



# NEHRU COLLEGE OF MANAGEMENT COIMBATORE

Nehru Gardens, Thirumalayampalayam post,  
Coimbatore. 641105 Telephone: 0422 227 0007  
e-mail: [ncmprincipal@nehrucolleges.com](mailto:ncmprincipal@nehrucolleges.com)  
website: [www.ncmbschool.com](http://www.ncmbschool.com)

## NAAC SSR CYCLE - II

### Criteria –II

#### METRIC 2.3.1

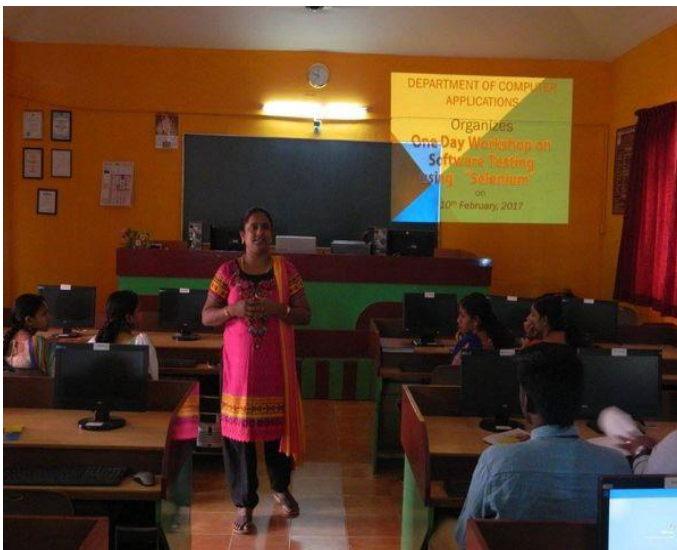
## TEACHING-LEARNING AND EVALUATION

**2.3.1 Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences**

**ACADEMIC YEAR**  
**2017-2018**

## 2.3.1 Student centric methods, such as experiential learning, participative learning and Problem solving methodologies are used for enhancing learning experiences

Experiential learning - Workshop on python



*Rust*

Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2003  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



**Nehru College of Management**  
Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
Accredited by NAAC with "B++" grade Recognized by UGC with 2(f) 12(B)  
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## Sports



## One Day Workshop



*Rust*

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## Industrial Visit



*Rust*

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## Guest Lecture



*Rust*

**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2013**  
**Principal**  
**Nehru College of Management**  
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## National Level Technical Meet

**Nehru College of Management**  
(AN ISO 14001 - 2004 CERTIFIED INSTITUTION)  
[Approved by AICTE, New Delhi & Affiliated to Bharathiar University]  
"Nehru Gardens" Thirumalayampalayam Post, Coimbatore - 641 105.

**DEPARTMENT OF MCA**

A National Level Technical Meet  
for UG Students

**CALIGO**  
**2017**

10-10-2017 Tuesday

- No Registration Fee
- No Restriction for Number of Teams
- Free Transport Facility
- Refreshment & Lunch provided for all

Participants  
**Certificates**  
Attractive  
**Prizes**

**Events**

- **IT Quiz** (2 Members per Team)
- **Web Designing** (2 Members per Team)
- **Poster Designing** (2 Members per Team)
- **Computer Games** (2 Members per Team)
- **Short Film** (Maximum 15 Minutes)
- **Treasure Hunt** (Minimum 4 Members per Team)

**Contact Details :**  
9842266044 , 9443878773,  
9677055134 , 9994414906

**Email :**  
mccaligo2017@gmail.com

**Web :**  
www.nehrucolleges.com/ncm/

*RWS*

**Dr. R. Moses Daniel, MBA., Ph.D., PDDCA, 2009**  
**Principal**  
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*RMS*

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## Participative Learning - SDC Inauguration



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### STUDENT DEVELOPMENT COUNCIL 2018-2019

SL NO	POSITION	NAME OF THE STUDENTS
1	CHAIRMAN	Mr ANANTHA KUMAR - II MBA
2	VICE -CHAIRMAN	Mr. VINESH - II MCA
3	SECRETARY	Mr VIJAY - II MCA
4	JOINT SECRETARY	Ms SRINITHA - II MBA
5	TREASURER	1. Mr.DAN THOMAS - II MBA 2. Mr IGANNATH - II MCA
6	EDITOR	1. Mr SABANESH - I MBA 2. Mr BASKER - I MCA
7	PRO	1. Mr MARI ALIAS JAYAPRAKASH - I MBA 2. Ms SUSHMITHA - I MBA 3. Mr GANESHKUMAR - I MCA 4. Ms PAVITHRA - I MCA

  
Dr. S. PRANJITH KUMAR, M.A., Ph.D., PGDCA, 2013  
Principal,  
Nehru College of Management  
E.M. Palayam,  
COIMBATORE - 641 105.



Dr. R. Moses Daniel, M.A., Ph.D., PGDCA, 2013  
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Problem Solving Methodology

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Coimbatore - 641 105.

S.No	Register Number	Student Name	Title of the Project	Project Guide
1	1738M7062	AJAYGHOSH C	LAB TIME TABLE MANAGEMENT SYSTEM	Dr.E.CHANDRA BLESSIE
2	1738M7063	AJAY R	Multibanking system	Mr.K.Anandhan
3	1738M7064	AJMAL AHSAN K	FARM MANAGEMENT SYSTEM	Dr.E.CHANDRA BLESSIE
4	1738M7065	AKHILA P K	COLOR CODING VERIFICATION BASED ATM SYSTEM	Mrs.V.SRIHARDEVI
5	1738M7066	AKSHAI A	MAILING SERVICES	Mrs. S. Kavipriya
6	1738M7067	AKSHAY P	ONLINE CHARITY LOG	Mrs. S. Kavipriya
7	1738M7068	ALBIN SEBASTIAN	E-COMMERCE APPLICATION FOR FORMERS	Mr.K.Anandhan
8	1738M7069	ANISHA A	Newspaper delivery Management system	Mrs.V.SRIHARDEVI
9	1738M7070	ANISHA B	Intelligent Interface for fake review	Mrs. S. Kavipriya
10	1738M7071	ANISHA S	E-VACONATION SYSTEM	Mrs.V.SRIHARDEVI
11	1738M7072	ANJAL SAJJITH K P	TRAFFIC MONITORING SYSTEM	Mrs.V.SRIHARDEVI
12	1738M7073	ANJU A	ATM SOFTWARE	Mrs.V.SRIHARDEVI
13	1738M7074	ANJUSHA BHASKARAN KB	Sellmate Management System	Mrs.V.SRIHARDEVI
14	1738M7075	ARATHI DEV KV	Mediplus	Mrs. S. Kavipriya
15	1738M7076	ARATHI UNNI K	Smart online management system for sector:Municipality	Mrs.V.SRIHARDEVI
16	1738M7077	ARCHANA SREEJITH	Library Management System	Mrs.V.SRIHARDEVI
17	1738M7078	ASWATHY M	EVENT MANAGEMENT SYSTEM	Mrs. S. Kavipriya
18	1738M7079	ATHIRA K.V	Student Smart Card	Mrs. S. Kavipriya
19	1738M7080	ATHULYA	Garbage management system	Dr.E.CHANDRA BLESSIE
20	1738M7081	BASKAR S	OUTDOOR GARDENING AND SHOPPING SYSTEM	Mrs. S. Kavipriya
21	1738M7082	BENITO JOHNSON J	TOURNAMENT MANAGEMENT SYSTEM	Mrs. S. Kavipriya
22	1738M7083	BIJOY PRAKASH	College Management System	Dr.E.CHANDRA BLESSIE
23	1738M7084	BONEY BOBAN KURIAN	Secure file Storage on cloud using hybrid cryptography	Mrs. S. Kavipriya
24	1738M7085	DINESH A	Electronic shopping system	Mrs.V.SRIHARDEVI
25	1738M7086	DIVYA. D	Web Based Auction System	Mrs. S. Kavipriya
26	1738M7087	FARHAN AJMAL K	Crime Reporter Management	Mrs. S. Kavipriya
27	1738M7088	GANESHKUMAR K	Online food sharing system	Mrs.V.SRIHARDEVI
28	1738M7089	GREESHMA M	Corporate task processing	Mrs. S. Kavipriya
29	1738M7090	HIMARAG S	CENTRALIZED MEDIA ORGANIZER	Mrs. S. Kavipriya

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/30	1738M7091	JAGANNATH P K	Online Educational System	Dr. E. Chandra Blessie
/31	1738M7092	LIVINSTON L	BLOOD BANK MANAGEMENT SYSTEM	Mr.K.Anandan
/32	1738M7093	MANU MURALIDHARAN	Campus Recruitment System	Dr.E.CHANDRA BLESSIE
/33	1738M7094	MIDHUN M	AQUA WATER PRODUCTION AND COMPLAINT PROCESSING	Mr.K.Anandan
/34	1738M7095	MIDHUNA K	SMART CARD	Mrs.V.SRIHARIDEVI
/35	1738M7096	MITHRA R	HAND OF HOPE	Mrs. S. Kavignja
/36	1738M7097	MOHAMMED SHAHID A M.	Online advertisement starter kit	Dr.E.CHANDRA BLESSIE
/37	1738m7098	NANDHA KUMAR M.	Exam hall location sms alert system	Dr.E.CHANDRA BLESSIE
/38	1738M7099	NARAYANA MOORTHY M	ONLINE EVENTS MANAGEMENT SYSTEM	Dr.E.CHANDRA BLESSIE
/39	1738M7100	NAVANEETH A	BUS TRACK SYSTEM	Dr.E.CHANDRA BLESSIE
/40	1738m7101	NAVEENKUMAR M	Protection distress by using GPS in android	Mr.K.Anandan
/41	1738M7102	NAVEEN S	ONLINE CONSULTANCY MAINTENANCE SYSTEM	Mr.K.Anandan
/42	1738M7103	NEETHU G	Income Tax Estimation For E-filing	Mrs.V.SRIHARIDEVI
/43	1738M7104	NIHARA JJI V	PAYROLL MANAGEMENT SYSTEM	Mrs. V. Sriharidevi
/44	1738M7105	NIKHIL C	BUSINESS PROCESSING SYSTEM	Dr.E.CHANDRA BLESSIE
/45	1738M7106	NIKHIL R	BIG FISH	Mrs. S. Kavignja
/46	1738M7107	NITHILDAS B	MONEY CHAIN	Dr.E.CHANDRA BLESSIE
/47	1738M7108	OVIYA.S	Authorized Legal Solution	Mrs. S. Kavignja
/48	1738M7109	PAVITHRA.R	Consultation Process Management system	Mrs. V.SRIHARIDEVI
/49	1738M7110	PRAKASH R	AGRI-TECH MANAGEMENT SYSTEM	Dr.E.CHANDRA BLESSIE
/50	1738M7111	RAHUL KRISHNAN M	WEB BASED DIGITAL SECURITY SURVEILLANCE SYSTEM	Dr.E.CHANDRA BLESSIE
/51	1738M7112	RAHUL R	PERSONAL CREDIT INFORMATION ANALYSER	Mr.K.Anandan
/52	1738M7113	RAJASEKHAR M	E PROCUREMENT	Mr.K.Anandan
/53	1738M7114	REMESH K R	MEDI PLUS	Mr.K.Anandan
/54	1738M7116	RISHIKUMAR	STOCK MONITORING	Mr.K.Anandan
/55	1738M7117	RISHWAN RASHEED K. R.	METRO RAIL SYSTEM	Mr.K.Anandan
/56	1738M7118	SADHAM M	ONLINE BOOKSHOP MANAGEMENT SYSTEM	Mr.K.Anandan
/57	1738M7119	SANAT SAI VI	HOSPITAL MANAGEMENT SYSTEM	Mrs. S. Kavignja
/58	1738M7120	SANJAY K	DELIVERO APP	Mrs. S. Kavignja
/59	1738M7121	SANTHOSH KUMAR M	ELECTRONIC learning system	Dr.E.CHANDRA BLESSIE
60	1738M7122	SARATH RAJ B V	WeGo	Anand Sir
/61	1738M7123	SHAMSHATH NISHA	G-child	Mrs. V.SRIHARIDEVI
/62	1738M7124	SHIFANA K S	MOTOR VEHICLE DEPARTMENT Management System	Mrs. V.SRIHARIDEVI
/63	1738M7125	SREERAJ J	CREDIT CARD OPSPORING	Mr.K.Anandan
/64	1738M7126	SUHESH M M	NATIONAL FOODSUBSIDY SYSTEM	Dr.E.CHANDRA BLESSIE
/65	1738M7127	VARUN S	Travel Agency Management System	Mr.K.Anandan



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/66	1738M7128	VELLINGIRI B	Airline Reservation System	Mrs. S. Kariprja
/67	1738M7129	VIJAYAKUMAR P	Bus pass registration and renewal system	Mr. K. Anandan
/68	1738M7130	VINAYAPRASAD UDAYAN	Marriage Bureau	Mr. K. Anandan
/69	1738M7131	VINDHUJA MENON V	MORGUE MANAGEMENT SYSTEM	Mrs. S. Kariprja
/70	1738M7132	VINEESH V	LAW CUS DIARY	Dr. E. CHANDRA BLESSIE
/71	1738M7133	VISRUTHO V	GYM MANAGEMENT SYSTEM	Mr. K. Anandan

*Rush*

Dr. E. Moses Daniel, M.B.A., Ph.D., P39CA, 2003

Principal

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**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2013**  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

**A STUDY ON EMPLOYEE STRESS MANAGEMENT IN  
PLASTIC PIPES AND FITTING PRIVATE LIMITED AT SALEM**

## PROJECT REPORT

Submitted By  
**SALMAN KHAN.A**  
(REG NO-1735F0494)

Under the Guidance of  
**Ms. K.V.VIMALA, MBA., M.phil., (Ph.d)**  
Assistant Professor

Submitted to Bharathiar university in partial fulfilment of the requirement for  
award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



## NEHRU COLLEGE OF MANAGEMENT

{An ISO 9001:2008 Certified Institution, Accredited NAAC with "B++"}  
{Approved By AICTE, New Delhi & Affiliated to Bharathiar University}  
Coimbatore – 641105  
2018-2019

*Rust*

**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2013**  
178 | P. Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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## Dhaarani plastic pipes and fittings private limited

Date: 26.06.2018

TO WHOM SO EVER IT MAY CONCERN

Dear Student,

This is to certify that Mr.A.SALMAN KHAN [REG NO: 1735F0494] student of NEHRU COLLEGE OF MANAGEMENT, COIMBATORE- 641105, has carried out the Project titled "A STUDY ON STRESS MANAGEMENT" in our organization from 25.05.2018 to 25.06.2018 as a part of Partial fulfilment of academic requirement of MBA Course. During this period he made hard work with us for the above titled project.

We made you to be hardworking and honest in performing his Duties. We wish him all success.

Singing Authority

With best regards

C. Syed  
Human Resource Manager



Address: \_\_\_\_\_

*Rust*



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**"A STUDY ON EMPLOYEE WELFARE MEASURES WITH REFERENCE  
TO ST.MARY'S PVT. LTD- KOOVAPPLLY"**

**Project Report**

**Submitted By**

**THOMAS P JOSEPH**

**(Reg: No: 1735F6001)**

**Under the Guidance of**

**Mr.Sivakumar MA.,M.Phill (PhD), MBA**

**Asst.Professor.**

**Submitted in partial fulfillment of the requirements**

**For the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**



**NEHRU COLLEGE OF MANAGEMENT**

**(AN ISO 9001: 2008 CERTIFIED INSTITUTION, ACCREDITED WITH "B++" BY NAAC.)**

**[Approved by AICTE, New Delhi & Bharathiar University],**

**Coimbatore-641105**

**2017-2019**

*Rush*

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**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2013**

**Principal**

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S M R Plantation Private Limited  
Koovappally P.O., Kanjirappally,  
Kottayam - 686518  
Kerala, India.

Phone : +91 (0) 4828 25153  
Email : info@smrplantations  
GST No : 32AAWCS5466P1ZC

## TO WHOMSOEVER IT MAY CONCERN

03-08-2018

We hereby certify that **Mr. Thomas P Joseph**, student of Nehru College of Management, Master of Business Administration has completed organizational study as a part of his curriculum in our Company from 21-05-2018 to 28-06-2018. His topic of study was "**Labor welfare measures with special reference to SMR Plantation**". During this period he engaged and interacted among all segments of our Company's activities and gained substantial information and knowledge regarding the day-to-day functioning of the unit. He has shown keen interest to study and understand more details.

We wish him all success in his academic and career future.

For SMR Plantation Pvt. Ltd.

  
HEAD HR





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## "A STUDY ON TALENT ACQUISITION AT ESAF SMALL FINANCE BANK, THRISSUR"

Submitted by

**THRISHNA.S**

(Register No: 1735F0505)

Under the guidance of

**N.MANOKARAN, MBA.,(Ph.D)**

Professor

A PROJECT REPORT



**NEHRU COLLEGE OF MANAGEMENT**

*Submitted to Bharathiar university in partial fulfilment of the requirement for  
award of the degree*

*Of*

**MASTER OF BUSINESS ADMINISTRATION**

**NEHRU COLLEGE OF MANAGEMENT**

**(Affiliated to Bharathiar University, ISO 9001:2000 Certified And Approved by AICTE)**

**Thirumalayampalayam, Coimbatore (D.T)**

**BHARATHIAR UNIVERSITY**

**COIMBATORE- 641 105**

**2018-2019**

*Rust*

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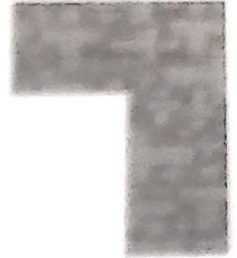


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State Highway  
Nehru Gardens Small Finance Bank  
Nehru Gardens Thirumalayampalayam Coimbatore  
Ph: +91 9521988833



## CERTIFICATE OF COMPLETION OF PROJECT

This is to certify that **Ms.THRISHNA S (Reg:1735F0505 )** student of **NEHRU COLLEGE OF MANAGEMENT** has successfully completed her project titled "A Study of Talent Acquisition at Small Finance Bank" at **ESAF Small Financing Bank, Thrissur** for a period of **45 days** from **4th July 2018** to **8th August 2018**.

We wish her the very best in all future endeavours.

For Signing Authority

  
**RAHUL KRISHNA**

HR/Admin Department

Date 03.09.2018



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## "A STUDY ON TRAINING AND DEVELOPMENT IN TRANSFORM TOOL COMPANY LIMITED AT CHENNAI"

Project Report

Submitted By

SIDHIN KUMAR P K

(Regt No: 1735F0801)

Under the Guidance of

Mr. Sivalakumar MA., M.Phil (PhD), MBA

Asst. Professor.

Submitted in partial fulfillment of the requirements

For the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION



NEHRU COLLEGE OF MANAGEMENT

(AN ISO 9001: 2008 CERTIFIED INSTITUTION, ACCREDITED WITH "B++" BY NAAC)  
[Approved by AICTE, New Delhi & Bharathiar University],  
Coimbatore-641105

2017-2019

*Rust*

Dr. R. Moses Daniel, M.A., Ph.D., PGDCA, 2001  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



www.tooltestinglab.co.in

Transform Tool India Pvt Ltd

# Transform Tool India Pvt Ltd

Date: 23.07.2017

## COMPLETION CERTIFICATE

Dear Student,

This is to certify that **Mr. SIDHIN KUMAR P.K** in the partial fulfilment of the requirement for the award of the degree of student of **NEHRU COLLEGE OF MANAGEMENT, COIMBATORE- 641105**, has carried out the Project titled "A STUDY ON TRAINING AND DEVELOPMENT" in our organization from **14.06.2018 to 20.07.2018** as a part of Partial fulfilment of academic requirement of **MASTER OF BUSINESS ADMINISTRATION** Course.

During this period He made hard work with us for the above titled project.

We made you to be hardworking and honest in performing his Duties.

We wish him all success.

For Signing Authority

SR.MANAGER (HR & ADMIN)



*RUSH*

**No: 289, Mathiyazhagan Nagar,  
Sideo Industrial Estate,**

**Padi, Chennai, Tamil Nadu 600050**

**Contact No : 8508497984, 8508498218**

**testinglab@ tooltestinglab.co.in**

**Dr. L. Moses Daniel, M.A., Ph.D., 13561**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



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"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



## "A STUDY ON EMPLOYEE WELFARE MEASURES IN DRAWINE CERAMIC INDUSTRIES MADURAI"

Project Report

Submitted By

SATHISH KUMAR.K

(Reg No: 1735F0498)

Under the Guidance of

Dr. G. ALEX RAJESH MBA, MHR, M.phil.Ph.D

Asst.Professor & head of the department

Submitted to Bharathiar university in partial fulfillment of the requirement for  
award of the degree of

MASTER OF BUSINESS ADMINISTRATION



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[Approved by AICTE, New Delhi & Bharathiar University],

Coimbatore-641105

2018-2019

*Rajesh*  
Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2011  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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# Drawine Plate Industry

No.3/37, Alankanallur Main Road , Sikandar Chavadi, Madurai – 625 001.

www.plateindustry.co.in Mail Id : Platehrmana@plateindustry.co.in

Contact : 8608580966, 8608446026

Date: 04.05.2018

### TO WHOM SO EVER IT MAY CONCERN

Respected Sir/Madam,

We are pleased to inform you that our management has decided to accept the proposal form final year project for Mr.K.SATHISH KUMAR [REG.NO: 1735F0498] MBA student of NEHRU COLLEGE OF MANAGEMENT, COIMBATORE- 641105. He will confirm the project under the direct supervision of in our organization. He project training duration will be from.02.05.2018 to 15.06.2018. We wish him all the success in his future.

Thanking you

For Signing Authority

*T. Anna*

SR.MANAGER (HR & ADMIN)



*Rishi*  
Dr. R. Moses Daniel, MBA., Ph.D., PDDCA, 2008  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



## A STUDY ON EMPLOYEES ABSENTEEISM GEM TECH ENGINEERING PRIVATE LIMITED, COIMBATORE

**Project Report**

Submitted by

**SANTHOSH.G**

(Reg: No: 1735F0496)

Under the Guidance of

**Mr.N.Manokaran MBA.(Ph.D)**

Asst. Professor

Submitted in partial fulfillment of the requirements

For the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



**NEHRU COLLEGE OF MANAGEMENT**

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BY NAAC.)

[Approved by AICTE, New Delhi & Bharathiar University],  
Coimbatore-641105

2018-2019

*Rishi*  
Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2011  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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**GEM TECH**  
Monoblock Submersible Pumpset

Phone : 96265 84231, 99436 83376  
E-mail : gemtechmotors@gmail.com  
Web : www.gemtechmotors.com  
GSTIN : 33FREP6262A1Z4

S.F. No. 288 / 1B, Gowthampuri Nagar, Thaneer Pandal, Coimbatore - 641 004.

Date : 22<sup>nd</sup> June 2018

## CERTIFICATE

This is to certify that **Mr.G.Santhosh**, second year MBA, student of Nehru College of Management, Coimbatore has successfully undergone project training from 21.05.2018 to 21.06.2018. During this period his conduct and performance were found to be good.



*Rust*  
Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2013  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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A STUDY ON THE EFFECTIVENESS OF EMPLOYEE ENGAGEMENT  
IN VIVANTA BY FAISURYA, COIMBATORE

Submitted By

NIMISHA POTHAN

(REG NO-1735F0487)

Under the Guidance of

DR. S. FRANKLIN JOHN, MBA, MS., M.Sc., M.Sc.  
PROFESSOR & PRINCIPAL

Submitted in partial fulfillment of the requirements

For the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



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[Approved by AICTE, New Delhi & Bharathiar University].  
Coimbatore-641105

2018-2019

*RWS*

Dr. L. Moses Daniel, MBA, Ph.D., P.DCA, J. J. J.  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105



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**VIVANTA**  
SURYA COIMBATORE  
BY TAJ

VTSC/HR: 25:08:3173/2018

25<sup>th</sup> August 2018

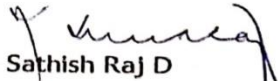
### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Nimisha Pothan has done her Internship Exposure Training & Project on the topic "A Study of Employee Engagement" in the Human Resource Department at Vivanta by Taj – Surya, Coimbatore, for a period from 16<sup>th</sup> July 2018 to 25<sup>th</sup> August 2018.

During her tenure with us, we found her to be sincere and hardworking.

We take this opportunity to wish her success for his future endeavours.


For Vivanta by Taj –Surya, Coimbatore.  
(A Unit of Oriental Hotels Company Ltd.)

  
Sathish Raj D  
Human Resource Manager



105, Race Course Road  
Coimbatore 641 018  
Tamil Nadu, India  
www.vivantabytaj.com

T 91 422 668 1000  
F 91 422 668 1111  
E vivanta.coimbatore@tajhotels.com

  
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Registered office: Principal Hotels Limited  
Taj Corporation, No. 17, MG Road,  
Chennai 600 034  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105  
CIN No: 33AAAC0728N1ZH  
GST No: 33AAAC0728N1ZH



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## "A STUDY ON EMPLOYEE MOTIVATION AT SRI KARPAGAM ORGANICS COTTON INDUSTRY, KARUR"

Project Report

Submitted By

RAM KUMARS

(Reg: No: 1735F0490)

Under the Guidance of

Dr.E.MUTHU KUMAR

Associate Professor

Submitted to Bharathiar University in partial fulfillment of the requirements

For the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



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Coimbatore-641105

2018-2019

*Rishi*  
Dr. E. Moses Daniel, MBA., Ph.D., PDDCA, 2011  
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**SRI KARPAGAM ORGANIC COTTON INDUSTRIES**

1/16 Sengunthapuram Main Road , Karur -639007. CELL : 88707 42405  
Mail-id:srikarpagamorganichr@gmail.com

Date: 04.05.2018  
Place: Karur

To  
Head of the Department,  
Nehru College of management,  
Coimbatore-641105.

Respected Sir/Madam,

**Subject: Permission Letter for Final Year Project**

We are pleased to do your final project in our company.

We allow the student of your institution studying in the MBA department to do him final project in our company from 04.05.2018 to 19.06.2018.

<u>Name of the Student</u>	<u>Register No</u>
1. Mr. S.RAMKUMAR	1735F0490

Thanking you

Your Faithfully,

S. B. C.  
For HR Manager



*R. M. S.*  
Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA-2011  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam,  
Coimbatore - 641 105

**ACADEMIC YEAR**  
**2018-2019**

### 2.3.1 Student centric methods, such as experiential learning, participative learning and Problem solving methodologies are used for enhancing learning experiences

#### Experiential learning Guest Lecture



*Rust*

### Industrial Visit



*Rush*

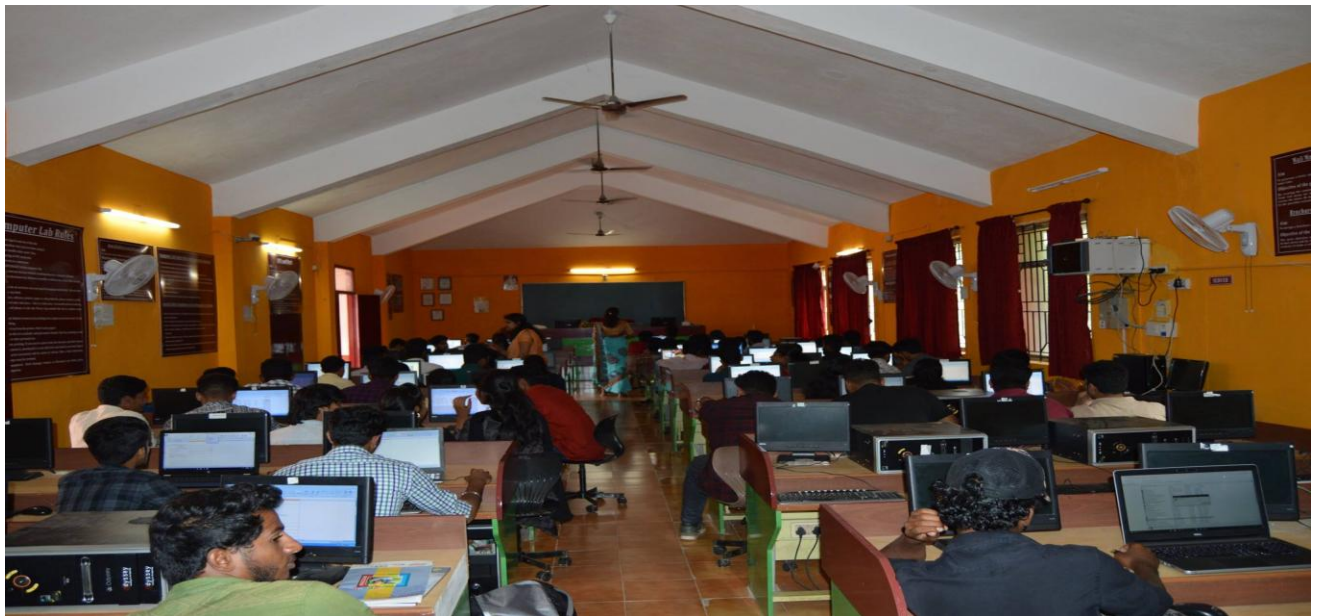
**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2003**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



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### Guest Lectures



*Rust*

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**Principal**  
**Nehru College of Management**  
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### Participative learning - SDC Inauguration



**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2003**  
**Principal**  
**Nehru College of Management**  
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Problem Solving Methodology

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## DEPARTMENT OF COMPUTER APPLICATIONS

### MAJOR PROJECT REPORT

Batch: 2018-2021

Academic year: 2020-2021

Class : III MCA

Course: MCA

S.NO	PR.No.	Reg.No.	Student Name	Title of the Project	Project Guide
1	1856	1838M0001	ALEESHA JOHNSON. K	UBIQUITOUS SWITCHING OF AUSCULTATION SIGNAL DURING TELEMEDICINE VIDEO CONSULTATION	MRS.S.K.VIPRIYA
2	1857	1838M0002	KRISHNA KUMAR. M.R	CYBER STALKING	MRS. A.NANDHINI
3	1858	1838M0003	THAMARASELVAN. M	SAFE DRIVING USING MOBILE PHONES	MR.K.ANANDAN
4	1859	1838M0004	VIJAY. M	STUDENT GATEPASS MANAGEMENT SYSTEM	MR.K.ANANDAN
5	1860	1838M7018	AKASHYA U	EMPLOYEE MANAGEMENT	MRS.S.K.VIPRIYA
6	1861	1838M7019	AKHILA P	HANDWRITTEN CHARACTER RECOGNITION	MRS.V.SRIHARIDEVI
7	1862	1838M7020	AMISHA C K	MIGRANT WORKERS MANAGEMENT SYSTEM	MRS.S.K.VIPRIYA
8	1863	1838M7021	ANANTHAKRISHNAN K	PLAGIARISM	MRS. A.NANDHINI
9	1864	1838M7022	ANILA V K	ANALYSIS AND SEMANTIC RETRIEVAL OF SHARE OF INDIVIDUAL FIRM	MRS.S.K.VIPRIYA
10	1865	1838M7023	ANJANA DAS K	ENVIROFUL RECYCLE SYSTEM	MRS.V.SRIHARIDEVI
11	1866	1838M7024	ANURAG C	AUTO INSTA SOFTWARE FOR NETWORK ADMINISTRATOR IN INTRA-NET	MRS. A.NANDHINI
12	1867	1838M7025	ANUVIND A	PHARMACY MANAGEMENT SYSTEM	MRS. A.NANDHINI
13	1868	1838M7026	ARJUN P ANIL	RENTO HUB	MR.K.ANANDAN
14	1869	1838M7028	ASWATHI B	MOTOR HEALTH	MRS.S.K.VIPRIYA
15	1870	1838M7029	ASWANI K	ONLINE ART AUCTION	MRS.S.K.VIPRIYA
16	1871	1838M7030	ASWINI M	CREDIT CARD FRAUD ANALYSIS USING MACHINE LEARNING AS DATA MINING TECHNIQUE	MRS.V.SRIHARIDEVI

*Ruby*

Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2011  
Principal  
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Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

17	1872	1838M7031	BAIJU C	ONLINE CHARITY HUB	MRS.V.SRIHARIDEVI
18	1873	1838M7032	BIJESH P	FARM FRESH	MRS. A.NANDHINI
19	1874	1838M7033	DHILNA V	NEWS PROJECT	MRS.S.KAVIPRIYA
20	1875	1838M7034	DIVYAKRISHNA P	TWITTER SENTIMENT ANALYSIS	MRS.S.KAVIPRIYA
21	1876	1838M7035	FASNA J	AUTOMATIC TEXT SUMMARIZATION	MRS.V.SRIHARIDEVI
22	1877	1838M7036	JATO PAUL	COVID-19 CARE	MRS. A.NANDHINI
23	1878	1838M7037	JERIN JOY	KERALA CAN	MR.K.ANANDAN
24	1879	1838M7038	MEDHA HARIDAS	HOUSEBOAT BOOKING PORTAL	MRS.S.KAVIPRIYA
25	1880	1838M7039	MOHAMMED SHANOOB N P	DISASTER MANAGEMENT	MRS.V.SRIHARIDEVI
26	1881	1838M7040	MUHAMMED NASWIH P K	PLASTIC WASTE MANAGEMENT SYSTEM	MRS. A.NANDHINI
27	1882	1838M7041	MUHAMMED NAVAF N K	TRUSTED COMPANION	MRS.V.SRIHARIDEVI
28	1883	1838M7042	MUHAMMED SIYAD	FEATURE RICH WEB PORTAL FOR SIGNEVER	MR.K.ANANDAN
29	1884	1838M7043	NIDHEESH NARAYAN OKM	MEDICINAL PLANTS	MRS.V.SRIHARIDEVI
30	1885	1838M7044	NISHAD P S	ONLINE TURF BOOKING SYSTEM	MRS. A.NANDHINI
31	1886	1838M7045	PINTOO BLESSON V	A SURVEY ON FAKE REVIEW DETECTION USING MACHINE LEARNING TECHNIQUES	MRS.S.KAVIPRIYA
32				OCEAN CURRENT PREDICTION BASED OM MACHINE LEARNING FOR DECIDING HANDOVER PRIORITY IN UNDERWATER WIRELESS SENSOR NETWORKS	MRS. A.NANDHINI
33	1887	1838M7046	PRAVEENKUMAR M	CUSTOMER FOCUSED ECOMMERCE SITE WITH CHATBOT	MRS.V.SRIHARIDEVI
34	1888	1838M7047	RAGESH K	CREDIT CARD FRAUD DETECTION	MRS. A.NANDHINI
35	1889	1838M7048	RAHUL DAS K R	SALES FORECASTING USING PREDICTION ANALYTICS	MRS. A.NANDHINI
36	1890	1838M7049	RANJITH M	ALGORITHM	MRS.S.KAVIPRIYA
37	1891	1838M7050	RHETHUVARNA	SMART VILLAGE	MRS.S.KAVIPRIYA
38	1892	1838M7051	CHANDRASEKHER	SECURED DATA HIDING FOR DATA TRANSFER	MR.K.ANANDAN
39	1893	1838M7052	SAJITHPRABHA K P	FEED THE NEED	MRS.V.SRIHARIDEVI
40	1894	1838M7053	SANISHA SUNIL	ONLINE PIZZA ORDERING SYSTEM	MR.K.ANANDAN
41	1895	1838M7054	SARAVANA KUMAR T	ORPHANAGE MANAGEMENT SYSTEM	MR.K.ANANDAN
			SELVA PANDIAN P	.....AAA.....	.....AAA.....
			SELVASURYAPRAKASH G	.....AAA.....	.....AAA.....

Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2011  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105





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## "A STUDY ON EMPLOYEE WELFARE MEASURES AT A.M.S SPICES AND FOOD PRODUCTS PVT.LTD,MANJERI"

Submitted By

MUHAMMED SHIBIL .I.K

(REG NO-1835. 0237)

Under the Guidance of

Mr N. MANOKARAN MBA,(Ph.D)

Submitted in partial fulfillment of the requirements

For the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



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2018-2020

*Rush*  
Dr. E. Moses Daniel, MBA., Ph.D., P3DCA, 2011  
Principal  
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**super  
nova**

Flavoured  
by nature

## C E R T I F I C A T E

This is to certify that Mr. MUHAMMED SHIBIL I.K (Reg. No.1835F0237), student of NEHRU COLLEGE OF MANAGEMENT , Coimbatore, completed his 45 days of project on 'A STUDY ON EMPLOYEE WELFARE MEASURES AT AMS SPICES AND FOOD PRODUCTS PVT LTD MANJERI'.

During his project, He proved to be an efficient and sincere student.  
We wish him all success in his future career.

Date: 22/10/2019

Place: Manjeri



For AMS Spices & Food Products Pvt. Ltd

*Smita*  
General Manager

**AMS SPICES & FOOD PRODUCTS PVT. LTD.**

IADAPARAMBU, PAYYANADU P.O, MANJERI, MALAPPURAM DT., KERALA, INDIA - 676 122, TEL: +91-489-2764352, 2764353

e-mail: [accounts@supernovafoods.com](mailto:accounts@supernovafoods.com) ■ [www.supernovafoods.com](http://www.supernovafoods.com) ■ Follow us: [Supernovafoods](#)

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Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam

Coimbatore - 641 105



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## "A STUDY ON IMPACT OF WORK CULTURE ON EMPLOYEE COMMITMENT IN MERIBOY ICE CREAM ( SUPREME FOOD INDUSTRIES)"

Project Report

Submitted By

LIYA ANN LOUIES

( Reg: No: 1835F0230 )

Under the Guidance of

Dr. SHEEJA R, MBA , Ph.D

Associate professor

Submitted to Bharathiar University in partial fulfilment of the requirements

For the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



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2018-2020

*Rush*  
Dr. E. Moses Daniel, MBA., Ph.D., P3DCA, 2011  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
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ICE CREAM

## CERTIFICATE

This is to certify that Ms. LIYA ANN LOUIES (Reg No.1835f0230), MBA student of Nehru College of Management, had successfully completed her project titled 'A STUDY ON IMPACT OF WORK CULTURE ON EMPLOYEE COMMITMENT IN (SUPREME FOOD INDUSTRIES) MERIIBOY ICE CREAM', in our firm for forty five days from 1<sup>st</sup> May 2019 to 15<sup>th</sup> June 2019, a part of her curriculum.

During the above mentioned period she found industrious and cooperative in all the assignments given to her and the conduct and character were good.

We wish her all the success in future endeavors.

for Supreme Food Industries,

AMBILI G S

HR -Manager



Tel : 0484-2524335, 2528958, 2977800, [www.meriboy.com](http://www.meriboy.com)

Supreme Food Industries, Chelamattom, Okkal P.O., Perumbavoor, Ernakulam, Kerala - 683 550

Dr. R. Moses Daniel, M.B.A., Ph.D., P.D.D.C.A., 2003  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



# Nehru College of Management

Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
Accredited by NAAC with "B++" grade Recognized by UGC with 2(f) 12(B)  
An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



## "STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT ON LABOURS PRODUCTIVITY WITH SPECIAL REFERENCE TO VEEKESY MORBIDO VINYL PVT LTD"

Project Report

Submitted By

RINU.K

( Reg: No: 1835F0252 )

Under the Guidance of

P.SIVAKUMAR. (MA, Mphil, MBA, NET)

Associate professor

Submitted to Bharathiar University in partial fulfillment of the requirements

For the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



NEHRUCOLLEGE OF MANAGEMENT

(AN ISO 9001: 2008 CERTIFIED INSTITUTION, ACCREDITED WITH "B++" BY NAAC.)

[Approved by AICTE, New Delhi & Bharathiar University],

Coimbatore-641105

2018-2020

*Rinu*

Dr. R. Moses Daniel, M.B.A., Ph.D., P.D.DCA, 2011  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



# Nehru College of Management

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An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



**VKC GROUP**  
DIVISION II

7/330 D, VKC TOWER, KOLATHARA P.O.  
CALICUT - 673 655. PH: 0495 -2482112  
FAX: 2482412. E-mail: info@vkcgroup.org

Ref: VKC/D-II /54/2019-2020

Date: 18/06/2019

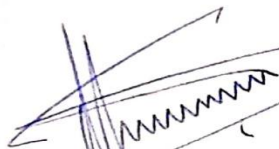
## CERTIFICATE

This is to certify that Mr. Rinu K, Reg No:1835F0252, MBA student from Nehru College of Management has completed a study on "The Effectiveness of Training and Development of Labours with Special Reference to Morbido Vinyl Pvt Ltd" from 02/05/2019 to 18/06/2019.


He has carried out with good amount of sincerity and commitment.

We wish all success in his future endeavors.

For VKC GROUP DIVISION- II

  
Edwin James,  
General Manager – HR



  
Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2008  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

**VKC**



**Nehru College of Management**  
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Accredited by NAAC with "B++" grade Recognized by UGC with 2(f) 12(B)  
An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



**A STUDY ON EMPLOYEE WELFARE AND SAFETY  
MEASURES, AT RAIDCO KERALA LIMITED, KANJICOD.**

*Rust*  
Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2001  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

Submitted By

**C ESTHER EVANJALIN**

(REG NO-1835F0224)

Under the Guidance of

**Dr. S. FRANKLIN JOHN., MBA, MS., M.Sc., M.Sc.**  
PROFESSOR & PRINCIPAL

Submitted in partial fulfillment of the requirements

For the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



**NEHRU COLLEGE OF MANAGEMENT**  
(AN ISO 9001: 2008 Certified Institution, Accredited with "B++" by NAAC.)  
[Approved by AICTE, New Delhi & Bharathiar University], Coimbatore-641105

2018-2020

*Rust*  
Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2001  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



# Nehru College of Management

Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
Accredited by NAAC with "B++" grade Recognized by UGC with 2(f) 12(B)

An ISO 14001:2004 & 9001: 2015 Certified Institution,

"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



**THE REGIONAL AGRO-  
INDUSTRIAL DEVELOPMENT  
CO-OPERATIVE OF KERALA LTD.**  
No. C. 361



## PUMPSET MANUFACTURING UNIT

KANJIKODE WEST  
PALAKKAD - 678 623, KERALA  
PHONE : +91 491-2566072, 2566319  
FAX : +91 491-2566319  
MOBILE: +91 9446095930  
WEB : [www.raidco.in](http://www.raidco.in)  
E-MAIL : [raidcopmu@raidco.in](mailto:raidcopmu@raidco.in)



FM: 05:2019-20/

23/10/2019

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Esther Evanjaline.C (Reg.No.1835F0224) IIInd year MBA student of Nehru College of Management , Coimbatore have successfully completed "Summer Project on A study on Employee Satisfactin and safety measures" in our organization for the period from 10/6/2019 to 09/07/2019. During this tenure with us we found her character and conduct to be good.

We wish all the best in her future endeavor.



For RAIDCO PUMPSET MFG. UNIT

  
FACTORY MANAGER

**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2011**  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

HEAD OFFICE : RAIDCO TOWER, S.P.C.A. ROAD, TALAP, KANNUR - 670 002. Ph: 0497 - 2700875, 2700276  
Fax: 0497 - 2700192. E-mail : [info@raidco.in](mailto:info@raidco.in) Web : [www.raidco.in](http://www.raidco.in)



# Nehru College of Management

Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
Accredited by NAAC with "B++" grade Recognized by UGC with 2(f) 12(B)

An ISO 14001:2004 & 9001: 2015 Certified Institution,

"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



## "A STUDY ON EMPLOYEE WELFARE AT MALABAR CEMENTS AT WALAYAR"

Project Report

Submitted by

**SREE LAKSHMI M S**

(Reg: No:1835F0264)

Under the Guidance of

**MR N MANOKARAN (MBA PH.D)**

Submitted to the



**NEHRU COLLEGE OF MANAGEMENT**

In partial fulfillment of the requirements

For the award of the degree

of

**MASTER OF BUSINESS ADMINISTRATION**

**NEHRU COLLEGE OF MANAGEMENT**

(Affiliated to Bharathiar university, ISO 9001:2000 certified and approved by AICTE)  
Thirumalayampalayam, Coimbatore (DT)

**BHARATHIAR UNIVERSITY**

**COIMBATORE-641105**

**2018-2020**

*Rush*

**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2011**  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



**Nehru College of Management**  
 Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
 Accredited by NAAC with "B++" grade Recognized by UGC with 2(f) 12(B)  
 An ISO 14001:2004 & 9001: 2015 Certified Institution,  
 "Nehru Gardens "Thirumalayampalayam,Coimbatore - 641 105.



ഭരണ ഭാഷ മാതൃഭാഷ  
**മലബാർ സിമന്റ്സ് ലിമിറ്റഡ്**  
 (ഒരു കേരള സർക്കാർ സ്ഥാപനം)  
**MALABAR CEMENTS LIMITED**  
 (A Government of Kerala Undertaking)

CIN: U26941KL1978SGC002975



**PA/TRG/PRJ/2183/2019**

**30th October 2019**

**CERTIFICATE**

This is to certify that **Ms.SREELAKSHMI.M.S.** (Reg. No.1835F0264) MBA III Semester student of Nehru College of Management, Thirumalayampalayam (PO), Coimbatore-641 105, has completed her "**Project Work**" of 45 days from 03rd June 2019 onwards in **M/s Malabar Cements Ltd**, Walayar, Palakkad, Kerala, titled "**EMPLOYEE WELFARE**" as partial fulfillment of her course curriculum.

**MOIDEENKUTTY EDATHADATHIL**  
**(WELFARE OFFICER)**



*Rush*

**Dr. R. Moses Daniel, MBA., Ph.D., P3DCA, 2013**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



**Nehru College of Management**  
Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
Accredited by NAAC with "B++" grade Recognized by UGC with 2(f) 12(B)  
An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



**A STUDY ON RECRUITMENT AND SELECTION POLICIES OF  
AUTOFIT INTERIORS PVT LTD**

*Submitted in partial fulfillment of the requirement for the Degree of Master of  
Business Administration, Bharathiar University, and Coimbatore.*

*Submitted by*

**AKSHAY KRISHNAN L R**

**Reg No: 1835F0206**

**MASTER OF BUSINESS ADMINISTRATION**

*Under the supervision and guidance of*

**DR.S.FRANKLIN JOHN.,MBA.,M.S.,M.Sc.,M.Sc**

**PRINCIPAL AND PROFESSOR**



**DEPARTMENT OF MANAGEMENT STUDIES**

**NEHRU COLLEGE OF MANAGEMENT, COIMBATORE**

*(Approved by AICTE, New Delhi & Affiliated to Bharathiar University  
Accredited by NAAC with B++, an ISO 14001-2004 Certified Institution)*

**2018-2020**

*Rust*

**Dr. R. Moses Daniel, M.A., Ph.D., P.D.C.A., 2001**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



# Nehru College of Management

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An ISO 14001:2004 & 9001: 2015 Certified Institution,

"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



## AUTOFIT Car Interiors Pvt. Ltd.

ACI/ADMN/039  
22<sup>nd</sup> October, 2019

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr AKSHAYKRISHNAN L R**. A student of Nehru College of Management, Coimbatore, has successfully completed his project on "A Study on Recruitment And Selection Policies" at Autofit Car Interiors Pvt Ltd, from 01<sup>st</sup> May, 2019 to 15<sup>th</sup> June, 2019. With reference to the partial fulfillment of the requirements of MBA degree course of Bharathiyar University

All necessary details were provided from our side for the completion of this project.

We wish him all the best for his future endeavors.

For Autofit Car Interiors Pvt Ltd.

For AUTOFIT CAR INTERIORS PVT. LTD.

Hassan Juraj M.A.  
(Authorized Signatory)  
Hassan Juraj  
Authorized Signatory



0480-2730200/201/204

admin@wellfitindia.com

Plot No. 19-22A,  
Kinfra Small Industries Park,  
Koratty, Thrissur, 680 309,  
Kerala, India.

*Rusey*  
**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2003**  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



**Nehru College of Management**  
Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
Accredited by NAAC with "B++" grade Recognized by UGC with 2(f) 12(B)  
An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



**A STUDY ON EMPLOYEE WELFARE MEASURES AT KKR  
EXTRACTIONS PVT LTD, PALAKKAD**

*Submitted in partial fulfilment of the requirement for the Degree of Master of  
Business Administration, Bharathiar University, Coimbatore.*

*Submitted by*

**AKHIL C**

**Reg No: 1835F0204**

**MASTER OF BUSINESS ADMINISTRATION**

*Under the supervision and guidance of*

**Ms. K. V. VIMALA, MBA., M. PHIL., (Ph.D)**

**Assistant Professor**



**DEPARTMENT OF MANAGEMENT STUDIES**

**NEHRU COLLEGE OF MANAGEMENT, COIMBATORE**

(Approved by AICTE, New Delhi & Affiliated to Bharathiar University  
Accredited by NAAC with B++, an ISO 14001-2004 Certified Institution)

**2018-2020**

*Rush*

**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2011**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



# Nehru College of Management

Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
Accredited by NAAC with "B++" grade Recognized by UGC with 2(f) 12(B)

An ISO 14001:2004 & 9001: 2015 Certified Institution,

"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



Kambli Chungam, Thekkedesam P O  
Chittoor, Palakkad Pin : 678553  
Mob : 9605100025  
Res : 9605100026  
Mob : 9605100027  
Mob : 9605100028  
email : infococofine@gmail.com



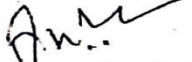
30.10.2019


## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. AKHIL. C (Reg.No.1835F0204)** MBA student of Nehru College of Management, Coimbatore has successfully completed his project work entitled "A STUDY ON EMPLOYEE WELFARE MEASURE AT KKR EXTRactions PVT. LTD. "in our organization from 01<sup>st</sup> May 2019 to 15<sup>th</sup> June 2019 with reference to the partial fulfillment of the requirements of MBA degree of Bharathiyar University.

During this period his conduct and character were good.

For KKR EXTRactions PVT. LTD

  
Managing Director

  
**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2008**  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



# Nehru College of Management

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An ISO 14001:2004 & 9001: 2015 Certified Institution,

"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



**A STUDY ON EFFECTIVENESS OF TRAINING AND  
DEVELOPMENT PROGRAMME AT TRAVANCORE  
COCHIN CHEMICALS LTD, KOCHI**

*Submitted in partial fulfilment of the requirement for the Degree of Master of  
Business Administration, Bharathiar University, Coimbatore.*

*Submitted by*

**ADIL S S**

Reg No: 183513199

**MASTERS DEGREE IN BUSINESS ADMINISTRATION**

*Under the supervision and guidance of*

**Dr. G. ALEX RAJESH**



**DEPARTMENT OF MANAGEMENT STUDIES**

**NEHRU COLLEGE OF MANAGEMENT, COIMBATORE**

(Approved by AICTE, New Delhi & Affiliated to Bharathiar University  
Accredited by NAAC with B++, an ISO 14001-2004 Certified Institution)

**2018-2020**

*Rush*

**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2000**

**Principal**

**Nehru College of Management**

**Nehru Gardens, Thirumalayampalayam**

**Coimbatore - 641 105**



# Nehru College of Management

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An ISO 14001:2004 & 9001: 2015 Certified Institution,

"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



## THE TRAVANCORE - COCHIN CHEMICALS LTD.

(A KERALA GOVERNMENT COMPANY)

P.B. No. 4, UDYOGAMANDAL P.O., KOCHI - 683 501, KERALA.

CIN:U24299KL1951SGC001237



HR/PW/ 2302 /2019

09.10.2019

### CERTIFICATE OF PROJECT WORK

*This is to certify that Mr. Adhil S.S (Reg. No. 1835F0199), a student of MBA from Nehru College of Management, Tirumalayampalayam, Coimbatore-641105, has successfully completed Project Work in "A Study on effectiveness of training and development programme." in our company for a period of 45 days from 29.05.2019.*

*We wish all the best for his future.*

Shibu S. Dev  
Manager (HR)



*Rishi*

Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2003

Principal

Nehru College of Management

Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105



**Nehru College of Management**  
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An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



**A STUDY ON IDENTIFY WHAT MOTIVATES STAFF  
TOWARDS BETTER PERFORMANCE IN JANASEVANA  
NIDHI LIMITED, VADAKKENCHERY.**

*Submitted in partial fulfilment of the requirement for the Degree of Master of  
Business Administration, Bharathiar University, Coimbatore.*

*Submitted by*

**RANJITH R**

**Reg No: 1835F0537**

**MASTER OF BUSINESS ADMINISTRATION**

*Under the supervision and guidance of*

**MR.N.MANOKARAN MBA.,(Ph.D).,**



**DEPARTMENT OF MANAGEMENT STUDIES  
NEHRU COLLEGE OF MANAGEMENT, COIMBATORE**

**(Approved by AICTE, New Delhi & Affiliated to Bharathiar University  
Accredited by NAAC with B++, an ISO 14001-2004 Certified Institution)**

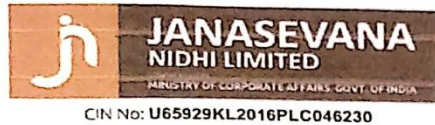
**2018-2020**

*Rust*

**Dr. R. Moses Daniel, MBA., Ph.D., P3DCA, 2011**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



**Nehru College of Management**  
Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
Accredited by NAAC with "B++" grade Recognized by UGC with 2(f) 12(B)  
An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



### Certificate

This is to certify that Mr. Ranjith.R Regd no:1835f0537, MBA student of Nehru College of Management, had successfully completed his project in our Company titled "A STUDY ON IDENTITY WHAT MOTIVATES STAFF TOWARDS BETTER PERFORMANCE IN JANASEVENA NIDHI LTD VADAKKENCHERRY, PALAKKAD DT" for 45 days from 1<sup>st</sup> May 2019 to 15<sup>th</sup> June 2019, a part of our curriculum

During the above mentioned period we found him industrious cooperative and hard working in all the assignment entrusted him and the conduct and character were good.

We wish him all the success in his journey

VADAKKENCHERRY

17.06.2019

JANASEVENA NIDHI LTD.

*(Signature)*  
Managing Director



XV/1028, Ground Floor, MSM Plaza, Opp. Sivarama Park, Vadakkancherry,  
Palakkad DL - 678 693. Tel: 0492 2255648. Mob: +91 94950 55 648  
email: janasevananidhi@gmail.com VISIT: www.janasevananidhi.com

*(Signature)*  
Dr. A. Moser Daniel, M.B.A., Ph.D., PGDCA, 2011  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



## **A STUDY ON QUALITY OF WORKLIFE OF EMPLOYEES IN BORDNETZ TECHNOLOGY, KAKKANAD, ERNAKULAM, KERALA.**

*Submitted in partial fulfillment of the requirement for the Degree of Master of  
Business Administration, Bharathiar University, Coimbatore.*

*Submitted by*

**SNEHA SHAJI**

**RegNo: 1835F0262**

**MASTER OF BUSINESS ADMINISTRATION**

*Under the supervision and guidance of*

**Dr. SHEEJA R MBA, PhD**

*Professor*



**DEPARTMENT OF MANAGEMENT STUDIES  
NEHRU COLLEGE OF MANAGEMENT, COIMBATORE**

**(Approved by AICTE, New Delhi & Affiliated to Bharathiar University  
Accredited by NAAC with B++, an ISO 14001-2004 Certified Institution)**

*Rush*

**Dr. R. Moses Daniel, MBA, Ph.D., PGDCA, 2011**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



# Nehru College of Management

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An ISO 14001:2004 & 9001: 2015 Certified Institution,

"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



**BORDNETZ**  
**TECHNOLOGIES**  
BRING ON YOUR NEEDZ

TO WHOM IT MAY CONCERN

This is to certify that SNEHA SHAJI student of NEHRU COLLEGE OF MANAGEMENT, Coimbatore has successfully completed the project on "QUALITY OF WORKLIFE" for 45 days under the guidance of Mr. ELDHOSE VARGHESE, HUMAN RESOURCE MANAGER

The project report was found comprehensive and informative



Anoop Aravind  
Managing Partner

Joysland(bldg), Door No: IV/886 A-1, Paruthveli Bridge Jn, Edapally P.O, Edapally Toll, Cochin-24.  
ph: +919995372065

*Rush*  
Dr. E. Moses Daniel, MBA., Ph.D., P3DCA, 2011  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

**ACADEMIC YEAR**  
**2019-2020**



# Nehru College of Management

Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
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An ISO 14001:2004 & 9001: 2015 Certified Institution,  
“Nehru Gardens “Thirumalayampalayam, Coimbatore - 641 105.



## 2.3.1 Student centric methods, such as experiential learning, participative learning and Problem solving methodologies are used for enhancing learning experiences

Experiential learning - Activities in class



*Principal*

Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2003  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.





**Nehru College of Management**  
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An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



## Outbound Training



*Rush*

**Dr. E. Moses Daniel, M.B.A., Ph.D., PGDCA, 2011**  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



# Nehru College of Management

Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
Accredited by NAAC with "B++" grade Recognized by UGC with 2(f) 12(B)  
An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



*Rishi*



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## Workshop



### **Nehru College of Management**

(AN ISO 14001 : 2004 CERTIFIED INSTITUTION)

[Approved by AICTE, New Delhi & Affiliated to Bharathiar University]  
"Nehru Gardens" Thirumalayampalayam Post, Coimbatore - 641 105.



Cordially invite you for the  
**Workshop on**

## **"Education Beyond Textbooks"**

by



### **NANJIL NADAN**

(Sahitya Academy award Winner)

on 24.01.2020, 10.00 am at Vaiduriya Hall, NCM

### **Adv. Dr. P. KRISHNADAS**

Chairman & Managing Trustee, NGI  
will preside over the function

### **Dr. P. KRISHNAKUMAR**

CEO & Secretary, NGI  
will felicitate

**Dr. L. Karthikeyan**  
Director - MBA

**Dr. R. Moses Daniel**  
Principal, NCM



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Industrial Visit to Directorate of Agribusiness Development





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ESAF Bank visit



*RDS*  
Dr. R. Moses Daniel, M.A., Ph.D., PGDCA, 2003  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
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## Activity



*Rush*  
Dr. R. Moses Daniel, M.A., Ph.D., PGDCA, 2011  
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Nehru College of Management  
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Coimbatore - 641 105



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Ph. D Viva voce



Fest





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*RMS*

**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2003**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



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**Participative learning - SDC**



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Nehru Gardens, Thirumalayampalayam Post, Coimbatore - 641 105.




Academic Year: 2019-2020

Date: 11.11.2020


**OFFICE BEARER FOR STUDENTS DEVELOPMENT COUNCIL (SDC)**

S.No	Position	Name of the student
1.	Chairman	Mr. Praveen ( II MBA )
2.	Vice Chairman	Ms. Susmitha ( II MBA )
3.	Secretary	Ms Aleesha Johnson. (II MCA)
4.	Joint Secretary	Ms. Aishwarya ( I MBA ), Mr. Nawaz ( I MBA )
5.	Treasurer	Mr. Vishnu ( II MBA ) Ms Anila VK ( I MCA)
6.	Vice Treasurer	Mr. Krishna Kumar ( II MCA )
7.	Editors	Mr.Densil ( I MBA ) Ms.Thara sri (II MCA)
8.	Public Relation Officer (PRO)	MS. Binju ( II MBA ) Mr.Densil ( I MBA ) Mr Vignesh Kumar (II MCA) Mr. Selva Pandian (II MCA)

  
Faculty Coordinator

  
Principal

Dr. E. Moses Daniel, M.A., Ph.D., PGDCA, 2011  
Principal  
Nehru College of Management  
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Dr. E. Moses Daniel, M.A., Ph.D., PGDCA, 2011  
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### Seminar on recent trends in Marketing



### Leadership excellence programme



*Ravi*

**Dr. A. Moses Daniel, M.A., Ph.D., PGDCA, 2003**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**

## Problem Solving Methodology

(2019-2021)

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Coimbatore - 641 105.

S.No	Reg.No	Student Name	Title of the project	GUIDE
1	1935F0251	ABIJEETH.S.MENON	A Study On Overall Third Party With Reference To Allcargo Logistics	DR MOSES DANIEL
2	1935F0252	ABILASH M	A Study On Customer Satisfaction Of Service Quality In Logistics Management With Special Reference To Essar Logistics	DR L KARTHICKAN
3	1935F0253	ABHISHAIK S	A Study On Customer Satisfaction Towards Maruti Suzuki In Palakkad	DR E NUTHU KUNUK
4	1935F0254	ADARSH KRISHNAN P C	A Study On Material Handling Storage And Packaging Challenges In Rubco Huet Woods, Kunnur	DR P SIVA KUMAR
5	1935F0255	ADITH R	A Study On Quality Of Work Life Of Employees In Vastal International, Kannur	DR S SATHYA NARAYAN
6	1935F0256	AISHWARYA	A Study On Effectiveness Of Performance Appraisal In The Canstar Cordiality Pvt Ltd, Alappuzha, Kerala	DR S SREEJA
7	1935F0257	AJITH T	A Study On Customer Satisfaction In Allcargo Logistics Limited	DR R NASE DANIEL
8	1935F0258	AJITH KUMAR K	A Study On Customer Satisfaction Towards Patanjali Ayurvedic Herbal Product To Pollachi, Coimbatore	DR L KARTHICKAN
9	1935F0259	AKALYA ALIS NISWA J	A Study On Employee Satisfaction Towards Welfare Facilities On South India Bottling Company Pvt (Ltd) Gangaikondam, Tirunelveli	DR E NUTHU KUNUK
10	1935F0260	AKBAR SALIH K K	A Study On Work Measurement And Wage Policy System In Eventime House, Kochi	DR P SIVA KUMAR
11	1935F0261	AKHILESH A NAIR	A Study On Fright Forwarding And See Imports Of Logistics Management In All Ways Logistics, Chennai	MRS R SATHYA NARAYAN
12	1935F0262	ALBIN ALEX	A Study On Employee Motivation And Employee Performance In Hyderabad Industries Ltd, Thrissur	MRS P MENNANASI
13	1935F0263	ALBIN KURIAKOSE	A Study On Reverse Logistics Systems With Special Reference Kerala Roadways Ltd, Ernakulam	MRS SATHYA NARAYAN
14	1935F0264	ALSHA P ANIL KUMAR	A Study On Effectiveness Of Training And Development Programs In Fertilizers And Chemical Travancore	MRS SATHYA NARAYAN
15	1935F0265	AMAR SUJITH	A Study On Impact Of Information Technology In Supply Chain Management In Milma, Kannur	MRS SATHYA NARAYAN
16	1935F0267	ANUSREE PRAMOD	A Study On Impact Of Covid-19 On Employee Stress Management In Gemplast, Kannur	MRS SATHYA NARAYAN
17	1935F0268	ANUVINDA SAJEEV	A Study On Supply Chain Management Practices In Thiruvananthapuram Regional Co-Operative Milk Producers Union Ltd (Tremput)	MRS SATHYA NARAYAN
18	1935F0269	ASHA B	A Analytical Study On Supply Chain Management In Volkswagen, Kollam	MRS SATHYA NARAYAN
19	1935F0270	CROSS DENZIL S	A Study On Employee Motivation In Volkswagen, Kollam	MRS SATHYA NARAYAN
20	1935F0271	DEEPAK P P	A Study On Effectiveness Of Inventory Management At Ajmal Biscuit	MRS SATHYA NARAYAN
21	1935F0272	GOKUL KRISHNAN R	A Study On Effectiveness Of Compensation Management Policy And Its Effect On Motivation Level Of Employees In The Western India Plywood Ltd, Valapattanam, Kannur	MRS SATHYA NARAYAN
			A Study On Compensation Management Policy And Its Effect On Motivation Level Of Employees In The Western India Plywood Ltd, Valapattanam, Kannur	MRS SATHYA NARAYAN
			A Study On Effectiveness Of Online Marketing With Special Reference To Paytm Mall, Coimbatore	MRS SATHYA NARAYAN

Dr. R. Moses Daniel, M.A., Ph.D., M.B.A., M.B.A., M.B.A.  
**Principal**  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

22	1935F0273	GOPI D	A Study On Identification Of Intergated Supply Chain Practices And Performances With Special Reference To Sitics Logistics Pvt.Ltd, Trichy	MR.P.SIVA KUMAR
23	1935F0274	HAREB A S	A Study On Sales Praction And Advertising Strategy In Travnore, Cochin Chemicals, Ernakulam	MR.S.SATHYAN
24	1935F0275	JOYAL THOMAS	A Study On Logistics And Transportation Industry Oin India With Reference To Marketing Management Of Bir India Private Limited, Bangalore	MR.P. BHANU KUMAR
25	1935F0276	KAJA HUSSAIN A	A Study On Impact Of Information Technology In Supply Chain Management At Tvs Ltd, Ernakulam	MRS.SSREEJA
26	1935F0277	KARTHICK K	A Study On Customer Awareness And Satisfisfaction Towards Online Shopping-With Special Reference To Pollachi Takuk	MRS.SSREEJA
27	1935F0278	KARTHICK M	Study Of Manufacturing Strategy On Kraft Paper	MRS.SSREEJA
28	1935F0279	KARTHIK M	A Study On Analysis The Existing System Of Capital Budgeting Process Of BsmI Telecom Services	DR.L.KARTHIKEYAN
29	1935F0280	KEERTHI K	A Study On Financial Performance Of Acc Limited, Coimbatore	DR.MUTHU KUMAR
30	1935F0281	KEERTHY T M	A Study On Supply Chain Management Problems Faced By Coir Company With Reference To Foam Matting India.Ltd Company	MR.P.SIVA KUMAR
31	1935F0282	KIRAN G	A Study On The Effectiveness Of Public Service Advertisements With Special Reference To Right To Education	MR.S.SATHYAN
32	1935F0283	KIRANKUMAR K	A Study On Work Measurement And Employee Productivity At Tan Voters, Palakkad	MRS.PTHEENARASI
33	1935F0284	LEENA GEORGE	A Study On Problems In Road Transportation- Logistic Companies	MR.BRANANT KUMAR
34	1935F0285	MALAVIKA B	A Study On The Influence Of Covid-19 On Employee Commitment And Job Satisfaction Through Bpl (British Physical Laboratories) Private Limited, Palakkad	MS.M.SARANYA
35	1935F0286	MANIKANDAN A	A Study On Exporter Satisfisfaction Level Of Vrl Logistics, Coimbatore	MRS.PTHEENARASI
36	1935F0287	MATHESWARAN S	A Study Of Supply Chain Management In Construction Industry	MRS.SSREEJA
37	1935F0288	MELSON G	A Study On Multi-Modal Transportation	DR.L.KARTHIKEYAN
38	1935F0289	MOHAMED NAWAZ M H	A Study On Problems Faced By State Lorry Drivers With Special Reference To Nanguneri Toll Plaza, Thrunenveli	MR.P.SIVA KUMAR
39	1935F0290	MOHAMMED THASLEEM	A Study On Inventory Management In Forest Industries Travancore Ltd, Aluva	MR.S.SATHYAN
40	1935F0291	MOGITH R	Consumer Preception Towards Online Grocery Shopping At Coimbatore	MR.MUTHU KUMAR
41	1935F0292	MOORTHY N	An Investigation Of The Operation Of An Export Services In Shervin Industries -Tuticorin	MRS.SSREEJA
42	1935F0293	MUHAMMED AJMAL P	A Study On Occupational Health And Safety Measures Of Mkm Woods, Kannur	MRS.SARANYA
43	1935F0294	MATRAYAM K NATARAJAN	A Study On Employee Quality Work Life In Anna Co-Operative Spinning Mills Theni	MRS.SSREEJA
44	1935F0295	NEETHU C	A Study On Impact Of Warehouse Practises At SR Garments	MRS.SSREEJA
45	1935F0296	NIKHIL JOSE	A Study On Impact Of Value Chain Strategy In Management Logistics And Supply Chain Management At Rubco Huat Woods, Kannur	MRS.SSREEJA
46	1935F0297	NIVETHA R	A Study On Analyzing The Role Of Value Chain Strategy In Management Logistics And Supply Chain Management At Rubco Huat Woods, Kannur	DR.L.KARTHIKEYAN
47	1935F0298	PARIVENDHAN B	A Project On Inventory Management With Specila Reference To Fly High Logistics	MR.MUTHUKUMAR
48	1935F0299	POOJA SASIKUMAR	A Study On Working Capital Management In India Cement Ltd	MR.P.SIVA KUMAR
49	1935F0300	PRAKASH R P	A Study On The Employee Satisfisfaction With Reference To Iit (Indian Telephone Industries) Lid,Palakkad	MR.S.SATHYAN
			A Study On Huma Resource Management Of Krcs Samudra	MR.S.SATHYAN

Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2013

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Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

50	1935F0301	PRAVEEN DASR	A Study On Challenges Faced In Material Handling With Reference To Meythoma International (Storage And Packaging Challenges)	MS P. THEVARAJAN
51	1935F0302	RAJ KUMAR A	A Study Of Total Quality Management In An Organization To Coimbatore City	MS P. THEVARAJAN
52	1935F0303	RAKSHANA C	A Study On Visual Merchandising And Its Impact On Impulse Buying Behaviour On Apparels	MS M. SAKANNYA
53	1935F0304	RAMESH M	A Study On Consumer Preception Towards Charms Curry Powder	MS S. SHEEJA
54	1935F0305	RAZEEL K RAZEEN	A Study On Impact Of Performance Appraisal In Muthoot, Thrissur	MS S. SHEEJA
55	1935F0306	RINCY VARGHESE	A Study On Cash Management In Service Co-Operative Bank, Thrissur	MS S. SHEEJA
56	1935F0307	SABITHA V S	A Critical Study On Employees Awareness Warehouse Management Practices At Foam Matting India. Ltd Company, Aluppuzha	MS S. SHEEJA
57	1935F0308	SACHITRA C	A Study On Logistics System With Reference To New Mangalore Port Trust	MS S. SHEEJA
58	1935F0309	SANDEEP M	A Study On Effective Utilisation Of Bar Coding Technology At Safe Express, Palakkad	MS S. SHEEJA
59	1935F0310	SARATH K U	A Study On Impact Of Covid-19 On Employer - Employee Relationship With Special Reference To Peekay Steel Casting, Kannur	MS S. SHEEJA
60	1935F0311	SARGA PAVITHRAN	A Study On Motivation And Employee Empowerment In Milma, Ernakulam	MS S. SHEEJA
61	1935F0312	SHABINAS N S	A Study On Customer Satisfaction Of Maruti Suzuki Cars In Pollachi City	MS S. SHEEJA
62	1935F0313	SHAKOOR MILHAN A	A Study On Logistics And Distribution Management In Mysore Milk Union Ltd	MS S. SHEEJA
63	1935F0314	SHEBIN TOMY	A Study On Working Capital Management At St. Mary's Rubbers Pvt. Ltd	MS S. SHEEJA
64	1935F0315	SHEENU K SHAJI	A Study On Customer Satisfaction Towards After Sale Service With Reference To Kamco Ltd. Athani	MS S. SHEEJA
65	1935F0316	SHIGIL V S	A Study On Customer Satisfaction Towards Paytm Users In Sivakasi	MS S. SHEEJA
66	1935F0317	SHRIRAM B	A Study On Effectiveness Of Storage Space Management On Wastage Of Perishable Products In Nanma Store, Thalappalam	MS S. SHEEJA
67	1935F0319	VIKASH RAHUL K	A Study On Impact Of Covid-19 On Training And Development In Vrc Calicut	MS S. SHEEJA
68	1935F0320	VISHNU V	A Study On Impact Of Information Technology On The Supply Chain Function Of E-Business In Seo Company In Palakkad	MS S. SHEEJA
69	1935F0321	VISHU VIJAYAN	A Study On E-Commerce And Supply Chain Management In Econ Express	MS S. SHEEJA
70	1935F0322	VYSAKH A P	A Study On Logistics Inventory Management With Reference To Taramore Cochin Chemicals Ltd (Tcc), Ernakulum	MS S. SHEEJA
71	1935F0323	WAZIL RAZEEN S	A Study On Labour Welfare Facilities At Sevana Industries, Ettappally, Ernakulum	MS S. SHEEJA
72	1935F0679	VAISHAK P MENON	A Study On Investment Behaviour Of Non-Resident Indians (NRIs) With Special Reference To Veliyanad Panchayat	MS S. SHEEJA
73	1935F0683	KANNAN J		MS M. SAKANNYA

Dr. R. Moses Daniel MSA, Ph.D., PGDCA, 2011  
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Coimbatore - 641 105

*K. M. S. M. M.*  
- DIRECTOR -



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## FOREST INDUSTRIES (TRAVANCORE) LIMITED

(A KERALA GOVERNMENT COMPANY)  
THAIKKATTUKARA P.O., ALUVA-683 106,  
KERALA STATE  
CIN: U02001KL1946SGC000373

FIT/PER/53/2019-20/2981

8th December 2020

### CERTIFICATE

This is to certify the **Mr. MOHAMMED THASLEEM (Reg.No.1935F0290)** MBA student, Nehru College of Management affiliated to Bharathiyar University and approved by AICTE, Coimbatore has undergone industrial project work on the topic "AA STUDY ON INVENTORY MANAGEMENT IN FOREST INDUSTRIES TRAVANCORE LTD, ALUVA" for 45 days.

During the period of project he was found punctual, hard working and inquisitive.  
We wish him all the best for the future Endeavour's.



*W. S.*  
MANAGER (P&A)

*R. S.*  
**Dr. R. Moses Daniel, M.B.A., Ph.D., P30CA, 2011**  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

Phone: Office: 0484 2623641, 2623642, Fax : 0484 2623475  
E-mail : fitkerala@yahoo.co.in, Website : www.fitkerala.com



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"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



## A STUDY ON EXPORTER SATISFACTION LEVEL OF VRL LOGISTICS, COIMBATORE

Project Report

Submitted By

A. MANIKANDAN  
(Reg. No: 935T0286)

Under the Guidance of

Mrs. P. FERDINANDASIA., MBA, (Ph.D)  
Assistant Professor - Nehru College of Management

Submitted to Bharathiar University in Partial fulfillment of the requirements  
For the award of the degree of

## MASTER OF BUSINESS ADMINISTRATION



### NEHRU COLLEGE OF MANAGEMENT

(AN ISO 9001: 2008 CERTIFIED INSTITUTION, ACCREDITED WITH "B++" BY NAAC.)

[Approved by AICTE, New Delhi & Bharathiar University],

Coimbatore - 641 105

Dr. E. Moses Daniel, M.B.A., Ph.D., P.DCA, J  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

2020-2021



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"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



**VRL LOGISTICS LTD**

No 1/3 Darshana Complex  
Ground Floor,  
Chetty Street, Town Hall,  
Coimbatore - 641001,  
Phone: 0422 234 4944

## CERTIFICATE

This is to certify that **A.MANIKANDAN** (Register No. 1935F0286) studying **Master of Business Administration** student of **Nehru College of Management, Coimbatore** he has successfully completed project work "**A STUDY ON EXPORTER SATISFACTION LEVEL OF VRL LOGISTICS, COIMBATORE**" in our concern duration of 45 days.

During the training period we found his sincere attention and performance was very good. We wish all success in his future endeavors.

  
Authorised Signatory  
**VRL LOGISTICS**  
Selvapuram North,  
Coimbatore - 641 001.



**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2003**  
Principal  
Nehru College of Management  
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Coimbatore - 641 105



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"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



## A STUDY ON IMPACT OF INFORMATION TECHNOLOGY IN SUPPLY CHAIN MANAGEMENT AT TVS LTD, ERNAKULAM

Submitted By

**KAJA HUSSAIN A**

Reg No: 1935F0276

Under the Guidance of

**MR B R MANOJ KUMAR**

(Asst. Prof, Nehru College of Management)

Submitted in partial fulfillment for the award of

**DEGREE OF MASTER OF BUSINESS ADMINISTRATION**



Bharathiar University, Coimbatore – 641046.



**NEHRU COLLEGE OF MANAGEMENT**

(Affiliated to Bharathiar University, ISO 9001:2000 certified  
And Approved by AICTE) Coimbatore – 641 10

**2019-2021**

*Rust*  
Dr. R. Moses Daniel, M.B.A., Ph.D., PDCA, 2011  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



DATE: 4th DECEMBER 2020

**TVS**   
**DIYA MOTORS**

## CERTIFICATE

This is to certify the **Mr.KAJA HUSSAIN A (Reg.No.1935F0276)** MBA student, Nehru College of Management affiliated to Bharathiyar University and approved by AICTE, Coimbatore has undergone industrial project work on the topic "A STUDY ON IMPACT OF INFORMATION TECHNOLOGY IN SUYPLY MANAGEMENT AT TVS LTD, ERNAKULAM" for 45 days.

*RWS*  
**Dr. P. Moses-Randeen**, Ph.D., PGDCA, 2008  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

During the period of project he was found punctual, hard working and inquistive.  
We wish him the best in his career ahead.

For DIYA MOTORS

**DIYA MOTORS**

  
**Randeen**  
Sales Manager

POTHYIL JUNCTION, MANJAPETTY, PO ALUVA, DISTRICT I, MARAMPALLY, ERNAKULAM, KERALA, 683105



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"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



## A STUDY ON LOGISTICS AND TRANSPORTATION INDUSTRY IN INDIA WITH REFERENCE TO MARKETING MANAGEMENT OF BLR INDIA PRIVATE LIMITED, BANGALURU

Submitted By

**JOYAL THOMAS**

Reg No: 1935F0275

Under the Guidance of

**M.A. MOSES**

**M.A. MOSES**

(Asst. Prof, Nehru College of Management)

Submitted in partial fulfillment for the award of

**DEGREE OF MASTER OF BUSINESS ADMINISTRATION**



Bharathiar University, Coimbatore - 641046.

*RMS*  
**Dr. L. Moses Daniel, M.A., Ph.D., PGDCA, 2001**  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



**NEHRU COLLEGE OF MANAGEMENT**  
(Affiliated to Bharathiar University, ISO 9001:2000 certified  
And Approved by AICTE) Coimbatore - 641 105

**2019-2021**



# Nehru College of Management

Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
Accredited by NAAC with "B++" grade Recognized by UGC with 2(f) 12(B)  
An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



BLR Logistiks (I) Ltd

## B L R India Pvt Ltd

9, 2nd Floor, Lalbagh Road, Bangalore - 560027, Next To Mtr Hotel

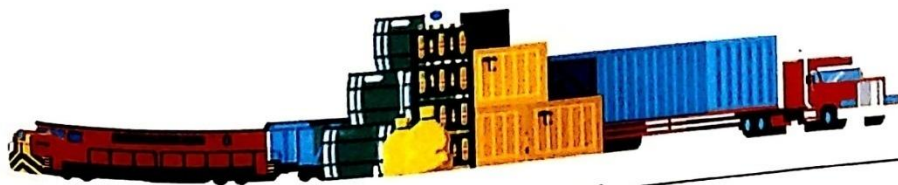
Date: 5th December 2020

### CERTIFICATE


This is to certify the **Mr. JOYAL THOMAS (Reg.No.1935F0275)** MBA student, Nehru College of Management affiliated to Bharathiyar University and approved by AICTE, Coimbatore has undergone industrial project work on the topic "A STUDY ON LOGISTICS AND TRANSPORTATION INDUSTRY IN INDIA WITH REFERENCE TO MARKETING MANAGEMENT OF BLR INDIA PRIVATE LIMITED, BANGALURU" for 45 days.

During the period of project he was found punctual, hard working and inquisitive. We wish him the best in his career ahead.

  
For BLR India Pvt Ltd  
sobia ramzan  
Managing Partner



BLR Logistiks (I) Ltd.  
D-201/202, Lotus Corporate Park, Near Jaycoach Naka,  
Off. W. E. Highway, Goregaon (East), Mumbai - 400063, Maharashtra, India  
Phone: 9098 9090 info@blrlogistiks.com

  
Dr. R. Moses Daniel, M.B.A., Ph.D., P3DCA, 2011  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam,  
Coimbatore - 641 105



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An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



## A STUDY ON SALES PROMOTION AND ADVERTISING STRATEGY IN TRAVANCORE COCHIN CHEMICALS, ERANAKULAM

Submitted By

**A S HAREB**

Reg No: 1935F0274

Under the Guidance of

**SATHYANARAYAN**

(ASST. PROF. IN BUSINESS ADMINISTRATION)

Submitted in partial fulfillment for the award of

**DEGREE OF MASTER OF BUSINESS ADMINISTRATION**



Bharathiar University, Coimbatore – 641046.



**NEHRU COLLEGE OF MANAGEMENT**

(Affiliated to Bharathiar University, ISO 9001:2000 certified

And Approved by AICTE) Coimbatore – 641105

**2019-2021**

*Rust*

**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2001**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



# Nehru College of Management

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An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



## A STUDY ON COMPENSATION MANAGEMENT POLICY AND ITS EFFECT ON MOTIVATION LEVEL OF EMPLOYEES IN THE WESTERN INDIA PLYWOOD LTD. VALAPATTANAM,

KANNUR

Project Report

Submitted By

DEEPAK P P

Reg No: 1935F0271

Under the Guidance of

DR. MOSES DANIEL

DIRECTOR, NEHRU COLLEGE OF MANAGEMENT

Submitted to Bharathiar University in partial fulfillment of

For the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



Bharathiar University, Coimbatore – 641046.



NEHRU COLLEGE OF MANAGEMENT

(Affiliated to Bharathiar University, ISO 9001:2000 certified

And Approved by AICTE) Coimbatore – 641105

2020-2021

*Principal*

Dr. A. Moses Daniel, MBA., Ph.D., PGDCA, 2011  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



## THE WESTERN INDIA PLYWOODS LTD.

BALIAPATAM, CANNANORE - 670 010  
Regd. Office : BALIAPATAM, KERALA, INDIA



Tel : 2778151 (4 Lines), Fax : 0497 2778181  
E-mail : westernply@gmail.com / mail@wipltd.in; Website : www.wipltd.in

5<sup>th</sup> Dec 2020

### CERTIFICATE

This is to certify the Mr. DEEPAK P P (Reg.No.1935F0271) MBA student, Nehru College of Management affiliated to Bharathiyar University and approved by AICTE, Coimbatore has undergone industrial project work on the topic "A STUDY ON COMPENSATION MANAGEMENT POLICY AND ITS EFFECT ON MOTIVATION LEVEL OF EMPLOYEES IN THE WESTERN INDIA PLYWOOD LTD. VALAPATTANAM, KANNUR" in partial fulfillment of the recurrence for the award of degree of "Master of Business Administration" in this organization for 45 days.

During the period of project he was found punctual, hardworking and inquisitive.

We wish him the best in his career ahead.



*A. M. B.*  
HEAD MARKETING

*R. M. S.*  
Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2001  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam



# Nehru College of Management

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"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



## Volkswagen Vento



4th December 2020

### To whomsoever it may concern

This is to certify the **Ms. ASHA B (Reg.No.1935F0269)** MBA student, Nehru College of Management affiliated to Bharathiyar University and approved by AICTE, Coimbatore has undergone industrial project work on the topic "A STUDY ON EMPLOYEE MOTIVATION IN VOLKSWAGEN, KOLLAM" for 45 days.

During this period she has shown special interest in learning and acquiring knowledge on the area related to her training.

We wish her all the best for future Endeavour's.

Best wishes

  
Manager



**Dr. L. Moses Daniel, M.A., Ph.D., PGDCA, 2011**  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



**AN ANALYTICAL STUDY ON SUPPLY CHAIN  
MANAGEMENT PRACTISES IN THIRUVANATHAPURAM  
REGIONAL CO-OPERATIVE MILK PRODUCERS UNION LTD  
(TRCMPU)**

*Submitted By*

**ANUVINDA SAJEEV**

Reg No: 1935F0268

Under the Guidance of  
M.S. SURESH

(Asst. Prof, Nehru College of Management)

Submitted in partial fulfillment for the award of  
**DEGREE OF MASTER OF BUSINESS ADMINISTRATION**



Bharathiar University, Coimbatore – 641046.



**NEHRU COLLEGE OF MANAGEMENT**  
(Affiliated to Bharathiar University, ISO 9001:2000 certified  
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**2019-2021**



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An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



Sl No. 110/2020



**milma**  
TRCMPU

## CERTIFICATE

*This is to certify that ..Ms. ANUVINDA SAJEEV(1935F0268), MBA student of  
Nehru College of Management...has done a project work | Training on the topic  
AN ANALYTICAL STUDY ON SUPPLY CHAIN MANAGEMENT PRACTISES IN TRCMPU  
during the period..of 45 days.....*

*His/her conduct during the period with us was good. We wish him/her all success.*



Prepared by

Checked and Recommended by

Dairy Manager

Date of issue 09-12-2020

*Dr. R. Moses Daniel*  
Dr. R. Moses Daniel, M.B.A., Ph.D., P.DCA, 2000  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



## A STUDY ON IMPACT OF COVID-19 ON EMPLOYEE STRESS MANAGEMENT IN GEMPLAST, KANNUR

Submitted By

**ANUSREE PRAMOD**

Reg No: 1935F0267

Under the Guidance of

**MR. B R MANOJ KUMAR**

(Asst. Prof., Nehru College of Management)

Submitted in partial fulfillment of the requirement toward of

**DEGREE OF MASTER OF BUSINESS ADMINISTRATION**



Bharathiar University, Coimbatore – 641046.



**NEHRU COLLEGE OF MANAGEMENT**

(Affiliated to Bharathiar University, ISO 9001:2000 certified

And Approved by AICTE) Coimbatore – 641 105

2019-2021

*Rust*  
Dr. L. Moses Daniel, M.B.A., Ph.D., PGDCA, 2001  
Principal,  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



## GEMINI PLASTICS

Fact: SIDCO Industrial Estate - Palayad, Thalassery - 670 661. Phone: 0490 2346548, 2348009  
E-mail: gemplast1987@gmail.com

04-12-2020

### CERTIFICATE

This is to certify the **Ms. ANUSREE PRAMOD (Reg.No.1935F0267)** MBA student, Nehru College of Management affiliated to Bharathiyar University and approved by AICTE, Coimbatore has undergone industrial project work on the topic "A STUDY ON IMPACT OF COVID-19 ON EMPLOYEE STRESS MANAGEMENT IN GEMPLAST, KANNUR" for 45 days.

She has shown special interest in learning and acquiring knowledge on their areas related with the project. We wish her all the success for her future endeavors.

For GEMINI PLASTICS,

  
MANAGER



**Dr. L. Moser Daniel, MBA., Ph.D., P3DCA, 2011**  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



**GEMPLAST** THE REAL GEM IN PLASTICS  
TIN: 32120292014, Pan No. AAHFG9870F, TAN: CHNG05415E  
Gemini Plastics An ISO 9001: 2008 Certified Company



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"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



## A STUDY ON THE EFFECTIVENESS OF TRAINING AND DEVELOPMENT PROGRAMMES IN FERTILIZERS AND CHEMICAL TRAVANCORE

Submitted By

**ALSHA P ANILKUMAR**

Reg No: 1935F0264

Under the Guidance of

**MR. S R SATHYANARAYANAN**

(Principal, Nehru College of Management)

Submitted in partial fulfillment of the award of

**DEGREE OF MASTER OF BUSINESS ADMINISTRATION**



Bharathiar University, Coimbatore - 641046.



**NEHRU COLLEGE OF MANAGEMENT**

(Affiliated to Bharathiar University, ISO 9001:2000 certified

And Approved by AICTE) Coimbatore - 641 105

**2019-2021**

*Rush*  
**Dr. L. Moser Daniel, MBA., Ph.D., PGDCA, 2011**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



दि फर्टिलाइजर्स एण्ड केमिकल्स ट्रावनकोर लिमिटेड  
THE FERTILISERS AND CHEMICALS TRAVANCORE LIMITED  
(भारत सरकार का उद्यम) / (A Government of India Enterprise)

प्रशिक्षण केन्द्र / TRAINING CENTRE  
मुख्यालय / Head Office  
उद्योगमंडल / Udyogamandal - 683 501


दूरभाष / Phone : 0484 - 2556750, 2559621, 2567423,  
2567380, 2567467, 2567424, 2567798  
ई-मेल / Email : mdc@factltd.com

9th December 2020

## CERTIFICATE

This is to certify the Ms. ALSHA P ANILKUMAR (Reg.No.1935F0264) MBA student, Nehru College of Management affiliated to Bharathiyar University and approved by AICTE, Coimbatore has undergone industrial project work on the topic "A STUDY ON THE EFFECTIVENESS OF TRAINING AND DEVELOPMENT PROGRAMMES IN FERTILIZERS AND CHEMICAL TRAVANCORE" for 45 days.

During the period of project she was found punctual, hard working and inquisitive. We wish her the best in her career ahead.

  
M. Velumani  
Sr. Manager (Trg)



  
Dr. A. Moses Daniel, MBA., Ph.D., PGDCA, 2001  
Principal  
पंजीकृत कार्यालय : एलूर, उद्योगमंडल  
Nehru College of Management  
Regd. Office: Udyogamandal  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105





# Nehru College of Management

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"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



## A STUDY ON REVERSE LOGISTICS SYSTEM WITH SPECIAL REFERENCE KERALA ROADWAYS LTD, ERANAKULAM

Submitted By

**ALBIN KURIAKOSE**

Reg No: 1935F0263

Under the Guidance of

**MR. P SIVA KUMAR**

(Asst. Prof, Nehru College of Management)

Submitted in partial fulfillment for the award of

DEGREE OF MASTER OF BUSINESS ADMINISTRATION



Bharathiar University, Coimbatore – 641046.



**NEHRU COLLEGE OF MANAGEMENT**

(Affiliated to Bharathiar University, ISO 9001:2000 certified

And Approved by AICTE) Coimbatore – 641105

**2019-2021**

*Rush*  
**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2011**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



# Nehru College of Management

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## Kerala Roadways

Delivering India to your doorstep, Since 1962

40/4524 A. Krs Complex ,Kovilvattom Road, Ernakulam, Kerala 682035

Place : *Ernakulam*

Date : *4th December 2020*

### CERTIFICATE


This is to certify the **Mr. ALBIN KURIAKOSE (Reg.No.1935F0263)** MBA student, Nehru College of Management affiliated to Bharathiyar University and approved by AICTE, Coimbatore has undergone industrial project work on the topic "A STUDY ON REVERSE LOGISTICS SYSTEM WITH SPECIAL REFERENCE KERALA ROADWAYS LTD, ERANAKULAM" for 45 days.

During the period of project he was found punctual, hardworking and inquisitive.

We wish him all the best for the future Endeavour's.

**For Kerala Roadways**

  
**Managing Director**

  
**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2003**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**

**ACADEMIC YEAR**  
**2020-2021**



# Nehru College of Management

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2.3.1 Student centric methods, such as experiential learning, participative learning and Problem solving methodologies are used for enhancing learning experiences

Experiential learning

Webinars and online Training Programmes

**NEHRU COLLEGE OF MANAGEMENT**

**Webinar on After MBA What?,  
Entrepreneurship: Opportunities and  
Challenges Ahead**

Resource Person

**Prof Dr Rose Kavitha**  
FOUNDER - Global  
MANAGEMENT  
RESEARCH ACADEMY  
DIRECTOR - RESEARCH  
Silicon City College  
BENGALURU

**26th August 2020**  
10:30 am - 11:30 am

Coordinator  
**Mr P Sivakumar**  
Assistant Professor

**Principal**  
**Dr P Moses Daniel**  
NCM

NEHRU GROUP  
OF INSTITUTIONS  
TAMILNADU - KERALA  
ISO 14001:2004 CERTIFIED INSTITUTIONS  
ISO 9001:2015 CERTIFIED INSTITUTIONS

*Rust*  
Dr. P. Moses Daniel, M.B.A., Ph.D., PGDCA, 2001  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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"Nehru Gardens", Thirumalayampalayam, Coimbatore - 641105, Tamilnadu



Department of Management  
Studies Organises  
Oneday Webinar  
on  
**The Three Skills  
Required for a  
Successful Student**



Resource Person

**MRS. SUNDARA KRISHNA  
SOUJANYA**

Assistant Professor  
Aditya Global Business  
School, Surampalem



Coordinator  
Mrs. P Thennarasi  
Asst Prof - MBA

Convenor  
Prof TB Fenn  
Dean - MCA  
Dr L Karthikeyan  
Director - MBA



24th August 2020

10:30 AM - 11:30 AM

<http://meet.google.com/cpn-diqa-wtk>

Patron  
Dr R Moses Daniel  
Principal

*RMD*  
Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2013  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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## NEHRU COLLEGE OF MANAGEMENT

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"Nehru Gardens"/ Thirumalayampalayam coimbatore-641 105.

### DEPARTMENT OF COMPUTER APPLICATIONS

*ORGANIZES*  
**ONLINE TRAINING  
PROGRAMME**  
**ON**

## ADVANCED JAVA PROGRAMMING

For MCA students



### RESOURCE PERSON

**Mrs. VINEETHA K R**

Assistant Professor  
Department of MCA,  
NCERC, Pampadi,  
Thrissur.



Date : 21st Aug, 2020

Time : 10.30am - 11.30am &  
12.00pm - 1.00pm

*Rust*  
Dr. L. Moses Daniel, M.B.A., Ph.D., PGDCA, 2011  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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GOOGLEMEET

28th July 2020

@ 11 - 12.30 pm

Oneday Webinar on

## LOCUS OF CONTROL FOR BETTER WORK LIFE BALANCE

Dr. R. Sunderaraj  
Assistant Professor of Commerce  
ANJAC, Sivakasi



Mr Sathyanarayanan  
Assistant Professor  
+91 98436 23067

Dr R Moses Daniel  
Principal

*RMD*  
Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2011  
Principal  
Nehru College of Management  
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Accredited by NAAC with "B++" grade Recognized by UGC with 2(f) 12(B)  
"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.

**DEPARTMENT OF COMPUTER APPLICATIONS**  
*ORGANIZES*  
**Two Days Online Workshop**  
**PYTHON ESSENTIALS**

**RESOURCE PERSON**  
**Dr. RACHAPPA JOPATE**  
Faculty and QA Coordinator,  
Department of information Technology,  
Al Musanna College of Technology, Muscat,  
Sultanate of Oman.

**Co-ordinator**  
**Dr. E. Chandra Blessie**  
Professor  
9842266044

e-Certificate will be provided

**24 - 25 July, 2020**  
**10.30am - 12.00pm**

**Register through : <https://tinyurl.com/y6mdw3zz>**

*Rush*  
**Dr. E. Moses Daniel, M.B.A., Ph.D., PGDCA, 2019**  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



## Nehru College of Management



*A Webinar On*

# UNLOCK YOUR POTENTIAL

DATE: 6TH JULY 2020

2:30 PM TO 3:30 PM

Googlemeet

<https://meet.google.com/jdu-bbmr-itc>



### Speaker:

#### Dr G SUDHA

Associate Professor & Head  
Deputy Dean ( Student Welfare )  
Employability Skill Trainer  
Motivational Speaker  
Department of Management  
School of Commerce and Business  
Management  
Central University  
Thiruvavur



Staff Coordinator:

Ms M Saranya

+91 8903684775

*E-certificate Will Be Provided*

Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2001  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



## NEHRU COLLEGE OF MANAGEMENT

# Guest Lecture on "Believe in You"

Speaker

Mr V Ramsingh  
Motivational  
Speaker  
Trainer & NLP  
Practitioner



8th Sep 2020

11:30 AM to 1:00 PM

Mr Sathyanarayanan S  
R & Mr Manoj Kumar  
Coordinator



Dr R Moses Daniel  
Principal

*RMS*


Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2001  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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## NEHRU COLLEGE OF MANAGEMENT



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**ONLINE GUEST LECTURE**  
**ON**  
**NETWORK SECURITY**

**RESOURCE PERSON**  
**Dr. V. KUMUTHA**  
**Assistant Professor & HOD**  
**Department of Computer Science,**  
**Avinashilingam Institute for Home Science**  
**and Higher Education for Women,**  
**Coimbatore.**



**Date : 29th Oct, 2020**  
**Time : 10.30am - 11.30am**  
**Join using- <http://meet.google.com/iju-fwjg-ipq>**

*Ruest*

**Dr. R. Moser Daniel, M.B.A., Ph.D., PGDCA,**  
**Principal**  
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**Mr. M. SABARINATHAN**  
*Executive Manager,*  
**Gateway Software Solutions,**  
*Coimbatore.*



**Date : 15th Oct 2020**  
**Time : 10.00am - 11.30am**

**Join using- <http://meet.google.com/iju-fwjg-ipq>**

  
**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2003**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
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**Nehru College of Management**

Oneday Webinar on

# Capturing the Potential of Family Business

**Prof Samish Dalal**  
Asian Institute of Family Managed Business (AIFMB)

**10th Sep 2020**  
10AM TO 12 PM

Mr Victorseelan, AP  
Coordinator

Dr R Moses Daniel  
Principal

*RMD*  
Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2011  
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## EDC Programme



*Rust*  
Dr. E. Moses Daniel, M.B.A., Ph.D., P3DCA, 2019  
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Participative learning – SDC




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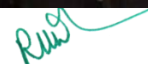
## Student Development Council 2020

Sl no	Name of the student	class	position
1	Praveen	II MBA	Chairman
2	Susmitha	II MBA	Vice Chairman
3	Vishnu	II MBA	Treasurer
4	Krishna kumar	II MCA	Vice Treasurer
5	Aiswarya	I MBA	Joint Secretary
6	Binju	II MBA	PRO Head
7	Densil	I MBA	Editor with PRO

  
Faculty Coordinator

  
Principal  
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## Problem Solving Methodology



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Batch: 2020-2022		Department of Computer Applications		Academic year: 2021-2022	
SNO	REGISTER NO	NAME	PROJECT TITLE	GUIDE NAME	
1.	2038M0014	ABUL HASSAN A	LAB TIMETABLE MANAGEMENT SYSTEM	Mr.K.ANANDAN	
2.	2038M0015	AMITH KRISHNAN M	DESIGN OF E-COMMERCE SITE FOR ONLINE GROCERY STORE	Dr.S.KAVIPRIYA	
3.	2038M0016	ANJAL A	VOYAGER COORDINATOR GATEWAY	Mrs.A.NANDHINI	
4.	2038M0017	ARUN KUMAR S	A MOBILE FOR WIFI DISTANCE FINDER	Dr.M.SENGALAPPAN	
5.	2038M0018	BHARATH G	NCC MANAGEMENT SYSTEM	Mrs.V.SRIHARIDEVI	
6.	2038M0019	DAMODHARAN P S	AUTOMATIC TIMETABLE GENERATOR	Mr.K.ANANDAN	
7.	2038M0020	R DEEPTHI	EASY FOR EXCHANGE IMAGE BASED TRANSACTION	Dr.S.KAVIPRIYA	
8.	2038M0021	DHANEESH P S	FARMING PRODUCT DIRECT DISTRIBUTION PORTAL	Dr.S.KAVIPRIYA	
9.	2038M0022	EMMANUEL VINCENT	FOOD DONATING WEBSITE FOR COMMUNITY	Dr.S.KAVIPRIYA	
10.	2038M0023	HARIHARAN V	PUBLIC NEWS DROID	Dr.M.SENGALAPPAN	
11.	2038M0024	INDHUMATHI S	ONLINE HOTEL EVENT MANAGEMENT	Mrs.A.NANDHINI	
12.	2038M0025	JENCY R	TRAVEL MANAGEMENT SYSTEM	Dr.S.KAVIPRIYA	
13.	2038M0026	MANIKANDAN R	DUE CLEARANCE SYSTEM	Mr.K.ANANDAN	
14.	2038M0027	MAYA R	VIRTUAL PURCHASER PORTAL	Mrs.V.SRIHARIDEVI	
15.	2038M0028	MOHAMED THAIYOOB A M	EASY COMMUNICATION SIGN LANGUAGE SYSTEM USING MOBILE APPLICATION	Mr.K.ANANDAN	
16.	2038M0029	MRUDUL K	FEATURE RICH WEB PORTAL FOR SIGN EVER	Mrs.A.NANDHINI	
17.	2038M0030	NAVEEN N	EMPLOYEE LEAVE MANAGEMENT SYSTEM	Dr.M.SENGALAPPAN	
18.	2038M0031	RICHERT V	JS HOTEL MANAGEMENT SYSTEM	Mr.K.ANANDAN	
19.	2038M0032	ROHITH P K	SILVER SHOP MANAGEMENT SYSTEM	Dr.M.SENGALAPPAN	
20.	2038M0033	ROSHNI T	EMPLOYEE BENEFIT PROTECTION MANAGEMENT PORTAL	Mrs.V.SRIHARIDEVI	
21.	2038M0034	SHAAHUL HAMID P M	FILE SECURITY USING ECC IN CLOUDS	Mrs.V.SRIHARIDEVI	
22.	2038M0035	VASANTHAKUMAR C	COVID-19 MANAGEMENT SYSTEM	Dr.M.SENGALAPPAN	
23.	2038M0036	VIMALKUMAR J	DUE CLEARANCE SYSTEM	Mrs.A.NANDHINI	
24.	2038M0037	VISWAJITH K M	COMPLETE INDUSTRIAL MAN POWER ORGANISATION SYSTEM	Dr.S.KAVIPRIYA	
25.	2038M0038	VIVEK A S	ONLINE OPTIONAL PERFORMANCE TEST MANAGER	Mrs.V.SRIHARIDEVI	
26.	2038M0039	YOGESHWARAN V R	ONLINE SPORTS CLUB AFFILIATION SYSTEM	Mrs.A.NANDHINI	

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*[Signature]*  
MCA Teacher

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### PROJECT REPORT LIST OF MBA 2020-2022 BATCH

S.No	PR. No.	Reg. No.	Student Name	Title of the Project	Project Guide
1	1909	2035F0155	ABHIJITH KRISHNAN J	A STUDY ON FINANCIAL PERFORMANCE OF ENGLISH INDIAN CLAY LTD.	Dr.R.MOSES DANIEL
2	1910	2035F0156	ADNAN KABEER PUZHANGARA	AN OVERALL STUDY ON REDISTRIBUTION STOCKIST AT AUROSHEEN	Dr.L.KARTHIKEYAN
3	1911	2035F0157	AISWARYA G	A STUDY ON CONSUMER PURCHASE BEHAVIOUR TOWARDS GREEN PRODUCTS WITH SPECIAL REFERENCE TO PALAKKAD CITY	Dr.E.MUTHUKUMAR
4	1912	2035F0158	AJAY S	A STUDY ON CUSTOMER SATISFACTION TOWARDS RELIANCE JIO WITH SPECIAL REFERENCE TO POLLACHI TALUK	Mr.P.SIVAKUMAR
5	1913	2035F0159	ANJANA MURALI	A STUDY OF CAUSE AND EFFECTS ON LABOUR TURNOVER WITH REFERENCE TO GR INDUSTRIAL ENGINEERING PRODUCTS PRIVATE LIMITED, COIMBATORE	Dr.KANNAN PAULRAJ
6	1914	2035F0160	ARJUN M	A STUDY ON THE EFFECT OF WORK ENVIRONMENT ON JOB SATISFACTION WITH REFERENCE TO APPOLO TYRES LTD., KALAMASSERY	Mr.S.R.SATHYANARAYANAN
7	1915	2035F0161	ARUN KS	A STUDY ON CUSTOMER SATISFACTION TOWARDS PATHANJALI PRODUCTS	Mr.B.R.MANOJKUMAR
8	1916	2035F0162	BHARATH GOKUL R	A STUDY ON USAGE OF SOCIAL MEDIA AND ITS IMPACT ON ACADEMIC PERFORMANCE OF COLLEGE STUDENTS IN COIMBATORE	Ms.S.SREEJA
9	1917	2035F0163	BINOBA V	A STUDY ON THE EFFECTIVENESS OF TRAINING AND DEVELOPMENT PROGRAMMES IN FERTILIZERS AND CHEMICAL TRAVANCORE	Dr.R.MOSES DANIEL

... ..

*Rush*

Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2003  
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S.No	PR. No.	Reg. No.	Student Name	Title of the Project	Project Guide
10	1918	2035F0164	CLIVIA EWLYN CLINTON	IMPACT OF FREIGHT FORWARDING IN NAUTICAL CARGO PRIVATE LIMITED (LIMITED TO COCHIN DISTRICT)	Dr.L.KARTHIKEYAN
11	1919	2035F0165	DELISHIYA RANI R	A STUDY ON EMPLOYEES PERCEPTION TOWARDS ORGANISATIONAL CLIMATE IN KUN CAPITAL AUTOMOTIVE PVT LTD CHENNAI	Dr.E.MUTHUKUMAR
12	1920	2035F0166	DIWA SAGARI M	A STUDY ON IMPACT OF CELEBRITY ADVERTISEMINT IN ELECTRONIC MEDIA WITH SPECIAL REFERENCE TO COIMBATORE CITY	Mr.P.SIVAKUMAR
13	1921	2035F0167	DRISHIYAA M	A STUDY ON QUALITY WORK LIFE AND EMPLOYEE ENGAGEMENT WITH SPECIAL REFERENCE TO MOTHER CARE HOSPITAL	Dr.KANNAN PAULRAJ
14	1922	2035F0168	GADHA G	A STUDY ON ONLINE ADVERTISEMENT AND CONSUMER BEHAVIOUR WITH REFERENCE TO AGAPPE DIAGNOSTICS LTD. PATTIMATAM	Mr.S.R.SATHYANARAYANAN
15	1923	2035F0169	GOKUL K	A STUDY ON THE FINANCIAL PERFORMANCE OF MANAPPURAM FINANCE LIMITED	Mr.B.R.MANOJKUMAR
16	1924	2035F0170	GOKUL PRASATH K	A STUDY ON THE FINANCIAL PERFORMANCE OF STATE BANK OF INDIA	M.S.SREEJA
17	1925	2035F0171	HAJA NOORUL AKTHAR M	A STUDY OF WORK LIFE BALANCE ON EMPLOYEES IN MODERN RADIO SERVICE, KUMBakonam	Dr.R.MOSES DANIEL
18	1926	2035F0172	INDHUMATHI S	IMPACT OF EMPLOYEE ABSENTEEISM WITH SPECIAL REFERENCE TO MEVIVE INTERNATIONAL FOOD INGREDIENTS, COIMBATORE	Dr.L.KARTHIKEYAN
19	1927	2035F0173	JAIDEVARAVIND	A STUDY ON COMPARISON OF FINANCIAL STATEMENTS ANALYSIS AT ERAM MOTORS (P) LTD., CALICUT, KERALA	Dr.E.MUTHUKUMAR
20	1928	2035F0174	JISHNU M	A STUDY ON CUSTOMER PERCEPTION TOWARDS DEBIT CARDS WITH SPECIAL REFERENCE TO PALAKKAD	Mr.P.SIVAKUMAR
21	1929	2035F0175	KARTHIK M	A STUDY ON RECRUITMENT AND SELECTION PROCESS AT MINAR ALLOYS AND FORGINS PRIVATE LTD, KANJIKODE, PALAKKAD	Dr.KANNAN PAULRAJ

S.No	PR. No.	Reg. No.	Student Name	Title of the Project	Project Guide
22	1930	2035F0176	KAVITHA G	A STUDY ON THE IMPACT OF MOTIVATIONAL FACTORS ON EMPLOYEES WITH SPECIAL REFERENCE TO AAVIN COIMBATORE	Mr.S.R.SATHYANARAYANAN
23	1931	2035F0177	KEZIAH MARIA JOHN	A STUDY ON PROCESS COSTING FOR BETTER FINANCIAL CONTROL AT ZION PUMPS AND MOTORS	Mr.B.R.MANOJKUMAR
24	1932	2035F0178	KIRUBA SHANKAR N	ANALYSIS AND PROCESS OF SHIPPING CLEARANCE OF IMPORT AND EXPORT - WITH SPECIAL REFERENCE TO TCM LOGISTICS	Ms.S.SREEJA
25	1933	2035F0179	LAKSHMI V R	ANALYSING JOB SATISFACTION OF EMPLOYEES AT MALABAR CEMENT LTD.	Dr.R.MOSES DANIEL
26	1934	2035F0180	LORWIN MODUTHAM L	A STUDY ON MARKETING STRATEGY OF ROYAL ENFIELD WITH REFERENCE TO CHARLES MOTORS ROYAL ENFIELD TUTICORIN	Dr.L.KARTHIKEYAN
27	1935	2035F0181	NAVEEN M	A STUDY ON CUSTOMER SATISFACTION TOWARDS DTH SERVICES WITH SPECIAL REFERENCE TO COIMBATORE CITY	Dr.E.MUTHUKUMAR
28	1936	2035F0182	NIDIYA BHASKARAN	A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT OF LABOURS PRODUCTIVITY AT VEEKEYS MORBIDO VINYL PVT LTD	Mr.P.SIVAKUMAR
29	1937	2035F0183	PRADHEEP S	A STUDY ON WORKING CAPITAL MANAGEMENT IN INDIA CEMENTS LTD.	Dr.KANNAN PAULRAJ
30	1938	2035F0184	PRAVINKUMAR M	A STUDY ON EMPLOYEE SATISFACTION IN THANGAMMAN TEXTILE, TIRUPUR	Mr.S.R.SATHYANARAYANAN
31	1939	2035F0185	PREETHI JENIFER A	A STUDY ON FACTORS INFLUENCING ADAPTABILITY AND USABILITY OF CONSUMER ELECTRONIC GOODS	Mr.B.R.MANOJKUMAR
32	1940	2035F0186	PREETHI VARDHINI A	A STUDY ON WORK MEASUREMENT AND WAGE POLICY SYSTEM IN EVENTIQUE HOUSE, KOCHI	Ms.S.SREEJA
33	1941	2035F0187	RAMPRASAD KANNAN S	A STUDY ON EMPLOYEES JOB SATISFACTION IN SWAMY TRADERS & ENTERPRISES PVT. LTD. TUTICORIN	Dr.R.MOSES DANIEL
34	1942	2035F0188	RESHMI K	A STUDY ON QUALITY OF WORKLIFE AMONG EMPLOYEES	Dr.L.KARTHIKEYAN

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S.No	PR. No.	Reg. No.	Student Name	Title of the Project	Project Guide
35	1943	2035F0189	SANA K S	A STUDY ON WORKING ENVIRONMENT AND ITS IMPACT OF EMPLOYEE SATISFACTION AT G R INDUSTRIAL ENGINEERING PRODUCTS PRIVATE LIMITED COIMBATORE	Dr.E.MUTHUKUMAR
36	1944	2035F0190	SELVAKUMAR R	ANALYTICAL STUDY ON BEHAVIOURAL FINANCE OF MIDDLE INCOME GROUP WITH SPECIAL REFERENCE TO COIMBATORE CITY	ETWEEN ITC LTD. AND
37	1945	2035F0191	SHREYAS SUMESH MENON	A STUDY ON COMPARATIVE ANALYSIS OF FINANCIAL PERFORMANC BETWEEN ITC LTD. AND HINDUSTAN UNILEVER LTD.	Dr.KANNAN PAULPAJ
38	1946	2035F0192	SNEHA E	A STUDY ON EMPLOYEE PERFORMANCE APPRAISAL AND JOB SATISFACTION WITH SPECIAL REFERENCE TO MOTHER CARE HOSPITAL	Mr.S.R.SATHYANARAYA
39	1947	2035F0193	SOUNDARYA S	A STUDY ON PERFORMANCE APPRAISAL ON BANNARI AMMAN SPINNING MILLS LIMITED, COIMBATORE.	Mr.B.R.MANOJKUMAR
40	1948	2035F0194	C P SREELAKSHMI	A STUDY ON EMPLOYEE TRAINING AND DEVELOPMENT AT MALABAR CEMENTS LTD.	Ms.S.SREEJA
41	1949	2035F0195	SRUTHI K B	A STUDY ON THE SATISFACTION OF EMPLOYEES COMPENSATION POLICIES WITH SPECIAL REFERENCE TO G R INDUSTRIAL ENGINEERING PRODUCTS PRIVATE LIMITED COIMBATORE	Dr.R.MOSES DANIEL
42	1950	2035F0196	SRUTHY V	A STUDY ON RECRUIMENT AND SELECTION PROCESS AT ACTIV EDU TECHNOLOGIES INDIA PVT. LTD.	Dr.L.KARTHIKEYAN
43	1951	2035F0197	SURESH KRISHNAN B	A STUDY ON STRESS MANAGEMENT AMONG THE EMPLOYEES OF GPR TEXTIL PRIVATE LIMITED COIMBATORE	Dr.E.MUTHUKUMAR
44	1952	2035F0198	SURYA R	A STUDY ON EMPLOYEE MOTIVATION AND EMPLOYEE PERFORMANCE IN HORIZON CONSULTING SERVICES KAKKANAD, KOCHI	Mr.P.SIVAKUMAR
45	1953	2035F0199	SUVITHIRA A	A STUDY ON EMPLOYEE SAFETY AND WELFARE MEASURES ADOPTED IN SHRI DHARMASASTHA SPINNERS	Dr.KANNAN PAULRAJ

S.No	PR. No.	Reg. No.	Student Name	Title of the Project	Project Guide
46	1954	2035F0200	THUSHARA R	A STUDY ON THE ROLE OF CUSTOMERS DEMOGRAPHIC ATTRIBUTES ON THE PREFERENCE OF ONLINE SHOPPING WITH SPECIAL REFERENCE TO KOLLENGODE PANCHAYATH	Mr.S.R.SATHYANARAYANAN
47	1955	2035F0201	UNNIMAYA K P	A STUDY ON ANALYSING THE EFFECTIVENESS OF GRIEVANCE HANDLING MECHANISM AND EMPLOYEE WELFARE PROGRAM WITH SPECIAL REFERENCE TO MOTHER CARE HOSPITAL	Mr.B.R.MANOJKUMAR
48	1956	2035F0202	VASUKI A	LABOUR WELFARE PRACTICES IN TEA INDUSTRY WITH SPECIAL REFERENCE OF KDHP COMPANY PVT. LIMITED CHUNDUVARAI	Ms.S.SREEJA
49	1957	2035F0203	VIDHUN R S	A STUDY ON RECRUITMENT AND SELECTION PROCESS WITH SPECIAL REFERENCE TO AJ TECH RESEARCH LABS	Dr.KANNAN PAULRAJ
50	1958	2035F0204	VIJAY M	A STUDY ON FINANCIAL CHALLENGES FACED BY MIDDLE INCOME PEOPLE DURING COVID 19 IN COIMBATORE CITY	Mr.S.R.SATHYANARAYANAN
51	1959	2035F0205	VISHVA P	STRATEGIC HR MANAGEMENT AND PLANNING PROCESS WITH SPECIAL REFERENCE TO AJ TECH RESEARCH LABS	Mr.B.R.MANOJKUMAR
52	1960	2035F0206	SUCHEENDRANATHAN R	A DISQUISITION ON INVESTMENT IN CAPITAL MARKETS OF HDFC BANK AND STATE BANK OF INDIA	Ms.S.SREEJA

*Handwritten signature*  
25/11/21

PRINCIPAL

Dr. R. Moses Daniel M.B.A., Ph.D., PGDCA., PGDIB

Principal

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Nehru Gardens

Thirumalayampalayam,

Coimbatore - 641 105.

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25-11-21

DIRECTOR - MBA

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## A STUDY ON EMPLOYEE WELFARE MEASURES AND JOB SATISFACTION AT STEEL INDUSTRIALS KERALA LIMITED, OTTAPALAM

A Project Report Submitted by

**SREELAKSHMI**

**Reg No: 2135F0323**

Under the guidance of

**Dr. R. MOSES DANIEL**

(MBA, Ph.D, P.G.D.C.A ,P.G.D.I.B)

Principal, Nehru College of Management

Submitted in partial fulfillment of the requirement for the award of

**DEGREE OF MASTER OF BUSINESS ADMINISTRATION**



Bharathiar University, Coimbatore – 641046.



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641105, TamilNadu, November 2022

*Principal*  
**Dr. R. Moses Daniel, M.A., Ph.D., PGDCA, 2011**  
**Principal**

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ഭരണ ഭാഷ മാതൃഭാഷ  
മലബാർ സിമെന്റ്സ് ലിമിറ്റഡ്  
(ഒരു കേരള സർക്കാർ സ്ഥാപനം)  
**MALABAR CEMENTS LIMITED**  
(A Government of Kerala Undertaking)

CIN: U26941KL1978SGC002975



PA/TRG/PRJ/2296/2021

10<sup>th</sup> September 2021

## CERTIFICATE

This is to certify that Ms.Sreelakshmi.C.P. (Reg. No.2035F0194) MBA II year student of Nehru College of Management, Thirumalayampalayam (PO), Coimbatore-641 105, has completed her "Internship" of 45 days from 27<sup>th</sup> July 2021 onwards in M/s Malabar Cements Ltd, Walayar, Palakkad, Kerala, as partial fulfillment of her course curriculum.



*Mohandas M*  
**MOHANDAS.M**  
**ASST.MANAGER (P&A)**

**Registered Office & Works:**

Walayar - 678 624, Palakkad District, Kerala, Telephone: 0491-2863600, 2862373/74, 2862228/33, 2862117/18, Fax: 0491-2862231

**Cement Grinding Unit:**

Pallipuram, Cherthala-688 541, Alappuzha District, Kerala. Telephone: 0478-2552186, 2553967, Fax: 0478-2553688  
Email : ro@malabarcements.com, website: www.malabarcements.co.in GSTIN: 32AABCM5814CIZ2

*Rust*

**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2013**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



# Nehru College of Management

Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
Accredited by NAAC with "B++" grade Recognized by UGC with 2(f) 12(B)  
An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



## A STUDY ON EMPLOYEES JOB SATISFACTION IN NAVY TRADES & ENTERPRISES PVT. LTD. TUTICORIN

Submitted By  
**RAM PRASAND KANNAN S**

Reg No: 2035F0187

For the Guidance of  
**DR. R. MOSES DANIEL**  
(Principal, Nehru College of Management)

Submitted in partial fulfillment for the award of  
**DEGREE OF MASTER OF BUSINESS ADMINISTRATION**



Bharathiar University, Coimbatore – 641046.



**NEHRU COLLEGE OF MANAGEMENT**  
(AN ISO 9001:2008 CERTIFIED INSTITUTION)

Accredited By NAAC with B+  
(Approved by AICTE, New Delhi & Affiliated to Bharathiar University,  
Coimbatore) 641 105

November 2021

*RMS*

**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2001**  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



# Nehru College of Management

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An ISO 14001:2004 & 9001:2015 Certified Institution,  
"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



OM NAMO NARAYANA

## Swamy Trades & Enterprises Pvt. Ltd.

257, W.G.C. Road, THOOTHUKUDI - 628 002  
Tamilnadu, INDIA  
Email : steplalagar@gmail.com

GSTNo 33AAHCS8495D1Z3  
Phone 0461-2355840



Date: 25.08.2021

*RMS*  
Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2003  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

### CERTIFICATE

This is to certify the Mr. RAM PRASAND KANNAN.S(2035F0187) MBA Student Nehru College of Management Affiliated to Bharathiyar University and approved by AICTE, Coimbatore has undergone industrial project work on the topic "A STUDY ON EMPLOYEES JOB SATISFACTION IN SWAMY TRADES & ENTERPRISE PVT LTD" for 30 days.

For swamy Trades & Enterprises (P) Ltd

Manager

*RMS*  
Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2003  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



# Nehru College of Management

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An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



## A STUDY ON WORK MEASUREMENT AND WAGE POLICY SYSTEM IN EVENTIQUE HOUSE, KOCHI

Submitted By

**PREETHI VARDHINI A**

Reg No: 2035F0186

Under the guidance of

**S. SREEJA**

**MBA., M.phil**

(Professor, Nehru College of Management)

Submitted in partial fulfilment for the award of

**DEGREE OF MASTER OF BUSINESS ADMINISTRATION**



Bharathiar University, Coimbatore – 641046.



**NEHRU COLLEGE OF MANAGEMENT**

(Affiliated to Bharathiar University, ISO 9001:2000 certified

And Approved by AICTE) Coimbatore – 641105

**NOVEMBER-2021**

*Rush*

**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2011**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



# Nehru College of Management

Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
Accredited by NAAC with "B++" grade Recognized by UGC with 2(f) 12(B)  
An ISO 14001:2004 & 9001: 2015 Certified Institution,



## CERTIFICATE

This is to certify the PREETHI VARDHINI A (Reg.No. 2035F0186) MBA student, Nehru College of Management affiliated to Bharathiyar University and approved by AICTE, Coimbatore has undergone industrial project work on the topic "A STUDY ON WORK MEASUREMENT AND WAGE POLICY SYSTEM IN EVENTIQUE HOUSE, KOCHI" in partial fulfilment of the recurrence for the award of degree of "Master of Business Administration" in this organisation for 45 days.

During the period of project, she was found punctual, hardworking and inquisitive. We wish her the best in her career ahead.

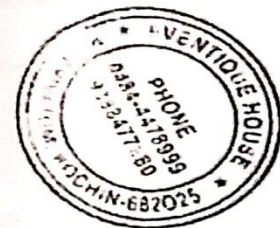
FOR EVENTIQUE HOUSE

(Managing Partner)

John Louis

Place: Kochi

Date: 07-09-2021



Dr. A. Moses Daniel, M.B.A., Ph.D., PGDCA, 2003  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



# Nehru College of Management

Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
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"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



## A STUDY ON RECRUITMENT AND SELECTION PROCESS AT MINAR ALLOYS AND FORGINS PRIVATE LTD, KANJIKODE PALAKKAD

Submitted By

KARTHIK M

Reg No: 2035F0175

Under the guidance of

Dr. KANNAN PAULRAJ

Professor, Nehru College of Management

Submitted in partial fulfilment for the award of

DEGREE OF MASTER OF BUSINESS ADMINISTRATION

Dr. A. Moses Daniel, M.B.A., Ph.D., PGDCA, [Signature]

Principal

Nehru College of Management

Nehru Gardens, Thirumalayampalayam

Coimbatore - 641 105



Bharathiar University, Coimbatore - 641046.



NEHRU COLLEGE OF MANAGEMENT

(Affiliated to Bharathiar University, ISO 9001:2000 certified And

Approved by AICTE) Coimbatore - 641105

November 2021

Dr. A. Moses Daniel, M.B.A., Ph.D., PGDCA, [Signature]

Principal

Nehru College of Management

Nehru Gardens, Thirumalayampalayam

Coimbatore - 641 105



# Nehru College of Management

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An ISO 14001:2004 & 9001: 2015 Certified Institution,

"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



CIN : U27016KL2001PTCO15136  
GSTIN : 32AADCM2687D1ZP

## CERTIFICATE

This is to certify that, Mr. KARTHIK M (2035F0175) is a *bona-fide* student of the MBA programme at NEHRU COLLEGE OF MANAGEMENT, COIMBATORE has under-taken a Practice Oriented Internship Training in our Organization for a period of 15 days from 16th August 2021 to 30th August 2021.

His performance & conduct during the training period was good.

He was actively and diligently involved in the tasks assigned to him.

We wish him a successful career and bright future.

For Minar Alloys And Forgings Pvt. Ltd

A. Mohammed Haneefa  
General Manager



Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2009  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

**MINAR ALLOYS AND FORGINGS PVT. LTD.**  
An ISO 9001: 2015, 14001:2015, 50001:2011 Certified Company

13/718, NIDA, KANJIKODE, PALAKKAD- 678 621  
PHONE: 0491 2569988 FAX : 0491- 2566974  
E-MAIL: minaralloys@hotmail.com





# Nehru College of Management

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An ISO 14001:2004 & 9001: 2015 Certified Institution,

"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



**IMPACT OF EMPLOYEE ABSENTEEISM  
WITH SPECIAL REFERENCE TO  
MEVIVE INTERNATIONAL FOOD INGREDIENTS,  
COIMBATORE**

Submitted By

**INDHU MATHI S**

Reg No: 2035F0172

Under the Guidance of

**Dr. L. KARTHIKEYAN**

B.sc (Ag); MBA; PGDBF; SET; PhD

(Director, Nehru College of Management)

Submitted in partial fulfilment for the award of

**DEGREE OF MASTER OF BUSINESS ADMINISTRATION**



Bharathiar University, Coimbatore – 641046.



**NEHRU COLLEGE OF MANAGEMENT**

(AN ISO 9001:2008 CERTIFIED INSTITUTION)

Accredited By NAAC with B++

(Approved by AICTE, New Delhi & Affiliated to Bharathiar University, Coimbatore)

Coimbatore - 641105

**November 2021**

*Rust*  
**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2011**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



# Nehru College of Management

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An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



## Mevive International Food Ingredients

Mayflower Metropolis, M3, Udayampalayam Rd, Sowri Palayam, Tamil Nadu 641028  
GSB3ABGPU4319K1ZF

Date: 22.08.2021

### TO WHOME SO EVER IT MAY CONCERN

This is to certify that Ms. S.INDHU MATHI has done his internship in Human Resources at Mevive International Food Ingredients, Coimbatore from 9th August to 21st August. She has worked on a project titled 'IMPACT OF EMPLOYEE ABSENTEEISM WITH SPECIAL REFERENCE TO MEVIVE INTERNATIONAL FOOD INGREDIENTS'. During the internship she demonstrated good Interpersonal skills with a self-motivated attitude to learn new things. Her performance exceeded expectations and was able to complete the project successfully on time.

We wish her all the best for his future endeavours.

*Ravi*  
Dr. A. Moses Daniel, M.B.A., Ph.D., PGDCA, 2011  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

For Mevive International Food Ingredients,  
HUMAN RESOURCES DEPARTMENT

*[Signature]*  
Signatures



# Nehru College of Management

Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
Accredited by NAAC with "B++" grade Recognized by UGC with 2(f) 12(B)  
An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



## A STUDY ON QUALITY WORK LIFE AND EMPLOYEE ENGAGEMENT WITH SPECIAL REFERENCE TO MOTHER CARE HOSPITAL

Submitted By

**DRISHIYAA M**

Register Number: 2035F0167

Under the Guidance of

**Dr. KANNAN PAULRAJ**

Professor, Nehru College of Management

Submitted in partial fulfillment for the award of

**DEGREE OF MASTER OF BUSINESS ADMINISTRATION**



Bharathiar University, Coimbatore – 641046.



**NEHRU COLLEGE OF MANAGEMENT**  
Affiliated to Bharathiar University, ISO 9001:2000 certified  
Approved by AICTE. Coimbatore – 641105

November 2021

*Rush*  
**Dr. R. Moses Daniel, M.A., Ph.D., PGDCA, 2001**  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



# Nehru College of Management

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An ISO 14001:2004 & 9001: 2015 Certified Institution.



**MOTHER CARE**  
PROVIDING CARE WITH KINDNESS

## MOTHER CARE HOSPITAL

An ISO 9001-2008 CERTIFIED HOSPITAL

Vattambalam, Mannarkkad, Palakkad, Kerala-678 583  
☎ 04924-227733, 8943350104  
CIN No. : U85110KL2005PTC018870  
✉ info@mothercare.org.in 🌐 www.mothercare.org.in

MCH-HR-CRT-10/21/-087

12/10/2021

### To Whomsoever It May Concern

*This is to certify that Ms. Drishiyaa M (Reg No: 2035F0167), MBA student, Nehru college of Management affiliated to Bharathiyar University and approved by AICTE, Coimbatore has undergone internship project work on the topic "A STUDY ON QUALITY WORK LIFE AND EMPLOYEE ENGAGEMENT" for 45 days.*

*During the period of project she was found punctual, hardworking and inquisitive.*

*Mother care Hospital is 250 bedded NABH Pre Accredited Entry level Super Specialty Hospital with Urology, Gastro, General Medicine, General & Laparoscopic Surgery, Pediatric & Neonatology, ENT, Gynecology, Orthopedic Surgery, Cardiology & Neuro Surgery, Radiology and Maxillofacial surgery Department.*

*We wish success in her future endeavors.*

  
Abdussalam K  
HR Manager





Mother Care Hospital Mannarkkad

MOTHER CARE & HEALTH CENTRE (P) LTD

DR. L. Moses Daniel, M.B.A., Ph.D., PGDCA, 2003  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



# Nehru College of Management

Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
Accredited by NAAC with "B++" grade Recognized by UGC with 2(f) 12(B)  
An ISO 14001:2004 & 9001: 2015 Certified Institution,  
"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



## A STUDY ON EMPLOYEES PERCEPTION TOWARDS ORGANISATIONAL CLIMATE IN KUN CAPITAL AUTOMOTIVE PVT LTD CHENNAI

*A project report submitted by*

**DELISHIYARANI R**

Reg No: 2035F0165

Under the Guidance of

**Dr. E. MUTHUKUMAR**

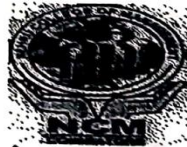
Professor

Submitted In partial fulfilment for the award of the degree in

**MASTER OF BUSINESS ADMINISTRATION**



Bharathiar University, Coimbatore – 641046.



### NEHRU COLLEGE OF MANAGEMENT

Approved By AICTE, New Delhi & Affiliated to Bharathiar University, Coimbatore. Accredited By NAAC  
with "B++", Recognized by UGC with 2(F) & 12(B). An ISO14001:2004 & 9001:2015 Certified Institution

"Nehru Gardens", Thirumalayampalayam, Coimbatore 641105, Tamil Nadu.

**NOVEMBER 2021**

*RUSA*  
**Dr. E. Moses Daniel, M.B.A., Ph.D., PDDCA, 2**  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



# Nehru College of Management

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An ISO 14001:2004 & 9001: 2015 Certified Institution,

"Nehru Gardens "Thirumalayampalayam, Coimbatore - 641 105.



**RENAULT**  
Passion for life

DATE: 31 August 2021

## TO WHOM IT MAY CONCERN

This is to certify that Ms **Delishiyarani R**, a student of MBA ( HR & Logistics), Nehru College of Management, Bharathiyar University. She has successfully completed One Month (01/08/2021 to 31/08/2021) HR internship Program at **KUN CAPITAL AUTOMOTIVE PVT LTD**, Renault Kattupakkam Branch. During this period of her internship program with us she was found punctual, Hardworking and inquisitive

We Wish her all the best for her future Endeavors

For **KUN Capital Automotive Pvt Ltd**,

For **KUN Capital Automotive Pvt. Ltd.**

  
Human Resources Department

KUN Capital Automotive Private Limited

RENAULT KILPAUK  
RENAULT AMBATTUR ESTATE  
RENAULT KATTUPAKKAM  
RENAULT AVADI  
RENAULT CHROMPET

: Plot No. 2, Sub Plot No. A, New No. 450, Poonamallee High Road, Kilpauk, Chennai - 600 010. T: + 91 44 4001 6000 / 01 / 02 / 03 E: sales.kilpauk@renault-india.com  
: No. A-2, 1st Main Road, Industrial Estate, Ambattur, Chennai - 600 058. T: + 91 44 4002 6000 / 01 / 02 / 03 E: sales.ambattur@renault-india.com  
: # 2/398, Mount Poonamallee Road, Iyyappanthangal, Chennai - 600 056. T: + 91 44 4018 6000 E: sales.kattupakkam@renault-india.com  
: No. 451, CTH Road, Pattabiram, Chennai - 600 072. T: + 91 99404 60001 E: sales.avadi@renault-india.com  
: No.8, Jothi Colony, Ganapathypuram, 200 Feet Radial Road, Chrompet, Chennai - 600 044. T: 95000 39856 / 95000 16356  
GST No.: 33AAECK4336Q1Z7 CIN No.: U74990TN2011PTC081199

  
**Dr. B. Manoj Daniel, M.A., Ph.D., PGDCA, 2000**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**

**ACADEMIC YEAR**  
**2021-2022**

### 2.3.1 Student centric methods, such as experiential learning, participative learning and Problem solving methodologies are used for enhancing learning experiences

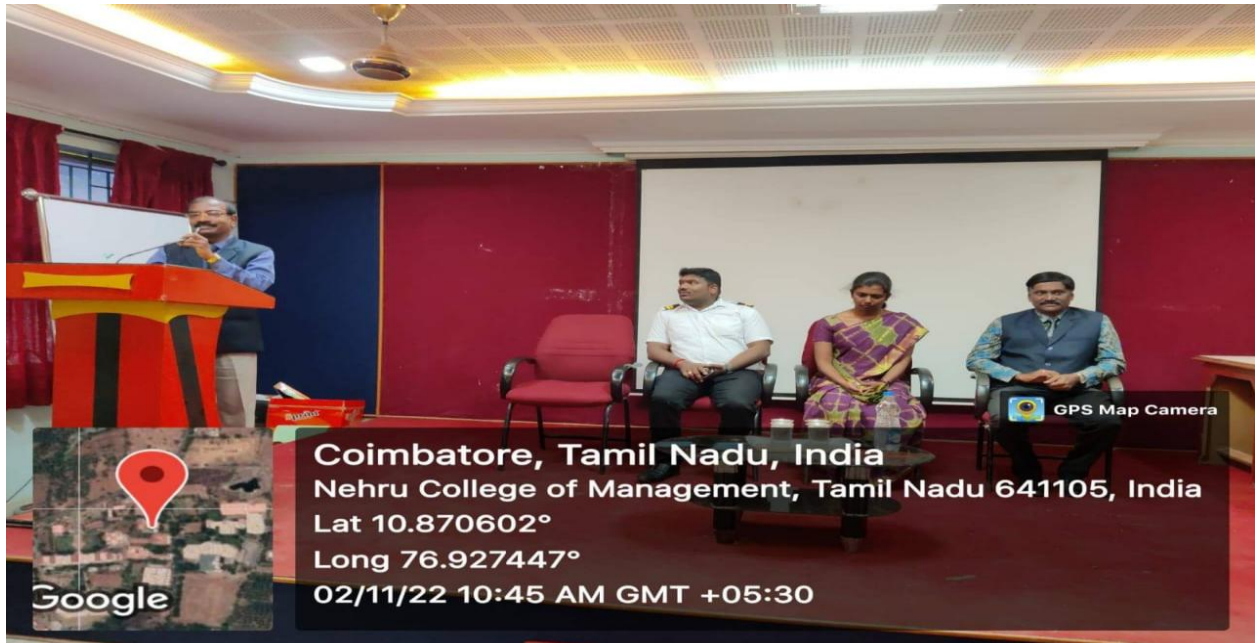
#### Experiential learning

NCM students visited Coimbatore marine college on 21/10/2022



*Rishi*  
**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2011**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**

Coimbatore marine college students visited NCM on 02/11/2022



*Rust*  
Dr. E. Moses Daniel, MBA., Ph.D., P3DCA, 2019  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



# NEHRUCOLLEGE OF MANAGEMENT

Affiliated to Bharathiar University & Approved by AICTE, New Delhi Accredited by NAAC with "B++" grade  
Recognized by UGC with 2(f) 12(B) An ISO 14001:2004 & 9001:2015 Certified Institution,  
"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641105.



## Participative learning - SDC



**Nehru College of Management**  
Affiliated to Bharathiar University, Coimbatore & Approved by AICTE, New Delhi  
An ISO 9001: 2015 Certified Institution,  
Nehru Gardens, Thirumalayampalayam Post, Coimbatore - 641 105.



Academic Year: 2021-2022

Date: 11/11/2021

SDC election was held on 11/11/2021 at Vaiduriya hall with 155 students and faculties of  
MBA & MCA.

S.No	Position	Name of the student
1.	Chairman	Mr. Kiruba Shankar N , II MBA
2.	Vice Chairman	Ms. Swernamalega S , I MCA
3.	Secretary	Ms. Reshmi K , II MBA
4.	Joint Secretary	Mr. Kesavan K , I MCA
5.	Treasurer	Mr. varun das G , I MCA
6.	Joint Treasurer	Mr. Naveen M , II MBA
7.	Editors	1. Mr.Venkata Prasath M , I MCA 2. Mr. Murugesan V , I MCA 3. Mr. Vairavadass R , I MBA 4. Mr.Sanjay Ragul I , I MBA 5. Ms. Pradeepa S , I MBA
8.	Public Relation Officer (PRO)	1. Mr. Ajay S , II MBA 2. Mr.Selvakumar R, II MBA 3. Mr. Arun K S , II MBA 4. Ms. Kavitha G , II MBA 5. Mr.Ennisai selvan B, I MBA 6. Mr. Subash S , I MBA 7. Mr. Yogesh M , I MBA 8. Mr. Sriman S, I MBA 9. Mr. Gowtham P , I MBA 10. Mr. Ashwin N C , I MBA 11. Mr. Joseph Daniel S, I MBA 12. Ms. Mahalakshmi R , I MBA 13. Ms. Kavipriya k , I MBA 14. Mr. Santhosh Kumar M , I MCA 15. Mr. Aravind Kumar M , I MCA 16. Ms. Mari @ sheela N , I MCA

Faculty Coordinator

Principal

Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2011  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2011  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

## SDC – Inauguration Function

Inauguration Function was held on 22/12/2021 at Vaiduriya hall with 140 students & Faculties of MBA & MCA. Batches were distributed by the Principal to the Following Office bearers.

- Chairman : Mr. Kiruba Shankar N , II MBA
- Vice Chairman : Ms. Swernamalega S , I MCA
- Secretary : Ms. Reshmi K , II MBA



**Dr. E. Moses Daniel, M.B.A., Ph.D., P3DCA, 2013**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



**PRINCIPAL**

**Dr. E. Moses Daniel, M.B.A., Ph.D., P3DCA, 2013**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



**DEPARTMENT OF COMPUTER APPLICATIONS**  
ORGANIZES  
GUEST LECTURE  
ON  
**CAREER OPPORTUNITIES AFTER MCA**  
RESOURCE PERSON



**Mr. R. RAMESH RAJA**  
DIRECTOR i/c  
NCPIR-NGI

**The Faculty & Students  
of IT Club**  
ORGANIZERS

**Dr. M. Sengaliappan**  
HOD-MCA

**Dr. R. Moses Daniel**  
PRINCIPAL

**Date & Time: 29th Oct 2021, 10.00 AM**

**ALL ARE INVITED**

*RMD*

**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2011**  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



**DEPARTMENT OF COMPUTER APPLICATIONS**

**ORGANIZES**

**GUEST LECTURE  
ON**

**WEB APPLICATION DEVELOPMENT & HOSTING**

For MCA & MBA Students

**RESOURCE PERSON**

**V. Kannan**

**Project Manager  
SkyRich Techno Solutions  
Chennai**


**Organizer**

*V. Srihari Devi  
Asst. Prof., MCA Dept,  
Nehru College of Management*

**Convenor**

*Dr. R. Moses Daniel  
Principal  
Nehru College of Management*

 **Date & Time: 30th June 2021, 1.00pm**

 **Google Meet : <http://meet.google.com/oqg-aifv-pfh>**



**NEHRU COLLEGE  
OF MANAGEMENT**



**NEHRU GROUP  
OF INSTITUTIONS**  
TAMILNADU • KERALA  
ISO 14001-2004 CERTIFIED INSTITUTIONS

*RMS*

**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2003**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



**NEHRU COLLEGE  
OF MANAGEMENT**

**International Webinar on**  
**"Modern Practices in Management & IT"**  
**15.09.2021**

**AGENDA**

**Prayer Song**

**Welcome Address** - **Dr. R. Moses Daniel**  
Principal, NCM

**Presidential Address** - **Dr. P. Krishnakumar**  
CEO & Secretary, NGI

**Guest Introduction** - **Dr. R. Moses Daniel**  
Principal, NCM

**Session I 10.15 a.m. - 11.15 a.m.**  
*Big Data +BI +AI and Green  
Computing in Modern  
Organizations*

**Break**

**Guest Introduction** - **Dr. Ernest Johnson,**  
Associate Professor  
University of Regina, Canada.

**Session II 11.30 a.m. - 12.30 p.m.**  
*Competencies for  
International Employment*

**Break**

**Guest Introduction** - **Dr. M. Sengaliappan**  
Head - MCA, NCM

**Session III 2.30 p.m. - 3.30 p.m.**  
*Significance of Banking Sectors  
In Gulf Region*

**Vote of Thanks** - **Dr. L. Karthikeyan,**  
Director - MBA, NCM

- **Mr. V. Sundaresan,** Senior Manager,  
Doha Bank, Qatar

- **Dr. Kannan Paulraj**  
Professor & Head - IQAC

*RMD*

**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2003**  
**Principal**  
**Nehru College of Management**  
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## Life skill training



## Enriching thoughts towards Success



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Workshop



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Department of Master of Computer Applications

*Organize*

Five days workshop

on

*"Web Development Using Php and Mysql"*

Resource Person

*Matheiyarashshan. J M.tech (Jt)*

WEB & MOBILE APP DEVELOPER

ACCENT TECHNO SOFT

Organizer	Convener	Patron	Chief Patron
<b>A.Nandhini</b>	<b>Dr.M.Sengaliappan</b>	<b>Dr.R.Moses Daniel</b>	<b>Dr.P.Krishna Kumar</b>
Asst.prof-MCA	HOD-MCA	Principal	CEO & Secretary

Date: 10.03.2022-14.03.2022 | Venue: I-MCA Class Room



**NEHRU GROUP  
OF INSTITUTIONS**  
TAMILNADU • KERALA  
ISO 14001-2004 CERTIFIED INSTITUTIONS

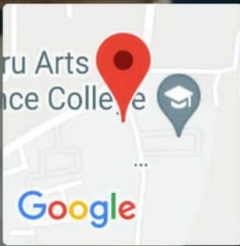
*Rush*

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Thirumalayampalayam, Tamil Nadu, India  
Block A, Thirumalayampalayam, Tamil Nadu 641105, India  
Lat 10.870952°  
Long 76.927497°  
10/03/22 10:30 AM

GPS Map Camera

**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2003**  
**Principal**  
**Nehru College of Management**  
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**Coimbatore - 641 105**



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### Department of Computer Application (PG) In Association with IT-Club Organics Workshop on Hardware and Software Installation



Resource Person

V. Hariharagunan

System Administrator  
NIITM

DATE & TIME: 26.04.2022 & 10.00 AM

VENUE: MCA LAB

Organizer

IT-club faculty &  
student co-ordinator

Convener

Dr. M. Sengaliappan  
HOD-MCA

Patron

Dr. R. Moses Daniel  
Principal



Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2007  
Principal  
Nehru College of Management  
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*Rust*

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**Principal**  
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**Coimbatore - 641 105**



**DEPARTMENT OF COMPUTER APPLICATIONS**  
ORGANIZES  
GUEST LECTURE  
ON  
**CAREER OPPORTUNITIES AFTER MCA**  
RESOURCE PERSON



**Mr. R. RAMESH RAJA**  
DIRECTOR i/c  
NCPiR-NGI

**The Faculty & Students  
of IT Club**  
ORGANIZERS

**Dr. M. Sengaliappan**  
HOD-MCA

**Dr. R. Moses Daniel**  
PRINCIPAL

🕒 **Date & Time: 29th Oct 2021, 10.00 AM**

**ALL ARE INVITED**

*RMD*

**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2**  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
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### HR CLUB, NCM

Cordially invites you for the

## GUEST LECTURE ON EFFECTIVE LEADERSHIP

on Monday, 21<sup>st</sup> March 2022, 10.00 am  
at Vaiduriya Hall, NCM

Resource Person

### Dr. T. SARATHY

Associate Professor, Dept. of Management Studies,  
Periyar University, Salem.

In the presence of

### Dr. R. MOSES DANIEL

Principal, NCM

### Dr. L. KARTHIKEYAN

Director - MBA, NCM

### Prof. S. Sreeja

Coordinator / Asst. Professor

### Dr. R. Moses Daniel

Principal, NCM



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**Principal**  
**Nehru College of Management**  
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**Coimbatore - 641 105**



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**Principal**  
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Thirumalayampalayam, Tamil Nadu, India  
Block A, Thirumalayampalayam, Tamil Nadu 641105, India  
Lat 10.870994°  
Long 76.927641°  
29/10/21 10:20 AM

*Ravi*

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## International Conference



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The Management, Principal, Director, HOD, Faculty members  
& Students of MBA & MCA

Cordially invite you for the  
Inauguration of  
**NEHRU INTERNATIONAL CONFERENCE ON  
MANAGEMENT & TECHNOLOGY  
(NICOMT'22)**  
on 22<sup>nd</sup> April 2022, 10.00 am  
at Seminar Hall, Dr. APJ Abdulkalam Block, NIET

**Adv. Dr. P. KRISHNADAS**  
Chairman & Managing Trustee, NGI  
will preside over the function

**Prof. Dr. KAUP MOHAMED**  
Dean & Managing Director, London American city college, UAE  
& Adjunct Professor, Madonna University Michigan, USA  
will be the Chief Guest

**Dr. P. KRISHNA KUMAR**  
CEO & Secretary, NGI  
will offer felicitation

**Mr. R. KOUSHIK**, AP- MBA  
**Ms. A. NANDHINI**, AP- MCA  
Co-ordinators

**Dr. R. MOSES DANIEL**  
Principal - NCM

*Rust*

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**FDP**



*Rust*

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*RMS*

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**ENTREPRENEURS CLUB**  
*presents webinar on the topic*  
**"Entrepreneurial Experience of Prodigy"**

**SPEAKER**

**27th Sep**  
**@10:30 AM**



**VENUE**

**KRITHIK VIJAYAKUMAR**  
CEO- Futura Robotics  
TEDX Speaker  
<https://meet.google.com/opp-jxfe-kpq>


**CHIEF PATRON**  
Dr. P Krishna Kumar

**PATRON**  
Dr. R Moses Daniel  
Principal - NCM

**CONVENOR**  
Dr. L Karthikeyan  
Director - NCM

**STAFF COORDINATOR**  
Mr D Victorseelan  
Assistant Professor

**STUDENT COORDINATORS**  
Ms Aiswarya G (II MBA)  
Mr Arjun M (II MBA)  
Ms Binoba. V (II MBA)  
Mr Shahul (II MCA)  
Mr Shreyas Sumesh (II MBA)

  
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## Problem solving methodology



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Department of MBA

Class: II MBA

Academic Year: 2022-23

Batch: 2021-23

Semester: III

S.NO	REG. NO	STUDENT NAME	TITLE	GUIDE LIST
1 2021	2135F0244	ABIMANYU. T	A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL MARKETING IN SRI MURUGA MARKETING	DR. R. MOSES DAN
2 2022	2135F0245	ABINESH. M	A STUDY ON THE RECRUITMENT PROCESS ON BASIS OF CANDIDATE AND EMPLOYEE RELATION WITH SPECIAL REFERENCE AT DAGSLORE TECHNOLOGY	DR. L. KARTHIKEY
3 2023	2135F0246	AJAY K B	A COMPARATIVE STUDY ON FOOD ORDERING APPS SWIGGY AND ZOMATO IN COIMBATORE CITY	MR. P. SIVAKUMA
4 2024	2135F0247	AJAYSANKAR .S	A STUDY ON EMPLOYEE SATISFACTION AT MINAR ALLOYS AND FORGINGS PVT LTD	DR. E. MUTHUKUM
5 2025	2135F0248	AJITHKUMAR .S	A STUDY ON EMPLOYEE WELFARE AND SAFETY MEASURES ADOPTED BY SRJI RUBBER INDUSTRIES, COIMBATORE	MR. S. R. SATHYANARAYAN
6 2026	2135F0249	AKHIL K J	A STUDY ON EFFECTIVENESS OF IMPORT	MRS. S. SREEJA

7	2135F0250	AKSHAY M	AND EXPORT PROCESS, DOCUMENTATION OF SAINT GOBAIN PRIVATE LIMITED, KANJIKODE, PALAKKAD	MP. R. KOUSHIK	1-1-1
8	2135F0251	AKSHAY SR	STUDY ON EMPLOYEE JOB SATISFACTION OF KALYAN JEWELLERS ,TIRUR,MALAPPURAM, DISTRICT	DR. R. MOSES DANIEL	1-2-
9	2135F0252	AMAL K DAS	A STUDY ON EFFECTS OF STORAGE SPACE MANAGEMENT ON WASTAGE OF PERISHABLE PRODUCITS IN A1 CHIPS,COIMBATORE	DR. L. KARTHIKEYAN	1-3
10	2135F0254	ANJIL KS	A STUDY ON THE FACTORS INFLUENCING DEALERS BUYING BEHAVIOR TOWARDS SHARON PIPES	DR. E. MUTHUKUMAR	1-4
11	2135F0255	ANUDHARA KH	A STUDY ON CONSUMER PERCEPTION OF MINAR ALLOYS & FORGINGS PVT LTD, PALAKKAD	MR. P. SIVAKUMAR	1-5
12	2135F0256	ANURAG A	A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF SOUTHERN UNION PHARMACEUTICALS PVT LTD, TRISSUR	MR. S.R. SATHYANARAYANAN	1-5
13	2135f0257	ARTHER BOSEN	A STUDY ON IMPACT OF SOCIAL MEDIA ON BUYING BEHAVIOUR OF CONSUMERS ON OTT PLATFORMS WITH SPECIAL REFERENCE TO TRISSUR	MS. UMA MAHESWARI	1-6
			A STUDY ON IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOR WITH SPECIAL		

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14	2135F0258	ARUN.V.S	REFERENCE TO TEXTILES IN COIMBATORE	MR. R. KOUSHIK
15	2135F0259	ASHWIN UNNI	A STUDY ON CUSTOMER SATISFACTION TOWARDS PATHANJALI PRODUCTS	DR. R. MOSES DANIEL
16	2135F0260	ASWATHI	A STUDY ON EMPLOYEE SATISFACTION WITH SPECIAL REFERENCE TO PAALANA INSTITUTE OF MEDICAL SCIENCES	DR. L. KARTHIKEYAN
17	2135F0261	ASWIN N C	A STUDY ON CAUSE AND EFFECT OF LABOUR TURNOVER WITH SPECIAL REFERENCES TO GR INDUSTRIES , COIMBATORE	DR. E. MUTHUKUMAR
18	2135F0262	ATHIRA J	A STUDY ON CUSTOMER SATISFACTION TOWARDS MARUTI SUZUKI AT SHREE SARADHAMBAL AUTOS PVT LTD., COIMBATORE	MR. P. SIVAKUMAR
19	2135F0263	AYSHA SAHLA P	STUDY ON STRATEGIES OF EMPLOYEE RETENTION IN SOUTHERN UNION PHARMACEUTICAL KERALA PVT LTD THRISSUR	MR. S.R. SATHYANARAYANAN
20	2135F0264	BALACHANDAR L	A STUDY ON EMPLOYEE SATISFACTION WITH SPECIAL REFERENCE TO BISMILLAH MODERN RICE MILL, PALAKKAD	MRS. S. SREEJA
21	2135F0265	BASIL BINU	A STUDY ON EFFECTIVENESS OF SALES PROMOTION AT GENOVA FORGINGS	MR. R. KOUSHIK

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22	2135F0266	BHARATH KUMAR K	WITH SPECIAL REFERENCE TO MUVATTUPUZHA MUNICIPALITY	DR. R. MOSES DANIEL
2042			A STUDY OF EMPLOYEE SATISFACTION WITH SPECIAL REFERENCE TO SALCOMP TECHNOLOGIES	
23	2135F0267	BHARATHI S	A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA ACTIVA TWO-WHEELER COIMBATORE (SINGANALLUR)	DR. L. KARTHIKEYAN
2043				
24	2135F0268	BIVIN PRASANTH S	A STUDY ON ANALYSING SHIP FREIGHT FORWARDING WITH SPECIAL REFERENCE TO ALLCARGO LOGISTICS, COCHIN	DR. E. MUTHUKUMAR
2044				
25	2135F0269	BRAMINGTAN.B	A STUDY ON CUSTOMER PRECEPTION TOWARDS DEBIT CARD	MR. P. SIVAKUMAR
2045				
26	2135F0270	DASWIN A	A STUDY ON CONSUMER PERCEPTION TOWARDS MILMA ICECREAM IN ERNAKULAM REGION	MR. S.R. SATHYANARAYANAN
2046				
27	2135F0271	DAWOOD HUSSAIN A	A STUDY ON CUSTOMER SATISFACTION TOWARDS DTH SERVICES WITH SPECIAL REFERENCE TO COIMBATORE CITY	MS. UMA MAHESWARI
2047				
28	2135F0272	DINESH.R	A STUDY ON THE EMPLOYEE SATISFACTION WITH REFERENCE TO INDIAN TELEPHONE INDUSTRIES	MR. R. KOUSHIK
2048				
29	2135F0273	ENNISAI SELVAN	STUDY ON CHALLENGES FACED BY THE RECRUITER WHILE SOURCING THE CANDIDATES WITH SPECIAL REFERENCE	DR. R. MOSES DANIEL
2049				

TO COIMBATORE					
30	2135F0274	FLEXIA B. L	A STUDY ON HR PROCESS ON WORLD WIDE LOGISTICS, CHENNAI	DR. L. KARTHIKEYAN	2050
31	2135F0275	FRAN BENNAHIN W	A STUDY ON FINANCIAL PERFORMANCE AT KANAN DEVAN HILLS PLANTATIONS PVT LTD.	DR. E. MUTHUKUMAR	2051
32	2135F0276	GNANAYOGAN R S	A STUDY ON THE DEALER'S PERCEPTION OF RSP AQUA FARM ON PRAWN BUSINESS, KOVILPATHU	MR. P. SIVAKUMAR	2052
33	2135F0277	GOKULNATH V	A STUDY ON IMPLEMENTATION AND EFFECTIVENESS OF LEAN WAREHOUSE MANAGEMENT TECHNIQUES ADOPTED BY SEG AUTOMATIVE PRIVATE LIMITED, BANGALORE	MR. S.R. SATHYANARAYANAN	2053
34	2135F0278	GOKULAKRISHNA.P	A STUDY ON CONSUMER ATTITUDE TOWARDS SHOPPING MALL IN COIMBATORE CITY SPECIAL REFERENCE TO BROOKFIELD MALL	MRS. S. SREEJA	2054
	2135F0279	GOPI.A	A STUDY ON SHIPPING TECHNIQUES ADOPTED BY RAMCO CEMENT LTD, ARIYALUR.	MR. R. KOUSHIK	2055
	2135F0280	GOPIKA T.K	A STUDY OF EMPLOYEE MOTIVATION PRACTICES AND ITS IMPACT ON EMPLOYEE ENGAGEMENT LEVEL AT NANDILATH G-MART, THRISSUR.	DR. R. MOSES DANIEL	2056

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37	2135F0281	GOWTHAM P	ANALYSING THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES OF ROYAL ENFIELD AT RAMANATHAPURAM, COIMBATORE	DR. L. KARTHIKEYAN	17-6-23
38	2135F0282	HARIHARAN S	A STUDY ON WORK LIFE BALANCE OF EMPLOYEES IN ALPHA INDUSTRY COIMBATORE	DR. E. MUTHUKUMAR	HR 13-4-29
39	2135F0283	HARIPRAKASH M	A STUDY ON THE IMPACT OF WORK FROM HOME ON EMPLOYEES PRODUCTIVITY AND WORK LIFE BALANCE DURING COVID 19 WITH SPECIAL REFERENCE IN UP2DATEZ PRIVATE LIMITED KUMBakonam.	MR. P. SIVAKUMAR	HR 14-4-30
40	2135F0284	HARITHA M	A STUDY ON QUALITY OF WORK LIFE BALANCE OF EMPLOYEES WITH SPECIAL REFERENCE TO BISMILLAH MODERN RICE MILL	MR. S.R. SATHYANARAYANAN	HR 15-4-3
41	2135F0285	ISWARYA.V	A STUDY ON EMPLOYEES SATISFACTION WITH SPECIAL REFERENCE TO Y MALL AT KERALA	MRS. S. SREEJA	HR 16-4-3
42	2135F0286	JEFFY JOY	A STUDY ON BRAND AWARENESS OF KERALA KAUMUDI NEWSPAPER AT THIRUVANANTHAPURAM	MR. R. KOUSHIK	M 18-6-24
43	2135F0287	JOSEPH DANIEL S	IMPACT OF DEMAND FORECASTING ON SUPPLY CHAIN MANAGEMENT AT AKR INDUSTRY PVT LTD	DR. R. MOSES DANIEL	4-11
44	2135F0288	KANNAN S	A STUDY ON PROBLEM FACED BY COIR COMPANY IN CHAIN SUPPLY	DR. L. KARTHIKEYAN	9-12

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45	2135F0289	KARGTIKEYAN M	MANAGEMENT PRACTICES AT FOAM MATTING INDIA . LTD COMPANY	DR. E. MUTHUKUMAR
2065			A STUDY ON CUSTOMER SATISFACTION TOWARDS RK PETS STORE AT COIMBATORE CITY	
46	2135F0290	KAVIPRIYAL.K	A STUDY ON COLLEGE STUDENTS PERCEPTION TOWARDS ONLINE SHOPPING REFERENCE WITH AMAZON .IN, COIMBATORE CITY	MR. P. SIVAKUMAR
2066				
47	2135F0291	KIRAN S	A STUDY ON EMPLOYEE COMPENSATION AND BENEFITS IN AMMAN INDUSTRIES, COIMBATORE	MR. S.R. SATHYANARAYANAN
2067				
48	2135F0293	KISHORE	A STUDY OF HR POLICY AND ITS IMPLEMENTATION AT KANAN DEVAN HILLS PLANTATIONS COMPANY PRIVATE LIMITED MUNNAR	MRS. S. SREEJA
2068				
49	2135F0294	LAWRANCE SOLOMON. D	A STUDY ON CUSTOMER PREFERENCE OF ROYAL ENFIELD IN POLLACHI TALUK	MR. R. KOUSHIK
2069				
50	2135F0295	MAHALAKSHMI.R	A STUDY ON QUALITY OF WORK LIFE AMONG WOMEN EMPLOYEES IN PRIVATE COLLEGES, COIMBATORE	DR. R. MOSES DANIEL
2070				
51	2135F0296	MANI KANDAN.A	A STUDY ON THE EFFECTS OF DELIVERY ATTRIBUTES E_SHIPPING ON CONSUMER BEHAVIOUR AT TIRUNELVELI	DR. L. KARTHIKEYAN
2071				
52	2135F0297	MIDHUN.K	A STUDY ON CONSUMER PREFERENCE ON SELECTING BRANDED CLOTHING FOR	DR. E. MUTHUKUMAR
2072				

53	2135F0298	MOHAMED FASAL	MIEN AT TIRUPPUR CITY A STUDY ON CUSTOMER SATISFACTION IN MALABAR GOLD AND DIAMONDS, TIRUR	MR. P. SIVAKUMAR	24-650
54	2135F0299	MOHAMED IBRAHIM	A STUDY ON EMPLOYEE PERFORMANCE APPRAISAL AND JOB SATISFACTION WITH SPECIAL REFERENCE TO MOTHER CARE HOSPITAL	MR. S.R. SATHYANARAYANAN	20-436
55	2135F0300	MOHAMED SAMEER.M	A STUDY ON CUSTOM DOCUMENTATION PROCEDURE WITH SPECIAL REFERENCE TO ALL WAYS LOGISTICS	MRS. S. SREEJA	9-13
56	2135F0301	MOHAMMED LAZIM	STUDY ON EMPLOYEE JOB SATISFACTION ON MALABAR GOLD AND DAIMOND	MR. R. KOUSHIK	21-454
57	2135F0302	MONISH KUMAR.R	A STUDY ON EMPLOYEE ABSENTEEISM WITH SPECIAL REFERENCE TO HASHONE CAREERS	DR. R. MOSES DANIEL	22-438
58	2135F0303	MUHAMMED ASHIF P K	A STUDY ON THE AWARENESS AND ADAPTION LEVEL OF MODERN BANKING SERVICES IN RURAL AREAS WITH SPECIAL REFERENCE TO ALAMCODE PANCHAYATH	DR. L. KARTHIKEYAN	3-485
59	2135F0304	NAIR SREEJESH SOMASUNDARAN	A STUDY ON CUSTOMER SATISFACTION OF LATEX RUBBER THREAD PRODUCED BY FILATEX GROUP OF COMPANIES PVT	DR. E. MUTHUKUMAR	25-651

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Principal  
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60	2135F0305	NAVEEN BALAJI M	LTD.		MR. P. SIVAKUMAR	HR 23-431
2080			A STUDY ON EMPLOYEES JOB SATISFACTION IN RETAIL OUTLETS Y MALL, THIRUPARAYAR			
61	2135F0306	NIMAL AL		A STUDY ON IMPACT OF WELFARE MEASURES ON EMPLOYEE RETENTION AT DEV INFORMATION TECHNOLOGY LTD. AHMEDABAD, GUJARAT	MR. S.R. SATHYANARAYANAN	HR 24-440
2081						
62	2135F0307	NISHANTH.K		A STUDY ON CUSTOMER SATISFACTION WITH RESPECT TO GENOVA FORGING PRIVATE LIMITED	MRS. S. SREEJA	M 26-652
2082						
63	2135F0308	OMNATHAN. P		A STUDY ON FACTORS INFLUENCING CUSTOMER TO VISIT Y MALL - TRIPRAYAR	MR. R. KOUSHIK	M 27-653
2083						
64	2135F0309	PANGATHODI ABUTHAHIR SHAFEER ALI		A STUDY ON CUSTOMERS BRAND AWARENESS AND BRAND PREFERENCE OF MALABAR FOOD PRODUCTS WITH SPECIAL REFERENCE TO MANNARKKAD	DR. R. MOSES DANIEL	M 28-654
2084						
65	2135F0310	PRADEEPA S		A STUDY ON EMPLOYEE WELFARE MEASURES IN AAVIN WITH SPECIAL REFERENCE TO PACHAPALAYAM BRANCH, COIMBATORE DISTRICT	DR. L. KARTHIKEYAN	HR 25-441
2085						
66	2135F0311	PRAKASH.A		A STUDY ON HR POLICIES AND IMPLEMENTATION AT MEENAKSHI MARUTI, MADURAI	DR. E. MUTHUKUMAR	HR 26-442
2086						
67	2135F0312	PREM RAJ T		A STUDY ON CUSTOMER PREFERENCE FOR PURCHASING MILMA PRODUCTS IN	MR. P. SIVAKUMAR	M 29-655
2087						

Dr. R. Moses Daniel, M.A., Ph.D., B.Ed., B.A., B.L.S., B.C.A., P.T.  
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Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

Sl. No.	Registration No.	Name	Topic	Author	Handwritten No.
68	2135F0313	RAJARAM R	A STUDY ON THE EFFECTIVENESS OF PUBLIC SERVICE ADVERTISEMENT WITH SPECIAL REFERENCE TO RIGHT TO EDUCATION	MR. S.R. SATHYANARAYANAN	M 30-65
69	2135F0314	RAJU G	A STUDY ON EMOTIONAL INTELLIGENCE AMONG THE EMPLOYEE OF DEV INFORMATION TECHNOLOGY LTD - AHMEDABAD, GUJARAT	MRS. S. SREEJA	HN 27-443
70	2135F0315	SAJITHRA RAJAN	A STUDY ON THE EFFECTIVENESS OF INVENTORY MANAGEMENT ADOPTED IN METRO CASH AND CARRY, BANGALORE.	MR. R. KOUSEHIK	F 4-486
71	2135F0316	SAKTHIVEL M	A STUDY ON JOB SATISFACTION AMONG THE EMPLOYEES AT GANESH SPINTEX, NAVAKKARAI	DR. R. MOSES DANIEL	HN 28-444
72	2135F0317	SANJAY RAGUL K T	ANALYSIS AND PROCESS OF SHIPPING CLEARANCE OF IMPORT AND EXPORT - WITH SPECIAL REFERENCE TO TCM LOGISTICS	DR. L. KARTHIKEYAN	10-14
73	2135F0318	SARAN KUMARI	A STUDY ON CUSTOMER SATISFACTION TOWARDS AMAZON ONLINE SHOPPING IN COIMBATORE CITY	DR. E. MUTHUKUMAR	M 31-657
74	2135F0319	SARATH N	A STUDY ON CUSTOMER'S SATISFACTION ABOUT TUPPERWARE PRODUCT IN COIMBATORE CITY	MR. P. SIVAKUMAR	M 52-655
75	2135F0320	SATHEESH N	A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS FMCG WITH	MR. S.R. SATHYANARAYANAN	M 33-657

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76	2135F0321	SHAIK ABDUL KADER FAHMI J.M.	SPECIAL REFERENCE TO RURAL AREA IN TIRUPUR CITY	SATHYANARAYANAN
2096	2135F0322	SHARAN E.S	A STUDY ON CONSUMER BRAND AWARENESS OF TVS MOTORS WITH SPECIAL REFERENCE TO KRS MOTORS, COIMBATORE DISTRICT.	MRS. S. SREEJA
2097	2135F0323	SREELAKSHMI	A STUDY ON EMPLOYEE WELFARE AND SAFETY MEASURES ADOPTED BY CHANDRA TEXTILE	MR. R. KOUSHIK
78	2135F0324	SRIMAN S	A STUDY ON EMPLOYEE WELFARE MEASURES AND JOB SATISFACTION AT STEEL INDUSTRIALS KERALA LIMITED.	DR. R. MOSES DANIEL
2098	2135F0325	SRUTHI PRIYA.S	IMPACT OF EFFECTIVENESS OF TEAMWORK WITH SPECIAL REFERENCE TO DAGSORE TECHNOLOGY	DR. L. KARTHIKEYAN
79	2135F0326	SUBASH J	A STUDY ON THE IMPACT OF ORGANISATIONAL CLIMATE ON EMPLOYEE JOB SATISFACTION	DR. E. MUTHUKUMAR
2100	2135F0327	SUBASH S	A STUDY ON CUSTOMER SATISFACTION TOWARDS SHIRTS WITH SPECIAL TO RAMACHANDARA TEXTILES	MR. P. SIVAKUMAR
80	2135F0329	SURYA KS	A STUDY ON CONSUMER SATISFACTION TOWARDS AAVIN MILK IN PERUR, PACHAPALAYAM	MR. S.R. SATHYANARAYANAN
81			A STUDY OF INVENTORY MANAGEMENT STEEL INDUSTRIALS KERALA LIMITED	MR. R. KOUSHIK

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84	2135F0330	SWAMINATHAN R	"STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT OF LABOURS PRODUCTIVITY"	MS. UMA MAHESWARI
2104				
85	2135F0331	SEYED MOHAMED BUHARY	A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING RAF INFOTECH	MS-UMA MAHESWARI MR. R. KOUSHIK
2105				
86	2135F0332	TAMILKUMARAN. S	A STUDY ON EFFECT OF DIGITAL MARKETING TOWARDS THE BUYING BEHAVIOUR OF THE CUSTOMER WITH SPECIAL REFERENCE TO THE COLLEGE STUDENTS	MS. UMA MAHESWARI
2106				
87	2135F0333	THIYAGARAJAN M	A RECRUITMENT AND SELECTION PROCESS AT AKR INDUSTRIES PVT LTD	MS. UMA MAHESWARI
2107				
88	2135F0334	THOUFEEK K	"A STUDY ON CONSUMER BUYING BEHAVIOUR OF KITKAT CHOCOLATES"	MS. UMA MAHESWARI
2108				
89	2135F0335	VAIRAVADAS.R	STUDY ON IMPACT OF PROMOTIONAL STRATEGIES IN BUYING BEHAVIOUR AT Y MALL	MRS. S. SREEJA
2109				
90	2135F0336	VAISAKH R	A STUDY ON EFFECTIVENESS OF EXPORT AND IMPORT PROCESS DOCUMENTATION OF SEG AUTOMATIVE INDIAN PRIVATE LIMITED COMPANY	MR. R. KOUSHIK
2110				
91	2135F0337	VANIYARAJ S	A STUDY ON CONSUMER BRAND AWARENESS TOWARDS GRAND VITARA AT MEENAKSHI MARUTI MADURAI CITY.	MS. UMA MAHESWARI
2111				

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92	2135F0338	VETRI MANIKANDAN.V	A STUDY ABOUT THE PROMOTIONAL STRATEGIES OF SRUJI RUBBER INDUSTRY PRIVATE LIMITED, COIMBATORE	MS. UMA MAHESWARI	M 42-668
93	2135F0339	VIDHU KRISHNA	A STUDY ON CASH MANAGEMENT ON STEEL INDUSTRIALS KERALA LIMITED	MS. UMA MAHESWARI	F6-488
94	2135F0340	VIPIN P	STUDY ON EXPORT AND IMPORT DOCUMENTATION WITH CUSTOM CLEARANCE WITH SPECIAL REFERENCE TO VRL LOGISTICS	MS. UMA MAHESWARI	12-16
95	2135F0341	VIVEK S	A ROLE OF FREIGHT FORWARDERS IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT AT AKR INDUSTRY PRIVATE LIMITED	MS. UMA MAHESWARI	10-17
96	2135F0342	YADHU KRISHNA M. V	A STUDY ON BRAND AWARENESS WITH REFERENCE TO MINAR ALLOYS AND FORGINGS PVT. LTD KANJIKODE, PALAKKAD	MRS. S. SREEJA	43-159
97	2135F0343	YOGESH M	A STUDY ON CUSTOMER SATISFACTION AT (MA FOD) CIEL HR SERVICES PVT LTD IN MADURAI.	MS. UMA MAHESWARI	44-140

*[Signature]*  
Principal  
Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, FCGA

*[Signature]*  
Director

*[Signature]*  
Class Advisors

Academic year: 2021-2022

GUIDE NAME  
DR. M. SENGARAJAN  
DR. M. SENGARAJAN  
Mr. K. ANAND

Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, FCGA  
Principal  
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Nehru Gardens, Thirumalayampalayam  
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## Department of Computer Applications

### Mini Project Reports

Batch: 2021-23  
Semester: III

Class: II MCA  
Academic Year: 2022-23

S.NO	REG. NO	STUDENT NAME	TITLE	GUIDE LIST
( 2/18	2138M0017	AMALAPRABAKAR A	ONLINE ATTENDANCE SYSTEM	DR M SENGALIAPPAN
( 2/19	2138M0018	ARAVIND KUMAR M	EXAM HALL ARRANGEMENT SYSTEM	DR M SENGALIAPPAN
( 2/20	2138M0019	ARCHANA V R	WEATHER REPORT APPLICATION	DR M SENGALIAPPAN
( 2/21	2138M0020	ARUNKUMAR M	SEMINAR HALL BOOKING	DR M SENGALIAPPAN
( 2/22	2138M0021	ASWATHY G	PREDCAN	DR M SENGALIAPPAN
( 2/23	2138M0022	AYISHA AFRIN	YEAGER	DR M SENGALIAPPAN
( 2/24	2138M0023	CHANDINI SANOFER U S	LIBRARY MANAGEMENT SYSTEM	DR M SENGALIAPPAN
( 2/25	2138M0024	EDISON M J	HEALTH INSURANCE PORTAL	DR M SENGALIAPPAN
( 2/26	2138M0025	HARIHARAN M	DRIVING SCHOOL MONITORING SYSTEM	DR M SENGALIAPPAN
( 2/27	2138M0026	IRUSAPPA SRINIVASAN M	HOSTEL MANAGEMENT	DR S KAVIPRIYA
( 2/28	2138M0027	KANNAN S	BOOK STORE MANAGEMENT SYSTEM	DR S KAVIPRIYA
( 2/29	2138M0028	KARTHIK S	ONLINE BLOOD BANK MANAGEMENT SYSTEM	DR S KAVIPRIYA
( 2/30	2138M0029	KESAVAN K	COMPANY WEBSITE	DR S KAVIPRIYA
( 2/31	2138M0030	MANEESH RAJ K	CHEF ON CALL	DR S KAVIPRIYA
( 2/32	2138M0031	MANOJEASHWA J	STUDENT PORTFOLIO FOR COLLEGESPACE	DR S KAVIPRIYA
( 2/33	2138M0032	MARI @ SHEELA N	EMPLOYEE AND PAYROLL MANAGEMENT SYSTEM	DR S KAVIPRIYA
( 2/34	2138M0033	MOHAMMED FATIHAH A S	TRAFFIC SQUAD	MR K. ANANDAN
( 2/35	2138M0034	MURUGESAN V	CAR SHOWROOM MANAGEMENT SYSTEM	MR K. ANANDAN
( 2/36	2138M0035	NEETHU S	ONLINE TOY HUB	MR K. ANANDAN

*Ruby*

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20.	2138M0036	NITHISH KANNA T	SEARCH ENGINE FOR ADMIN OF COLLEGE	MR K. ANANDAN
21.	2138M0037	PRAKASH R	BIKE SHOWROOM WEBSITE	MR K. ANANDAN
22.	2138M0038	PUSHPARAJ S	AIRLINE RESERVATION SYSTEM	MR K. ANANDAN
23.	2138M0039	RAHUL R	EXECUTIVE AMBASSADORIAL CONNECTOR	MR K. ANANDAN
24.	2138M0040	SABARINATHAN M V	VIDEOTUBE VIDEO WEBSITE	MR K. ANANDAN
25.	2138M0041	SAJITH K S	ONLINE EVENT MANAGEMENT SYSTEM	MRS.V.SRIHARIDEVI
26.	2138M0042	SAJITH P	CENTRALIZED MEDIA ORGANIZER	MRS.V.SRIHARIDEVI
27.	2138M0043	SANTHOSH KUMAR B	ECOMMERCE WEBSITE	MRS.V.SRIHARIDEVI
28.	2138M0044	SANTHOSH KUMAR M	BIKE GALLERY	MRS.V.SRIHARIDEVI
29.	2138M0045	SOHAN T S	STUDENT MANAGEMENT SYSTEM	MRS.V.SRIHARIDEVI
30.	2138M0046	SOWMIYAPRIYA V	LAB MANAGEMENT SYSTEM	MRS.V.SRIHARIDEVI
31.	2138M0047	SWERNAMALEGA S	STUDENT INFORMATION PORTAL	MRS.V.SRIHARIDEVI
32.	2138M0048	TANJEEM M	HOSTEL MANAGEMENT SYSTEM	MRS A NANDHINI
33.	2138M0049	THARAGESWARAN N	VOTING SYSTEM ONLINE POLLING	MRS A NANDHINI
34.	2138M0050	VARSHA C R	BUG TRACKING SYSTEM	MRS A NANDHINI
35.	2138M0051	VARUN DAS G	B-SAFE (SAFETY MOBILE APPLICATION)	MRS A NANDHINI
36.	2138M0052	VASANTHA KUMAR S	CINIMA SEAT RESEARVATION SYSTEM	MRS A NANDHINI
37.	2138M0053	VENKATA PRASATH M	COLLEGE WEBSITE	MRS A NANDHINI
38.	2138M0054	VINEETH G	AGRI SHOP FARMERS	MRS A NANDHINI



**Principal**  
Dr. R. Moses Daniel MBA, Ph.D., PGDCA, P  
Principal  
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Nehru Gardens  
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**HOD, LIAPPAN**  
Dr. R. Moses Daniel MBA, Ph.D., PGDCA, P  
Department of MCA  
Nehru College of Management,  
Thirumalayampalayam, Coimbatore - 641 105



**Class Advisor**



**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2003**  
**Principal**  
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## " A STUDY ON EFFECTIVENESS OF SALES PROMOTION AT GENOVA FORGINGS PVT. LTD IN COIMBATORE".

A project report submitted by

**L BALACHANDAR**

**Reg No: 2135F0264**

Under the Guidance of

**MS.S. SREEJA**

**Assistant . Professor, Nehru College of Management**

Submitted in partial fulfilment of the requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



Bharathiar University, Coimbatore – 641046.



**NEHRU COLLEGE OF MANAGEMENT**

Approved by AICTE, New Delhi & Affiliated to Bharathiar University,  
Coimbatore. Accredited by NAAC with "B++", Recognized by UGC with 2(F) &  
12(B). An ISO 9001:2015 Certified Institution "Nehru Gardens",  
Thirumalayampalayam, Coimbatore – 641105, Tamilnadu.

November 2022

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*Rus*  
**Dr. E. Moses Daniel, M.A., Ph.D., P.DCC**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641105**



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**genova**  
Unbridled Excellence

Date : 25-08-2022

## TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. BALACHANDAR L (Reg.No : 2135F0264)** student of Master of Business Administration at Nehru College of Management, Coimbatore has successfully completed internship for 30 days (26.07.2022 to 24.08.2022) in our organization. During the training period, his conducted was good and he performed well.

We wish him all success in him future endeavour.

For **GENOVA FORGINGS PRIVATE LIMITED**



*[Handwritten Signature]*

[Authorized Signatory]

**Genova Forgings Private Limited** 100/212-D, Ganesh Nagar, Eachanari, Coimbatore, Tamilnadu 641021, India  
Manufacturer of Precision Forged Email : genovaind@gmail.com  
And Machined Components Ph.No : 9842204223

*[Handwritten Signature]*  
**Dr. E. Moses Daniel, MBA., Ph.D., PDDCA, 2011**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



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## **A STUDY ON CUSTOMER SATISFACTION TOWARDS MARUTI SUZUKI AT SHREE SARADHAMBAL AUTOS PVT LTD., COIMBATORE.**

**A Project report submitted by**

**ASWIN N C**

**Reg No: 2135F0261**

**Under the Guidance of**

**Dr. E. MUTHUKUMAR**

**Professor, Nehru College of Management**

Submitted in partial fulfillment of the requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



Bharathiar University, Coimbatore – 641046.



**NEHRU COLLEGE OF MANAGEMENT**

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AICTE Coimbatore – 641105

November 2022

*Rishi*  
**Dr. R. Moses Daniel, M.B.A., Ph.D., PDCA, 2011**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



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MARUTI SUZUKI ARENA

## TO WHOMSOEVER IT MAY CONCERN

This is to Certify that Mr. N.C ASWIN ( 20211042 ) Studying MBA / I  
Year at NEHRU COLLEGE OF MANGEMENT COIMBATORE Has  
successfully completed INTERNSHIP TRAINING In Our Organization  
From 13-07-2022 To 29 .07.2022.

During this Period of Training her conduct was found to be good.

for Sree Saradhambal Automobiles Pvt.Ltd.,

  
**A. BHARATHISHANKAR**  
Manager – Training



  
Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2001  
Principal

Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641105

**Sree Saradhambal Automobiles (P) Ltd.**

Service : Iyer Hospital Premises, Trichy Road, Singanailur, Coimbatore - 641 005.

Ph : 9626266007, 90473 66000

GSTIN : 33AADCS3393J3Z5



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## A STUDY ON CONSUMER PERCEPTION OF MINAR ALLOYS AND FORGINGS PVT. LTD. PALAKKAD,

**KERALA**

Submitted by

**ANJIL K.S**

**Reg. No: 2135F0254**

Under the Guidance of

**Dr. E. MUTHUKUMAR**

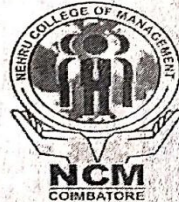
(Professor, Nehru College of Management)

Submitted In partial fulfillment for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



Bharathiar University, Coimbatore- 641046.



**NEHRU COLLEGE OF MANAGEMENT**

, Affiliated to Bharathiar University, ISO 9001:2000 Certified and Approved  
By AICTE Coimbatore 641105.

November 2022

*Ravi*  
Dr. E. Moses Daniel, M.B.A., Ph.D., PGDCA  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
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## MINAR ALLOYS AND FORGINGS PVT. LTD.

AN ISO 9001:2015, 14001:2015, 50001:2018 CERTIFIED COMPANY  
CIN : U27106KL2001PTCO15136 / GSTIN : 32AADCM2687D1ZP

### CERTIFICATE

This is to Certify that **MR. ANJIL K.S.** (Reg No. 2135F 0254) MBA Student of NEHRU COLLEGE OF MANAGEMENT, "NEHRU GARDENS", T.M. PALAYAM (POST), COIMBATORE 641105 has completed a Summer Internship Programme in this organization on the topic "A STUDY ON MARKETING" at MINAR ALLOYS AND FORGINGS PVT. LTD., KANJIKODE as a part of fulfillment of his curriculum for a period of 45 days.

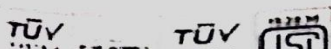
During this period of the Internship, we found her conducts were good and we wish her all the best in her future endeavors

For MINAR ALLOYS AND FORGINGS PVT. LTD.



*A. Mohammad Haneefa*  
A. Mohammad Haneefa  
General Manager

Dr. E. Moses Daniel, MBA., Ph.D., PGDCA, 2011  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



13718, NDA, KANJIKODE, PALAKKAD - 678 621 Phone: 0491-2970245. E-mail: minaralloys@hotmail.com



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"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641105.



**A STUDY ON THE FACTORS INFLUENCING DEALERS  
BUYING BEHAVIOUR TOWARDS SHARON PIPES**

**A project report submitted by**

**AMAL K DAS**

**Reg No: 2135F0252**

Under the guidance of

**Dr. L. KARTHIKEYAN**

**Director, Nehru College of Management**

Submitted in partial fulfilment of the requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



Bharathiar University, Coimbatore – 641046.



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Affiliated to Bharathiar University, ISO 9001:2000 certified and  
Approved by AICTE Coimbatore – 641105

November 2022

*Ravi*  
Dr. L. Moses Daniel, M.B.A., Ph.D., P.DCA, P.D.P.  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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PALAKKAD - 678 532 , KERALA, INDIA  
Mob : 9645956003, Customer Care : 9846900600  
Toll Free : 18004252680  
E-mail : sharonpvcpipes@gmail.com  
Website : www.sharonpipes.com

10/08/2022

### CERTIFICATE

This is to certify that **Mr. AMAL K DAS, MBA** student of **NEHRU COLLEGE OF MANAGEMENT**, Coimbatore has successfully completed his internship training in our organization for 30 days

During the period of Internship Training in our organization, his conduct was

"Very Good",

We wish him all the success in future endeavors.

For SHARON EXTRUSIONS

Manager



*Rush*

**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2011**

Principal

Nehru College of Management

Nehru Gardens, Thirumalayampalayam

Coimbatore - 641 105



CM/L 6198077

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL  
MARKETING IN SRI MURUGA MARKETING".**

A project report submitted by

**T. ABIMANYU**

Reg No: 2135F0244

Under the Guidance of

**Dr.R.MOSES DANIEL**

**Principal, Nehru College of Management**

Submitted in partial fulfilment of the requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



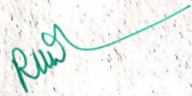
Bharathiar University, Coimbatore – 641046.



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12(B). An ISO 9001:2015 Certified Institution "Nehru Gardens",  
Thirumalayampalayam, Coimbatore – 641105, Tamilnadu.

**NOVEMBER 2022**

  
**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2003**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105**



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"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641105.



**SRI MURUGA**  
**MARKETING**  
GSTIN : 33ASXP043721128

NO. 13, SOURASHTRA ELEMENTARY SCHOOL LANE,  
EAST VELI STREET,  
Madurai - 625001.

0452 4508000

srimurugamarketing2020@gmail.com

Date : 19.08.2022

## Certificate of Internship

This is to Certify that Mr. Abimanyu.T ( Reg No : 2135F0244)  
From Nehru College of Management has successfully completed his  
internship program as a "Marketing intern" at Sri Muruga Marketing,  
East Veli Street, Madurai District , Tamil Nadu. During the period  
16.07.2022 to 16.08.2022

For SRI MURUGA MARKETING

*Rush*

*mm*

Proprietrix

Dr. E. Moses Daniel, M.B.A., Ph.D., PGDCA, 2011  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

For Sri Muruga Marketing

**A STUDY ON MARKETING STRATEGY OF ROYAL ENFIELD WITH  
REFERENCE TO CHARLES MOTORS ROYAL ENFIELD TUTCORIN**

Submitted By

**L. LORDWIN MODUTHAM**

Reg No: 2035F0180

Under the Guidance of

**DR.L. KARTHIKEYAN**

BSc (Ag); MBA; PGDBF; SET; PhD

Director, Nehru College of Management

Submitted in partial fulfillment for the

Award of

**DEGREE OF MASTER OF BUSINESS ADMINISTRATION**



Bharathiar University, Coimbatore – 641046.



**NEHRU COLLEGE OF MANAGEMENT**

(Affiliated to Bharathiar University, ISO 9001:2000 certified

And Approved by AICTE) Coimbatore – 641105

**NOVEMBER - 2021**

  
**Dr. E. Moses Daniel, MBA, Ph.D., P3DCA, P3DCA, P3DCA**  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

## ROYAL ENFIELD

### TO WHOME SO EVER IT MAY CONCERN

This is to certify that **Mr. L. Lordwin Modutham (2035F0180)** from **NEHRU COLLEGE OF MANAGEMENT, COIMBATORE**. He has done internship as trainee in our company during the period starting from **2<sup>nd</sup> AUG 2021 to 29<sup>th</sup> AUG 2021**.

During his training period, we found **Mr. L. LORDWIN MODUTHAM** to be professional knowledgeable and result oriented trainee. He performed his duties and responsibilities cheerfully with attention to detail at all time. Also he is amicable in nature and works well as an individual or member of a team as required by the management.


SINCERELY

For CHARLES MOTORS,  
  
PARTNER



Charles Motors

Address :  
Ettayapuram Road,  
Thoothukudi - 628 003

  
Dr. R. Moser Daniel, M.A., Ph.D., PGDCA, 2001  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

Telephone : +91 - 461 - 2321636, 2323436  
Mobile : +91 78670 15262 / 63 / 64 / 65  
E-Mail : sales.charlesmotors@gmail.com



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"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641105.



## A STUDY ON ONLINE ADVERTISEMENT AND CONSUMER BEHAVIOUR WITH REFERENCE TO AGAPPE DIAGNOSTIC LTD, PATTIMATTAM

Submitted by

**GADHA.G**  
(2035F0168)

Under the Guidance Of  
**Mr S.R. SATHYANARAYANAN**

Assistant Professor Nehru College of Management  
Submitted in partial fulfillment for the award of

**DEGREE OF MASTER OF BUSINESS ADMINISTRATION**



Bharathiar University, Coimbatore – 641046



**NEHRU COLLEGE OF MANAGEMENT**

AN ISO 9001:2008 CERTIFIED INSTITUTION, ACCREDITED WITH "B++" BY NAAC.  
Approved by AICTE, New Delhi & Affiliated to Bharathiar University Coimbatore  
Coimbatore – 641105  
November, 2021

*R. Daniel*  
Dr. R. Moses Daniel, M.A., Ph.D., P.D.S.A.  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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## AGAPPE

ADL/CO/HRD/1971/21-22

02 - September - 2021

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Gadha G Nair (Register No: 2035F0168), MBA student at Nehru College of Management, PM Palayam, Coimbatore has undergone a project work on the topic "A Study on Online Advertisement and Consumer Behaviour" at Agappe Diagnostics Ltd, Pattimattom, Kerala.

For Agappe Diagnostics Ltd

*Vineeth P Mathew*

Vineeth P Mathew

Associate Vice President - HR

### AGAPPE DIAGNOSTICS LTD. ISO 9001:2015 | EN ISO 13485:2016 CERTIFIED COMPANY | CIN : U24239MH1998PLC15413

**CORPORATE OFFICE / REAGENT PLANT**  
Agappe Mills, Pattimattom (P.O), Dist. Ernakulam Kerala - 683 562, India.  
Tel: +91 484 286 7000 | Email: agappe@agappe.in

**MUMBAI REGISTERED OFFICE**  
401 & 402, 4<sup>th</sup> Floor, Apollo Business Centre, ITR,  
Sakar Road, Parsiwada, Andheri (East), Mumbai - 400 099, India.  
Tel: +91 22 4300 8000 | Email: mumbai@agappe.in

**EQUIPMENT PLANT**  
1/585 CB, Block No. 32, KINFRA Small Industrial Park,  
Neriad, Cochin, Kerala, India - 686 721. Tel: +91 484 216 7477.

**DELHI OFFICE**  
DPM 540, 5<sup>th</sup> Floor, DLF Tower, Shivaji Marg,  
New Delhi - 110 015, India.  
Tel: +91 11 4558 8416 | Email: delhi@agappe.in

**KOLKATA OFFICE**  
406, Merin Mall, Plot No 10, Block CH, Sector V,  
Salt Lake City, Kolkata - 700 091.  
Tel: +91 33 4001 0431 | Email: kolkata@agappe.in

**BANGALORE OFFICE**  
5-6, 8<sup>th</sup> Floor, Red Cross Bhavan, No: 29 Race Course Road,  
Bangalore - 560 001. Tel: +91 80 2228 8283  
Email: bangalore@agappe.in

YOUR BEST PARTNER IN DIAGNOSTICS

**Dr. E. Moses Daniel, MBA., Ph.D., P3DCA, 2013**  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105

**"A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT WITH  
REFERENCE TO LIFE STYLE DEVELOPERS LTD AT MUMBAI"**

**Submitted By**

**VISHNU MENON**

**(REG NO-1835F0233)**

**Under the Guidance of**

**Dr. S.FRANKLIN JOHN (MBA.,MCA.,MS.,MS)**

**Submitted in partial fulfilment of the requirements of**

**For the award of the degree**

**MASTER OF BUSINESS ADMINISTRATION**



**NEHRU COLLEGE OF MANAGEMENT**

**(AN ISO 9001:2008 Certified Institution, Accredited with "B++" by NAAC.)**

**[Approved by AICTE, New Delhi & Bharathiar University],**

**Coimbatore-641105**

**2018-2020**

*Rust*  
**Dr. R. Moses Daniel, M.A., Ph.D., PGDCA, 2001**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641105**



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## TRIVENI LIFESTYLE DEVELOPERS LLP

Shop No. 2, Laxmi Building, Opp. Vanita Vikas School,  
Pant Nagar, Ghatkopar (E), Mumbai - 400 075.

Date : 16<sup>th</sup> Jun 2019


To,  
Principal  
Nehru College Of Management  
Coimbatore, Tamilnadu

This is to certify that Master Vishnu Menon is working with our CRM team From Last 45 Days From 1<sup>st</sup> May to 15<sup>th</sup> June 2019, he is good listeners and understanding person, he performed Good in this days.

Thanking You,


For Triveni Lifestyle Developers LLP

  
Dr. R. Moses Daniel, MBA., Ph.D., P3DCA, 2013  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105



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"Nehru Gardens" Thirumalayampalayam, Coimbatore - 641105.



## A STUDY ON EFFECTIVENESS OF ADVERTISEMENT AND SALES PROMOTIONAL ACTIVITIES OF AREVA, ERNAKULAM

Submitted By

**CHRIS ABRAHAM**

**(REG NO-1835F0220)**

Under the Guidance of

**Mr. P. SIVA KUMAR MA, M. PHIL, MBA, NET  
ASSISTANT PROFESSOR**

Submitted in partial fulfillment of the requirements

For the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



**NEHRU COLLEGE OF MANAGEMENT**

(AN ISO 9001: 2008 Certified Institution, Accredited with "B++" by NAAC.)

[Approved by AICTE, New Delhi & Bharathiar University],

Coimbatore-641105

**2018-2020**

*Rush*  
**Dr. E. Moses Daniel, M.B.A., Ph.D., PGDCA, 2011**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
**Coimbatore - 641 105.**



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**JKJ INDUSTRIES**  
Puthuppady P. O., Muvattupuzha,  
Ernakulam Dist., Kerala 686 673-686 673

Tel: 9995 650 805 / 9995 177 254  
9846 053 690.  
[jkjindustries@gmail.com](mailto:jkjindustries@gmail.com)  
[www.arevawater.com](http://www.arevawater.com)



JKJ/PROJ/19  
25-10-2019

### CERTIFICATE

This is to certify that Mr. CHRIS ABRAHAM , (Reg no: 1835F0220 ) Third semester , MBA student of Nehru college of Management , Coimbatore has successfully completed an organisation study on "A STUDY ON EFFETIVENESS OF ADVERTISEMENT AND SALES PROMOTIONAL ACTIVITIES OF AREVA ", from during the month of 1<sup>st</sup> may 2019 to 15<sup>th</sup> june 2019 submitted his report.

His conduct and character during the period with us were good.

Regards,

For,

JKJ INDUSTRIES  
Managing partner



*Rust*  
Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2011  
Principal  
Nehru College of Management  
Nehru Gardens, Thirumalayampalayam  
Coimbatore - 641 105