-4.

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**CIRCULAR**

04.07.2022

I am happy to inform you that our College Management is interested to provide financial assistance as Seed Money for carrying out Minor Research Project and development of research activities. On behalf of the Management, I invite Research Project Proposals from the Teaching Staff Members (Aided and Self-Finance) for carrying out research activities for the Academic Year 2022-23. The duration of the project is Three Months to Six Months. The prescribed proposal format is available in the College Office. Interested staff members are requested to submit their research project proposal in the prescribed format and submit to the undersigned on or before 25.07.2022. Selected proposals will be intimated during the first week of August 2022.



*[Handwritten Signature]*  
PRINCIPAL i/c

**PRINCIPAL  
SOURASHTRA COLLEGE  
MADURAI-4.**

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27.07.2022

Note to the Secretary/Correspondent

Respected Sir,

The Research Committee of our College has accepted the following Minor Research Project Proposals submitted by various teaching staff members of our college for the Academic Year 2022-23. I have allocated the Seed Money against their name noted based on the requirement. Kindly approve for financial assistance to the following staff members for carrying out their Minor Research Project from the Management.

S. No.	Name	Department	Amount Required (Rs.)	Amount Allocated (Rs.)
1.	Dr. B. Anbazhagan	Business Administration	15,000	10000/11
2.	Dr. K.R. Srinivasan	Economics	15,000	10000/11
3.	Dr. J. Duraichamy	Commerce	15,000	10000/11
4.	Dr. M.P.Ganesan	English	15,000	10000/11
5.	Dr. S.S. Suganthy	Commerce	15,000	10000/11
6.	Dr. G.G. Bhuvaneshwari	Commerce	15,000	10000/11

For Orders please



APPROVED

*[Handwritten Signature]*

SECRETARY

SECRETARY

SOURASHTRA COLLEGE  
MADURAI-625 004

*[Handwritten Signature]*  
PRINCIPAL i/c

PRINCIPAL  
SOURASHTRA COLLEGE  
MADURAI-4



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**FORMAT OF RESEARCH PROJECT PROPOSAL**

Name of the Principal Investigator	:	DY. S. S. SUGANTHY
Designation & Department	:	ASSISTANT PROFESSOR IN COMMERCE
Residential Address	:	BIA, MALLIGAZ VEEDUVAL, PRIYANKA AVENUE, APK MAIN ROAD, AVANIYAPURAM MADURAI - 625012.
E-mail ID and Mobile No.	:	suganthymani kandan@gmail.com, 9843906979
Teaching Experience	:	UG - 7 years PG - 7 years
Research Experience	:	2 years
Area of Specialization	:	MARKETING
Project Title	:	BUYER'S BEHAVIOUR TOWARDS ONLINE SHOPPING IN MADURAI CITY.
Significance & Objectives of Project (Attach Synopsis)	:	SOCIO ECONOMIC RELEVANCE
Duration of the Project	:	6 MONTHS
Seed Money required	:	Data Collection: Rs. 7000 Contingency : Rs. 5000 Total : Rs. 12000
Details of Seed Money received already (Mention Year & Amount)	:	NO
Co-Investigator Name (Optional)	:	-

I hereby declare that I shall abide the rules governing the scheme of Management. I shall complete the project within the stipulated period. If I fail to do so and if the Management is not satisfied with the progress of the research project, the Management may terminate the project immediately and ask for the refund of the amount received by me.

*Suganthi*  
SIGNATURE

Acceptance of Proposal

*H. S. S. S.*  
.. CONVENER  
Research Committee



Seed Money Allocation (Rs.) ₹ 10,000/-

*H. S. S. S.*  
PRINCIPAL (1/2)  
PRINCIPAL -  
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MADURAI-4.

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**FORMAT OF RESEARCH PROJECT PROPOSAL**

Name of the Principal Investigator	:	Dr. G.G. Bhuvaneshwari
Designation & Department	:	Assistant Professor and Department of Commerce and Research Centre
Residential Address	:	23A. Lakshmiapuram 5th street Madurai - 625 001.
E-mail ID and Mobile No.	:	Vivaram 1422@gmail.com 7010716755
Teaching Experience	:	UG - 4 years PG - 3 years
Research Experience	:	6 months
Area of Specialization	:	Marketing
Project Title	:	Demographic Profile of Handloom Weavers in Nilaiyur Village, Madurai Dist. nit
Significance & Objectives of Project (Attach Synopsis)	:	Socio-Economic Relevance
Duration of the Project	:	6 months
Seed Money required	:	Data Collection: Rs. 9000 Contingency : Rs. 6000 Total : Rs. 15000
Details of Seed Money received already (Mention Year & Amount)	:	NO
Co-Investigator Name (Optional)	:	-

I hereby declare that I shall abide the rules governing the scheme of Management. I shall complete the project within the stipulated period. If I fail to do so and if the Management is not satisfied with the progress of the research project, the Management may terminate the project immediately and ask for the refund of the amount received by me.

*Bhuvaneshwari*  
**SIGNATURE**

**Acceptance of Proposal**

*M. [Signature]*  
**CONVENER**  
**Research Committee**



**Seed Money Allocation (Rs.) ₹ 10,000/-**

*[Signature]*  
**PRINCIPAL (i/c)**  
**PRINCIPAL**  
**SOURASHTRA COLLEGE**  
**MADURAI-4.**



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FORMAT OF RESEARCH PROJECT PROPOSAL

Name of the Principal Investigator	: Dr. M.P. GANESAN
Designation & Department	: Assistant Professor of English
Residential Address	: 74/85, Birla Paul's Home, Malabathra St., Ottakadai west, Kalakur, Madurai - 625016
E-mail ID and Mobile No.	: gggaaaannn@gmail.com. 9994876189 / 9344733871
Teaching Experience	: UGT - 16 years PGT - 10 years
Research Experience	: 10 years
Area of Specialization	: English literature and ELT
Project Title	: "Religion and culture in Indian writing in English"
Significance & Objectives of Project (Attach Synopsis)	: To portray Religion and culture
Duration of the Project	: 6 months
Seed Money required	: Data Collection: Rs. 9000 Contingency : Rs. 6000 Total : Rs. 15000
Details of Seed Money received already (Mention Year & Amount)	: —
Co-Investigator Name (Optional)	: —

I hereby declare that I shall abide the rules governing the scheme of Management. I shall complete the project within the stipulated period. If I fail to do so and if the Management is not satisfied with the progress of the research project, the Management may terminate the project immediately and ask for the refund of the amount received by me.

  
SIGNATURE

Acceptance of Proposal

  
CONVENER  
Research Committee



Seed Money Allocation (Rs.) ₹ 10,000/-

  
PRINCIPAL  
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**FORMAT OF RESEARCH PROJECT PROPOSAL**

Name of the Principal Investigator	: Dr. J. DURAI CHAMY
Designation & Department	: Associate professor and Head Dept. of Commerce & Research Centre
Residential Address	: Sri Rajam, GUR Nilayam B/29 Thiruvalluvu St Thirunagar, Madurai-6
E-mail ID and Mobile No.	: jhdadcommerce@gmail.com 9600869553
Teaching Experience	: UG - 29 years, Ph - 20 years
Research Experience	: 12 years
Area of Specialization	:
Project Title	: Consumers' Behaviour Towards Madurai District Sarvodaya Sangh's Products
Significance & Objectives of Project (Attach Synopsis)	: SOCIO ECONOMIC RELEVANCE
Duration of the Project	: 6 months
Seed Money required	: Data Collection: Rs. 9000 Contingency : Rs. 6000 Total : Rs. 15000
Details of Seed Money received already (Mention Year & Amount)	: ND
Co-Investigator Name (Optional)	: —

I hereby declare that I shall abide the rules governing the scheme of Management. I shall complete the project within the stipulated period. If I fail to do so and if the Management is not satisfied with the progress of the research project, the Management may terminate the project immediately and ask for the refund of the amount received by me.

*J. Durai Chamy*

SIGNATURE

Acceptance of Proposal

*M. [Signature]*

CONVENER  
Research Committee



Seed Money Allocation (Rs.) ₹ 10,000/-

*[Signature]*  
PRINCIPAL (i/c)

PRINCIPAL  
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MADURAI-4.



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**FORMAT OF RESEARCH PROJECT PROPOSAL**

Name of the Principal Investigator	:	DR. K. R. SRINIVASAN
Designation & Department	:	Associate Professor and Head Department of Economics
Residential Address	:	61, Kanchapalayam 4 <sup>th</sup> Street, Madurai - 625 009.
E-mail ID and Mobile No.	:	kumbasrini@gmail.com 9842185017
Teaching Experience	:	UG - 23 yrs PG - 6 yrs
Research Experience	:	2 yrs
Area of Specialization	:	Micro and Macro Economics
Project Title	:	A Study on College Teachers Opinion towards the Impact of Employee's Performance Appraisal and work efficiency in Madurai city.
Significance & Objectives of Project (Attach Synopsis)	:	- Socio-Economic Relevance to Society
Duration of the Project	:	6 months
Seed Money required	:	Data Collection: Rs. 10,000 Contingency : Rs. 6,000 Total : Rs. 16,000
Details of Seed Money received already (Mention Year & Amount)	:	-
Co-Investigator Name (Optional)	:	-

I hereby declare that I shall abide the rules governing the scheme of Management. I shall complete the project within the stipulated period. If I fail to do so and if the Management is not satisfied with the progress of the research project, the Management may terminate the project immediately and ask for the refund of the amount received by me.

  
SIGNATURE

Acceptance of Proposal

  
CONVENER  
Research Committee



Seed Money Allocation (Rs.) ₹10,000/-

  
PRINCIPAL (C/O)  
PRINCIPAL  
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MADURAI-4.

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**FORMAT OF RESEARCH PROJECT PROPOSAL**

Name of the Principal Investigator	:	Dr. B. Anbazhagan
Designation & Department	:	Associate Professor
Residential Address	:	4, Sathangam Road S.S. Colony MADURAI-625016.
E-mail ID and Mobile No.	:	apj.anbn@gmail.com. 9842189710
Teaching Experience	:	26 Years.
Research Experience	:	14 Years.
Area of Specialization	:	General Management.
Project Title	:	A Study on Entrepreneurship among Arts & Science College students in Madurai city.
Significance & Objectives of Project (Attach Synopsis)	:	Attached
Duration of the Project	:	11 months.
Seed Money required	:	Data Collection: Rs. 9,500 Contingency : Rs. 6,500 Total : Rs. 16,000
Details of Seed Money received already (Mention Year & Amount)	:	nil.
Co-Investigator Name (Optional)	:	nil.

I hereby declare that I shall abide the rules governing the scheme of Management. I shall complete the project within the stipulated period. If I fail to do so and if the Management is not satisfied with the progress of the research project, the Management may terminate the project immediately and ask for the refund of the amount received by me.

*B. Anbazhagan*  
SIGNATURE

Acceptance of Proposal

*H. S. S. S.*  
CONVENER  
Research Committee



Seed Money Allocation (Rs.) ₹ 19,000/-

*B. Anbazhagan*  
PRINCIPAL (i/c)  
PRINCIPAL  
SOURASHTRA COLLEGE  
MADURAI-4.

**A STUDY ON ENTREPRENEURSHIP AMONG ARTS  
AND SCIENCE COLLEGE STUDENTS IN MADURAI  
CITY**

**A RESEARCH REPORT SUBMITTED TO THE SOURASHTRA  
COLLEGE COUNCIL (A FUNDED PROJECT)**

by

**Dr. B. ANBAZHAGAN., Ph.D**

Associate Professor  
Research Department of Business Administration  
Sourashtra College (Autonomous)  
Madurai- 625 004



**RESEARCH DEPARTMENT OF BUSINESS ADMINISTRATION  
SOURASHTRA COLLEGE (A)  
MADURAI-625 004**

**2022-2023**



**A study on College Teachers Opinion towards the  
Impact of Employees' Performance Appraisal and  
Work Efficiency in Madurai City**

**MINOR RESEARCH REPORT (ECONOMICS)  
SUBMITTED TO THE SOURASHTRA COLLEGE**

**Principal Investigator**

**Dr. K.R.SRINIVASAN**

Associate Professor and Head  
Department of Economics  
Sourashtra College (Autonomous)  
Madurai- 625 004



**SOURASHTRA COLLEGE (AUTONOMOUS)  
MADURAI-625 004**

**2022-2023**

# Religion and Culture in Indian Writing in English

A Final Report of Minor Research Project (English)

submitted to **Sourashtra College**

Principal Investigator

**Dr. M.P.Ganesan M.A., M.Phil., Ph.D.,**

Assistant Professor

PG and Research Department of English

Sourashtra College

Madurai-625004



**SOURASHTRA COLLEGE (Autonomous)**

**MADURAI -625004**

**February -2023**