



NallamuthuGounder Mahalingam College

(An Autonomous Institution, Affiliated to Bharathiar University)

90, PalghatRoad,Pollachi -642001,Coimbatore, Tamil Nadu,India.

95th Rank in NIRF– 2023 -Among Colleges in India.



CRITERION III – RESEARCH, INNOVATIONS AND EXTENSION

3.1.2 The institution provides seed money to its teachers for research

S.No	Name of the teacher provided with seed money	Title of the Seed Money Project	Duration	Date of grant DD-MM-YYYY	Amount granted (INR in Lakhs)	Link of the Document
2022-2023						
1	Dr.S.Kaleeswari	Satisfaction and issues on women empowerment schemes in Tamilnadu State transport corporation Limited, Coimbatore	6 Months	14.02.2023	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/kaleeswari.pdf
2	Dr.D. Ahila	Perception towards Unified Payment Interface for digital payments among college students in Coimbatore district	6 Months	14.02.2023	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/d_ahila.pdf
3	Dr.R.Senthil Kumar	Sustainability and Profitability of Pakkumattai Plate Making	6 Months	14.02.2023	0.5	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/senthilkumar.pdf
4	Dr. G. Akilandeswari	Impact of E-Marketing on Consumer Buying Behaviour-A Study with special reference in Pollachi Taluk	6 Months	14.02.2023	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/Akilandeswari.pdf
5	Dr.D.Padma	Impact of Digital Banking Service Quality on Customer Satisfaction	6 Months	14.02.2023	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/padma.pdf
6	Dr. R. Sivarajan	Tamil Nadu Freebie Schemes-An Avenue for Socio-economic development	6 Months	14.02.2023	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/sivarajan.pdf

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7	Dr. M. Jeeva	Rural Women Entrepreneurs in Pollachi Taluk	6 Months	14.02.2023	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/jeeva.pdf
8	Dr.M.Deepa	A Study on Impact of Information and Communication Technology among young entrepreneurs -A Study with Special reference to Pollachi Taluk	6 Months	14.02.2023	0.5	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/deepa1.pdf
9	Mr.S.Rajagopalan	Challenges of Rural People in Acquisition of Higher Education and Career Progression,with special reference to Udumalpet Taluk	6 Months	14.02.2023	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/rajagopalan.pdf
10	Dr.Ponsabariraj	Consumer's Awareness, Perception and Satisfaction towards online Medicine Buyers-with special reference to coimbatore city	6 Months	14.02.2023	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/ponsabariraj.pdf
11	Dr. R. Amsaveni	Astounding performance of women entrepreneurs in unorganised sector with special reference to coimbatore district	6 Months	14.02.2023	0.5	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/Amsaveni-1.pdf
12	Mr. A. Muruganandham	Illuminating Brain Tumors in MRI Metaphors by means of Segmentation Algorithms in Image Dispensation	6 Months	14.02.2023	1.5	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/muruganandham-1.pdf
13	Dr. T. Sumathi	An Empirical secured framework using block chain and deep learning techniques to detect fake news in Social Media and to create public awareness in India	6 Months	14.02.2023	1.5	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/Sumathi-1.pdf
14	Ms. C. Keerthana	Improving Human Values in Society based on Prediction and suggestion to prevent vulnerable Cardiovascular Risk Possibilities	6 Months	14.02.2023	1	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/keerthana-1.pdf
15	Ms. V.Prabavathi	Reduced image size in Smart phone storage area using image Compression techniques	6 Months	14.02.2023	1	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/prabavati-1.pdf

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16	Mrs. D. Sowmiya	Screening of bioactive metabolites and its biological activity of the fern, Thelypteris meeboldii(Rosenst.) Holttum	6 Months	14.02.2023	1.5	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/sowmya-1.pdf
17	Mrs.M.Anusuya	Synthesis, Characterization, Biological and Sensing Evaluation of Heterocyclic Schiff Base and its Transition Metal Complexes	6 Months	14.02.2023	1.5	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/Anusuya-new.pdf
18	Dr.V.Parimalam	suzhaliyal Nhokil Ettuthogai Aghanoolgal	6 Months	14.02.2023	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/parimalam.pdf
19	Dr.P.Veerasithi vinayagan	The effect of(Sky Yoga) Eye Exercise and Lamb Gazing Practice on Vision Impairment among NGM College Students	6 Months	14.02.2023	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2022-2023-Sanction-Letter/veerasithi.pdf
2021-2022						
20	Dr.N.Giri	Impact of Facebook on the buying Behaviour of Millennial	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_N_GIRI.pdf
21	Dr.T.Vijayachithra	Challenges in Implementation of Cashless Economy among Rural Public with special Reference to pollachi Taluk	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_T_Vijayachithra.pdf
22	Dr.B.Rohini	Challenges and Prospects of Coconut Exporters in Pollachi Taluk.	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_B_Rohini.pdf
23	Dr.R.Gayathri	Gender based occupational Inequalities in Unorganised Sector and its Vulnerability after Covid Pandemic	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_R_Gayathri.pdf
24	Dr.M.Akilanayaki	Consumer Perception towards Eco-Friendly Product	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_M_Akilanayaki.pdf
25	Dr.V.Meera	Impulsive buying Behaviour of Women Millennial Consumers on Online Shopping during Pandemic	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_V_Meera.pdf

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26	Dr.D.Umamaheshwari	Exploration of Digital Image Tampering Deliction using Enhanced Feature Extraction Algorithms in Machine Learning	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_D_Umahaheshwari.pdf
27	Dr. A. Kalaivani	Assessing Skin Disease and Associated Health-Related Value of Life in a Human Community	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_-A_-Kalaivani.pdf
28	Ms.B.Kalaiselvi	Analysis of Placement Performance Prediction on Students Data Using Improved J48 Machine Learning Algorithm	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/B_Kalaiselvi.pdf
29	Dr.R.Vishnupriya	Seasonal Variations, Chemical Profile and Biological Activites of Essential oil from Artabortrys Leaves Growen in Western Ghats, South India	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_R_Vishnupriya.pdf
30	Dr.S.Selvakumar	panpaatu nookil kongu vattara ezhakiyangal	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_S_Selvakumar.pdf
31	Dr.T.Pushparani	tharkaala tamizhil nigalum pizhaigalum theervugalum	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_T_Pushparani.pdf
32	Mrs.K.Vimaladevi	Seasonal Variations, Chemical Profile and Biological Activites of Essential oil from Artabortrys Leaves Growen in Western Ghats, South India	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Mrs_K_Vimaladevi.pdf
33	Dr. R. Rakkimuthu	Chemical Profiling of fern cheilosoria Mysurensis (Wall. ex hook) ching & shing and its Biological Activity	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_-R_-Rakkimuthu.pdf
34	Dr.S.Maheswari	Indraiya suzhalil elaiya thalaimuraiyinarukana vaazhviyal vilumiyangal	6 Months	30.03.2022	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2021-2022/Dr_S_Maheswari.pdf

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2020-2021						
35	Dr.M.Deepa	A study of impact of GST among small and medium traders in around Coimbatore Dt	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/deepa-20-21.pdf
36	Dr.M.V.Sathiyabama	Rural women Entrepreneurship for economic development-with special reference to coimbatore Dt	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/Dr_M_V_Sathiyabama.pdf
37	Dr.S.Poornimadevi	A study on small agriculture loans and its multi-dimensional benefits for farmer community in Pollachi TK	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/Dr_S_Poornimadevi.pdf
38	Ms.P.Jayapriya	Automatic marker based morphological image segmentation in plants	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/P_Jayapriya.pdf
39	Dr.S.Hemalatha	A hybrid machine learning model for identification of factors influencing student academic performance for college education in regionally located college	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/Dr_S_Hemalatha.pdf
40	Dr. M. Rajasenathipathi	A new teaching method for Blind people using Briley glove	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/rajasenathipathi-sanction-order.pdf
41	Dr. P. Sathishkumar	Documentation of some important floristic diversity in Goplaswamy Hills,southern Western Ghats of Anaimalai, Tamil Nadu	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/Dr_-P_-Sathishkumar.pdf
42	Dr.L.Ranjit	Inculcating social values and mental health among college students Role of educational institutions	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/Dr_L_Ranjit.pdf
43	Dr.E.Neelamathi	Phytochemical profiling of codium adhaerens C.Agarth, A green seaweed from the Gulf of the manner , India	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/Dr_E_Neelamathi.pdf
44	Ms.M.Malathi	The smart Bus Stop	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/M_Malathi.pdf
45	Dr.V. Prabhu	Novel bioactive drugs from Scoparia Dulcis L and its antiuroliathatic activity	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/Dr_V_-Prabhu.pdf

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46	Dr. Indumathy Ramasamy	Colourmetric identification of biologically and environmentally important anions using metal complexes	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/Dr_-Indumathy-Ramasamy.pdf
47	Dr.Dr.Dhanalakshmi	Pollachi Vattara oorum perum	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/Dr_Dr_Dhanalakshmi.pdf
48	Dr.S.Christoper	Assessment of biological treatment in sewage pollution of krishna pond in Zaminuthukuli, Pollachi	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/Dr_S_Christoper.pdf
49	Dr.V.Indumathy	A study on topological spaces and its applications	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/Dr_V_Indumathy.pdf
50	Dr.Suja Mathew	Here to speak: Listening strategies for speaking for the less proficient english speaking in NGM	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/Dr_Suja-Mathew.pdf
51	Mr.T.Ponraj	Development solid polimer electrolytes for next generation battery applications	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/Ponraj.pdf
52	Dr. Bruntha	Organizational cultures and work outcomes in Academic Institutions	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/Dr_P-Bruntha.pdf
53	Ms.C R Durgadevi	Efficient job scheduling in cloud computing	6 Months	26.03.2021	0.25	https://ngmc.org/cdn/uploads/iqac/C3/3_1_2/2020-2021/durgadevi.pdf
TOTAL					20.5	