

FACULTY RESEARCH CONTRIBUTIONS
SCHOOL OF ARTS, HUMANITIES & MANAGEMENT

S.N O	NAME	JOURNAL		CONFERENCE		PATENTS		CHAPTERS		BOOKS	
		TOTAL	CURREN T	TOTAL	CURREN T	TOTA L	CURR ENT	TOTAL	CURRE NT	TOTAL	CURREN T
1	Dr.N.Padmavathy	10	2	20	2	2		2		1	1
2	Dr. R. Kandavel	20	6	8	2	1	1	1	1		
3	Dr.P.M.Anbu shiva	10	4	85	6					42	4
4	Dr.M.Nagalakshmi	10	3	3	3	2	2	1		1	1
5	Dr.S.S.Onyx Nathanael Nirmal Raj	30	5	20	5	10	2	5	3	16	4
6	Mr.I.Samuel Das			1	1						
7	Mrs.J.Rashmi Kumar	9	2	4	2	1	1				
8	Mrs.M.Naveena	7	2	5		2	1	1	1	1	1
9	Mrs.M.Vandana	2	2			1	1				
10	Mr.N.Mohammed Saif	3	1	2		1	1			1	1

S.N O	NAME	AS RESEARCH SUPERVISOR		AS RESOURCE PERSON		NPTEL/SWAYAM ETC		AWARDS		WORKSHOP /FDP ATTENDED	
		COMPL ETED	ON GOING	TOTAL	CURRE NT	TOTAL	GRADE	TOTAL	CURRE NT	TOTAL	CURRENT
1	Dr.N.Padmavathy		1	4	1	4		10	1	10	3
2	Dr.R. Kandavel			30	9	1		4	2	25	6
3	Dr.P.M.Anbu shiva			41	10			26	8	120	6
4	Dr.M.Nagalakshmi					2		1	1	50	20
5	Dr.S.S.Onyx Nathanael Nirmal Raj			40	5			25	5	30	20
6	Mr.I.Samuel Das					5		1	1	5	3
7	Mrs.J.Rashmi Kumar									10	2
8	Mrs.M.Naveena					1		1		20	10
9	Mrs.M.Vandana					2				8	7
10	Mr.N.Mohammed Saif							1		2	

EXPLORING THE BUSINESS GROWTH: THE DIGITAL MARKETING REVOLUTION

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Abstract

This research paper delves into the transformative impact of digital marketing on business growth. As the digital landscape continues to evolve rapidly, businesses must adapt their marketing strategies to remain competitive. This paper examines various aspects of digital marketing, including social media, content marketing, search engine optimization (SEO), and email marketing, to understand their contributions to business growth. Through a comprehensive review of existing literature and case studies, this paper highlights the effectiveness of digital marketing in reaching and engaging target audiences, driving sales, and fostering brand loyalty. Furthermore, it discusses emerging trends and challenges in digital marketing and provides recommendations for businesses seeking to leverage this revolution for sustainable growth.

Keywords: Keywords: Digital marketing, Business growth, social media marketing, Content marketing.

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Abstract

This research paper delves into the transformative impact of digital marketing on business growth. As the digital landscape continues to evolve rapidly, businesses must adapt their marketing strategies to remain competitive. This paper examines various aspects of digital marketing, including social media, content marketing, search engine optimization (SEO), and email marketing, to understand their contributions to business growth. Through a comprehensive review of existing literature and case studies, this paper highlights the effectiveness of digital marketing in reaching and engaging target audiences, driving sales, and fostering brand loyalty. Furthermore, it discusses emerging trends and challenges in digital marketing and provides recommendations for businesses seeking to leverage this revolution for sustainable growth.

Keywords: Keywords: Digital marketing, Business growth, social media marketing, Content marketing.

Introduction

In an era dominated by digital technology, the landscape of business growth has been dramatically reshaped by the emergence of digital marketing. With the proliferation of internet access, smartphones, and social media platforms, businesses now have unparalleled opportunities to

E-Commerce Management And Ai Based Dynamic Pricing Revenue Optimization Strategies

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Abstract

Online pricing is direct and might be the primary considers a purchase. Despite the fact that pricing unpredictability is frequent and used to support sales and productivity, online firms benefit from it. Business success depends on pricing, especially in membership-based models. Albeit successful before, quickly changing market dynamics are making static pricing structures unsuitable for the present businesses and causing significant issues. Computer based intelligence has been used to improve pricing systems in response to these difficulties. Improving e-commerce pricing techniques emphasizes picking the right price over the lowest. The review focuses on inventory-led e-commerce businesses, however online marketplaces without inventory can benefit from the concept. The review uses factual and machine learning methods to anticipate item purchases utilizing adaptive or dynamic pricing. This system is based on several information sources that gather visit attributes, guest details, purchase history, online information, and contextual bits of knowledge. Interestingly, the examination forecasts customer segment purchases higher than individual consumers. Further extensions will be developed after the current research results are released to personalize adaptive pricing and purchase prediction. The review's answer landscape covers machine learning, enormous information, and web mining.

Keywords: E-Commerce, Management, Artificial Intelligence, Dynamic Pricing, Optimization Strategies.

1 INTRODUCTION

In the fast-paced world of contemporary business, pricing strategies have undergone significant shift, especially for subscription-based models. While traditional static pricing techniques have proven effective in the past, they today face unanticipated obstacles due to the rapid and unpredictable changes in market dynamics. Given the complexity of today's business environments, pricing strategies must be adaptable enough to change course swiftly when necessary. In response to these challenges, artificial intelligence (AI) has emerged as a major

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25. Effects of Skill India Training Scheme on Young People.

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Abstract: Among the most important things for the country's economic growth is its young people. Because of this, our country knows how important young people are to society and has taken many steps to make sure that the workers of tomorrow have the skills they will need in the future. One of the main projects of the Indian government is Skill India. India wants to teach more than 40 crore people different skills by 2022. This will also give talented Indian youth new chances to grow. For the world, India has one of the youngest populations. More than 65% of its people are younger than 35 years old. This paper talks about how most Indian youth are having a hard time finding work. Even though most of them are going to school, there is a lack of abilities and technical expertise in the present situation. India's skills development system is having trouble training young people because of the way schooling, skills development, and jobs are right now for Indian youth. Most young people don't know how to use modern technology, which is bad for the country's growth

Financial Management Challenges and Impact for Successful Businesses

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ABSTRACT

The current state of the economy poses challenges to both the overall financial capabilities and the ability to handle finances on a few different levels. It is anticipated that associations would modify current requirements, emphasizing hazard management, financial administration, and estimating exercises. Due to obstacles in the corporate world, associations must generate additional funds. This study calculates the relationship between financial management practices such as working capital management, profit strategy, capital building decision, and financial performance evaluations in the Indian corporate sector with authoritative performance. The review's test group consisted of forty Indian companies that are registered at Delhi Stock Exchange and are involved in a variety of industries. Organizational financial investigators and money leaders responded to a poll based on references and organization profiles. Respondents self-managed the questionnaires in order to collect their information. The results demonstrate a strong and favourable relationship between financial management practices and hierarchical performance in Indian corporate settings.

Keywords: Financial Management, Profitability, Working Capital Organisational Performance, Corporate Sectors, Successful Businesses

1. INTRODUCTION

The core of business operations is still financial management, which has an impact on all aspects of an association's longevity and prosperity. Businesses encounter a plethora of financial challenges as they delve into the complexities of the cutting-edge economic landscape, which calls for astute management and crucial insight. These challenges include everything from fluctuating markets and economic weaknesses to constant financial requirements and administrative adjustments. The impact of effective financial management on corporate success is enormous, extending beyond mere survival to the attainment of sustainable growth and competitive advantage. In this special circumstance, organizations moving toward long-term success must comprehend and alleviate financial issues. This talk explores the intricate world of financial management issues, delving into their subtle effects on companies and highlighting the vital role that skillful financial practices play in fostering strength and success in the current, distinct business environment.

All else being equal, economic vulnerabilities provide a significant challenge to enterprises. Unstable financial conditions can arise from shifts in global economic events, monetary values, and economic situations. Investigating these weaknesses necessitates a cautious approach to risk management, financial planning, and adaptable strategies that enable companies to weather downturns and seize new opportunities.

Financial management becomes even more complex with administrative changes. To ensure legal adherence and sound financial standing, businesses should stay current on evolving guidelines, charge rules, and consistency principles. The ability to swiftly adapt to administrative changes is essential to avoiding penalties, damage to one's reputation, and disruptions to work.

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A Study on the Effect of Entrepreneurship on Economic Growth

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Abstract

This study aims to investigate the relationship between entrepreneurship and economic growth. Entrepreneurship plays a crucial role in fostering innovation, job creation, and overall economic development. By analyzing data from various industries and regions, this study seeks to provide empirical evidence on the impact of entrepreneurial activities on a country's economic growth. The findings of this research will contribute to a deeper understanding of the mechanisms driving economic prosperity and inform policy recommendations to promote entrepreneurship as a catalyst for sustainable economic development.

Keywords: Entrepreneurship, Economic Growth, Innovation, Job Creation, Economic Development, Policy Recommendations.

Designing a Precision Seed Sowing Machine for Enhanced Crop Productivity

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Abstract :A seed sowing machine is a valuable agricultural device that facilitates the precise and efficient sowing of seeds in fields. When designing and optimizing such a machine, several crucial factors need consideration including seed size, seed rate, soil type, and field conditions. The primary objective is to achieve uniform seed distribution and optimal seed-to-soil contact, which can be accomplished by incorporating a seed metering mechanism to control the seed rate accurately. Versatility is another important aspect of the machine's design, as it should be able to handle different seed sizes, types, soil conditions, and field variations. To achieve this, utilizing advanced technologies such as sensors, automation, and precision farming techniques can significantly enhance the machine's performance and efficiency while also reducing costs and minimizing environmental impact. The optimization of a seed sowing machine plays a crucial role in ensuring successful crop production. By implementing cutting-edge technologies and precision farming techniques, farmers can increase their yields and decrease the amount of seed and fertilizer needed for a specific area. Ultimately, this leads to improved productivity, increased profitability, and a more sustainable approach to agriculture.

Keywords: Seed machine, design ,CATIA and analysis

1. Introduction

Agriculture holds a crucial position as one of the oldest and most vital industries globally, providing essential sustenance and resources to billions of people. The success of

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ATTRIBUTES OF FOUR-WHEELER (CAR) AND ITS INFLUENCES ON CONSUMER PREFERENCES

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Assistant Professor, Dept. of Commerce, Loyola College, Chennai, Tamilnadu.

Abstract

Customer preference varies from one person to another person. Thus, success of a business depends on how efficiently they identify their customers taste and preference and manufacture goods in accordance with their customer's expectations. Thus, in this study an attempt has been made to identify the factors considered by a customer before choosing a car. In order to survive in the competitive scenario manufacturers have understand the features considered by the customers before purchasing a car. Thus, an earnest attempt has been made in this study to understand the customer preference before purchasing a car. The main purpose of the paper is to reveal theoretically the relationship between customer preference and to test them empirically. The quantitative research (survey) has been chosen in order to meet the purpose of the research and to test that relationship empirically. The data is collected from structured questionnaire. Sample size is 110 and also descriptive research study is used as a research design and followed simple convenience sampling method. The respondents are the consumers of four wheelers at Perambalur and Tiruchirappalli in Tamil Nadu. In this study Pearson's correlation and regression are used for analysis. The result of the study disclose that customers give due importance for look and style, transmission, availability of spares and mileage.

Keywords: Customer Preference; Four-Wheeler; Design; Price; Seating capacity; Brand name; Quality; Mileage; Maintenance.

Introduction

As organizations become increasingly customer focused and driven by demand, the need to gain customer loyalty and retain their loyalty is critical. Customer preference is the most effective way to achieve customer loyalty. Customer preference and customer loyalty share many similar traits. Customer value is the customer's perception of the ratio of benefits to what he or she gives to obtain those benefits. The customer value triad is a framework used to understand what it is that customers want. The framework consists of three parts: (1) perceived product quality, (2) value-based pricing, and (3) perceived service quality.

Customers are satisfied, when value meets or exceeds expectations. If their expectations of value are not met, there is no chance of satisfying them. Figuring out what the customers want, however, is a difficult and complex process. To be able to create and deliver customer value is important to understand its components. On the most basic level, value from a customer's perspective is the ratio of benefits to the risks being taken while buying the product.



CUSTOMER EXPERIENCE, CUSTOMER ENGAGEMENT AND ITS EFFECTS ON STORE LOYALTY TOWARDS RETAIL OUTLETS

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6693

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Abstract

The study is aim to explore the relationship between customer experience, customer engagement and store loyalty. Customer engagement and customer experience are taken as the independent variable and store loyalty is treated as the dependent variable. Descriptive type of research was used. The quantitative research (survey) is applied in order to meet the purpose of the research and to test those relationships empirically. The data is collected from structured questionnaire. Sample size of the study is 384 while descriptive research study is used as a research design and followed simple convenience sampling method. The respondents are the customers of the Chennai. In this study confirmatory factor analysis (CFA) and Structural equation model (SEM) are used for analysis. Result of this study is Majority of customers found that engagement and experience is positively influencing their store loyalty.

Keywords: Retail, Customer Loyalty, Customer Experience, Customer Engagement, Store Management
DOI Number: 10.48047/NQ.2022.20.15.NQ88667 **NeuroQuantology2022;20(15): 6693-6704**

1. Introduction

Customer experience is considered as the customers' perceptions both conscious and subconscious of their relationship with the brand resulting from all their interactions with their brand during the customer life cycle. It is the practice of scheming and reacting to customer connections to meet or exceed customer expectations and, thus, increase customer satisfaction, loyalty and encouragement

Customer experience occurs when a customer experiences with the product or with the shopping experience. Customer experience occurs with the consumption experience. Further customer's retail experience is created both by elements that the retailer controls (service interface, retail atmosphere, assortment, price, store brand) and by elements outside his/her control (influence of third parties, reason for buying, situational factors).

2. Background of Study:

Customer engagement refers to a broader "transcending" relational perspective and is described as a significant tool for building and improving relationships with customers, namely service relationships. Engagement implies a deeper relationally based level and, thus, has an importance place in contributing to the understanding of customer outcomes, namely loyalty-related outcomes (Bowden, 2009). Correspondingly, Verhoef et al.(2010) revealed the increasing trend in companies trying to encourage their customers to involve in this kind of non-transactional behaviors that go beyond purchase intentions. Engagement was conceptualized by Kahn (1990). He studied the psychological preconditions. Recently, organizations have been launching programs to engage customers and measuring levels of customer engagement as a response to a growing resistance of customers to traditional marketing programs (Bagozzi & Dholakia, 2006).



Sustainable Inclusion of Women In Digital India

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Abstract. In 2014, Government of India took an initiative to achieve Inclusive growth in India and to transform India by 2018 into a country with good digital space for holistic development". India has 1.38 billion people which is leading in highest population country in the world. The IAMAI Kantar ICUBE 2020 Report predicts that by 2025, the number of active internet users is estimated to be 900 million which is an increase of 622 million in 2020, representing an increase of almost 45% over the next five years. The National Family Health Survey (NFHS-5) 2020–2021 revealed that in January 2022, there are 626 million people are using internet in India. At the beginning of 2022, 47.0% of Indians were online. Approximately one-third of Indian women use the internet, according to NFHS-5 data. A 2022 analysis by the Asian Development Bank and social networking platform LinkedIn states that there is a disparity that exists in which women were denied of possibilities at employment where digital skills are in great demand. Tamilnadu has 46.9% female internet users and 70.2% male internet users. Hence, there is an urgent need to recognize the review the existing situation of women in digital inclusion in India. Hence, this article focuses on women in digital inclusion to understand the digital divide between men and women in India.

Keywords: Digital India, Women Inclusion, Sustainable Economy.

1 Introduction

Digital Space As per the Digital Divide 2022 India Inequality Report, India is ranked 47th in the world for Internet affordability. Based on a Global Index of Digital Quality of Life, across 110 Countries, India has the worst gender gap in the Asia-Pacific region, at 40.4%. Seventy percent of people in India have poor or no access to digital services. The lack of comprehensive and extensive gender-disaggregated statistics makes it difficult to conduct a thorough analysis of women's Internet access and usage. It is predicted that in India, between 2023–2028, around 265.1 million users (+26.29 percent) will be using Internet in India. According to Cisco's annual study, there will be over 907 million internet users in India by 2023. This is because the number of devices and connections is expected to rise at a higher rate than the population, specifically at a 7% CAGR. SDG 9c's goal, is to ensure that every woman should have access to Internet by 2020, indicates that access is a significant priority for global growth. However, if things continue as they are, universal access won't be achieved before 2042. One proposal to

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Revolutionizing Service Productivity: A Roadmap of Innovative Technologies

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ABSTRACT

In this pivotal chapter, the authors embark on a comprehensive exploration of the transformative influence of artificial intelligence (AI) in reshaping service productivity across diverse industries. The chapter unfolds with a meticulous examination of the foundational principles of AI, shedding light on its various manifestations, from machine learning algorithms to natural language processing. Through real-world case studies, the authors navigate the tangible impact of AI on service delivery models, illuminating instances where organizations have successfully integrated AI to streamline operations, enhance customer experiences, and foster innovation. The chapter begins by establishing the fundamental role of AI in deciphering complex data sets, enabling organizations to extract actionable insights and make informed decisions. As the authors traverse the landscape of AI in service productivity, the chapter concludes by presenting a practical roadmap for organizations looking to integrate AI seamlessly into their operations.

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Property
Office

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Design number: 6342878

Grant date: 05 February 2024

Registration date: 29 January 2024

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in pursuance of and subject to the provision of Registered Designs Act 1949, the design of which a representation or specimen is attached, had been registered as of the date of registration shown above in the name of

BOOKS

Dr. Gajendran Srihari, Dr. Pushpalatha Marisamy, Dr. Rakatu Vijaya Lakshmi,

Dr. Nagalakshmi Muralidharan, Dr.Padmini Ramakrishnan, Mahesh Sudhakar

Naik

in respect of the application of such design to:

SMART E-LEARNING DISPLAY DEVICE

International Design Classification:

Version: 14-2023

Class: 14 RECORDING, TELECOMMUNICATION OR DATA PROCESSING
EQUIPMENT

Subclass: 01 EQUIPMENT FOR THE RECORDING OR REPRODUCTION OF
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Adam Williams

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Design Application Details

Application Number: 405763-001
Cbr Number: 201334
Cbr Date: 26/01/2024 12:36:33
Applicant Name:
1. Dr. M. Nagalakshmi
2. Vandana M
3. J Rashmi Kumar
4. N. Mohammed Saif
5. Naveena M
6. Dr. D. Paul Dhinakaran

Design Application Status

Application Status: Application Accepted, Certificate of Design not Generated.

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Dr. M. VETRIVEL M.Com, MBA, Mphil, Ph.D presently working as an Associate Professor & Assistant Director (CDOE), Department of Commerce, Vels University, Chennai. He has 16 years of experience in teaching & Research. He has published various Research papers in National and International Journals and also presented many papers in National & International Conferences. He has Published 12 Patents. He has produced MPhil-2, Ph.D-4 & pursuing Ph.D-7 under his guidance. He is the active member of 10 academic associations. He is Published 4 Test Books and 44 Chapters in Books. He served as a BOS Member, Question paper setter and Ph.D External members of various State University in Tamil Nadu. He has received LIFE TIME ACHIEVER AWARDS 2019, SOCIAL SCIENTIST AWARDS- 2021, DUBBEDKAR AWARDS 2021, DUAPJ ABDUL KALAM AWARD 2022 and ACADEMIC ACHIEVER AWARD 2023.



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Strategic Management



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She received Best Teacher Award for her excellence in teaching. She received a research grant of RS.4,90,000 from Indian Council for Social Science and Research- IMPRESS, New Delhi, for executing a Research Project entitled "A Study On The Role Of Drivers Behaviour In Road Traffic Accident With Special Reference To Urban Chennai" in 2019. She received a research grant of Rs.6,41,000 from National Commission for Women, New Delhi for executing a research titled "A comparative study on mental health and resilience strategies of housewives and working women in TamilNadu" in 2018.

She has published several articles approximately in peer reviewed National and International Journals, Conferences, Seminars and Chapter Books.



Dr.S.S.ONYX NATHANAEL NIRMAL RAJ
Dr.N.PADMAVATHY

Strategic Management

STRATEGIC MANAGEMENT

Dr.S.S.ONYX NATHANAEL NIRMAL RAJ
Dr.N.PADMAVATHY



HRM
VOLUME - 2

HUMAN RESOURCE MANAGEMENT

Human Resource Management is the process of recruiting, selecting, inducting employees, providing orientation, imparting training and development, appraising the performance of employees, deciding compensation and providing benefits, motivating employees, maintaining proper relations with employees and their trade unions, ensuring employees safety, welfare and health measures in compliance with labour laws of the land and finally following the Orders / Judgements of the concern High Court and Supreme Court, if any. Human Resource Management involves management functions like planning, organizing, directing and controlling.



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Dr. Jenifer Onyx, Dr. M. Nagalakshmi,
Mr. N. Mohammed Saif, Dr. S.S. Onyx Nathanael Nirmal Raj

HUMAN RESOURCE MANAGEMENT



HUMAN RESOURCE MANAGEMENT

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Dr. M. Nagalakshmi
Mr. N. Mohammed Saif
Dr. S.S. Onyx Nathanael Nirmal Raj



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Dr.S.S.Oryx Nathanael Nirmal Raj
Dr.R.Akila
Dr.M.Durgerani



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Dr. R. Akila has completed her Bachelor of Science in Hospital Management in 1996 from Bharathidasan University during 1996. She then completed her Master of Business Administration from Bharathidasan University in the year 1998 specialized in Marketing, she also completed M.Phil, in department of Management studies in 2004 from Alagappa University. She did her PhD from Mother Teresa Women's University, Kodaikanal in 2011. She has nearly 25 yrs of teaching experience from various reputed engineering colleges of Tamilnadu. Besides teaching, she has also coordinated seminars, personality development programs for management graduates; faculty development program, conference for faculty community. She has published around 40 papers in Scopus/UGC Care/Pais review rating journals. She has participated and presented about 100 papers in national & international conferences in India. She has been awarded with many awards for Best Academic Performances, 100% result in her subject taught.



Dr. M. Durgerani is currently working as an Assistant Professor at Jeyaraj Engineering College, Chennai, Tamil Nadu. She had completed MBA from Velammal College of Management and Computer Studies and a doctorate from Bharathiar University. She had been a tutor throughout her academics. She passes 16 years of experience in teaching and had taken up various responsibilities like counseling the students and preparing them for placements. Apart from Career, She had reviewed journal stories in various occasions conducted by "vanguard" - an organization which motivates the general public to inculcate the habit of reading in Tamil. She has done courses on "Corporate Strategy" offered by UCL School of Management, London, Soft and Communication Skills offered by IICL Inc. "Healthcare gender equities" offered by Stanford University, "Improving Communication Skills" offered by University of Pennsylvania etc. She has completed certification courses offered by NPTEL. She possesses expertise in facilitating the courses like Principles of Management, Strategic Management and Marketing Management.

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தொகுப்பு

முனைவர் பூ.மு.அன்புசிவா

கவிஞர் அன்புத்தோழி ஜெயபுரீ



தமிழகத்தின் கடைக்கோடி
என்பது ராமேஸ்வரம் !
அங்கு பிறந்த
கடைக்குட்டி நீதானே
தமிழகத்தின் நல்வரம் !!

உன் மரம் வளர் கவிதை
எங்களுக்கு மிக விருப்பம்!
நின் கருத்துகள் ஆழ படித்தால்
இளைஞரெல்லாம் ஆவாரே
சிறந்த அறிவில் காப்பம் !!

உன் அக்கினி சிறகுகள்
உயரப்பறந்து புகழில் சிறந்தது !
ஆனாலும் என்னவோ-உன்
மனமும் முகமும் குழந்தையாய்
மாறி அல்லவா சிரித்தது !!

வீணையோடு சேர்ந்து
விண்வெளியினை மீட்டினாய்!
பாரதமும் சிறப்பென்று பாருக்கு - ஏவு
கணையோடல்லவா காட்டினாய் !!

இந்திய மகுடத்தில் நீயொரு
ஜொலிக்கும் ரத்தினமாம் ! உனை
என்றும் இதயத்தில் நினைக்கிறோம்!!

உன் பெரும்புகழ் என்பது ஏவுகணை
எப்படி மறப்போம் நாங்கள்
தமிழருக்கு பெருமை தந்த உனை
எப்படி மறப்போம்
பிறந்தநாள் வாழ்த்துக்கள் அய்யா!!

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சான்றோர்களின் பொன்மொழிகள் தொகுப்பு : முனைவர் பூ.மு.அன்புசிவா கவிஞர் அன்புத்தோழி ஜெயபுரீ

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DR N PADMAVATHY

From Potential to Powerhouse: Fueling India's Economy through Women Entrepreneurship

Women's entrepreneurship is an economic activity that will bring significant benefits to the Indian Economy. Currently, India's Women Entrepreneurs run 13.5 to 15.7 million enterprises, which represent 20% of the country's total enterprises. With the right support system in place, these enterprises could grow in number, scope, and sustainability, leading to the creation of as many as 170 million jobs, or 25% of India's projected new job creation by 2030. Over 150 million women are in leadership positions in well-established companies, while over 250 million women are self-employed.

To achieve Gender Equality, Sustainable Economic Growth, and Poverty Reduction, women must participate in the economy. According to the McKinsey Global Institute (MGI), adding 68 million more women to the workforce by 2025 may increase India's GDP by USD 0.7 trillion. Less than half the global average, or 17% of India's GDP, is contributed to by women's economic activity. India holds the 10th position in ease of doing business for the years 2023 to 2027 in comparison to the 14th position from 2018 to 2022. According to the 2016 Sixth Economic Census Report, female business owners struggle with limited access to financing, funding opportunities, family support, a lack of information, a lack of networking, fewer market connections, mental weakness, and mobility. According to The Global Entrepreneurship Monitor (GEM) report, women in India and South Korea appear to face the most difficulties in accessing business funds compared to men.

The government of India has launched several schemes to encourage Female entrepreneurship, viz., Mudra Loans, Women Entrepreneurship Platform, Udyogini Scheme, Bharathiya Mahila Bank Business Loan, Annapurna

According to a Bain & Co. survey, Women entrepreneurs account for 22 to 27 million direct jobs in India.

Scheme, Stree Shakti Scheme, Dena Shakti Scheme, Mahila Udyam Nidhi Yojana, Orient Mahila Vikas Yojana Scheme, Cent Kalyani Scheme, Pradhan Mantri Rozgar Yojana, and Synd Mahila Shakti Scheme. Various studies have found that 17% of the investment deals in India between 2019 and 2022 were raised by startups with female leaders.

According to a Bain & Co. survey, Women entrepreneurs account for 22 to 27 million direct jobs in India. By increasing the number and quality of female entrepreneurs, they can create 150 to 170 million jobs by 2030. According to the global

entrepreneurship index, India ranks below the 20th percentile in terms of female entrepreneurship in comparison with developed countries like the US and UK, as well as developing economies like Brazil, Russia, and Nigeria. According to a survey by Forbes, Women Entrepreneurs make up 13.76% of the total entrepreneurs in India. To motivate women's entrepreneurship and startups, equal access to inputs should be given to women as it is to men. Through entrepreneurship, women support economies and innovation all across the world. Promoting women's entrepreneurship is a powerful means that can speed up India's journey to achieving a \$5 trillion economy.

To conclude, Investments in Women Entrepreneurs would result in reduced levels of global poverty, better lives for children, and higher levels of creativity and innovation.

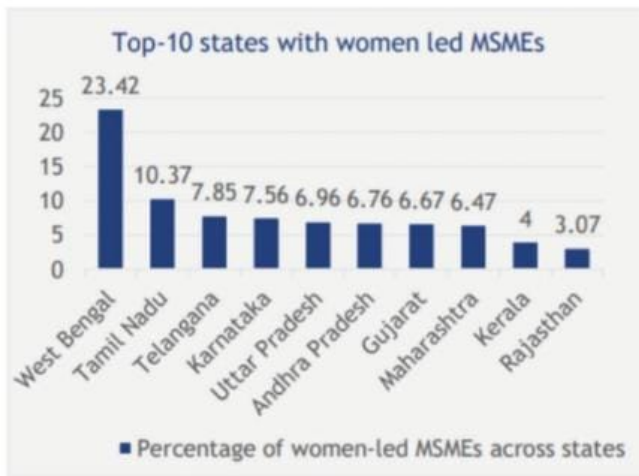


Fig:1: Top 10 States with Women led MSMEs Source:MoMSME Annual Report 21-2022

The author is the Dean- School of Arts, Humanities and Management, Jeppiaar University, Chennai. She has over 20 years of experience in the education sector as Assistant Professor and now as the Dean. ●



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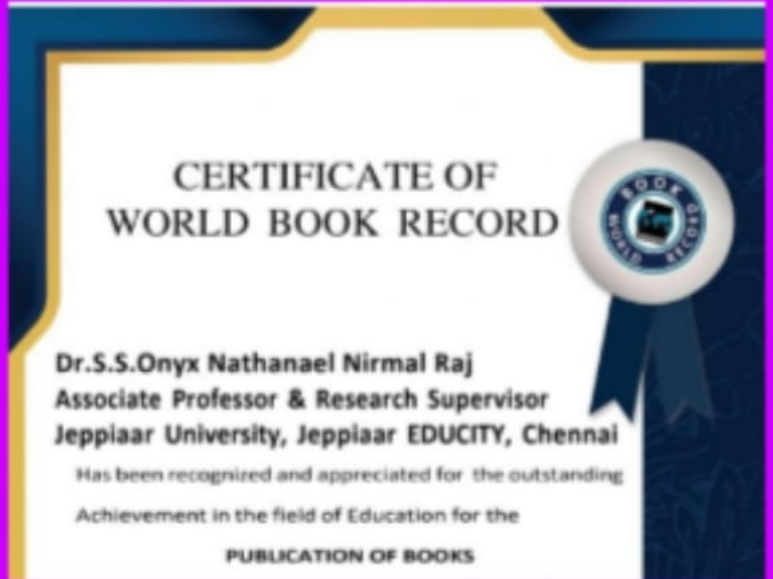
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