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INTERNATIONAL E- CONFERENCE
On

**“ECONOMIC CHALLENGES AND BUSINESS OPPORTUNITIES –
COVID-19 ERA”**

3rd February, 2022

Organized by

DEPARTMENT OF COMMERCE AND ECONOMICS

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FACULTY OF ARTS & SCIENCE

BHARATH INSTITUTE OF SCIENCE & TECHNOLOGY

83, 3, Agaram Main Rd, Tiruvanchery, Selaiyur, Chennai, Tamil Nadu 600126.



Dr. J Kannan
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Convenor,
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MESSAGE FROM THE CONVENORS

We are delighted to say that International E-Conference on “ECONOMIC CHALLENGES AND BUSINESS OPPORTUNITIES – COVID-19 ERA” is being organized by Departments of Commerce & Economics, Faculty of Arts and Science, BIHER.

All the world nations suffer a lot of problems during the Covid-19 in walks of all economic activities such as drastic price fluctuations, exploiting business opportunities, a fear of investment, health issues domestically and internationally. The magnitude of impact on Covid-19 is different in different countries, not similar in all the respects.

The main mission of this conference is to discuss all the problems and challenges posing against the developing and developed countries now and future. How these countries face the challenges beyond their economic boundary operations in relating to render factor and product services

The business community realizes the importance of embracing volatiles and fast-changing business environment to come up with workable and effective strategies that can enable the business to remain sustainable and competitive in the long run.

In the context of today’s business research, these contemporary issues necessitate deeper research investigation, qualitatively as well as quantitatively. In this context, the conference aims to gain knowledge for critical issues facing in today’s business environment at large and on the theme in specific. We have observed more number of quality manuscripts being received in the conference.

Finally, we thank the support provided by all the authorities, authors, reviewers, faculty and students for making the conference a grand success.

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THE ROLE OF BUSINESS IN THE POST PANDEMIC ERA

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ABSTRACT

The current covid-19 pandemic has brought the global economy to a halt, resulting in an increase in unemployment, an increase in panic buying, which also contributes to an increase in demand and price, and people are concerned about their immediate surroundings as well as their physical and mental wellbeing. In order to fulfil their objectives, businesses must have a thorough understanding of consumer behaviour. In order to tackle these problems, I have suggested some strategies for securing the business, which prepares the road for economic growth.

Key Words: Business, COVID-19, Economic growth and Consumer Behaviour

INTRODUCTION

2020-2021 had already proven to be a challenging years, but as someone wise once remarked, "When the going gets difficult, the tough reinvent." The current scenario is rather bleak, with numerous businesses taking preventive steps such as restricting travel and recommending employees to work from home. The growing epidemic has sparked widespread fear, impacting both our quality of life and productivity.

People are fascinated by technology and have a significant interest in remote conferencing, which makes virtual meetings as natural as face-to-face encounters.

Corona virus has slowed the worldwide economy; it began as a catastrophe in China, and because China is the world's factory, when factories close, global businesses suffer. Companies have been harmed in three ways:

1. Supply chains have been disrupted
2. Squeeze the customers
3. Workplace restrictions

The COVID-19 epidemic, according to the UN Department of Economic and Social Affairs (DESA), is disrupting global supply chains and international trade. The movement of people and tourism flows have come to a halt as around 100 countries have closed national borders in this period.

Here are some measures to stay connected and buoyant during the pandemic:

1. Communicate transparency with your customers
2. Managing personnel and associated optimization
3. Maintaining a healthy relationship with contracted parties
4. Maintain team engagement



5. Communication to stakeholders
6. Technology up-gradation

Competition law, which attempts to protect consumers, has issued instructions to businesses on how to deal with the epidemic, with a clear warning that any 'unjustified violation' in their behaviour will be scrutinised by the competition authorities.

There may be legal grounds for competitors to collaborate in terms of production, distribution, and service network to promote uninterrupted production and delivery of critical commodities in order to counteract the negative impact on enterprises.

For the time being, "cash is king." Many governments provide aid to huge corporations, small and medium-sized businesses, and individuals. The aid provided by government wage-sharing systems is intended to reduce the expense burden on individual businesses and assist them in remaining competitive. To combat the corona virus, the private sector, along with governments, central banks, and the WHO, plays a critical role.

Business can overcome to the COVID-19 crisis in 12 Ways

1. Convert your offline company to an online one.
2. Use Advanced MSI/Multi Warehouse Inventory to check for stock outs.
3. Manage your inventory in warehouses with drop shipping.
4. Provide a timeline for when in-demand products will be restocked.
5. Allow customers to compute shipping costs on product pages.
6. Show how much you still have to pay to get free shipping.
7. Offer pre-orders to reduce delivery workload.
8. Make a one-of-a-kind delivery timetable
9. Make contactless delivery available in your store.
10. Allow customers to order things online and pick them up at a shop.
11. Limit delivery outside of your country, and make some products eligible for free shipment.
12. Keep clients informed about the status of their orders.

This pandemic will forever change the workplace, and it will certainly open up numerous chances for women, as the 'work-from-home' policy will now allow women who wish to work to do so."

Businesses should keep in mind that today's consumers value holistic well-being and environmental stewardship above all else. They are concerned about their bodily and



emotional health as well as their surroundings. Consumers are more likely to encourage and support a brand that promotes health and environmental protection over one that does not.

In order to fulfil their objectives, businesses must have a thorough understanding of consumer behaviour. The emphasis now is on incorporating technology, but we must also maintain a balance between the digital and human touch. The idea is to change your strategy based on what your consumers want. The best way to do that is by letting them counsel your decisions in growing your business.

CONCLUSION

For a safe and secure economy, the business needs a smart startup. It is true that the business must be aware of the current situation in order to make better decisions. To assist nations that now lack sufficient budgetary room to finance social policy, particularly common social security programmes, a coordinated global effort is required. In this endeavor, debt sustainability should be prioritized.



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A Conceptual Study on effectiveness of advertisement on the purchase of FMCG – Health Drinks

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Abstract:

As the FMCG companies are spending a lot fatty cheques for advertisement. But how far the advertisements given were effective in converting potential target market as customersis still agrey area. This research paper is aimed to find out the effectiveness of advertisement on the purchase of FMCG – Health Drinks. The conceptual research method was employed. After the extensive study of review of literature, it is concluded that the advertisement need to follow some features to be effective to reach and stimulate the target market. It is also found TV and Print are the effective mediums of communication.

Keywords: FMCG, Health Drinks, Effective Advertisement

Introduction: In the recent years manufactures producing Health drinks are playing an important role in full filling the need of the consumers. In the mid of covid-19, people awareness started shifting from soft drinks to health drinks. This gave a huge surge of sales volumes of health drinks and inception of new health drinks companies. Health Drinks Manufacturing companies are clueless about how far their advertisements reach the target audience and stimulate the purchase decisions made by consumers/Buyers. Effectiveness of advertisement on the purchase of FMCG health drinks is not an easy task for any organization. Companies spend a lot of money for the purpose of various marketing Communications, out of which advertisement comes at the top of other marketing communication in terms its wide reach and frequency. This study explores effectiveness of advertisement as marketing communication on the purchase of health drinks.

Review of Literature:

Dr. N. Ramanjaneyalu, Mr. Aniruddha (2022) Investigated If the celebrity endorsement has an effect on how people think about health drinks. Because of this, the study says that there is a big difference in the average scores of gender and brand image of celebrity advertisements for health drinks. There's also a big difference in the average scores of generation and brand image of celebrity ads for health drinks, too. When we talk about the influence of a celebrity endorsement on how people see a celebrity advertisement for a health drink, we should think about how people think about gender and age. According to this, the marketer has to decide what kind of advertisement they should use based on the age group they are trying to reach.

Neha Sakhlecha, Dr C Nithya And K.Keerthi Jain (2021), studied Motivational ads have an effect on how people buy health drinks. The main goal of the study is to look at how TV motivational ads have influenced people's brand preferences for health drinks, especially in the case of health care milk supplements like Bournvita and Horlicks. A self-administered questionnaire was used to collect the data in the new district of Tirupattur in the Indian state of Tamilnadu. The sample size was 136. Hypothesis: Based on responses and results from chi square analysis, we think there is a link between the level of influence TV ads have on people's purchasing decisions and whether or not they choose, buy, or even recommend a certain health drink.

Cuesta-Valiño, P., Rodríguez, P. G., & Núñez-Barriopedro, E. (2020). examined There are a lot of things that make social media advertising worth it, and they have an effect on how people think about healthy food and how likely they are to eat it. The theory of Ducoffe's advertising value model was used as a way to think about how attitudes relying on hedonic and utilitarian values came about. There were 2023 valid questionnaires in a survey of a sample group of the Spanish population. A descriptive cross-sectional study was done to conduct the research. The Partial Least Square (PLS) method was used to see if the hypothesised relationships and predictors were true. The results of this study help us figure out which factors affect the consumer's response, as measured by their intention, which is based on the consumer's attitude toward the value of healthy food, as well as the advertising value on social networks. For advertising healthy food on social networks to be useful, it needs to be credible and full of useful information.

Kumar (2019), aimed to find determine the effectiveness of advertising on customer behaviour toward fast moving consumer items in selected locations of Tamilnadu. The study used a sample size of 200. A detailed questionnaire was created to assess the advertisement's efficacy. The objective of the study was to increase public perception and awareness of (FMCG) brand items. Correlation and regression tests were utilised to improve the analysis. The findings suggested that individuals would switch brands in order to test the new one. Additionally, the results suggest that consumer behaviour varied according to income level and that males were more responsive to advertising than females. Advertisement has the potential to alter a consumer's behaviour.

Sama, R. (2019). Evaluated the effect of advertising on consumer behaviour in the media. The purpose of this article is to examine the effects of television (TV), radio, newspapers, magazines, and Internet advertisements on consumers' awareness (AWR), interest (INT), conviction (CON), purchase (PUR), and post-purchase (PPUR) behaviour. The study employed an online survey method. The data were gathered from 529 respondents, all of whom were students in India. The acquired data were analysed using statistical procedures such as Cronbach's alpha, exploratory factor analysis (EFA), and the Kruskal–Wallis (K–W) test. The findings suggest that newspaper advertisements have an effect on all five stages of CB. The impact of television and the internet on consumer AWR, INT, and CON is statistically clear. Additionally, the results indicated that periodicals and newspapers are successful at influencing consumers' PUR and PPUR behaviour. Advertising managers might take a cue from this research and invest in appropriate media to increase the objectivity of advertisements.

Rajneesh Arya and Dr. Rajesh Bagga (2018), studied the effect of television commercials for fast-moving consumer goods on customer purchasing behaviour. Fast Moving Consumer Goods are a necessary component of modern living. Television advertisements have an effect on customer behaviour when it comes to purchasing FMCG products. Primary data for this study was acquired via structured questionnaires from 200 respondents in Jalandhar. Secondary data was gathered from a variety of sources, including journals, books, articles, and websites. Prior to completing the formal study, a survey in the form of questionnaires and interviews was undertaken. Following feedback from 150 consumers, a revised questionnaire was produced and disseminated. Advertisers must make their television advertising more engaging in order to

capture the audience's attention more frequently. Marketers must always keep in mind that the target audience for television advertisements wants only relevant information about the product being purchased, and this must always be incorporated. Consumers feel that television advertisements educate them about the diversity of products available on the market, but marketers must make persistent efforts and consider additional aspects such as the product's quality, price, and availability. As the employment of celebrities in advertisements has a good effect, advertisers must maintain or enhance this effect based on budget and other considerations. To maintain and grow the degree of trust associated with television advertising, marketers must work to build their brand and also encourage social activities as part of their CSR initiatives.

Rambe, P., & Jafeta, R. J. (2017). Assessed The Effects of Social Media Advertising on Preferences on Consumption of High-Energy Drinks Despite marketers' increasing adoption of social media for communicative marketing of brands, the potential of social media sites to impact student brand choices remains unexplored in the research. This study gap is ironic in light of the rising body of knowledge about the influence of self-images expressed on social media on customers' product choices and purchase intentions. This theoretical study explores how students utilise social media platforms to make educated decisions about energy drinks, drawing on Media Richness Theory, agency, existing literature, and the authors' personal thoughts on social media adoption for brand selection by students. While students occasionally used social media platforms to obtain energy drink brands, their brand preferences and selections were influenced more by personal agency (particularly personal volition, peer influences, brand convenience, and brand availability) than by social media networks per se. The study presents a conceptual model that takes into account social media appropriation, consumer decision-making, brand preferences, and buying behaviour. While the model is untested, its methodological strength stems from its reliance on existing literature, established concepts, anecdotes about student consumption behaviour, and the authors' knowledge of social media, all of which are critical for academics and policymakers to gain a better understanding of social media-brand preference relationships in real world contexts.

Prajapati, S. G. (2017). Researched the effect of television commercials on consumer purchasing behaviour for health beverages. The primary purpose of this study is to determine the extent to which television commercials influence customer purchasing behaviour for 'health

beverages that make milk richer for children' in the Vadodara city region. The descriptive single cross sectional research design was chosen for this study in the city of Vadodara. This study used a random sample of 200 people. To obtain a more effective and accurate sample size, the Stratified Random Sampling methodology was applied. The data were analysed using a variety of statistical methods. According to research, television advertisements have a considerable influence on children's behaviour and academic performance. This will have an effect on the movement of product desire between brands.

S.Sridevi and Dr.S.Sangeetha(2016) explored the factors influencing Health Food Drinks. Primary data is collected from Health Food Drinks customers using a Structured Questionnaire. Secondary data were gathered through e-Journals, books, and a few theses. The data were statistically evaluated using the SPSS software. It is observed that advertising for health food beverages has a wider influence on consumer, and that drinking HFD products undoubtedly has a favourable effect on our people. However, both the media and society should provide adequate direction and oversight to help people become intelligent consumers. The current study discovers that health concerns have a significant effect on intentions. As a result, stakeholders in HFD food should focus their advertising messages on the health benefits of HFD food rather than on environmental concerns. Attracting attitudes and changes in behavior in youngsters through advertisement for the purpose of promoting things has been enhanced, and this may be a future area of research for researchers. Primary data is collected from Health Food Drinks customers using a Structured Questionnaire. Secondary data were gathered through e-Journals, books, and a few theses. The data were statistically evaluated using the SPSS software. It is observed that advertising for health food beverages has a broader impact on customers, and that consuming HFD products surely has a favourable effect on our people. However, both the media and society should provide adequate direction and oversight to help people become intelligent consumers. The current study discovers that health concerns have a significant effect on intentions. As a result, stakeholders in HFD food should focus their advertising messages on the health benefits of HFD food rather than on environmental concerns. Attracting attitudes and behavioural changes in youngsters through advertisement for the purpose of promoting things has been enhanced, and this may be a future area of research for researchers.

Awan, A. G., Ismail, M., Majeed, F., & Ghazal, F. (2015). analyzed Advertisement's Effects on Consumer Purchasing Behavior with Reference to FMCGs The purpose of this article is to determine the extent to which advertising influences consumer purchasing behaviour when it comes to FMCGs. 250 questionnaires were delivered in five cities of southern Punjab as a sample, and 231 full questionnaires were received from respondents following the field survey. A conceptual framework was built using the Kirkpatrick model, which contains one dependent and five independent variables. Different statistical techniques were used to analyse the data, including descriptive statistics, correlation analysis, and regression analysis. Our study's findings are strong since research indicates that commercials have a considerable impact on customers' purchasing behaviour and selections.

Shabana, A. G., Gupta, A., Vaid, P., Mohpatra, A., & Jaiswal, S. (2014) assessed the marketing methods and messaging employed to boost the consumption of highly processed and commercialised foods. Photographs of 110 advertisements for food and beverages on hoardings, walls, bus stops, near commercial areas, and traffic signals were taken in the city's most congested regions and analysed visually. Advertisements were categorised according to their graphic characteristics, product kind, placement, and context themes. Qualitative methodologies were employed to analyse the data and uncover the common themes that drew consumers' attention. The majority of commercials were for sugary beverages and fast food establishments. Tempt your Buds - 33.8 percent, Discount/Large - 22.3 percent, Best Times - 15.1 percent, Celebrity Endorsement - 7.9 percent, Refreshing 6.4 percent, Nutrition 6.4 percent, Leave an Impression 5.7 percent, and Download Apps -2.1 percent. Advertisements with themes such as entice your taste buds and discount/large were more visible. Food and beverage advertisements (ads) are prevalent throughout the city. These advertising appeal to the public's goals for modernity, prosperity, and happiness, as well as caution when choosing "cheap" and "convenient" meals and beverages, which has a negative effect on health. Advertisements play a significant role in food and beverage selection, which has a direct or indirect effect on the oral health of the community.

Hossain, M. M., Azad, S. N., Parveen, R., & Masum, M. H. (2014). Conducted this study to determine the effect of advertising on the purchase of energy drinks. The purpose of this article is to determine the efficacy of energy drink advertisements in various media on the purchasing

decisions of the people of Dhaka, Bangladesh. To accomplish the study's aims, convenience/purposive sampling was used, with samples drawn from various shopping malls located across Dhaka. The findings of this study indicate that advertisement has a significant impact on the growth of an energy drink company. Therefore, producers should invest a significant amount of money in advertising and also design the campaign in such a way that it attracts individuals from all socioeconomic classes, with television being the most effective medium.

Raju, D. A., & Devi, P. S. (2012). ascertained customers' preferences among various means of advertising and to determine whether the media has any influence on the brands of health drinks in the kuppam region. The study gathered both primary and secondary data. Because this study was designed to encompass both moderate and high income groups, press and television commercials receive the highest ranking. Individuals who belong to such groups are highly educated. They find time to read articles and take pleasure in advertisements published by print and electronic media. Television advertising are favoured among women and retirees. The working youth asserts that a lack of time is the primary factor determining their choice of advertising medium, as they cannot afford to spend time watching television advertisements.

Objectives of the study:

To analyse the effectiveness of advertisements on the purchase of FMCG – Health drinks.

To bring out the model which suggests the health drinks manufacturers the best media to communicate the advertisement.

Research Design: Conceptual Research designed was adopted. The researcher had done extensive literature survey to find the effectiveness of advertisement on the purchase of FMCG – Health drinks. Source of data was secondary data which was published in national/international journals in the form of articles. The researcher keenly organized the variables of the study to arrive a conceptual model.

Discussion:

Based on systematic extensive literature survey, the researcher had found the variables of effective advertisement. Television and print are considered as effective medium of communication for advertising the health drinks and social media advertisement as less effective

as people don't watch the full advertisement, poor targeting of audience, action takers are comparatively lesser than print and television. People come to social media for various reasons and they don't expect advertisements. But in case of print and television, people know that there would be advertisement as both the media survive and grow by generating revenues from ads. People who get exposed to ads are mostly students, housewives, children and elder one. Depends on the type of health drinks, the marketer needs to choose appropriate medium/mediums of advertisement. Effectiveness of advertisement on the purchase of FMCG – Health drinks depends on various factors such as Celebrity Endorsement, Motivational Concept, Sensory Stimulation, Pricing, Quality of Offering, Health Concerns, Branding, Purchase Intention. Based on literature reviews, the researcher proposed the below conceptual model for FMCG – Health drinks manufacturing Companies.

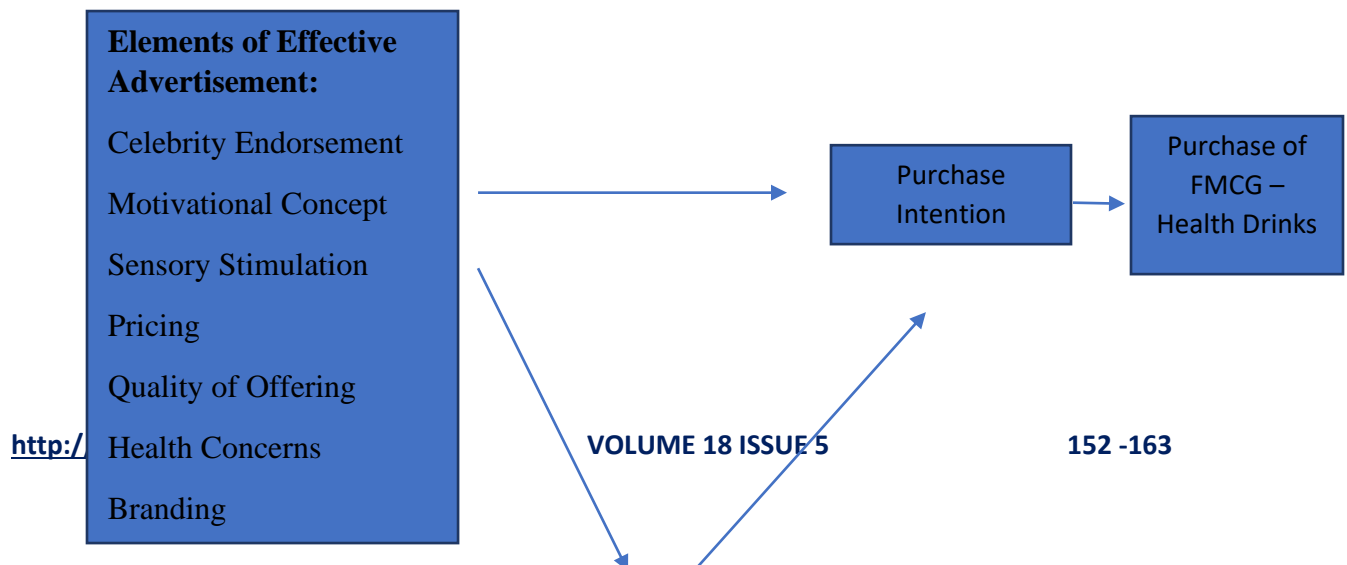
Celebrity Endorsement

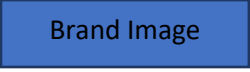
As a kind of brand communication, celebrity endorsement utilises a celebrity's fame, popularity, or skill in a particular industry to serve as a spokesman for the company and vouch for its claims and positions. Needless to say, celebrities dominate the consumer behaviour. When a celebrity backs up the health drink product, it will be purchased by his followers. But repeat purchases purely rely on utility and quality of the product.

Motivational Concept

Motivation is derived from the word 'motive,' which refers to an individual's needs, desires, wants, or urges. It is the process of persuading individuals to take action in order to achieve a target. The advertisement should have a motivational element to stimulate the audience to become the customers of health drink products.

Development of Conceptual Model:



**Brand Image****Sensory Stimulation**

Sensory stimulation refers to the information and sensations received when one or more of your senses are stimulated. Audio visual effect used in the advertisement should act as stimulation factor to purchase the health drink product. The creative team of advertisement must ensure that audio visual effects brings pleasant and stimulating experience to the audience.

Pricing

Pricing is the procedure of determining the worth that a producer will get for services and items exchanged. Consumers are price sensitive. Unless it is branded health drinks, it should not be priced premium. Use advertisement is a medium to communicate the price for the new products/companies' product, which save the time of buyer and seller.

Quality

Quality as fitness for purpose. Every consumer is looking for the returns on the money spent on purchasing health drinks. The FMCG – health drinks companies must ensure value for money. Advertisement should inform people about the quality of products -ingredients vs benefits.

Health Concerns

Health is the priceless gift. In the recent years, after Covid 19, the concerns about the people's health had increased to an unexpected level. Health benefits should be given more focus in advertisements which in turn increases the trust on the product.

Branding:

Making a strong, good impression on customers about a company, its products or services by using features such as trademark, design, vision and mission, and a cohesive tone throughout all

marketing communications. Advertisement should serve effective branding of a product in the mind of consumer.

Purchase Intention:

Intention to perform a particular behaviour or buy a product or service is characterised as purchase intention. All the above variables results in purchase intention. Purchase intention leads to purchase of FMCG – Health Drinks

Conclusion:

Advertising plays a major role in boosting up the purchase of any goods / services, FMCG-Health drink has no exception. This paper had given good insight in how advertisement is effective in converting the potential target market into customers. Advertisement that creates trust, motivation, stimulation in the minds of target market positively results in purchase intention , that in turn leads to purchase of FMCG – Health Drinks. The model was developed in this study would help the advertisement crew of the company. The most preferred mediums of advertisements were TV and print in terms of frequency and reach. So, it is concluded that the FMCG – Health drinks companies can keep and increase their budget on advertising.

Scope for further study:

This is conceptual study. Needless to say, results may vary if any researchers follow Quantitative method of research, Variables are altered and various geographical region. The further studies can be continued on refining model suggested using SEM Model.

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INFLUENCE OF E-HRM PRACTICES OVER OUTCOMES OF IT COMPANIES IN CHENNAI

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Abstract

IT Firms face more significant problems than ever before due to the growth of e-business. By integrating technology in the human resources department, firms are looking for better ways to conduct their HR operations. Upper-level management of IT firms fully understands the value of IT technologies to achieve corporate objectives. Thus, this research paper aims to evaluate the present and Emerging concepts of Electronic Human Resource Management (E -HRM) practices in information technology (IT) organizations in Chennai and investigate how they affect the outcomes of IT firms. A survey was conducted, and the effects of E-HRM practices on organizational development, team management, motivation, and retention were examined using Regression and ANOVA. The findings indicated that electronic-human resource management strategies appear to have an effect on organizational development, team management, motivation, and retention.

Keywords: E-HRM practices over outcomes, organizational development, Team management, motivation & retention

INTRODUCTION:

An e-HRM system is one in which technology is used to provide firms with adequate Human Resource services. It is all about people working in an organization, which is what HRM or Human Resource Management is all about. It is a more humane method of leading employees to do their best work for a company. As a result, managers view their workers as an integral part of their growth. HRM is, therefore, a system that works for the development of human resources and the dignity of employees who work for the company (Ganeshan, 2010). Executives in human resources began looking for decision-supporting devices powered by modern technology. Organizational success is enhanced by incorporating technology into the decision-making process. Using information technology, HRM may become more strategic, adaptable, customer-oriented, and cost-effective in the modern environment. Research shows that information technology may cut administrative expenses, speed up reaction times, boost productivity and improve decision-making and customer services (Mishra, 2008).

Research Gap There has been only a small amount of research into e-HRM practices. The existing electronic, human resource management models have also been created in Europe and the United States. There have only been a few studies conducted to investigate the association between E-HRM practices and their outcomes in information technology enterprises in Chennai. As a result, there is a pressing necessity to evaluate the influence of E-HRM practices and over its outcomes in greater depth.

REVIEW OF LITERATURE:

The usage of social media (SM) in human resource management is examined (HRM). The paper explores the existence of distinct configurations of social e-HRM, their implications for companies, and their determinants using a configurational method. Three social e-HRM configurations arose – non-use, relational use, and extended relational use – that denote distinct goals for utilising social media in human resource management. The three setups all result in identical outcomes for firms, despite the fact that SM users, on average, achieve better success than non-users. Certain structural, strategic, and human resource management aspects are related with each configuration in a systematic and diverse manner. **M. Martini, D. Cavenago, and E. Marafioti (2021)**

The findings will assist decision-makers in reducing operational expenses and increasing profit margins through the adoption of environmentally friendly policies that promote sustainable growth. Additionally, it may be beneficial for human resource practitioners interested in exploring new perspectives on this recent issue from a developing nation viewpoint. **Sadiqur Rahman, and Md. Sajjad Hosain (2021).**

E-HRM and court systems had a major impact on employee performance. Employees' performance in primary courts appears to benefit from a focus on e-HRM and the court system, according to the findings. **Said Al Mashrafi (2020)**

Electronic human resource management (e-HRM) has become a major academic and business agenda item due to rapid technological changes. Clearly, when it comes to the interaction between HRM roles and outcomes, administrative experts achieve primary outcomes while change strategists achieve transformational outcomes. An additional benefit of IT acceptance is that it moderates the mediating effect of e-HRM goals on the outcomes of e-HRM practises. **(Panos and Bellou, 2016)**

“The outcome of all operations carried out by the organization and that any deficiency in any of these activities would be reflected on the performance, which is the mirror of the organization” is the definition of organizational performance **T. Kulelung and P. Ussahawanitchakit (2015).**

E-HRM is predicted to continue to contribute to the economy **KPMG (2013).**

E-HRM practices have also been increasing in banks recently since senior management is concerned about the quality of HR operations and productivity to increase their competitiveness **(Bashir, 2015; Khan, Rehman, Rehman, Safwan, & Ahmad, 2011).**

Organizational performance has taken center stage in organizations' efforts to meet their aims and outcomes and improve the well-being of all of their stakeholder groups. Objective and subjective measures of performance have both been used. However, researchers have utilized non-financial metrics like customer satisfaction, rapid adaption, and personnel processes. **Bing, L. and Zhengping, F. (2011)**

E-HRM is a very lucrative area of the economy to experiment with cutting-edge management techniques and technology. **Khan, (2009).**

For a long-term advantage, it is possible to leverage human resources since they are unique in that they can learn, pass on their expertise, and use their resources efficiently **Penrose(1959).**

For a long-term advantage, it is possible to leverage human resources since they are unique in that they are capable of learning, passing on their expertise, and using their resources efficiently **Penrose(1959).**

OBJECTIVES OF THE STUDY:

To study the influence of E-HRM practices over outcomes (organizational development, Team management, motivation & retention.) of IT companies in Chennai.

RESEARCH METHODOLOGY:

Research Design Designing a research study helps researchers determine what kinds of data they need to collect and how they should go about it. Research design is required to answer the research questions and to support the hypotheses that have been formed. The researcher employed a quantitative approach to determine the correlation between different variables.

Population and Sample, The population of this study was comprised of IT companies in Chennai. The researcher collected 585 samples from 245 IT companies institutions practicing e-HRM by using a convenient sampling technique.

Data Collection Self-administered questionnaires were used to collect the sample's primary data. The Likert scale was used to create the survey. The secondary data was collected using journals, Research papers, and articles, conference proceedings, and online sources, etc.;

DATA ANALYSIS

Using SPSS, The researcher applied regression analysis and ANOVA to analyze the data. In the context of regression analysis, a dependent variable (commonly referred to as the "outcome" or "response" variable) and one or more independent variables (often referred to as "predictors," "covariates," "explanatory variables," or "features") are analyzed in connection to each other. ANOVA provides a statistical test of whether two or more population means are equal, and therefore generalizes the t-test beyond two means.

RESULTS & DISCUSSIONS:

e-HRM has been shown to increase HR efficiency, improve HR service delivery, and transform the HR job into one that is more strategic, according to previous studies (**Bondarouk, Schilling, and Ruel, 2016; Marler and Fisher, 2016; Panos and Bellou, 2016; Wahyudi and Park, 2014**). The Resource-based view paradigm is well-suited for evaluating whether or not e-HRM can improve organizational performance by allowing for more efficient use of resources (**Lengnick-Hall, Lengnick-Hall, Andrade, & Drake, 2009; Ulrich & Brockbank, 2005**). To better understand how e-HRM practices might improve the quality of HR services and employee productivity, this study uses the RBV theory. (**Marler, 2009; Marler & Fisher, 2013; Parry, 2011**).

The focus on results and performance in Organizational Development helps close the knowledge gap between academics and practitioners. **Gordon Martin and Steven Hetrick (2005)**. The adoption of e-HRM systems aids in expanding employee communication, aids in teamwork and cooperation, raises employee satisfaction, and improves data accuracy. Another benefit of using an organizational climate control system is that it helps employees relax and perform their duties better, contributing to increased production. Because of this, it will aid in the development of the organization (**Klaus, T., T. Gyires, and H.J. Wen (2003)**).

e-HRM practices and Organizational Development have a strong connection, according to our findings. Since the change process improves the company's portfolio, it can be inferred that organizational development is an effective strategy to achieve that goal.

e-HRM is a technology that enables managers and employees to have direct access to human resources and other workplace services for communication, performance evaluation, reporting, team management, and knowledge management. (**S. Lee & S.K. Yeung 2006**). Employee performance reporting, team management, and knowledge management are all made possible through e-HRM, or electronic, human resources management. Administrative applications are not the only ones available." (**1906: 43; see also Watson Wyatt**). According to our research, there is a strong correlation between e-HRM practices and results. This means that e-HRM practices promote teamwork even when employees are working from different locations.

To achieve individual, organizational, and public goals, **Flippo (1999)** asserted that human resource management is the act of planning and arranging the human resource in order to achieve the goals of both the individual and the group. **Schuler and Jackson (1992)** defined human resource management techniques as a system that attracts, develops and motivates, and retains employees to enable the effective execution and the survival of the organization and its members. Organizations must adopt policies, methods, and procedures to attract and retain employees **Schneider B., Bowen D.E. (1995)**. The association between e-HRM practices and employee motivation and retention is vital. This means that e-HRM practices allow for approaches to boost employee motivation and retention.

CONCLUSIONS:

The role played by the E-HRM practices in today’s corporate environment is inevitable, which is also having a significant effect on outcomes such as organizational development, Team management, motivation & retention of employees. Implementation of effective E-HRM practices paves the way to robust organizational development, cohesive teamwork, and high motivation and retention of employees of the IT organizations. In turn, it brings an optimum level of overall organizational performance.

LIMITATIONS & SCOPE FOR FURTHER RESEARCH:

There will always be some limitations in studies, which can impact the findings and reduce their generalizability and reliability. The results of a research study cannot be extrapolated to the entire population, which is one of the drawbacks. In this case, the conclusions are limited to the Chennai IT industry and are therefore exclusively relevant to that region. Accordingly, more empirical research employing diverse sectors in the country and different nations is needed to obtain more insight into E-HRM practices and their impact on outcomes. Structured questionnaires are used to collect data in this investigation. To perform this type of research, observation and interview methodologies can be employed. Furthermore, this study focuses solely on the dependent and independent variables, with no mediation effect.

Annexure 1 - Data Analysis :

INFLUENCE OF E-HRM PRACTICES OVER OUTCOME OF E- HRM PRACTICES

The factor analysis by a principal component method derived three factors of e-HRM practices: organizational development, Team management, motivation, & retention. In this case, e-HRM practices are considered independent variables, and outcomes are considered dependent variables. Therefore, a linear multiple regression analysis is applied to independent and dependent factors, and the following results are obtained.

1. INFLUENCE OF E-HRM PRACTICES ON OUTCOME-ORGANIZATIONAL DEVELOPMENT

The application of regression analysis on e-HRM practices and dependent factor outcome, 1 derived the following result.

Regression of practices over the outcome				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.586a	.344	.340	.58133

Source : Computer data

The table initiates that $R^2 = 0.344$, implying that e-HRM practices create 34.4% influence the outcome 1-factor organizational development. This leads to the verification of regression fit, as shown in the following ANOVA table.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.910	3	32.303	95.588	.000b
	Residual	185.192	548	.338		
	Total	282.101	551			

Source: Computer data

It is found that $F=95.588$, $P= 0.000$ are statistically significant @ 5% level. This implies there is a perfect relationship that exists between e-HRM practices and outcomes. The individual influence of the e-HRM practices are also determined in the following co-efficient table.

Coefficient's						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		Beta	Std. Error	Beta		
1	(Constant)	1.563	.153		10.207	.000
	Organizational development	.338	.035	.370	9.579	.000
	Team management	-.020	.029	-.026	-.700	.484
	Motivation & Retention	.276	.029	.352	9.366	.000

Source: Computer data

It is initiated that standardized coefficient ($\beta=0.370$, $t=9.579$, $P=0.000$), e-HRM practices 3 ($\beta= 0.352$, $t=9.366$, $P=0.000$) are statistically significant @ 5% level. Therefore, it can be concluded that Organizational development is a way to improve companies' portfolios through the change process.

Organizational Development emphasizes performance and results to bridge the gap between theories and practice Martin, G. & S. Hetrick (2005). The use of e- HRM systems helps to expand the communication among the employees, help teamwork and increase cooperation, increase employee satisfaction, improve the accuracy of the information. Moreover, the system improves the organization's climate clearly, which helps the staff relax and perform their jobs perfectly, leading to improved productivity. Therefore, this will contribute to organizational development efforts (Klaus, T., T. Gyires& H.J. Wen (2003).

2. INFLUENCE OF E-HRM PRACTICES ON OUTCOME-TEAM MANAGEMENT

The application of regression analysis on e-HRM practices and dependent factor outcome derived the following result.

Regression of practices over the outcome				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.442a	.196	.191	.69792

Source: Computer data

It is found that $R^2 = 0.196$ implies that e-HRM practices create 19.6% of the influence on the outcome 2-factor Team management. This leads to the verification of regression fit, as shown in the following ANOVA table.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.970	3	21.657	44.461	.000b
	Residual	266.928	548	.487		
	Total	331.898	551			

Source: computer data

It is originate that $F=44.461$, $P= 0.000$ are statistically significant @ 5% level. This implies there is a perfect relationship that exists between e-HRM practices and outcomes. The individual influence of the e-HRM practices are also determined the following co-efficient table.

Coefficient's						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.848	.184		10.055	.000
	Organizational development	.082	.042	.082	1.930	.054
	Team management	.108	.034	.129	3.136	.002
	Motivation & Retention	.297	.035	.349	8.393	.000

Source: Computer data

It is establish that standardized coefficient ($\beta=0.129$, $t=3.136$, $P=0.002$), e-HRM practices 3 ($\beta= 0.349$, $t=8.393$, $P=0.000$) are statistically significant @ 5% level. Therefore, it can be concluded that e-HRM is also known as “the application of any technology enabling managers and employees to have direct access to HR and other workplace services for performance reporting, team management, knowledge management. In addition to administrative applications.” (Watson Wyatt 2006: 43).

e-HRM application as a technology that enables managers and employees to have direct access to human resource and other workplace services for communication, performance appraisal, reporting, team management and knowledge management Bell, B.S., S. Lee & S.K. Yeung (2006).

3 INFLUENCE OF E-HRM PRACTICES ON OUTCOME- MOTIVATION & RETENTION

The application of regression analysis on e-HRM practices and dependent factor outcome 3 derived the following result.

Regression of practices over the outcome				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.416a	.173	.168	.72711

Source: Computer data

The table found that $R^2 = 0.173$ implies that e-HRM practices create 17.3% of the influence on the outcome 3-factor Motivation & Retention. This leads to the verification of regression fit, as shown in the following ANOVA table.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.593	3	20.198	38.203	.000b
	Residual	289.722	548	.529		
	Total	350.315	551			

Source: Computer data

It is established that $F=38.203$, $P=0.000$ are statistically significant @ 5% level. This implies there is a perfect relationship that exists between e-HRM practices and outcomes. The individual influence of the e-HRM practices is also determined in the coefficient table.

Model		Coefficients				t	Sig.
		Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error	Beta			
1	(Constant)	2.086	.191		10.895	.000	
	Organizational Development	.038	.044	.038	.866	.387	
	Team management	.037	.036	.043	1.026	.305	
	Motivation & Retention	.339	.037	.387	9.186	.000	

Source: Computer data

It is initiated that standardized coefficient ($\beta=0.387$, $t=9.186$, $P=0.00$), e-HRM practices 3 ($\beta=0.038$, $t=0.866$, $P=0.387$) are statistically significant @ 5% level. Therefore, it can be concluded that Flippo (1999) argued that human resource management is the process of planning, organizing, pointing, enlargement, reimbursement, assimilation, stimulus, and retaining of the human resource so that individual, organizational, and shared goals are accomplished. Schuler and Jackson (1992) defined human resource management practices as a system that attracts, develops, motivates, and retains staff to ensure the effective implementation and survival of the organization and its members. Managing human resources involves a complex process of designing organizations' policies, practices, and procedures for recruiting, motivating, developing, and retaining personnel Schneider B. & Bowen D.E. (1995)

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Stochastic Modeling & Applications

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*Received: 15th February 2022**Revised: 10th March 2022**Accepted: 20th April 2022***A CORRELATIONAL STUDY ON TOOLS OF INTEGRATED MARKETING COMMUNICATION ON THE PURCHASE OF FAST-MOVING CONSUMER GOODS*****S. BALA MURALI AND S. GURUMOORTHY****ABSTRACT**

This study is undertaken to understand the impact of Integrated Marketing Communication on the purchase of fast-moving consumer goods based on correlation and percentage analysis. Descriptive research method was used and samples were selected based in simple random sampling. Inter-relationships among the variables such as publicity and public relations, sales promotion, advertisement and internet marketing were studied to given suggestions on effective combination of Integrated Marketing Communication. All the above variables result in the purchase of fast-moving consumer goods independently. Results were not the same when it is integrated.

Keywords: Integrated Marketing Communication, fast-moving consumer goods, IMC, FMCG

INTRODUCTION

Marketing communications are vitally important in order to increase the purchase of fast-moving consumer goods. All fast-moving consumer goods (FMCG) companies spend millions of dollars on marketing communications. However, it is still up in the air as to which communication tool or integrated communication strategy will provide the most value. This research paper investigates the relationship between Integrated Marketing Communication tools (internet marketing, Sales Promotion, Advertising, Public relations and Publicity) and purchase decision on fast-moving consumer goods

REVIEW OF LITERATURE

Ruswanti et al. (2019), predicted the influence of Integrated Marketing Communication (IMC) techniques (sales promotion, advertising, direct marketing, and personal selling) on customers' intent to buy organic goods in a local Indonesian supermarket was projected. The primary data was gathered through the distribution of questionnaires to customers. A total of 128 consumers were included in the sample size. Before hypothesis testing, the data was subjected to a reliability and validity study. Only direct marketing had a substantial beneficial effect on the intention to buy organic products, according to the findings. Integrated Marketing Communication informs consumers about organic product purchasing policies.

Abdul Haseeb et al. (2017), discovered how Integrated Marketing Communication, such as internet marketing, public relations, advertising, sales promotion, and direct marketing, influences consumer purchasing decisions of internet services. The primary goal of this research study was to investigate the impact of Integrated Marketing Communication on consumer purchasing decisions for Mobilink's internet service and make recommendations to marketing professionals. 435 To acquire primary data from respondents, questionnaires were employed. The findings revealed that online marketing, public relations, advertising, sales promotion, and direct marketing all have a favourable influence on customer purchasing decisions. It is recommended that marketing managers focus more on digital promotion and public relations when designing an Integrated Marketing Communication programme in the future, which will build a better image about the company and its internet services, influencing customer purchasing decisions.

Agodi Joy and Aniuga (2016) investigated the impact of Integrated Marketing Communication on the creation of customer-based brand value for enterprises and their customer. In today's technology-driven marketing environment, traditional promoting media such as TV, radio, magazines, and newspapers look to be losing their hold on consumers. Because of the shift in the type of media brought about by the dynamic marketing situation, advertisers have been forced to reassess how they must connect with consumers and increase the brand value for the company and its customers, applying the concept of Integrated Marketing Communication has shown to be a viable option. Marketing communications are the tactics used by businesses to educate, persuade, and remind customers of the presence of a brand. Integrated Marketing Communication tries to mix and match communication options – that is, how to use communication options in an orderly or coordinated manner to create customer-based brand value. According to the customer-based brand value model, marketing communication can increase market value by making customers familiar with the brand; connecting the brand's purposes of equality and point-of-contrast relationship in shoppers' memories; evoking good brand decisions or emotions; and encouraging a more grounded customer brand association and brand resonance. The primary focus of this study is on the impact of Integrated Marketing Communication on customer-based brand value.

Nonetheless, several elements such as brand knowledge, brand awareness, brand image, and brand association have an impact on this work. The customer-based brand value model is presented in this study. We investigate the relationship between Integrated Marketing Communication and customer-based brand value and brand information.

Kalaivani and Santhi (2014), Their study, which is based on a recent approach discovered in the literature, concentrates on Integrated Marketing Communication through the four fundamental marketing mix elements: product, price, placement, and marketing communications. This study will address a few aspects of the influence of Integrated Marketing Communication on buyer behaviour, particularly in malted health drinks. Marketing communication has become an essential component of India's social and economic system. According to the producer, consumers rely on marketing communication information to make informed purchasing selections. Marketing communication is used by businesses ranging from global enterprises to local merchants to offer their goods and services. Marketing communication has evolved into a key role in the life of a company. It aids in the movement of products, services, and ideas from manufacturers to end users, as well as the development and maintenance of connections with customers, prospects, and other key stakeholders inside the organisation. In the future, advertising and sales promotion will play a significant role in the marketing communication mix.

S. Rahaman et.al (2012) examined the impact of advertising on health drink brand preferences and customer behaviour Based on a survey of arbitrarily food drink consumers in Vijayawada, Andhra Pradesh, this study explored the effect of advertising in affecting the consumer preference for the main food drink brands in the food and beverage business. The findings demonstrated that advertising influenced both male and female and female and different age groups' preferences for the various brands of the food drink tested. The primary factors stated for the favour are its enticing publicity and high quality. The importance of giving priority to advertising is thus emphasized for businesses who wish to not only keep their market share but also take optimistic initiatives to increase their market share.

Baidya and Maity (2010), assessed the efficacy of multiple elements and overall Integrated Marketing Communication on two brands in India For two sample brands, data on physical sales (200 ml bottles), advertising, sales force, promotion, distribution, and price in rupees (Indian currency) have been collected. To assess the elasticities of sales (in units) to individual components and overall Integrated Marketing Communication, a multiplicative regression model was proposed and applied on the data. According to the findings, all of the separate elements of Integrated Marketing Communication have significant unequal positive influence on the physical sales for both brands. Furthermore, in both cases, the impacts of Integrated Marketing Communication on sales are favourable and significant. Due to the insufficient number of observations, this investigation was unable to incorporate the carryover effect of different components of Integrated Marketing Communication in the model. The findings can assist managers in distributing their budget across various components of Integrated Marketing Communication, leading in increased sales and improved returns on investment. Because of the scarcity of quantitative modelling works reported on marketing data in India, this study is quite important.

OBJECTIVES

- To analyze the Impact of Integrated Marketing Communication tools on Purchase decision of fast-moving consumer goods
- To suggest the fast-moving consumer goods marketers, that which combination of Integrated Marketing Communication tools are highly effective.

RESEARCH METHODOLOGY

The descriptive research approach was used in this research, and data have been collected using random sampling technique. The standardized questionnaire was developed to gather primary data, while secondary data were gathered from scientific publications, conference volumes, proceedings, and so on. The research location is Chennai. Percentage analysis and correlation analysis were used to analyse the data.

DATA ANALYSIS & INTERPRETATION

Percentage Analysis:

Majority of respondents were House wives (40%) and private employees (44%) and students (12%). Male respondents were 48% and female respondents were 52%. 89% of respondents are graduates. 78 17.7% of respondents agreed for Internet Marketing leads to purchase decision making of consumers on fast moving

consumer goods.68 % of the consumers purchase fast moving consumer goods on need basis. 54% purchase fast moving consumer goods from convenient shops.

24.8% of respondents agreed for advertisement leads to purchase decision making of consumers on fast moving consumer goods. 28.6% of respondents agreed for sales promotion leads to purchase decision making of consumers on fast moving consumer goods. 28.7% of respondents agreed for Publicity and public relations leads to purchase decision making of consumers on fast moving consumer goods

CORRELATION ANALYSIS:

	Consumer Purchase Decision	Internet Marketing	Advertisement	Sales Promotion	Public Relations & Publicity
Consumer Purchase Decision	1				
Internet Marketing	0.445	1			
Advertisement	0.624	0.214	1		
Sales Promotion	0.721	0.261	0.633	1	
Public Relations & Publicity	0.724	-0.247	0.121	-0.0356	1

FINDINGS & SUGGESTIONS

Internet marketing has positive relationship with the purchase decision of consumers of fast-moving consumer goods with the correlation value of 0.445, Advertising has positive relationship with the purchase decision of consumers of fast-moving consumer goods with the correlation value of 0.624, Sales promotion has positive relationship with the purchase decision of consumers of fast-moving consumer goods with the correlation value of 0.721. Public Relations & Publicity has positive relationship with the purchase decision of consumers of fast-moving consumer goods with the correlation value of 0.724.

There is a positive correlation between Internet Marketing and advertisement with the correlation value of 0.214. There is a positive correlation between Sales promotion and advertisement with the correlation value of 0.633. There is a positive correlation between Sales promotion and Internet Marketing with the correlation value of 0.261. There is a negative correlation between public relation and publicity and Internet marketing and sales promotion with the correlation value of -0.247 and -0.0356 respectively. There is a positive correlation between public relation and publicity and advertisement with the correlation value of 0.121

It is suggested to the fast-moving consumer goods companies to utilize publicity and public relations first as it had the highest significance, sales promotion second as it had the second highest significance, advertisement third as it had the third highest significance and internet marketing should be the last. All the above Integrated Marketing Communication tools result in purchase decision of consumers of fast-moving consumer goods. For better results, the fast-moving consumer goods marketers could combine online marketing and advertising to create impact in the minds of fast-moving consumer goods consumers. Integration of sales promotion, internet marketing and advertising leads to effective conversion of fast-moving consumer goods sales. Rather publicity and public relations should not be mixed up with internet marketing and sales promotion as they are negatively associated. The publicity and public relations and advertisement was also weakly correlated.

CONCLUSIONS

It is concluded that the fast-moving consumer goods companies to utilize publicity and public relations, sales promotion, advertisement and internet marketing as all the above Integrated Marketing Communication tools result in purchase decision of consumers of fast-moving consumer goods. This paper also given insight about integration of various marketing communications tools and its effectiveness on the purchase of fast-moving consumer goods.

SCOPE FOR FURTHER RESEARCH

These results are based on limited number of random samples collected from Chennai region. Due to time constraints, the researcher used a few statistical tools to prove scientific validity. If more sample has been collected and advanced statistical tools has been used the results may vary.

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STRATEGIES ADOPTED BY THE IT SECTORS THROUGH HUMAN RESOURCES INFORMATION SYSTEM TO MAINTAIN A SUSTAINABLE GROWTH IN PANDEMIC SITUATION TOWARDS THE ORGANIZATIONAL PERFORMANCE

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ABSTRACT

The Human Resource department has setup a new trend in emerging situation for the good result of the organization through HRIS. The HRIS Implementation as given more support in all End to End activities carried out in each division of work in all the sectors.

The Covid-19 Pandemic situation results more unemployment's and also shifts operations of each departments though remote control in the name of the flexibility work scenario. Based on this pandemic all the organization has come-up with various strategic plans by implementing HRIS for the smooth functions of the entire work process. This Functional Inputs make the employees to work on their convenient timings with the support of the organization and also with HR department. In order to maintain this organization has given better platform without doing any layoff and to have a steady growth for the organization.

INTRODUCTION

“ Its Critical for business leaders to understand the large scale shifts are changing how people work and how business gets done”- Brain Kropp

Human Resource Information systems trends and acceleration in shift the normal mode of work to automated work procedure because of the pandemic. Automated of work in all the aspects in due of Covid-19 has enforced the pendulum of long-observed pattern to one extreme.

The Corona Pandemic has caused tremendous disruption in lives and in Business. To be an outstanding organization with the competitors the organization should rethink, re-imagine and reconsider how to foster Innovative strategies, deliver service and strengthening the organization through various Innovation methods. To reach this the HR tends to depends on HRIS in order to run the organization on long term basis.

OBJECTIVES OF THE STUDY

- To know the implant strategies adopted by the organizations (Especially IT Sectors) in the pandemic situation
- To know the plans and mode of work put forwarded by the organizations among their employees.
- To understand the organizations social responsibilities by protecting their employees and giving more care during the COVID-19.
- To see how the organization smoothly functions their day to day work towards the target aspects.

The following are the strategies and functions carried out by the organization during this pandemic situation by using HRIS as a tool.

1. Recruitment Strategies

Owing to un-expected change in the world the organizations has planned to move with digitalized recruitment process through Facebook, Twitter, Linked-in etc. These digital plat forms help them to source the necessary candidates and conducted the interview through online mode. (Plat form like Microsoft Teams, Whatsapp, IMO, Zoom, Google Meet etc.) These plat forms has come forwarded to provide free and paid service for the users, such services helped small sectors to continue the work flow with the respective employees without any lacking in their day to day work process. This digitalization ensures safety for every person and also has a close contact for the day to day assignments.

2. Online Training for New Joiners and New Projects.

To have a sustainable growth and periodical process all the sectors has created and chosen different platform to have a close observation with the employees. All the new joiner or newly recruited persons get trained

through online mode and make them to start working from home by assessing and giving new necessary inputs by the respective concern and even for the new projects.

The HR Departments started an evaluation by means of working hours of their employees since the work mode is flexible.

3. Contingent Worker Expansion

Due to Economic Uncertainty for all the sectors many of the workers lost their jobs. Much organization responded to the pandemic economic by reducing the contracting budgets since the maintenance is very less due to work from home situation. The organization has given work force management by giving more flexibility in doing work for their employees.

The expansion of contingent working most of the organization was spent very less amount in other expenses. This has also has a great impact on contract employees who has worked in the organization. Owing to changes in the world it does not affect the organization employees.

4. Social Responsibility of the organization to be a safe protector for all individuals during the pandemic

This pandemic has increased a trend of employees to be Physically, Mentally and Financially wellbeing. Being in this critical situation most of the organization acted as a bridge in supporting their employees also has come forward in giving more care for the employees as well as for the societies. This states a greater impact by organizing different channels without affecting any of the individual careers as well for the organization. To narrate most of the organization has supported their employees during financial crisis.

5. Increase in Organization Complexity:

As the Pandemic subsidies, many companies were nationalized to avoid failures and started focusing on expanding their geographic diversification and investment in secondarily market to mitigate and to manage the risk in times of disruption.

These become more challenging for the organizational management to create a new model to forecast the situation with operating models to evolve.

Customizing inconsideration with covid-19 it become complicates in career pathing, providing re-skilling and career development support. Moreover the internal change fails when it turns into normal position.

6. Reimaging the Organization

Systematic planning and implementation is to survive and to adopt future work and the capability to move with a speed of compatibility. In terms of long run during the pandemic the HR as to see overall processes and offers a systematic viewpoint, coordination, communication and collaboration across all the departments and units. To felicitate this the right time to reinvention and prioritizing the customer needs in order to satisfy their demands during the crisis.

7. Administering the HR Systems.

Human Resource departments ensure an equitable process to avoid layoff. In support of suitable support from the management the Human resource departments have implemented new strategic plans to offer flexibility conducive work environment and train the employee to change for the new environment. In terms of lay off the company the departments has decided to opportunities for all the employees by working on part-time and full time basis instead of relieving from the services.

Based on the organizations human resource departments as come with minimum pay for the employees by sharing the assigned projects. Throughout the critical analysis during the pandemic situation most the IT sectors had computer come with greater support for their employees in all the aspects like Physically, Mentally and financially that make everyone to feel comfortable.

CONCLUSION:

As a result of general view towards the organization we could notice that many sectors have taken different steps to survive in this competitive environment. During this critical crisis most of the sectors followed balanced strategies with social care and responsibilities in protecting their employees. In respect to organizational growth the Human resource department with the support of HRIS set a different benchmark in pertaining to Organizational and Individual wellbeing.

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**FACTORS DETERMINING THE JOB SATISFACTION OF EMPLOYEES WORKING IN A
FERTILIZER COMPANY- A STUDY**

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ABSTRACT:

In every organization the performance of the employee to a large extent is influenced by the level they are motivated and satisfied with their job. Job satisfaction means the extent to which an individual is feeling happy with their job aspects and the work environment. A satisfied employee always portrays positive attitude at the workplace which results in performing the given job more effectively and efficiently. In lieu of the relevance of one's satisfaction with job and its other aspect the current study is undertaken with a view to explore the extent to which employees working in a fertilizer company are satisfied with their current job. In addition to the above the researchers also envisaged to identify those factors which determine one's satisfaction towards their job. So as to get the results for the stated objectives primary data is collected from 100 samples out of the universe of 235 employees with the help of a questionnaire which is self-designed via convenience sampling method. The questionnaire relied mainly on dependent variable (i.e.) Job Role, Reward & Recognition, Working Condition, Interpersonal Relationship and Other Benefits. The raw qualitative information so collected from the samples is quantified with the help of percentage analysis and chi square test which depicts that morale of the employees working in the company is high. The researchers opined that few aspects of the job require more attention, namely, reward & recognition as well as canteen facility. Thus, they concluded saying it is advisable for the organization to create a congenial atmosphere and sense of belongingness among the employees through various engagement activities.



KEYWORDS: *Job Satisfaction, Job Role, Reward & Recognition, Working Condition, Interpersonal Relationship.*

INTRODUCTION:

Human resources being the most valuable asset in every organization required to be utilized to the fullest extent possible so as to achieve the individual as well as organisational goals. It is therefore clear that performance of an employee is the one that paves way for the attainment of said goals. In every organization the performance of the employee to a large extent is influenced by the level they are motivated and satisfied with their job. Job satisfaction means the extent to which an individual is feeling happy with their job aspects and the work environment. A satisfied employee always portrays positive attitude at the workplace which results in performing the given job more effectively and efficiently.

REVIEW OF LITERATURE:

Ganeshan et al (2018) is of the view that job satisfaction is connected with number of casual factors namely individual, social, intellectual, ecological and monetary. The author sees job satisfaction is the one that plays prominent role in man's life by positively affecting one's personal and social adjustment and adversely affects their physical as well as the cerebral health. The study revealed that certain factors like, pay, training and career development, one's relationship with others does influence the satisfaction level of an employee and the authors concluded that a highly satisfied employee need not necessarily be a profound performer.

Xianyin Lee et al (2017), opinioned that satisfaction of early career employees does have an impact on one's work behavior and attitude. Also, the researchers discovered that factors, namely, personal growth, salary, welfare, workplace relationship and leader behavior contribute more towards one's satisfaction. Moreover the authors conclude that when one's satisfaction is enhanced it has a positive and significant effect on their turnover behavior.

NEED FOR THE STUDY:

The most essential aspect which is must for a well performing organization is their employees being satisfied with the given job. One's job satisfaction can be enhanced when the jobs are designed in such a way considering the requirements and expectations of the employees. Such employee's expectations with respect to various aspects of the job can be identified only with the help of this kind of survey studies. By studying the individual's psychological attitude towards their workplace as well as other aspects of job, one will be able to get a clarity on those factors which positively influences their attitude and productivity.

SCOPE OF THE STUDY:

- A happy employee is the one who showcases positive attitude towards their given job and is even ready to take up additional workload for the purpose to accomplishing the business goals.
- Enhancing one's morale level is possible by identifying those factors which contribute positively to the individual's state of mind.

OBJECTIVE OF THE STUDY:

- To explore the extent to which employees are satisfied with their current job
- To identify factors that determine the job satisfaction of employees working in fertilizer company.



- To identify relationship between Experience and Job Satisfaction

LIMITATION OF THE STUDY:

The data collection period being pandemic situation, it was difficult on the part of researchers to approach the respondents in person and collect the required information. Also, the researchers found that majority of the respondents were hesitating to respond.

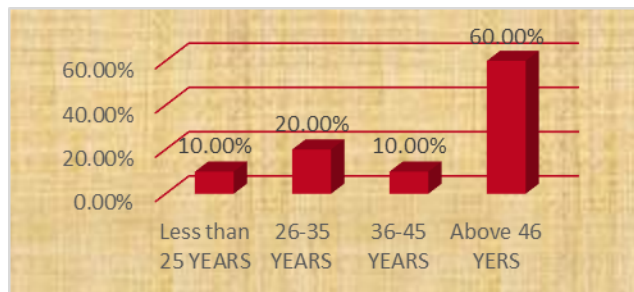
RESEARCH METHODOLOGY:

Keeping in view to collect the data for the purpose of the study, the researchers relied on the design of getting the facts as it is without imposing any external control over them which is said to be descriptive in research perspective. From the total population of 235 people working in fertilizer company, respondents around 100 were shortlisted by the researchers using convenience sampling technique for the purpose of drawing the sample respondents. The current study weighed totally on the primary data which was collected with the help of self-administered qualitative questionnaire. In view of getting the results for the enlisted objectives, the researchers stressed their study on certain variables known as dependent variable, namely, Job Role, Reward & Recognition, Working Condition, Interpersonal Relationship and Other Benefits. The information so collected which is raw and qualitative in nature was quantified using percentage analysis and in order to fulfill the stated objectives chi square test was instituted by the researchers.

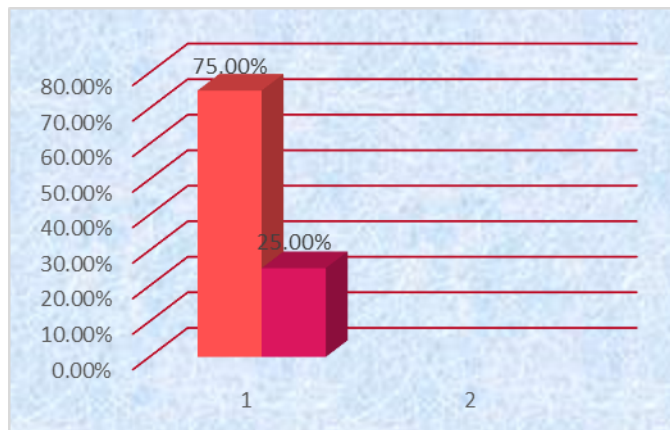
DATA ANALYSIS:

DISTRIBUTION OF INDEPENDENT VARIABLES

AGE

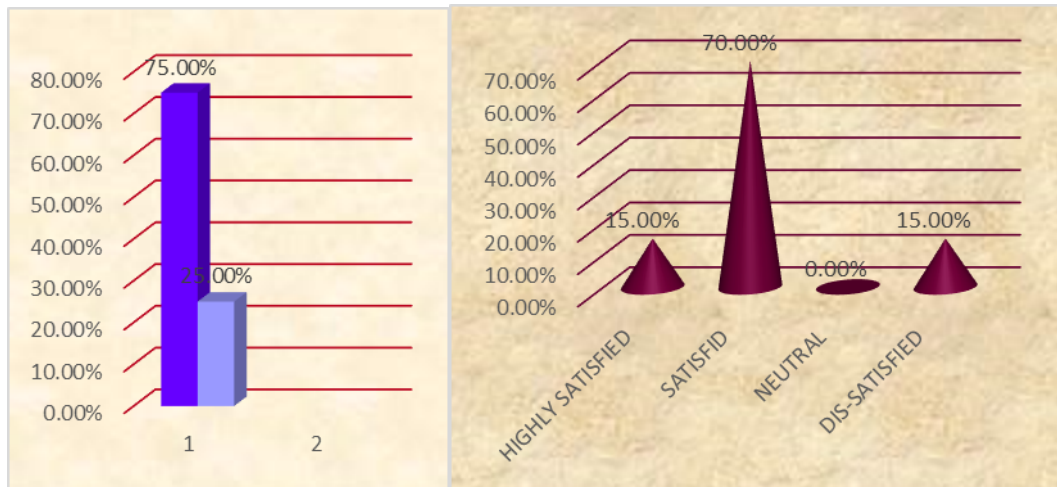


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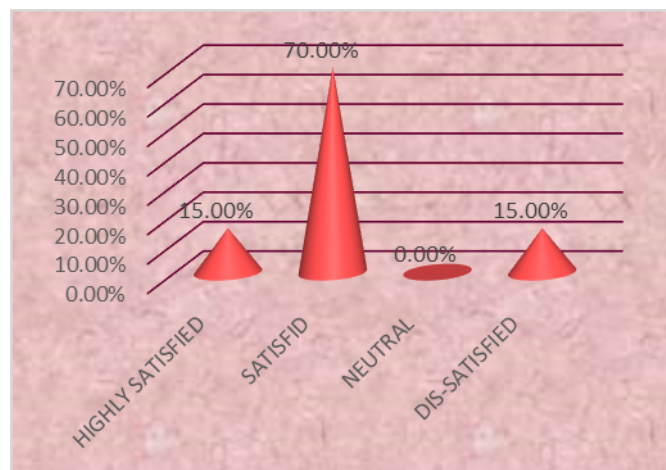




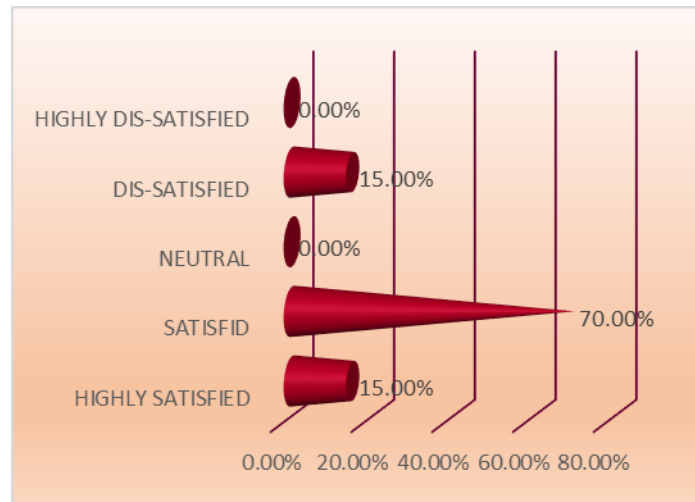
MARITAL STATUS EDUCATIONAL QUALIFICATION



EXPERIENCE



SATISFACTION WITH THE CURRENT JOB



INFERENCE:

The broken-down raw data which was visually depicted for better understanding enunciates that about 60% of the respondents are above 46 years age, in addition to it around 20% of them are aged between 26-35 years, and remaining response (i.e.) 10% came from people who are less than 25 years and 36-45 years age, from 100 samples 90% are male and remaining 10% response came from female. Out of 100 responses, 75% are from married people whereas remaining 25% of the response were given by unmarried. With respect to the response received from samples around 56% were Undergraduate qualified, 22% response came from Diploma Holders, 12% of them were completed Higher Secondary and the remaining 10% have Postgraduate Qualification. In view of 100 response received from samples around 50% of the respondents have more than 16 years of experience whereas 25% have experience between 0 to 5 years, also 20% of the samples have 11-15 years of work experience and remaining 5% respondents are around 6 years to 10 years of experience. It was clearly evident that from the sample respondents around 70% were feeling satisfied with their job, however 15% of the samples were of the view of being highly satisfied with their job. It is important to note that around 15% of the sample response were feeling dis-satisfied with their job.

Table 1.1: DISTRIBUTION OF DEPENDENT VARIABLES

FACTORS	SA	A	N	DA	SDA
Given enough authority to make job related decision.	40%	45%	0%	15%	0%
Promotion is based on seniority.	35%	20%	5%	15%	15%
Company gives enough recognition for the well performed work.	20%	25%	5%	40%	10%
Salary is fair for the given responsibilities.	25%	40%	0%	15%	20%
Job is secured.	80%	20%	0%	0%	0%
Physical conditions are good	25%	55%	5%	5%	10%
Manager handles the work-related issues	20%	60%	5%	10%	5%



satisfactorily.					
Organization is providing proper training on timely basis.	25%	75%	0%	0%	5%
Satisfied with the reward and recognition	0%	1%	4%	75%	20%
Canteen facility provided by the company is good	10%	50%	5%	20%	15%

INFERENCE:

With respect to the sample response collected from 100 respondents the raw qualitative information is further broken-down using percentage analysis in order to get a understanding vividly and it clearly enunciated that major response is of the view that they are given enough authority so as to make timely job related decisions. Adding to it, major portion of the samples feels that the company promotes people based on their seniority. Although the respondents do not feel their company gives proper reward and recognition for the job well done, it is of the opinion that they are provided with salary in tune to the given responsibilities. The analysis depicted that out of 100 responses received, majority of them feel their job is secured and the conditions under which they work is good. With regard to interpersonal relationship, samples opinioned that their manager are well versed in handling the work-related issues satisfactorily. Moreover, it is noted that one is happy with their training that is provided on timely basis and the canteen facility available to them at the workplace.

Table 1.2: RELATIONSHIP BETWEEN EXPERIENCE AND JOB SATISFACTION

O	E	O-E	(O-E) ²	(O-E) ² /E
0	3.75	-3.75	14.06	3.75
0	0.75	-0.75	0.56	0.75
3	3	0	0.00	0.00
12	7.5	4.5	20.25	2.70
16	17.5	-1.5	2.25	0.13
1	3.5	-2.5	6.25	1.79
15	14	1	1.00	0.07
38	35	3	9.00	0.26
9	3.75	5.25	27.56	7.35
4	0.75	3.25	10.56	14.08
2	3	-1	1.00	0.33
0	7.5	-7.5	56.25	7.50
			TOTAL	38.71

Degrees of Freedom (DF): (R-1) *(C-1)



$$(3-1)*(4-1) = 2*3 = 6$$

Level of Significance: 5%, Tabulated Value @ 5% = 12.59, Calculated Value: 38.71

INTERPRETATION:

As it is clearly evident that the value resulting from calculation (i.e.) 38.71 is more than the table value (i.e.) 12.59 we reject the null hypothesis. In lieu of that it is concluded that there is a relationship between experience and job satisfaction.

SUGGESTIONS:

- It is expected on the part of the management to create a creative environment by encouraging creativity and new ideas among the working population as well as announcing special rewards to those who are being creative at the workplace.
- It is necessary for the company to design proper reward & recognition programme for the job well done and implement it to the fullest extent. It is also required to engage the employees by encouraging them to participate in the decision-making process and giving suggestions for any new change instituted.

CONCLUSION:

Keeping in view today's competitive world it has become imperative for the business organization to move ahead of their competitors as much as possible which can be achieved by attracting and retaining the best talented employees. In order to retain the best performer, it required on the part of the firm to keep their working population happy which is possible by identifying the job aspects that keeps them happy and enhancing the same. Although it is very clearly depicted in the current study that most of the samples were feeling satisfied with their present job which is dominantly contributed by factors such as proper working condition, training & development and other benefits. It is important to note that there are few aspects of the job that requires more attention, namely, reward & recognition as well as canteen facility. Therefore, it is advisable for the organization to create a congenial atmosphere and sense of belongingness among the employees through various engagement activities.

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We are delighted to say that National Conference On “Recovery Strategies for Business Sustainability - Post Covid-19” is being organized by Departments of Commerce, Faculty of Arts and Science, BIHER.

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The business community realizes the importance of embracing volatiles and fast-changing business environment to come up with workable and effective strategies that can enable the business to remain sustainable and competitive in the long run.

In the context of today’s business research, these contemporary issues necessitate deeper research investigation, qualitatively as well as quantitatively. In this context, the conference aims to gain knowledge for critical issues facing in today’s business environment at large and on the theme in specific. We have observed more number of quality manuscripts being received in the conference.

Finally, we thank the support provided by all the authorities, authors, reviewers, faculty and students for making the conference a grand success.

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IMPACT OF COVID-19 ON SMALL BUSINESS OWNERS

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Abstract

The drop in business owners was the largest on record, and losses were felt across nearly all industries and even for incorporated businesses. African-American businesses were hit especially hard experiencing a 41 percent drop. Latinx business owners fell by 32 percent, and Asian business owners dropped by 26 percent. Simulations indicate that industry compositions partly placed these groups at a higher risk of losses. Immigrant business owners experienced substantial losses of 36 percent. Female-owned businesses were also disproportionately hit by 25 percent. These findings of early-stage losses to small businesses have important policy implications and may portend longer-term ramifications for job losses and economic inequality.

Keywords: Small business, entrepreneurship, self-employment, COVID-19, coronavirus, shelter in place, social distancing

Introduction

The widespread closing of stores and businesses in the United States and around the world due to the coronavirus is unprecedented. Stores, factories and many other businesses have closed by policy mandate or downward demand shifts. Many of these closures may be permanent because of the inability to pay ongoing expenses and survive the shutdown. The impact on small businesses around the world is likely to be severe. When conditioning on working roughly two days per week or four days a week, the losses are even larger (28 percent and 31 percent, respectively). Although incorporated businesses are more growth-oriented and stable, they experienced a drop of 20 percent from February to April 2020.

Number of Business Owners

I first examine small business ownership patterns over time to determine the impacts of COVID-19. Long-term trends in the number of



business owners are displayed in Figure 1 (and recent months in Table 1). The number of business owners working any amount and working at least 15 hours in the survey week are reported. What is clear, however, is the dramatic drop in the number of business owners in April 2020. The number of working business owners dropped from 15.0 million in February 2020 to 11.7 million in April 2020 because of COVID- 19. March 2020 only shows a small drop in business owners because of the limited effect from shelter-in-place restrictions.

Conclusions

The number of active business owners in the United States plunged from 15.0 million to 11.7 million over the crucial two-month window from February to April 2020. No other one-, two- or even 12-month window of time has ever shown such a large change in business activity. For comparison, from the start to end of the Great Recession the number of business owners decreased by 730,000 representing only a 5 percent reduction. The first estimates of early stage impacts on female-owned businesses are also worrisome. Female business ownership is substantially lower than male business ownership and female-owned businesses have lower revenues, employees and profits on average (U.S. Census Bureau 2016). The disproportionate losses in April 2020 to the number of female business owners will only further increase gender inequality in business ownership and perhaps broader economic inequality.

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E-COMMERCE A CONSIDERATION TO IMPLEMENTATION IN MANUFACTURING INDUSTRY

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Abstract

Under the Internet thinking, manufacturing management mode is changed, it is not depending on the scale, but in the user as the center, more dependent on the reaction rate of user requirements. As the big data, cloud computing, Internet of things technology such as the development of technology, manufacturing is from automatic to intelligent evolution, on the user's personalized customization is possible. Using Internet thinking positive development manufacturing enterprise electronic commerce application mode of transformation and upgrading of manufacturing industry plays an important role. Promoting the continued ascent of manufacturing industry informatization level, promote the transformation of the manufacturing production mode, provide greater profit space for the export of products. In industrial 4.0 mode, the user is the core of the enterprise, C2B model will be the mainstream of future manufacturing e-commerce application mode. This paper to present the sorted out the basic model of manufacturing enterprise electronic commerce application, point out the existing problems, and the computing technology, communication technology, the constant development of storage technology, such as background, puts forward the corresponding countermeasure, points out that the C2B model is the development direction of manufacturing enterprise electronic commerce application mode.

Keywords: informatization level, transformation, technology, intelligent evolution

Introduction:

Through the use of innovative digital technologies, Industry 4.0 has launched entirely new and improved ways of doing business in the B2B world. One of the most obvious of these improvements is the introduction of e-commerce on a B2B level. Long-popular with B2C companies, e-commerce is defined by its convenience and ease-of-access. In B2C scenarios, e-commerce empowers consumers to search, review, and purchase products at their leisure so they can spend less energy and time on the buying process. Similarly, e-commerce can play a powerful role in B2B manufacturing business. "The industrial manufacturing sector is leading the U.S. economy out of the recession on the strength of a number of key growth strategies. Selling into new industries, innovating to develop new products and services, and leveraging the Internet to pick up the pace of business are the top growth drivers. Of the 1,176 respondents to the survey, 71% said their online strategy would be important or critical. The Internet, it turns out, has taken center stage in this recovery."



The Agenda for the Effective Application of E Commerce in Manufacturing and Industrial Distribution

Effective e-commerce lies in the ability to deliver a buyer-centric and engaging online experience that enables customers to interact and transact with the brand and allows manufacturers to reduce administrative costs, increase sales and improve brand loyalty. This is achieved by reducing costs through the following means:

- Ensuring a minimum-touch, 100% accurate order in the least possible time;
- Understanding customer needs and behavior to deliver specific marketing messages to influence decision makers
- Providing a rich customer experience by leveraging powerful online and web based applications, such as a shopping cart within a content management system (such as Magento, Shopify, and BigCommerce).

To achieve the above stated objectives, industrial manufacturers will need to:

- Aggressively adopt B2C and retail best practices (remember, even in B2B online sales, there are PEOPLE behind the decision making. See our first post on the Evolution of Logistics and Supply Chains in E-Commerce) Target customers with buyer-specific online promotions, recommendations (testimonials, user reviews) and messages Increase brand visibility by utilizing social media and content marketing (See Report: Content Marketing Making Strides in the Manufacturing Industry and Leads & Brand Awareness For B2B Manufacturers with Social Media) Open new markets and channels through alternate business models, such as mobile commerce (Nearly 80% of Manufacturers to Develop Mobile Application this Year)

Benefits of Application of E Commerce in Manufacturing and Industrial Distribution

E-commerce is a way for manufacturers to experiment with new products without risking a significant investment. Instead of setting up brick-and-mortar stores, or keeping inventory on hand, start offering this new product on new store:

- **Direct access to customers.** Besides having higher profit margins, it will interact with customers, letting learn from them and fine-tune products. **More prospects.** A larger arena yields more sales possibilities, although have to be cognizant of existing distributors. Potential problems can often be sidestepped by offering products to a different market, so not competing with your current network.
- **Opportunities to innovate.** Finding customers outside existing relationships also frees from the specs. If having an idea for a better product, it can be acted on it, allowing for product analysis and iteration over time based on what customers wants.



- **Scalability.** An effective application of e commerce in manufacturing will enable the organization to grow and scale easily to meet market demand and customer needs by opening new sales channels and continuously reaching new market segments.
- **Improved efficiencies.** Through integration to the enterprise resource planning (ERP) and other back-end business systems, ecommerce provides marked efficiencies for manufacturers. Customers are able to order online whenever and wherever suits them, customer service can focus on actual customer service functions – such as transparent freight shipping costs and timely shipping – rather than simply being order takers, and the need to rekey data in independent systems is eliminated, thereby eliminating the possibility of errors and improving shipping processes and increasing order throughput.
- **Improved brand awareness.** Just as ecommerce can help manufacturers and industrial distributors find new customers, so can it help improve brand awareness in the market place. Developing pages that can be indexed by search engine crawlers is the fastest way to improve your site’s search engine optimization and improve the likelihood that your target audience will know who you are.

Conclusion

Manufacturing is rapidly moving toward a multi-channel commerce model that integrates several channels (e.g. online, print catalogs and sales teams) into a single, unified ecosystem. Those manufacturers who achieve effective application of e commerce in manufacturing stand to have a competitive advantage above those manufacturers stuck in a brick and mortar only world. Looking ahead, leading manufacturers will take the multi-channel concept a step further and prioritize the implementation of omni-channel commerce platforms — technologies that deliver seamless shopping and fulfillment experiences across all possible connection channels.

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BUSINESS USE OF THE WORLD WIDE WEB: A REPORT ON FURTHER INVESTIGATIONS

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Abstract

As a continuation of a previous study this paper reports on a series of studies into business use of the World Wide Web and, more generally the Internet. The use of the World Wide Web as a business tool has increased rapidly for the past three years, and the benefits of the World Wide Web to business and customers are discussed, together with the barriers that hold back future development of electronic commerce. As with the previous study we report on a desk survey of 300 randomly selected business Web sites and on the results of an electronic mail questionnaire sent to the sample companies. An extended version of this paper has been submitted to the International Journal of Information Management.

Introduction

This study is a follow-up to the paper by Cockburn and Wilson,(1996) which takes into account previously unpublished research by Pan (1996) and by Ng (1997). The surveys were carried out in 1995, 1996, and 1997 and, therefore, provide a useful series of snapshots of business activity over this period and, having been carried out over a three year period, provide useful information on trends.

Today, commercial activity on the Web has increased to the point where hundreds of new companies are adding Web pages daily. In 1995, more than \$83 million was spent world-wide on Web site development, and by 1998, the total Web expenditures are expected to increase to nearly \$2.6 billion (CyberAtlas, 1996). One study prepared on behalf of the WebSite Consultancy concluded that the main reasons for companies setting up a Web site were their concern about "being left behind and a strong feeling that companies cannot be perceived as market leaders if they do not have a Web presence" (Taylor, 1997). The Internet has already connected fifty to sixty million of the world's population and, according to some, could grow to 550 million, or 10% of the world's population by the year 2000 (Economist, 1997). At that point, if a store is placed anywhere on the World Wide Web, it will have, potentially, a global market. In terms of absolute growth, Byles suggests that business-to-business commerce will grow faster in 1997 than business-to-consumer commerce (quoted by Wilder, 1996).

Methods

As with the previous studies, this survey had two parts: observation of Web sites and the electronic mail survey of sample companies. Three hundred companies were chosen from those listed in the *Yahoo! Directory* to have their Web sites observed in detail. A systematic, stratified sampling strategy was used to ensure representation across the whole field of business activity.

Following the selection of companies, and to enable comparison with the previous studies, the company Web sites were classified according to the typology of Cockburn and Wilson :

- A Web presence with basic information about the company but no further details on specific products or services.

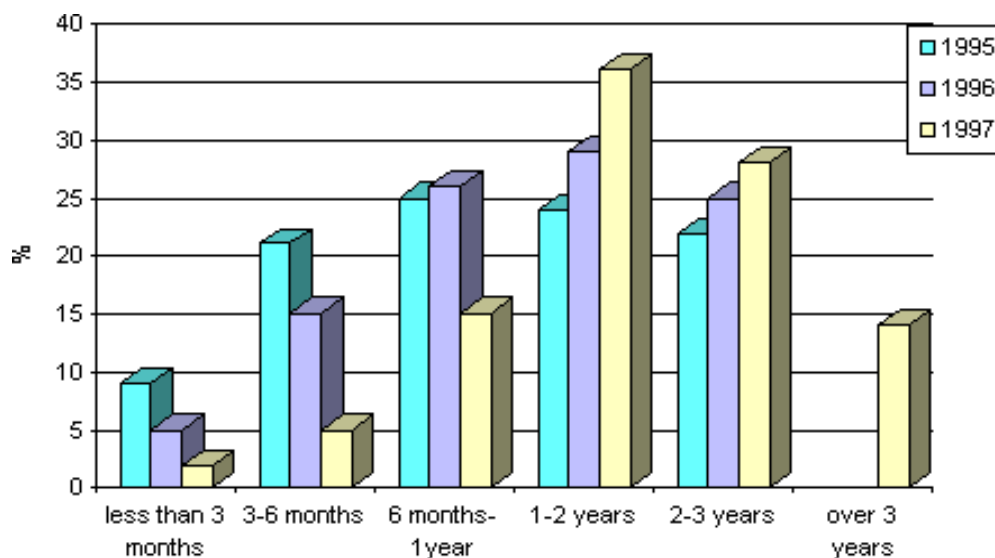
A Web presence with company information and some information about products or



- services.
- A Web presence with company information and products or services information together with some price details but with facilities for conventional purchasing only.
- A Web presence with company information and products or services information with price details and the ability to order products or services via electronic mail (but with billing occurring conventionally).
- A Web presence with company information and products or services information (including price details) with the ability to cope with on-line ordering and payment.
- A Web presence with company information and products or services information (including price details) with pre-registration of credit card details by conventional means to gain account number which may be used to order goods on-line.
- A Web presence with company information and providing free products or services.

Internet access and WWW presence

The use of Internet for business purposes has increased dramatically, since it is widely recognized as an efficient and cost-effective way for business world to communicate among themselves. In the e-mail survey the companies were asked to state how long they had had access to the Internet in general and the results compared with those from previous years. Figure 3 below compares the data over time and shows that the majority of companies in this survey have had an internet presence for more than one year, and that a significant minority of this year's sample has had a presence virtually since the early days of the World Wide Web.



Problems facing electronic commerce



- Development of suitable payment systems (e.g. e-cash)
- Faster connection times
- Wider access
- Information overload for potential customers
- The unattractiveness of on-line shopping
- Other

Many respondents believe that the most important problems facing the future of electronic commerce are security (57.1%) and connection time (49%). The priority given to security is not surprising, since it has been perceived to be a problem since electronic commerce was first mooted and the business community believes that the general public will not be comfortable in carrying out business transactions on the World Wide Web until they are convinced of its security. Regarding the other technical difficulties of connection time, it is believed that unless the connection time become faster, the Web will put off many frustrated users. Of course, with developments under way, these issues may be resolved in the near future although, in the UK, the position is linked to the issue of charges for local telephone calls.

Conclusions

Apart from the increasing number of businesses involved in making use of the Internet and the World Wide Web, this survey reveals an increasing sophistication in use as well as increasing diversity of business sectors. In 1995, the dominant sector, by a large margin, was the computer sector: today, other sectors, such as business services, financial intermediation, and entertainment have shown significant growth. Among these companies, the development of multimedia is gaining force and becoming accepted by business as a way of increasing the impact of their publicity or of increasing sales. It is likely that, as technology progresses, the design of Web sites will become more interesting and attractive. In this survey, it was also noticed that the virtual shopping centres have adopted this technology more quickly than individual businesses on the Web. Electronic mail is widely used at most of the sites observed and will remain an important tool for communication, particularly between businesses and users.

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A COMPARATIVE STUDY ON LEVERAGE AND THE PERFORMANCE OF BUSINESS WITH REFERENCE TO PHARMACEUTICAL, IT & FMCG COMPANIES.

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Dr. D. Anitha Kumari Assistant Professor, VELS Institute of Science, Technology & Advanced Studies.

Abstract:

During this pandemic situation, the Billionaires of India have come from pharma, IT & FMCG Companies. This research paper is attempted to know how the Leverage and performance of these Billionaires companies have helped them to be part of the top 50s. Financial Leverage is measured using the debt-equity ratio of the companies. Financial Performance is measured by Return on the asset, Return of Equity, return on capital employed, profit after tax, Q Ratio, and age of the firm. The objective of the study is to determine the impact of finance leverage on financial performance of the companies. A Sample of three companies are taken from Pharma, IT & FMCG Companies have been chosen for the study. To identify the relationship of the variables correlation and Granger Causality test are used. Johansen cointegration tests are used to study the long-term relationship between variables for 2017 – 2021. The study found that the overall relationship between financial leverage and financial performance has mixed results of the positive and negative impact between the variables. Using a large amount of debt to fund a company's activities does not always result in improved financial performance.

Keywords: *Financial Leverage, Debt Equity Ratio, performance of the Business, Return on Capital Employment, Q Ratio.*

INTRODUCTION

Prior to the twenty-first century, financial conservatism was a typical occurrence. The majority of businesses preferred equity funding. However, since the market's openness, the needs of firms seeking larger sums of money have been unmet by stock financing. As a result, the scale of debt financing is rising.

Financial leverage is the use of the debt funds in acquiring the assets in the companies or expansion of the business. This paper is an attempt to understand the debt equity ratio support the growth of the business. Due to pandemic, industry is struggling to retain their normal profit in the business. But still many companies have achieved their best and more profit in these two to three years.

OBJECTIVE OF THE STUDY

- To determine the impact of financial leverage on company performance.
- To determine if there is a link between financial leverage and a company's return ratio.

REVIEW OF LITERATURE

Aaisha Khalaf Salim Alabri , Lubab Said Sulaiman Almanthri , Essia Ries Ahmed(2021) : In Omani

enterprises, there is a positive relationship between financial leverage and corporate performance.

Kenn-Ndubuisi, Juliet Ifechi & Nweke, Chijioke Joel (2019): The study found that earnings per share is significantly and negatively related to the debt-to-equity ratio and total debt to total asset measures of financial leverage in Nigeria, whereas return on equity has a minimal relationship with these measures, with the direction of the relationship varying from one variable to the next. The overall debt to capital ratio and the cost of debt were both positive, although the total debt to asset ratio, long term debt to capital ratios, and debt to equity ratio were all negative.

Md. Musfiqur RAHMAN, Farjana Nur SAIMA, Kawsar JAHAN (2020): Using the Pooled OLS approach, this study discovers a substantial negative association between leverage and business profitability. The fixed effect and GMM methods both get the same result. This conclusion shows that a company's capital structure has a detrimental impact on its profitability.

GAP ANALYSIS

This paper is an attempt to find among the top companies' financial leverage with related to performance of the company.

RESEARCH METHODOLOGY

This analysis will be done on secondary data collected from Annual Report of companies like ITC, HUL, Nestle, Infosys, TCS, HCL and Dr.Reddy's, Sun Pharma, Divis Laboratories. Companies are selected on basis of respective billionaire in their industry. Descriptive research is used. Correlation analysis will be applied to find out the relationship between Financial Leverage with firm performance of the industry like FMGC, IT and Pharma. Financial Leverage is measured by Debt and Equity Ratio. Firm Performance is measured by Return on Assets (ROA), Profit after Tax (PAT), Return on Capital Employed (ROCE), Return on Equity (ROE). Regression Analysis, Durbin Watson & Collinearity Diagnostics are used in this study. Durbin Watson test is used to identify autocorrelation in regression analysis residuals. Data are collected for the period of 2017 – 2021. Statistical tools are analyzed using SPSS. This analysis will be useful for investor.

HYPOTHESIS

H_1 – There is a relationship between the financial leverage with performance return ratios of the company.

H_2 – There is a relationship between the financial leverage with performance return ratios on sector wise.

Data Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
FL	45	.00	1.40	.2651	.42750
ROA	45	3.31	34.37	18.1216	8.20238
PAT	45	58.42	16048.00	5335.4142	5673.30861
ROCE	45	6.13	131.20	36.8142	28.91995
ROE	45	4.80	92.00	29.9729	22.39243
Valid N (listwise)	45				

FMGC Companies Descriptive statistics (ITC, HUL & Nestle)

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
FL	15	.00	1.40	.6393	.56744	.150	.580	-1.594	1.121
PAT	15	58.42	15136.00	6181.5093	5353.85737	.190	.580	-1.368	1.121
ROCE	15	22.90	131.20	56.9700	40.79262	1.165	.580	-.529	1.121
ROE	15	17.00	92.00	47.9860	28.87394	.434	.580	-1.629	1.121
ROA	15	9.26	34.37	21.5707	7.49486	.445	.580	-.460	1.121
Valid N (listwise)	15								

IT Companies (Infosys, TCS & HCL)

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
FL	15	.00	.09	.0173	.03327	1.774	.580	1.613	1.121
PAT	15	1111.00	18048.00	9318.4667	5451.08732	.059	.580	-1.278	1.121
ROCE	15	27.76	52.79	36.1400	8.98689	1.165	.580	-.157	1.121
ROE	15	20.07	44.72	28.7553	7.42886	1.070	.580	.239	1.121
ROA	15	15.79	31.68	22.5260	5.10686	.513	.580	-1.027	1.121
Valid N (listwise)	15								

Pharma Companies (Dr. Reddy's, Sun Pharma, Divis Laboratories)

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
FL	15	.00	.26	1.087	.09782	.358	.580	-1.657	1.121
PAT	15	311.00	907.60	506.2667	166.95357	1.303	.580	1.562	1.121
ROCE	15	6.13	27.28	17.3327	6.43181	.022	.580	-1.144	1.121
ROE	15	4.80	21.09	13.1773	5.96032	-.094	.580	-1.731	1.121
ROA	15	3.31	18.22	10.2680	5.43881	.072	.580	-1.607	1.121
Valid N (listwise)	15								

Correlation: It is statistical tool used to measure the relate event to other events or set of causality which precipitate the event.

For all the three sectors

		Correlations				
		FL	ROA	PAT	ROCE	ROE
FL	Pearson Correlation	1	.390**	-.240	.784**	.812**
	Sig. (2-tailed)		.008	.112	.000	.000
ROA	Pearson Correlation	.45	1	.45	.45	.45
	Sig. (2-tailed)	.008		.415**	.800**	.601**
PAT	Pearson Correlation	.45	.45	1	.45	.45
	Sig. (2-tailed)	.112	.005		.259	.607
ROCE	Pearson Correlation	.45	.45	.45	1	.45
	Sig. (2-tailed)	.000	.000	.259		.928**
ROE	Pearson Correlation	.45	.45	.45	.45	1
	Sig. (2-tailed)	.000	.000	.607	.000	

** Correlation is significant at the 0.01 level (2-tailed).

FMCG Sector Correlation

		Correlations				
		FI	POA	PAT	POCF	POE
FI	Pearson Correlation	1	.785 ^{**}	.637 [*]	.644 ^{**}	.617 [*]
	sig. (2-tailed)		.001	.029	.000	.002
	N	15	15	15	15	15
POA	Pearson Correlation	.785 ^{**}	1	-.030	.934 ^{**}	.820 ^{**}
	sig. (2-tailed)	.001		.615	.000	.000
	N	15	15	15	15	15
PAT	Pearson Correlation	.637 [*]	-.030	1	-.134	-.426
	sig. (2-tailed)	.029	.910		.239	.111
	N	15	15	15	15	15
POCF	Pearson Correlation	.644 ^{**}	.934 ^{**}	-.134	1	.697 ^{**}
	sig. (2-tailed)	.000	.000	.223		.000
	N	15	15	15	15	15
POE	Pearson Correlation	.617 [*]	.820 ^{**}	-.426	.697 ^{**}	1
	sig. (2-tailed)	.000	.000	.113	.000	
	N	15	15	15	15	15

^{*} Correlation is significant at the 0.05 level (2-tailed).
^{**} Correlation is significant at the 0.00 level (2-tailed).

IT Companies

		Correlations				
		FI	POA	PAT	POCF	POE
FI	Pearson Correlation	1	.420	.627 [*]	.399	.227
	sig. (2-tailed)		.119	.019	.155	.227
	N	15	15	15	15	15
POA	Pearson Correlation	.420	1	-.039	.935 ^{**}	.847 ^{**}
	sig. (2-tailed)	.119		.690	.000	.000
	N	15	15	15	15	15
PAT	Pearson Correlation	.627 [*]	-.039	1	.927 ^{**}	-.928 ^{**}
	sig. (2-tailed)	.019	.690		.000	.000
	N	15	15	15	15	15
POCF	Pearson Correlation	.399	.935 ^{**}	.927 ^{**}	1	.991 ^{**}
	sig. (2-tailed)	.155	.000	.000		.000
	N	15	15	15	15	15
POE	Pearson Correlation	.227	.847 ^{**}	-.928 ^{**}	.991 ^{**}	1
	sig. (2-tailed)	.227	.000	.000	.000	
	N	15	15	15	15	15

^{*} Correlation is significant at the 0.05 level (2-tailed).
^{**} Correlation is significant at the 0.01 level (2-tailed).

Pharma Companies

		Correlations				
		FI	POA	PAT	POCF	POE
FI	Pearson Correlation	1	.420	.627 [*]	-.386	-.335
	sig. (2-tailed)		.119	.019	.155	.227
	N	15	15	15	15	15
POA	Pearson Correlation	.420	1	-.039	.936 ^{**}	.949 ^{**}
	sig. (2-tailed)	.119		.690	.000	.000
	N	15	15	15	15	15
PAT	Pearson Correlation	.627 [*]	-.039	1	.927 ^{**}	-.928 ^{**}
	sig. (2-tailed)	.019	.690		.000	.000
	N	15	15	15	15	15
POCF	Pearson Correlation	-.386	.936 ^{**}	.927 ^{**}	1	.991 ^{**}
	sig. (2-tailed)	.155	.000	.000		.000
	N	15	15	15	15	15
POE	Pearson Correlation	-.335	.949 ^{**}	-.928 ^{**}	.991 ^{**}	1
	sig. (2-tailed)	.227	.000	.000	.000	
	N	15	15	15	15	15

^{*} Correlation is significant at the 0.05 level (2-tailed).
^{**} Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION:

Financial leverage is more positive correlated with ROCE & ROE of FMCG and negatively correlated with IT & Pharma

Financial Leverage with Return of Assets

	Durbin Watson	F	R Square	VIF
Pharma	1.926	19.864	0.574	1.000
IT	0.765	2.783	0.420	1.000
FMCG	1.714	18.362	0.585	1.000

Interpretation:

If the Durbin Watson value lie between 1.5 to 2.5 means there is no autocorrelation between the variable. There is autocorrelation between Financial Leverage with Return of Assets with IT and no autocorrelation between Pharma and FMCG.

Findings:

- It is observed that top companies use their debt for the strengthen the assets of the business instead of investment in the new projects or diversified projects.
- It observed that IT companies use their equity for the assets.
- Conclusion:

The impact of financial leverage on business performance is examined in this study using a sample of 9 top companies from 2017 to 2021. Higher financial leverage may have a negative influence on corporate performance. Most experts agree that financial leverage and business performance are negatively associated in the pharmaceutical and food and beverage industries. As a result, there is a high demand for funds and a high return on assets, which could help to offset the additional loan costs.

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ABP Nadu Student Journalist

Program 2021-22

“Students Journalist Program”

As a leading industry player ABP network has taken the initiative to groom the new generation of journalists with a comprehensive multi-media work experience, on-ground, hands-on industry experience. Apart from skill training, guidance and mentorship the young journalists participate in a structured program for their development and enhancement of skills.

Duration: 6-12 months

Offer:

Focused training plan that offers the young journalists the opportunity to train and work with senior editors across various functions:

1. Script writing – Video Edit – Graphics – Camera (According to their interest)
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3. Interaction with key people

Program outlook:

Selection Procedure:

1. Resume shortlisting
2. Written Exam
3. Group Discussion
4. PTC (piece to camera)
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Stipend offered will be INR 10000/- for the interns selected for Chennai and INR 5000/- for the interns for districts around like Madurai, Tiruchirappalli, Vellore, Salem.

Start date of Internship: October- November(depending on availability)

From

V.Gracy
DG vaishnav college
Arumbakkam
Chennai - 95

To

Head of the department
DG vaishnav college
Arumbakkam
Chennai - 95

Sub

Regarding the permission for internship

Respected sir/madam

We the students of the journalism department requesting you to allow me to grant permission to work full day in ABP Nadu digital media from 1.04.2022 to 17.04.2022. Kindly grant us permission and give us on duty permission

31/03/2022
Chennai

Thank you

yours faithfully
V. Gracy

From

S.Roobigaa
DG vaishnav college
Arumbakkam
Chennai - 95

To

Head of the department
DG vaishnav college
Arumbakkam
Chennai - 95

Sub

Regarding the permission for internship

Respected sir/madam

We the students of the journalism department requesting you to allow me to grant permission to work full day in ABP Nadu digital media from 1.04.2022 to 17.04.2022. Kindly grant us permission and give us on duty permission

31/03/2022
Chennai

Thank you

yours faithfully
S.Roobigaa

CERTIFICATE OF APPRECIATION

We are happy to place on record, the support extended by the Department of Social Work, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai in piloting the Impact Study of various CSR activities conducted by MMA during the year 2021. Numerous activities undertaken by MMA with the support of ACSYS Investments P Ltd towards skill development of students from select government and government aided schools namely, PS Higher Secondary School, PS Matriculation School and Lady Sivaswamy Girls Higher Secondary school were analysed in detail and a report was rendered by the department.

The professional approach to the project and timely completion of the same, despite other academic commitments, is indeed highly appreciated and we thank the department for their whole-hearted cooperation in this regard. We thank in particular, the team comprising the following members for their contribution and guidance in executing the MMA-ACSYS CSR Impact Study:

- Dr. B. Sulupriya (Head)
- Dr. Akileswari.S (Assistant Professor) &
- Dr. S. Madhusudanan (Assistant Professor) and
- student volunteers of First Year MSW – Mr. Senthil Kumar V, Mr. Nithes M S, Mr. Vishal M, Ms. Swetha R and Ms. Lavanya Durga S A

We once again thank the college management, Dr Sulupriya and her team, and wish them the best in future endeavours.

Regards

Gp Capt Dr R Venkataraman (Retd) PhD
General Manager
Madras Management Association (MMA)

Dt : 25 March 2022



Certificate of Completion

This is to certify that

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successfully completed Value Added Course on

" Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore

in Association with

Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

DHANASEKAR R (21E2816)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore

in Association with

Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,

Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

HARI HARAN B (21E2833)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,

Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

HARIHARAN J (21E2819)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

HEM KUMAR D (21E2837)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

RAJKAMAL P (21E2822)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,

Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

SANTHOSH M (21E2835)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

SARANKUMAR M (21E2813)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

VETRIVEL S (21E2823)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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in Association with

Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai

A handwritten signature in black ink, appearing to read 'Dr. S. Vijayakumar'.

Dr. S. Vijayakumar
Course Organizer

A handwritten signature in green ink, appearing to read 'Dr. S. Suganya'.

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

VIGNESH G (21E2834)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

AARTHI (21E2806)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,

Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

ABITHA B (21E2827)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

ANGEL (21E2803)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

BALA BARATHI V (21E2817)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

CHARMI M(21E2810)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

” Bio-Entrepreneurship “Organic Farming and Mushroom Cultivation”

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Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

DEEPIKA V(21E2815)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

FATHIMA A(21E2805)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

HARIPRIYA P(21E2829)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

JANANI S(21E2808)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on
" Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"
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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

JOSITHA C(21E2811)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on
"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"
organized by **VJ BIOTECH**, Coimbatore
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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

KAMALEESWARI M(21E2832)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

KEERTHANA R(21E2821)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore

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Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

MANJULA R(21E2825)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,

Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

MASOODA FATHIMA S(21E2826)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

MEENAKSHI N(21E2831)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore

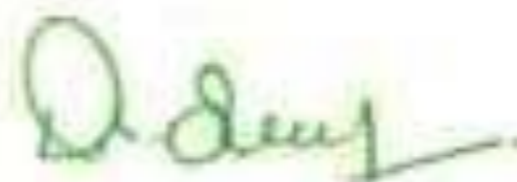
in Association with

Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,

Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

NANTHINI A (21E2824)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,

Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

NITHYA SREE A (21E2838)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore
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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

POOJA SP(21E2804)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on


”Bio-Entrepreneurship “Organic Farming and Mushroom Cultivation”

organized by **VJ BIOTECH**, Coimbatore

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,

Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

PRIYA R(21E2839)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on
"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"
organized by **VJ BIOTECH**, Coimbatore
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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

PRIYANKA E(21E2830)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,

Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hr

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

SANGEETA B(21E2820)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

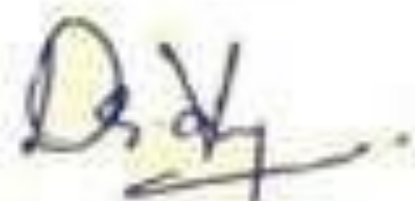
” Bio-Entrepreneurship “Organic Farming and Mushroom Cultivation”

organized by **VJ BIOTECH**, Coimbatore

in Association with

Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,

Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

SANTHIYA M(21E2812)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,

Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

**SREE VIDHYA BHARATHI B
(21E2802)**

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on

“Bio-Entrepreneurship “Organic Farming and Mushroom Cultivation”

organized by **VJ BIOTECH**, Coimbatore

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

SWETHA S(21E2818)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,

Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

THILAGAVATHY R(21E2809)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,

Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

VISHRUTHI SS(21E2828)

I B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has

successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

ABHINASH KUMAR (20E2531)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

JAYASURIYA B (20E2532)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on

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Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

JISHNU K (20E2518)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on **"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"** organized by **VJ BIOTECH**, Coimbatore in Association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

KISHOREBALAJI S (20E2519)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on
"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"
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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai

A handwritten signature in black ink, appearing to read 'Dr. S. Vijayakumar'.

Dr. S. Vijayakumar
Course Organizer

A handwritten signature in green ink, appearing to read 'Dr. S. Suganya'.

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

KUMAR R S A (20E2533)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on

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Chennai

A handwritten signature in black ink, appearing to read "Dr. S. Vijayakumar".

Dr. S. Vijayakumar
Course Organizer

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Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

LOGESH V (20E2522)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on **"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"** organized by **VJ BIOTECH**, Coimbatore in Association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

MOHAN M (20E2510)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

NAVEEN KANTH M (20E2537)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on

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Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

POOVENDHAN G (20E2530)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on *"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"* organized by **VJ BIOTECH**, Coimbatore in Association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

SANTHANAKUMAR P (20E2524)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on *"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"* organized by **VJ BIOTECH**, Coimbatore in Association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai

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Dr. S. Vijayakumar
Course Organizer

A handwritten signature in green ink, appearing to read "Dr. S. Suganya".

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

SIDHARTH K (20E2520)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on
"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"
organized by **VJ BIOTECH**, Coimbatore
in Association with
Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

SURIYA K S (20E2501)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on
"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"
organized by **VJ BIOTECH**, Coimbatore
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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

THAMIZHARASAN K (20E2514)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on
"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"
organized by **VJ BIOTECH**, Coimbatore
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Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

AISHWARYA S (20E2505)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore

in Association with

Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai

A handwritten signature in black ink, appearing to read "Dr. S. Vijayakumar".

Dr. S. Vijayakumar
Course Organizer

A handwritten signature in green ink, appearing to read "Dr. S. Suganya".

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

AKILA A (20E2534)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

KAVYA M (20E2506)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

KEERTHANA K (20E2526)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

NAMRUTHA D S (20E2523)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

PAARKAVI (20E2502)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on **"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"** organized by **VJ BIOTECH**, Coimbatore in Association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

RAJALAKSHMI B (20E2516)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on
"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"
organized by **VJ BIOTECH**, Coimbatore
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Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

ROOPIKA S (20E2527)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on
"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"
organized by **VJ BIOTECH**, Coimbatore
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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

SHREENISHA M (20E2536)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on *"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"* organized by **VJ BIOTECH**, Coimbatore in Association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

SIVARANJINI V (20E2525)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on **"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"** organized by **VJ BIOTECH**, Coimbatore in Association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

SRIDEVI R (20E2528)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore

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Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

VENUPRIYA K (20E2529)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

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Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

HARSHA M (20E2509)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on ***"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"*** organized by **VJ BIOTECH**, Coimbatore in Association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

KHUSHI JHA (20E2503)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on **"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"** organized by **VJ BIOTECH**, Coimbatore in Association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

MOHANASRI J M (20E2513)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore

in Association with

Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

SINDU A (20E2535)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on **"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"** organized by **VJ BIOTECH**, Coimbatore in Association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

THENDRAL D A A (20E2504)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on
"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"
organized by **VJ BIOTECH**, Coimbatore
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Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022

Certificate of Completion

This is to certify that

YUVASHREE C (20E2511)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has
successfully completed Value Added Course on
"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"
organized by **VJ BIOTECH**, Coimbatore
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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai



Dr. S. Vijayakumar
Course Organizer



Dr. S. Suganya
Managing Director

Course Duration: 30 hrs
Issue Date: 31.05.2022



Certificate of Completion

This is to certify that

SREE LAKSHMI BALA K (20E2521)

II B.Sc., Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed Value Added Course on

"Bio-Entrepreneurship "Organic Farming and Mushroom Cultivation"

organized by **VJ BIOTECH**, Coimbatore

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Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director

Course Duration: 30 hrs

Issue Date: 31.05.2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. DIVAKAR. V

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO, Chennai**
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

CEO
INDIAN HEALTHCARE BPO



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2501
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



Indian Healthcare BPO

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This is to certify that

Ms. EASHWAR RAM. R

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

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in association with Department of Biotechnology,

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2519
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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This is to certify that

Ms. HEMAPRESANTH. E

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
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INDIAN HEALTHCARE BPO



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2531
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **PRABHAKARAN. M**

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
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Dwaraka Doss Goverdhan Doss Vaishav College.

CEO
INDIAN HEALTHCARE BPO



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2523
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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This is to certify that

Ms. **PRABHU. B**

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2526
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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Ms. **ROSHAN KUMAR. S**

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
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Dwaraka Doss Goverdhan Doss Vaishav College.

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2527
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **SANTHOSH KUMAR. A**

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
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Dwaraka Doss Goverdhan Doss Vaishav College.

CEO
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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2518
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. SATHYA NARAYANAN. D

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"


conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

CEO
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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2516
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **SUNRAJ. M.K**

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

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INDIAN HEALTHCARE BPO



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2534
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. SURYANARAYANAN. D

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
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Dwaraka Doss Goverdhan Doss Vaishav College.

CEO
INDIAN HEALTHCARE BPO



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2538
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022

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CERTIFICATE OF COMPLETION

This is to certify that

Ms. THIRUMURUGAN. M

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2514
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **YUVARAJ. S**

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2509
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. ARSHIYA NILOFER. M

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2520
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **BHARGAVI. J**

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
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Dwaraka Doss Goverdhan Doss Vaishav College.

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2524
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. DHIVYAA GOMATHI. V

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

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INDIAN HEALTHCARE BPO



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2530
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. HEMALATHA. B

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

CEO
INDIAN HEALTHCARE BPO



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2528
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **JASMIN BANU. A**

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

CEO
INDIAN HEALTHCARE BPO



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2502
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **KEERTHANA. S**

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
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INDIAN HEALTHCARE BPO



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2529
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **MADHUMITHA. S**

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2532
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **MUTHUPRIYA. M**

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

CEO
INDIAN HEALTHCARE BPO



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2506
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. PAVITHRA. A

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

CEO
INDIAN HEALTHCARE BPO



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2504
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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This is to certify that

Ms. POOJA. B

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav' College has successfully completed a value added course on

"Clinical Research and Clinical Data Management"

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INDIAN HEALTHCARE BPO



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2515
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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This is to certify that

Ms. **ROSHAN RAHIMAKANI. K**

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

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INDIAN HEALTHCARE BPO



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2525
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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Ms. **SARANYA. N**

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successfully completed a value added course on

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2513
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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Ms. **SUPRAJA. G.M**

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successfully completed a value added course on

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2522
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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Ms. SWETHA. J

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2503
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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successfully completed a value added course on

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2539
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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This is to certify that

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of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

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INDIAN HEALTHCARE BPO.



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2512
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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This is to certify that

Ms. YUVASHREE. J

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2521
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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This is to certify that

Ms. **CHERAG PAUL. D**

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2537
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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This is to certify that

Ms. **NITEESH. V**

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2510
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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This is to certify that

Ms. **DURGA RAMESH**

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishav College.

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INDIAN HEALTHCARE BPO



COURSE NAME:: CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER :19E2511
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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This is to certify that

Ms. SHREYA G PANCHOLI

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

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INDIAN HEALTHCARE BPO



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2533
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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This is to certify that

Ms. **SWATHI. B**

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2508
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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This is to certify that

Ms. **SRICHARAN. Y**

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishav College.

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2505
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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This is to certify that

Ms. **MONISHAA. S**

of 3rd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 19E2535
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



KÄSE

CERTIFICATE OF COMPLETION

This is to certify that

Aravindh S K

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KASE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

PAVITHRA K

Trainer and Founder of Food
Safety Genie

**COURSE NAME : FOOD SAFETY AND
HYGIENE STANDARDS
COURSE REG. NUMBER : FSHS-2022-001
COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 001
ISSUE DATE: 23.04.2022**



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CERTIFICATE OF COMPLETION

This is to certify that

Arun S G

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KÄSE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

PAVITHRA K

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Safety Genie

**COURSE NAME : FOOD SAFETY AND
HYGIENE STANDARDS
COURSE REG. NUMBER : FSHS-2022-002
COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 002
ISSUE DATE: 23.04.2022**



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This is to certify that

Gokul Raj D

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KÄSE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

PAVITHRA K

Trainer and Founder of Food
Safety Genie

**COURSE NAME : FOOD SAFETY AND
HYGIENE STANDARDS
COURSE REG. NUMBER : FSHS-2022-003
COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 003
ISSUE DATE: 23.04.2022**



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This is to certify that

Gurumoorthy M

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KÄSE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

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**COURSE NAME : FOOD SAFETY AND
HYGIENE STANDARDS
COURSE REG. NUMBER : FSHS-2022-004
COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 004
ISSUE DATE: 23.04.2022**



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This is to certify that

Jeevanand A

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KASE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

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**COURSE NAME : FOOD SAFETY AND
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COURSE REG. NUMBER : FSHS-2022-005
COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 005
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This is to certify that

Pradeeshwar S

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KÄSE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

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**COURSE NAME : FOOD SAFETY AND
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COURSE REG. NUMBER : FSHS-2022-006
COURSE DURATION : 30 HOURS
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This is to certify that

Ramakrishnan Jayasankar

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KÄSE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

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**COURSE NAME : FOOD SAFETY AND
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COURSE REG. NUMBER : FSHS-2022-007
COURSE DURATION : 30 HOURS
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This is to certify that

Ruban Chakaravathy R G

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KÄSE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

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**COURSE NAME : FOOD SAFETY AND
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COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 008
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This is to certify that

Anushiya B

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KASE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

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COURSE REG. NUMBER : FSHS-2022-009
COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 009
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This is to certify that

Divyalakshmi R

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KASE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

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**COURSE NAME : FOOD SAFETY AND
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COURSE REG. NUMBER : FSHS-2022-010
COURSE DURATION : 30 HOURS
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This is to certify that

Harini A

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KASE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

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COURSE DURATION : 30 HOURS
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This is to certify that

Haritha S

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KÄSE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

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**COURSE NAME : FOOD SAFETY AND
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COURSE REG. NUMBER : FSHS-2022-012
COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 012
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This is to certify that

Jayashri Y

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KASE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

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COURSE REG. NUMBER : FSHS-2022-013
COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 013
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This is to certify that

Kaviya C

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KÄSE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

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COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 014
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This is to certify that

Keerthana K

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KÄSE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

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COURSE REG. NUMBER : FSHS-2022-015
COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 015
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This is to certify that

Nithyashri M S

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KÄSE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

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Trainer and Founder of Food
Safety Genie

**COURSE NAME : FOOD SAFETY AND
HYGIENE STANDARDS
COURSE REG. NUMBER : FSHS-2022-016
COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 016
ISSUE DATE: 23.04.2022**



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This is to certify that

Poornima V

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KÄSE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

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Trainer and Founder of Food
Safety Genie

**COURSE NAME : FOOD SAFETY AND
HYGIENE STANDARDS
COURSE REG. NUMBER : FSHS-2022-017
COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 017
ISSUE DATE: 23.04.2022**



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This is to certify that

Ramya K

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KASE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

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Safety Genie

**COURSE NAME : FOOD SAFETY AND
HYGIENE STANDARDS
COURSE REG. NUMBER : FSHS-2022-018
COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 018
ISSUE DATE: 23.04.2022**



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This is to certify that

Shalini R

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KASE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

PAVITHRA K

Trainer and Founder of Food
Safety Genie

**COURSE NAME : FOOD SAFETY AND
HYGIENE STANDARDS
COURSE REG. NUMBER : FSHS-2022-019
COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 019
ISSUE DATE: 23.04.2022**



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This is to certify that

Subashree E

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KÄSE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

PAVITHRA K

Trainer and Founder of Food
Safety Genie

**COURSE NAME : FOOD SAFETY AND
HYGIENE STANDARDS
COURSE REG. NUMBER : FSHS-2022-020
COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 020
ISSUE DATE: 23.04.2022**



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This is to certify that

Swathi N

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KASE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

PAVITHRA K

Trainer and Founder of Food
Safety Genie

**COURSE NAME : FOOD SAFETY AND
HYGIENE STANDARDS
COURSE REG. NUMBER : FSHS-2022-021
COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 021
ISSUE DATE: 23.04.2022**



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This is to certify that

Teja M

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KÄSE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

PAVITHRA K

Trainer and Founder of Food
Safety Genie

**COURSE NAME : FOOD SAFETY AND
HYGIENE STANDARDS
COURSE REG. NUMBER : FSHS-2022-022
COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 022
ISSUE DATE: 23.04.2022**



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CERTIFICATE OF COMPLETION

This is to certify that

**THOLAR SELLIAMAN
SPANDANA SARASIJA PRASA**

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KÄSE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, raka Doss Goverdhan Doss Vaishnav College.

Pavithra

PAVITHRA K

Trainer and Founder of Food
Safety Genie

**COURSE NAME : FOOD SAFETY AND
HYGIENE STANDARDS
COURSE REG. NUMBER : FSHS-2022-023
COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 023
ISSUE DATE: 23.04.2022**



KÄSE

CERTIFICATE OF COMPLETION

This is to certify that

Varsha S

of 1st year M.Sc., Biotechnology, DG Vaishnav College has successfully completed a value added course on “**Food safety and Hygiene Standards**” conducted by **KÄSE Chennai** and **Food Safety Genie**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

PAVITHRA K

Trainer and Founder of Food
Safety Genie

COURSE NAME : FOOD SAFETY AND
HYGIENE STANDARDS
COURSE REG. NUMBER : FSHS-2022-024
COURSE DURATION : 30 HOURS
CERTIFICATE NO : CNFSHS-DG 024
ISSUE DATE: 23.04.2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **DEEPAK. K**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai in association with Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishav College.

CEO
INDIAN HEALTHCARE BPO



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 20E4123
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **DHANUSH. S**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

CEO
INDIAN HEALTHCARE BPO



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : **20E4107**
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **T. KARTHICK**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : **20E4110**
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **MEGALA. P**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 20E4119
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **NIRMAL KUMAR. R**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

“Clinical Research and Clinical Data Management”

conducted by **Indian Healthcare BPO**, Chennai
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Dwaraka Doss Goverdhan Doss Vaishav College.

CEO
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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 20E4105
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **NITHISH. S**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 20E4125
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **PRADEEP MANIGANADAN. K**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 20E4121
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **S. SAKTHIVEL**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : **20E4120**
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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TRAINING DIVISION

(Regd. No.: 814/2013/IV)



CERTIFICATE OF COMPLETION

This is to certify that

Ms. **T. SANTHOSH KUMAR**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
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Dwaraka Doss Goverdhan Doss Vaishav College.

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 20E4114
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **THARUN S**

of 2nd Year M.Sc., Biotechnology, D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 20E4101
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **BRINDHA LAKSHMI. P**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

CEO
INDIAN HEALTHCARE BPO



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 20E4124
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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(Regd. No.: 614/2013/IV)



CERTIFICATE OF COMPLETION

This is to certify that

Ms. **DEVI. B**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

CEO
INDIAN HEALTHCARE BPO



COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : **20E4103**
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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(Regd. No.: 814/2013/IV)



CERTIFICATE OF COMPLETION

This is to certify that

Ms. **ELAVARASI. M**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 20E4109
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **GAYATHRI. G**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
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COURSE NAME: CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 20E4111
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **HEMA. S**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 20E4118
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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TRAINING DIVISION

(Regd. No.: 614/2013/IV)



CERTIFICATE OF COMPLETION

This is to certify that

Ms. **KARTHIKA. A**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 20E4102
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **POOJA. S**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : **20E4122**
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **RAMYA BHARATHI. S**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : **20E4117**
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **SNEHA. S**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : **20E4112**
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **SRUTHI YALANI. M**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on
"Clinical Research and Clinical Data Management"
conducted by **Indian Healthcare BPO**, Chennai
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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : **20E4104**
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **SUBHKSHA. S**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 20E4116
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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CERTIFICATE OF COMPLETION

This is to certify that

Ms. **VARSHINI. K**

of 2nd Year M.Sc., Biotechnology D.G. Vaishnav College has
successfully completed a value added course on

"Clinical Research and Clinical Data Management"

conducted by **Indian Healthcare BPO**, Chennai
in association with Department of Biotechnology,
Dwaraka Doss Goverdhan Doss Vaishav College.

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COURSE NAME : CLINICAL RESEARCH AND
CLINICAL DATA MANAGEMENT
COURSE REG. NUMBER : 20E4108
COURSE DURATION : 30 HOURS
ACADEMIC YEAR : 2021 - 2022



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Arumbakkam, Chennai – 600 106

Department of Biotechnology

Report on “Industrial Visit to Saveetha Dental College and Hospitals, Chennai”- December 2021

- Event name** : Industrial Visit to Saveetha Dental College, Chennai
- Place of conduct** : Saveetha Dental College, Chennai.
- Date** : 23/11/2021 and 24/11/2021
- Organizers** : Department of Biotechnology
- Resource Person** : **Dr.A.S.Smiline Girija.**, M.Sc.,M.Phil.,Ph.D.,M.D[A.M].,FIAAM
Professor & Head, Department of Microbiology,
Saveetha Dental College and Hospitals, Saveetha University,
Chennai - 600 077, Tamilnadu, India. Mobile: 9841516172.
- Faculty coordinators** : 23/11/2021 - Mrs.G. Shoba and Ms. B. Kiran Sharma
24/11/2021 - Dr. A. Sivaranjini and Dr. M.R.M. Sivasankaran

Number of student participants: 59

Number of staff members: 4

Report:

The Industrial Visit to Saveetha Dental College and Hospitals was organized on 23/11/2021 and 24/11/2021 for final year UG and PG students. Students were segregated into different batches and visited different laboratories such as Microbiology lab, Biochemistry lab, Nanomedicine, Cellular and Molecular research lab, Aquatic toxicology lab, Animal house and Material Research lab.

The students were taught about techniques such as flow cytometry, Imaging techniques such as STEM and ELISA. Students were also explained about the research activities on zebra fishes, reproduction of fighter fishes and plating techniques. In Animal house they were explained about the maintenance of animal models, examining them and the study which involves animal models. The students were also provided information about collecting samples from sand and sea weeds. They were also introduced to cell culture techniques and the importance of it. After visiting these laboratories, the students were exposed to real time experience on various instrumental setups and techniques. The feedback from students were collected and found to be very good and useful.



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Outcome of the event:

- Students had real time experience on visualizing the instrument setup and labs.
- They were introduced to new techniques.
- They understood the importance of research in various aspects of life sciences.
- This has motivated and intrigued students to take their education to the next level.



Students were explained about the different aspects on Biotechnology



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Students Exposed to various instruments such as RT-PCR, SEM and various other techniques.



Industrial Visit to Saveetha Dental College and Hospital.



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Participants list

S.No	Faculty Participants
1.	Dr.M.RM.Sivasankaran
2.	Dr. Sivaranjini A
3.	Ms. G. Shoba
4.	Ms. Kiran Sharma B

S.No.	Roll No.	Name of the Student	Class
1	20E4101	Tharun S	II M.Sc Biotechnology
2	20E4102	Karthika A	II M.Sc Biotechnology
3	20E4103	Devi B	II M.Sc Biotechnology
4	20E4104	Sruthi Yalani M	II M.Sc Biotechnology
5	20E4105	Nirmal Kumar R	II M.Sc Biotechnology
6	20E4107	Dhanush S	II M.Sc Biotechnology
7	20E4108	Varshini K	II M.Sc Biotechnology
8	20E4109	Elavarasi M	II M.Sc Biotechnology
9	20E4110	Karthick T	II M.Sc Biotechnology
10	20E4111	Gayathri.G	II M.Sc Biotechnology
11	20E4112	Sneha S	II M.Sc Biotechnology
12	20E4114	Santhosh Kumar T	II M.Sc Biotechnology
13	20E4116	Subhiksha S	II M.Sc Biotechnology
14	20E4117	Ramya Bharathi S	II M.Sc Biotechnology
15	20E4118	Hema S	II M.Sc Biotechnology
16	20E4119	Megala P	II M.Sc Biotechnology
17	20E4120	Sakthivel S	II M.Sc Biotechnology
18	20E4121	Pradeep Manigandan K	II M.Sc Biotechnology
19	20E4122	Pooja S	II M.Sc Biotechnology
20	20E4123	Deepak K	II M.Sc Biotechnology
21	20E4124	Brindha Lakshmi P	II M.Sc Biotechnology
22	20E4125	Nithish S	II M.Sc Biotechnology
23	20E4126	Shanmuka Ranjitha	II M.Sc Biotechnology
24	19E2501	Divakar V	III B.Sc Biotechnology
25	19E2502	Jasmin Banu A	III B.Sc Biotechnology
26	19E2503	Swetha J	III B.Sc Biotechnology
27	19E2504	Pavithra A	III B.Sc Biotechnology
28	19E2505	Sricharan Y	III B.Sc Biotechnology
29	19E2506	Muthupriya M	III B.Sc Biotechnology
30	19E2508	Swathi B	III B.Sc Biotechnology
31	19E2509	Yuvaraj S	III B.Sc Biotechnology
32	19E2510	Niteesh S	III B.Sc Biotechnology
33	19E2511	Durga Ramesh	III B.Sc Biotechnology
34	19E2512	Yagashree B	III B.Sc Biotechnology
35	19E2513	Saranya N	III B.Sc Biotechnology
36	19E2514	Thirumurugan M	III B.Sc Biotechnology
37	19E2515	Pooja B	III B.Sc Biotechnology
38	19E2516	Sathya Narayanan D	III B.Sc Biotechnology
39	19E2518	Santhosh Kumar A	III B.Sc Biotechnology
40	19E2519	Eashwar Ram R	III B.Sc Biotechnology
41	19E2520	Arshiya Nilofer M	III B.Sc Biotechnology



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42	19E2521	Yuvashree J	III B.Sc Biotechnology
43	19E2522	Supraja GM	III B.Sc Biotechnology
44	19E2523	Prabhakaran M	III B.Sc Biotechnology
45	19E2524	Bhargavi J	III B.Sc Biotechnology
46	19E2525	Roshan Rahima Kani K	III B.Sc Biotechnology
47	19E2526	Prabhu B	III B.Sc Biotechnology
48	19E2527	Roshan Kumar S	III B.Sc Biotechnology
49	19E2528	Hemalatha B	III B.Sc Biotechnology
50	19E2529	Keerthana S	III B.Sc Biotechnology
51	19E2530	Dhivyaa Gomathi V	III B.Sc Biotechnology
52	19E2531	Hemaprashanth E	III B.Sc Biotechnology
53	19E2532	Madhumitha S	III B.Sc Biotechnology
54	19E2533	Shreya G Pancholi	III B.Sc Biotechnology
55	19E2534	Sunraj MK	III B.Sc Biotechnology
56	19E2535	Monishaa S	III B.Sc Biotechnology
57	19E2537	Cherag Paul D	III B.Sc Biotechnology
58	19E2538	Suryanarayanan D	III B.Sc Biotechnology
59	19E2539	Swetha S	III B.Sc Biotechnology



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Department of Biotechnology

Report on “Industrial Visit to Synkromax Biotech, Chennai”- March- 2022

Event name :Industrial Visit to Synkromax Biotech Pvt. Ltd., Chennai

Place of conduct :Synkromax Biotech Pvt. Ltd.,Thirumazhisai, Chennai.

Date : 09/03/2022

Organizers : Department of Biotechnology

Resource Person :Mr. V.S. Ravichandran
Assistant Manager (HR)

Faculty coordinators :Dr.P.Amali, Dr. A. Sivaranjini and Dr. M.RM. Sivasankaran

Number of student participants:59

Number of staff members: 3

Number of student members: 59

Detailed Report:

The Industrial Visit to Synkromax Biotech Pvt. Ltd., Thirumazhisai, Chennai was organized on 09.03.2022 for final year UG and PG students. Students visited different units in the industry and acquired more knowledge on various sections of product development.

The students were taught about Quality Control, media preparation in large amounts, mass production of enzymes etc. They were also introduced to the bioreactor and fermentation techniques. The various types of fermentation like, batch, fed-batch and continuous cultures were explained to the students. After visiting these different units in the industry, the students were exposed to enzyme productions, analysis related to enzymes, poultry feed mixing and enzyme treatment in textile industries. The feedback from students were collected and found to be very much positive and useful.

Outcome of the event:

- Students had real time experience on visualizing the bioreactor and fermentation process.
- They were introduced to enzyme production and analysis.
- They understood the importance of quality control in industries.
- This has enriched the student minds with applications of techniques in biotech industries.



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Photos:



Students were explained about the different aspects of enzyme production & analysis



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Arumbakkam, Chennai – 600 106



Students Exposure to Bioreactor and fermentation

Participant list

S.No	Faculty Participants
1.	Dr.M.RM.Sivasankaran
2.	Dr. Sivaranjini A
3.	Dr. P. Amali



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II M.Sc. Biotechnology			
1	20E4101	Tharun S	Present
2	20E4102	Karthika A	Present
3	20E4103	Devi B	Present
4	20E4104	Sruthi Yalani M	Present
5	20E4105	Nirmal Kumar R	Present
6	20E4107	Dhanush S	Present
7	20E4108	Varshini K	Present
8	20E4109	Elavarasi M	Present
9	20E4110	Karthick T	Present
10	20E4111	Gayathri.G	Absent
11	20E4112	Sneha S	Present
12	20E4114	Santhosh Kumar T	Present
13	20E4116	Subhiksha S	Present
14	20E4117	Ramya Bharathi S	Absent
15	20E4118	Hema S	Present
16	20E4119	Megala P	Present
17	20E4120	Sakthivel S	Present
18	20E4121	Pradeep Manigandan K	Present
19	20E4122	Pooja S	Present
20	20E4123	Deepak K	Absent
21	20E4124	Brindha Lakshmi P	Present
22	20E4125	Nithish S	Present
23	20E4126	ShanmukaRanjitha	Absent
III B.Sc. Biotechnology			
24	19E2501	Divakar V	Present
25	19E2502	Jasmin Banu A	Present
26	19E2503	Swetha J	Present
27	19E2504	Pavithra A	Present
28	19E2505	Sricharan Y	Present
29	19E2506	Muthupriya M	Present
30	19E2508	Swathi B	Present
31	19E2509	Yuvaraj S	Present
32	19E2510	Niteesh S	Present
33	19E2511	Durga Ramesh	Present
34	19E2512	Yagashree B	Present
35	19E2513	Saranya N	Present
36	19E2514	Thirumurugan M	Present
37	19E2515	Pooja B	Present
38	19E2516	Sathya Narayanan D	Present
39	19E2518	Santhosh Kumar A	Present



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40	19E2519	Eashwar Ram R	Present
41	19E2520	Arshiya Nilofer M	Present
42	19E2521	Yuvashree J	Present
43	19E2522	Supraja GM	Present
44	19E2523	Prabhakaran M	Present
45	19E2524	Bhargavi J	Present
46	19E2525	Roshan RahimaKani K	Present
47	19E2526	Prabhu B	Present
48	19E2527	Roshan Kumar S	Present
49	19E2528	Hemalatha B	Present
50	19E2529	Keerthana S	Present
51	19E2530	DhivyaaGomathi V	Present
52	19E2531	Hemaprashanth E	Present
53	19E2532	Madhumitha S	Present
54	19E2533	Shreya G Pancholi	Present
55	19E2534	Sunraj MK	Present
56	19E2535	Monishaa S	Present
57	19E2537	Cherag Paul D	Present
58	19E2538	Suryanarayanan D	Present
59	19E2539	Swetha S	Present



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DEPARTMENT OF BIOTECHNOLOGY

Report on “An Introductory session for Skill Enhancement on Essentialities of NGS and Genetic Counselling”

24 March 2022

E-invite:

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DEPARTMENT OF BIOTECHNOLOGY
Organizes
An Introductory session for Skill Enhancement
on
Essentialities of NGS and Genetic Counselling

Dr. Janani Dhakshina Moorthy
Founder & Geneticist
GeneAura Pvt Ltd
Chennai
Tamil Nadu

24.03.2022 @ 10:30 AM onwards
Venue:
Department of Biotechnology, DDGDVC

Organizing team
Dr. M. Pavithra | Dr. R. Ashwini
Faculty, Dept. of Biotechnology

For more information: dgvcbiotech@gmail.com

Dr. M. D. BalaKumaran
Head (i/c)

Dr. S. Santhosh Baboo
Principal

Shri Ashok Kumar Mundhra
Secretary

<https://www.dgvaishnavcollege.edu.in/>

Event name : An Introductory session for Skill Enhancement on Essentialities of NGS and Genetic Counselling

Mode of conduct :Offline mode

Date : 24.03.2022



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Time	:10.30 am onwards
Resource Person	:Dr. Janani Dhakshina Moorthy Founder & Geneticist Gene Aura Pvt. Ltd., Chennai. Phone: 8939569208
Topic	:An Introductory session for Skill Enhancement on Essentialities of NGS and Genetic CounsellingOrganizers
Venue	:Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College.

Organizing Secretaries :Dr. Pavithra M., Dr.AshwiniR.
Faculty, Department of Biotechnology.

Number of Participants: 83

Number of staff members : 11

Report:

The Department of Biotechnology organized an Introductory session for Skill Enhancement on “Essentialities of NGS and Genetic Counselling” on 24/03/2022 from 10.30 onwards. The Program started with a welcome note, followed by the interesting and interactive session by the GuestDr.Janani Dhakshina Moorthy, Founder & Geneticist, Gene Aura Pvt. Ltd. Chennai.

She elucidated the importance of next gen sequencing and the issues of genetic counselling. The processes involved in Next Generation Sequencing, the differences and the advantages of NGS over other techniques were explained. The role of NGS in identifying a genetic disease and the role of genetic counsellor in supporting patients to manage the disease was explained to students with practical examples. She also intimated about the ways to become a Genetic counsellor. The program ended with the vote of thanks and student feedback on the program was collected through google forms.

Program Outcome:

An Introductory session for Skill Enhancement on “Essentialities of NGS and Genetic Counselling”

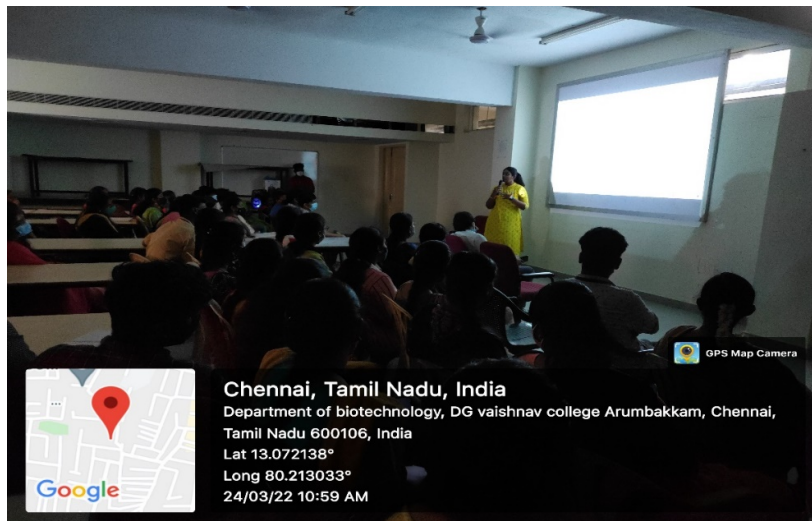
- Students came to know about the processes involved in Next Generation Sequencing.



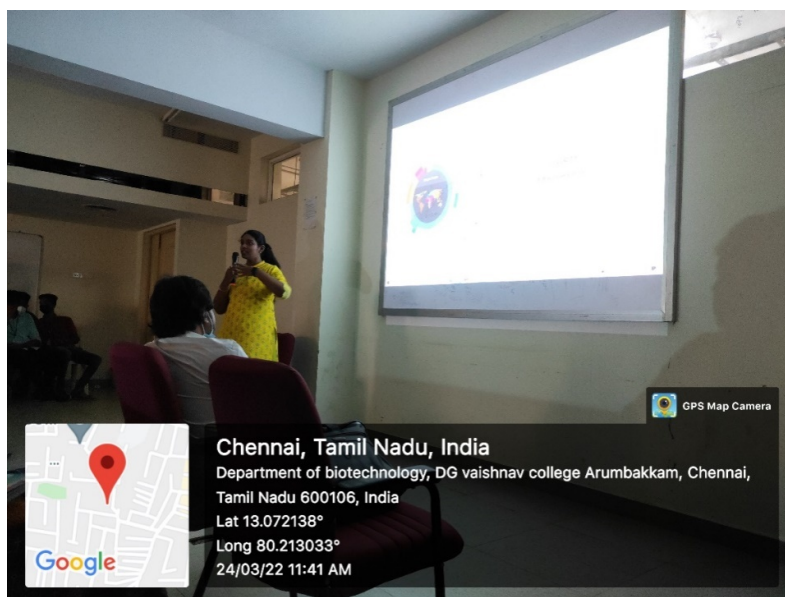
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- They understood the importance of NGS in identifying a genetic disease.
- They understood the growing need of genetic counsellor and the role of genetic counsellor.
- They were introduced to new career option as genetic counsellor and in NGS.

Screen shots:



Dr. Janani Dhakshinamoorthy interacting with students on NGS.



Lecture on Next Generation sequencing and Genetic counselling.



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Participants List:

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DEPARTMENT OF BIOTECHNOLOGY
An Introductory Session on “Essentials of NGS and Genetic Counselling”
24.03.2022
Attendance List

III B.Sc. Biotechnology (2019 – 2022)

S. No.	Register No	Student ID	Student Name	Attendance
1.	1913101052101	19E2501	Divakar V	Divakar V
2.	1913101052102	19E2519	Eashwar Ram R	Eashwar Ram R
3.	1913101052103	19E2531	Hemaprasanth E	Hemaprasanth E
4.	1913101052104	19E2523	Prabhakaran M	Prabhakaran M.
5.	1913101052105	19E2526	Prabhu B	Prabhu B
6.	1913101052106	19E2527	Roshan Kumar S	Roshan Kumar S
7.	1913101052107	19E2518	Santhosh Kumar A	Santhosh Kumar A
8.	1913101052108	19E2516	Sathya Narayanan D	Sathya Narayanan D
9.	1913101052109	19E2534	Sunraj M K	Sunraj M K
10.	1913101052110	19E2538	Suryanarayanan D	Suryanarayanan D
11.	1913101052111	19E2514	Thirumurugan M	M. Thirumurugan
12.	1913101052112	19E2509	Yuvaraj S	Yuvaraj S
13.	1913101052113	19E2520	Arshiya Nilofer M	Arshiya
14.	1913101052114	19E2524	Bhargavi J	Bhargavi J
15.	1913101052115	19E2530	Dhivyaa Gomathi V	Dhivyaa Gomathi V
16.	1913101052116	19E2528	Hemalatha B	Hemalatha B
17.	1913101052117	19E2502	Jasmin Banu A	Jasmin Banu A
18.	1913101052118	19E2529	Keerthana S	Keerthana S
19.	1913101052119	19E2532	Madhumitha S	S. Madhumitha
20.	1913101052120	19E2506	Muthupriya M	M. Muthupriya
21.	1913101052121	19E2504	Pavithra A	Pavithra A
22.	1913101052122	19E2515	Pooja B	Pooja B
23.	1913101052123	19E2525	Roshan Rahima Kani K	K. Roshan Rahima
24.	1913101052124	19E2513	Saranya N	Saranya N
25.	1913101052125	19E2536	Shreeswedhaa V	ABSENT
26.	1913101052126	19E2522	Supraja G M	Supraja G M
27.	1913101052127	19E2503	Swetha J	Swetha J
28.	1913101052128	19E2539	Swetha S	Swetha S
29.	1913101052129	19E2512	Yagashree B	Yagashree B
30.	1913101052130	19E2521	Yuvashree J	Yuvashree J
31.	1913101052131	19E2537	Cherag Paul D	Cherag Paul D
32.	1913101052132	19E2510	Nitesh V	Nitesh V
33.	1913101052133	19E2511	Durga Ramesh	Durga Ramesh



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S. No.	Register No	Student ID	Student Name	Attendance
34.	1913101052134	19E2533	Shreya G Pancholi	<i>Shreya G Pancholi</i>
35.	1913101052135	19E2508	Swathi B	<i>Swathi B</i>
36.	1913101052136	19E2505	Sricharan Y	<i>Sricharan Y</i>
37.	1913101052137	19E2535	Monishaa S	<i>Monishaa S</i>

I M.Sc. Biotechnology (2021 – 2023)

1.	2113102047101	21E4810	Aravindh S K	<i>S.K. Aravindh</i>
2.	2113102047102	21E4815	Arun G S G	<i>G. Arun</i>
3.	2113102047103	21E4820	Gokul Raj.D	<i>Gokul Raj.D</i>
4.	2113102047104	21E4811	Gurumoorthy M	<i>M. Gurumoorthy</i>
5.	2113102047105	21E4822	Jeevanand A	<i>A. Jeevanand</i>
6.	2113102047106	21E4817	Pradeeshwar.S	<i>S. Pradeeshwar</i>
7.	2113102047107	21E4806	Ramakrishnan Jayasankar	<i>Ramakrishnan Jayasankar</i>
8.	2113102047108	21E4816	Ruban Chakrvarthy R G	<i>R.G. Ruban</i>
9.	2113102047110	21E4823	Anushiya B	<i>B. Anushiya</i>
10.	2113102047111	21E4803	Divyalakshmi.R	<i>R. Divyalakshmi</i>
11.	2113102047112	21E4825	Harini A	<i>A. Harini</i>
12.	2113102047113	21E4819	Haritha S	<i>S. Haritha</i>
13.	2113102047114	21E4802	Jayashri Y	<i>Y. Jayashri</i>
14.	2113102047115	21E4808	Kaviya C	<i>C. Kaviya</i>
15.	2113102047116	21E4809	Keerthana K	<i>K. Keerthana</i>
16.	2113102047117	21E4805	Nithyasri M.S.	<i>S. Nithyasri</i>
17.	2113102047118	21E4807	Poornima V	<i>V. Poornima</i>
18.	2113102047119	21E4821	Ramya K	<i>K. Ramya</i>
19.	2113102047120	21E4814	Shalini R	<i>R. Shalini</i>
20.	2113102047121	21E4812	Subashree. E	<i>E. Subashree</i>
21.	2113102047122	21E4804	Swathi N	<i>N. Swathi</i>
22.	2113102047123	21E4813	Teja. M	<i>M. Teja</i>
23.			Thólar Selliamman Spandana Sarasija Prasanna Karthik	<i>Spandana</i>
24.	2113102047124	21E4824	Karthik	
	2113102047125	21E4801	Varsha. S	<i>S. Varsha</i>



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II M.Sc. Biotechnology (2020 – 2022)

Sl. No.	Register No	Student ID	Student Name	Attendance
1.	2013102047101	20E4123	Deepak K	
2.	2013102047102	20E4107	Dhanush S	S. Manjushree
3.	2013102047104	20E4110	Karthick T	T. V. J.
4.	2013102047105	20E4119	Megala P	P. Megala
5.	2013102047106	20E4105	Nirmal Kumar R	R. Nirmal
6.	2013102047107	20E4125	Nithish S	S. Nithish
7.	2013102047108	20E4121	Pradeep Manigandan K	K. Pradeep
8.	2013102047109	20E4120	Sakthivel S	S. Sakthivel
9.	2013102047110	20E4114	Santhosh Kumar T	T. Santhosh
10.	2013102047111	20E4101	Tharun S	S. Tharun
11.	2013102047112	20E4124	Brindha Lakshmi P	P. Brindha Lakshmi
12.	2013102047113	20E4103	Devi B	B. Devi
13.	2013102047114	20E4109	Elavarasi M	M. Elavarasi
14.	2013102047115	20E4111	Gayathri G	G. Gayathri
15.	2013102047116	20E4118	Hema S	S. Hema
16.	2013102047117	20E4102	Karthika A	A. Karthika
17.	2013102047118	20E4122	Pooja S	S. Pooja
18.	2013102047119	20E4117	Ramya Bharathi S	S. Ramya
19.	2013102047120	20E4126	Shanmuka Ranjitha	Ranjitha Shanmuka
20.	2013102047121	20E4112	Sneha S	S. Sneha
21.	2013102047122	20E4104	Sruthi Yalani M	M. Sruthi Yalani
22.	2013102047123	20E4116	Subhiksha S	S. Subhiksha
23.	2013102047124	20E4108	Varshini K	K. Varshini



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Department of Biotechnology

Report on “Industrial Visit to Esteem Agro farms, Redhills, Chennai

Event name : Industrial Visit to Esteem Agro Farms, Redhills, Chennai.

Place of conduct : Esteem Agro farms, Redhills, Chennai.

Date : 04.04.2022

Organizers : Department of Biotechnology

Resource Person : Dr. Vijay Kumar, CEO, VJ Biotech

Phone: 6383223869

Faculty coordinators: Dr. Pavithra M & Dr. R. Ashwini

Number of student participants: 68

Number of staff members: 2

Report:

The Industrial Visit to Esteem Agro farms, Redhills, Chennai was held on 04/04/2022 for I UG and II UG students of department of biotechnology. The industrial visit provided a situation for the students to learn and get familiar with techniques and knowledge of a Vermicompost, organic farming and biofertilizers. The students had a on field experience on understanding the concepts of agricultural farm and also learnt the organic farming methods and cattle rearing, preparation of biopesticides and organic manure production. The students were also introduced to Agripreneurship and agri based value added products which encouraged them to think about Bio-entrepreneurship in their future career.

Outcome of the event:

- Students had good experience on agriculture farming in natural way.
- They were introduced to various organic manures and biopesticides.
- They understood the importance of agriculture and sustainability of environmental resources.
- They gained more interest on being an agripreneur and market the agri based organic products.



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Photographs:



Students visit to Esteem Agro farms, Redhills, Chennai



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Students were explained about the organic farming and Agripreneurship

Participant list:

LIST OF STUDENTS

I B.Sc., Biotechnology

Sl. No.	Student ID	Student Name
1.	21E2836	Ashwin R
2.	21E2816	Dhanasekar M
3.	21E2833	Hari Haran B
4.	21E2819	Hariharan J
5.	21E2837	Hem Kumar D
6.	21E2822	Rajkamal P
7.	21E2835	Santhosh M
8.	21E2813	Sarankumar M
9.	21E2823	Vetrivel S
10.	21E2834	Vignesh G
11.	21E2806	Aarthi
12.	21E2827	Abitha B
13.	21E2803	Angel K S
14.	21E2817	Bala Barathi V
15.	21E2810	Charmi M
16.	21E2815	Deepika V
17.	21E2805	Fathima A
18.	21E2829	Haripriya P
19.	21E2808	Janani S
20.	21E2811	Joshitha C
21.	21E2832	Kamaleeswari M
22.	21E2821	Keerthana R



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23.	21E2825	Manjula R
24.	21E2826	Masooda Fathima S
25.	21E2831	Meenakshi N
26.	21E2824	Nanthini A
27.	21E2838	Nithya Sree A
28.	21E2804	Pooja S P
29.	21E2839	Priya R
30.	21E2830	Priyanka E
31.	21E2820	Sangeetha B
32.	21E2812	Santhiya M
33.	21E2802	Sree Vidhya Bharathi B
34.	21E2818	Swetha S
35.	21E2809	Thilagavathy R
36.	21E2828	Vishruthi S S

II B.Sc., Biotechnology

Sl. No.	Student ID	Student Name
1.	20E2531	Abhinash Kumar V K
2.	20E2532	Jayasuriya B
3.	20E2518	Jishnu K
4.	20E2519	Kishorebalaji S
5.	20E2533	Kumar R S A
6.	20E2522	Logesh V
7.	20E2510	Mohan M
8.	20E2537	Naveen Kanth M
9.	20E2530	Poovendhan G
10.	20E2524	Santhanakumar P
11.	20E2520	Sidharth K
12.	20E2501	Suriya K S
13.	20E2514	Thamizharasan K
14.	20E2505	Aishwarya S
15.	20E2534	Akila A
16.	20E2506	Kavya M
17.	20E2526	Keerthana K
18.	20E2523	Namrutha D S
19.	20E2502	Paarkavi
20.	20E2516	Rajalakshmi B
21.	20E2527	Roopika S
22.	20E2536	Shreenisha M
23.	20E2525	Sivaranjini V



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24.	20E2528	Sridevi R
25.	20E2529	Venupriya K
26.	20E2509	Harsha M
27.	20E2503	Khushi Jha
28.	20E2513	Mohanasri J M
29.	20E2535	Sindu A
30.	20E2504	Thendral D A A
31.	20E2511	Yuvashree C
32.	20E2521	Sree Lakshmi Bala K

S.No.	Faculty Coordinator
1.	Dr. M.RM. Sivasankaran
2.	Ms. S. Uma



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Department of Biotechnology

Report on “Industrial Visit to Indian Health Care Pvt. Ltd., Madipakkam, Chennai.

Event name : Industrial Visit to Indian Health Care Pvt. Ltd., Madipakkam, Chennai.

Place of conduct : Industrial Visit to Indian Health Care Pvt. Ltd., Madipakkam, Chennai.

Date : 10.04.2022

Organizers : Department of Biotechnology

Resource Person : Ms. Shruti Rao
Trainer, Indian Health Care Pvt. Ltd.
Mobile: 8220213110
E-mail: marium.indianhealthcarebpo.com

Faculty coordinators : Dr. Pavithra M & Dr. R. Ashwini

Number of student participants : 53

Report:

An Industrial Visit to Indian Health Care Pvt. Ltd., Madipakkam, Chennai, on 09/04/2022 for III UG & II PG students of Biotechnology. Students were segregated into batches and visited the different sections of the onsite premises. On reaching the premises, Ms. Shruti Rao explained major aspects of KPO, various opportunities in the KPO sector for the life science students and also the prerequisites with respect to job in the clinical research associate field.

The students were able to get knowledge on live working files on medical coding, clinical data management etc., Students got a chance to know that how their theoretical knowledge is applied in clinical data management and trial process

Outcome of the event:

- Students had come to know about various opportunities in a health care company.
- They were introduced to medical coding and compiling clinical data.
- Students were introduced to clinical research management.



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Photographs:



Students were explained about the clinical data management



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Participant list:

II M.SC STUDENTS LIST

10/1/2022
Sunday

Indran Healthcare EPO.

ROLL NO	NAME	Sign
20E4101	Tharun . S	S. Pharan Absent
20E4102	Karthiga . A	B. Devi
20E4103	Devi . B	M. Sathya jale
20E4104	Smriti ylani . M	P. K.
20E4105	Nirmal kumar . B	S. S. S.
20E4107	Dhanush . S	Absent
20E4108	Vasuki . K	M. A. P.
20E4109	Etavanase . M	T. K. J.
20E4110	Karthick . T	Absent
20E4111	@ Gayathri . A	B. S.
20E4112	Sneha . S	P. S.
20E4114	Santhosh kumar . T	S. S.
20E4116	Subhiksha . S	P. R.
20E4117	Ranya bhavathi . S	S. Hema
20E4118	Hema . S	P. Megala.
20E4119	Megala . p	S. S.
20E4119	Sakthivel . s	K. P. P.
20E4120	pnadeep Manikandan . k	S. H.
20E4121	pooja . s	Absent
20E4122	Deepak . k	

20E4124	Brindha lakshmi . p	P. Brindha lakshmi
20E4125	Nithish . S	S. S.
20E4126	Shanmuka Ranjitha .	Absent



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Department of Biotechnology

Value Added Course on “Clinical research and Clinical Data Management”

III B.Sc. Biotechnology – Attendance (09.04.2022)

S. No.	Register No	Student ID	Student Name	Attendance
1.	1913101052101	19E2501	Divakar V	Divakar
2.	1913101052102	19E2519	Eashwar Ram R	Eashwar Ram
3.	1913101052103	19E2531	Hemapasanth E	Hemapasanth
4.	1913101052104	19E2523	Prabhakaran M	Prabhakaran
5.	1913101052105	19E2526	Prabhu B	Prabhu
6.	1913101052106	19E2527	Roshan Kumar S	Roshan
7.	1913101052107	19E2518	Santhosh Kumar A	Santhosh Kumar
8.	1913101052108	19E2516	Sathya Narayanan D	Sathya Narayanan
9.	1913101052109	19E2534	Sunraj M K	Sunraj
10.	1913101052110	19E2538	Suryanarayanan D	Suryanarayanan
11.	1913101052111	19E2514	Thirumurugan M	Thirumurugan
12.	1913101052112	19E2509	Yuvaraj S	Yuvaraj
13.	1913101052113	19E2520	Arshiya Nilofer M	Arshiya Nilofer
14.	1913101052114	19E2524	Bhargavi J	Bhargavi
15.	1913101052115	19E2530	Dhivyaa Gomathi V	Dhivyaa Gomathi
16.	1913101052116	19E2528	Hemalatha B	Hemalatha
17.	1913101052117	19E2502	Jasmin Banu A	Jasmin Banu
18.	1913101052118	19E2529	Keerthana S	Keerthana
19.	1913101052119	19E2532	Madhumitha S	Madhumitha
20.	1913101052120	19E2506	Muthupriya M	Muthupriya
21.	1913101052121	19E2504	Pavithra A	Pavithra
22.	1913101052122	19E2515	Pooja B	Pooja
23.	1913101052123	19E2525	Roshan Rahima Kani K	Roshan Rahima Kani
24.	1913101052124	19E2513	Saranya N	Saranya
25.	1913101052125	19E2536	Shreeswedhaa V	Shreeswedhaa
26.	1913101052126	19E2522	Supraja G M	Supraja
27.	1913101052127	19E2503	Swetha J	Swetha
28.	1913101052128	19E2539	Swetha S	Swetha
29.	1913101052129	19E2512	Yagashree B	Yagashree
30.	1913101052130	19E2521	Yuvashree J	Yuvashree
31.	1913101052131	19E2537	Cherag Paul D	Cherag Paul
32.	1913101052132	19E2510	Nitesh V	Nitesh
33.	1913101052133	19E2511	Durga Ramesh	Durga
34.	1913101052134	19E2533	Shreya G Pancholi	Shreya
35.	1913101052135	19E2508	Swathi B	Swathi
36.	1913101052136	19E2505	Sricharan Y	Sricharan
37.	1913101052137	19E2535	Monisha S	Monisha



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Affiliated to University of Madras

Arumbakkam, Chennai – 600 106

Department of Biotechnology

Report on “Industrial Visit to Feathers- A Radha Hotel, Chennai.

Event name : Industrial Visit to Feathers-A Radha Hotel, Chennai.

Place of conduct : Feathers-A Radha Hotel, Manapakkam, Chennai

Date : 21.04.2022

Organizers : Department of Biotechnology

Resource Persons :1. Ms. Pavithra K
Food Consultant,
Food Safety Genie
E-mail: pavithrak@foodsafetygenie.com
Phone: 9962029152
2. Ms. Deborah
Director-Learning & Development,
Feathers Radha Hotel.
E-mail: hrm@feathershotels.com
Phone: 9144-66776969

Faculty coordinators: Dr. Pavithra M & Dr. R. Ashwini

Number of student participants: 21

Number of staff members: 2

Report:

An Industrial Visit to Feathers-A Radha Hotel, Manapakkam, Chennai on 21/04/2022 for PG students of biotechnology department was conducted. Students were received with great hospitality by Mr. Arun Kumar, Director-Human Resources, Feathers Radha Hotel, served refreshments and Ms. Deborah took the students to the grocery stores, receiving stores, different types of kitchens, cold storage etc. and explained in detail. Ms. Pavithra K correlated the visuals to the course content and described them.

The students were introduced to the various safety and hygiene practices followed in the restaurant. They highlight the importance of food safety and hygiene in every step of food preparation and/or manufacturing. They understood the importance of food hygiene practices, like importance food handlers can cause cross-contamination between raw and cooked foods,



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importance of food safety management systems and adherence to good manufacturing practices to ensure food safety.

Outcome of the event:

- Students had real time experience on visualizing the restaurant setups and kitchens there.
- They were introduced to various hygiene practices followed in the restaurant.
- They understood the importance of food safety and they will surely create awareness in the society.

Photographs:



Students were explained about the safety and hygiene practices in the kitchens



Students and Staff at Feathers – Radha Hotel with Resource person



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Arumbakkam, Chennai – 600 106

Participant list:

I M.Sc. Student List

DEPARTMENT OF BIOTECHNOLOGY
LIST OF STUDENTS AND STAFF MEMBER VISITING
Feathers Radha Hotel, Chennai.

I M.Sc. Student List

S. No	Roll No	Students Name
1.	21E4810	Aravindh S K
2.	21e4815	Arun G S G
3.	21e4820	Gokul Raj.D
4.	21E4811	Gurumoorthy M
5.	21E4822	Jeevanand A
6.	21E4817	Pradeeshwar.S
7.	21E4806	Ramakrishnan Jayasankar
8.	21E4816	Ruban Chakrvarthy R G
9.	21E4823	Anushiya B
10.	21E4803	Divyalakshmi.R
11.	21E4825	Harini A
12.	21E4819	Haritha S
13.	21E4802	Jayashri Y
14.	21E4808	Kaviya C
15.	21E4809	Keerthana K
16.	21E4805	Nithyasri M.S.
17.	21E4807	Poornima V
18.	21e4821	Ramya K
19.	21e4814	Shalini R
20.	21e4812	Subashree. E
21.	21E4804	Swathi N
22.	21E4813	Teja. M
23.	21E4824	Tholar Selliamman Spandana Sarasija Prasanna Karthik
24.	21E4801	Varsha. S

S. No	Faculty Name
1.	Dr. R. Ashwini, Assistant Professor
2.	Dr. Pavithra M., Assistant Professor
3.	Ms. K. Pavithra, Food Consultant



Certificate ID :
QRHQK8-CE002637

Internship Training Certificate

This certificate is presented to **Mr. K. DEEPAK**, I MSc., Department of
Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai- 600106 for successfully completing the internship training on
"Enzymology and Bioprocessing Technology" organized by **VJ Biotech**
between **11/07/2021 and 31/07/2021.**

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002636

Internship Training Certificate

This certificate is presented to ***Mr. S. DHANUSH***, I MSc., Department of ***Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai- 600106*** for successfully completing the internship training on "***Medicinal Plants and Plant tissue culture***" organized by **VJ Biotech** between **11/07/2021** and **31/07/2021**.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002626

Internship Training Certificate

This certificate is presented to ***Mr. T. Karthick***, I MSc., Department of ***Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai-600106*** for successfully completing the internship training on ***"Food and Nutrition"*** organized by **VJ Biotech** between **11/07/2021 and 31/07/2021**.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002621

Internship Training Certificate

This certificate is presented to ***Ms. P.Megala***, I MSc., Department of ***Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai-600106*** for successfully completing the internship training on "***Medicinal Plants and Plant Tissue culture***" organized by **VJ Biotech** between **11/07/2021** and **31/07/2021**.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002603

Internship Training Certificate

This certificate is presented to ***Mr. R. Nirmal Kumar*** I MSc., Department of ***Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai-600106*** for successfully completing the internship training on "***Medicinal Plants and Plant Tissue culture***" organized by **VJ Biotech** between **11/07/2021** and **31/07/2021**.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002638

Internship Training Certificate

This certificate is presented to ***Mr. S. NITHISH***, I MSc., Department of ***Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai- 600106*** for successfully completing the internship training on "***Enzymology and Bioprocessing Technology***" organized by **VJ Biotech** between 11/07/2021 and 31/07/2021.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002628

Internship Training Certificate

This certificate is presented to ***Mr. K. Pradeep Manigandan, I MSc.,***
Department of Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai-600106 for successfully completing the internship training on "***Food and***
Nutrition" organized by **VJ Biotech** between **11/07/2021** and **31/07/2021**.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002606

Internship Training Certificate

This certificate is presented to ***Mr. S. Sakthivel***, I MSc., Department of ***Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai- 600106*** for successfully completing the internship training on "***Enzymology and Bio-Processing technology***" organized by **VJ Biotech** between **11/07/2021** and **31/07/2021**.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002612

Internship Training Certificate

This certificate is presented to **Mr. T. SANTHOSH KUMAR, I MSc.**,
Department of *Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College,*
Chennai-600106 for successfully completing the internship training on "**Drug**
Discovery and Animal cell Culture" organized by **VJ Biotech** between
11/07/2021 and 31/07/2021.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002615

Internship Training Certificate

This certificate is presented to **Mr. S. Tharun**, I MSc., Department of **Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai-600106** for successfully completing the internship training on "**Drug Discovery and Animal cell Culture**" organized by **VJ Biotech** between **11/07/2021 and 31/07/2021**.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002633

Internship Training Certificate

This certificate is presented to ***Ms. P. Brindha Lakshmi***, I MSc., Department of *Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai- 600106* for successfully completing the internship training on "*Enzymology and Bio-Processing Technology*" organized by **VJ Biotech** between 11/07/2021 and 31/07/2021.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002639

Internship Training Certificate

This certificate is presented to ***Ms. B. DEVI***, I MSc., Department of *Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai- 600106* for successfully completing the internship training on "***Enzymology and Bioprocessing Technology***" organized by **VJ Biotech** between **11/07/2021** and **31/07/2021**.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002630

Internship Training Certificate

This certificate is presented to ***Ms. M.Elavarasi***, I MSc., Department of ***Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai-600106*** for successfully completing the internship training on "***Drug Discovery and Animal cell Culture***" organized by **VJ Biotech** between **11/07/2021** and **31/07/2021**.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002627

Internship Training Certificate

This certificate is presented to ***Ms. G.Gayathri***, I MSc., Department of ***Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai-600106*** for successfully completing the internship training on ***"Food and Nutrition"*** organized by **VJ Biotech** between **11/07/2021 and 31/07/2021**.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002620

Internship Training Certificate

This certificate is presented to ***Ms. S. Hema***, I MSc., Department of ***Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai-600106*** for successfully completing the internship training on "***Medicinal Plants and Plant Tissue culture***" organized by **VJ Biotech** between **11/07/2021** and **31/07/2021**.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002731

Internship Training Certificate

This certificate is presented to ***Ms.A. KARTHIKA, I Msc.***, Department of ***Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College*** for successfully completing the internship training on ***"Medical Biotechnology and Microbiology"*** organized by **VJ Biotech** between **11/07/2021** and **31/07/2021**.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002625

Internship Training Certificate

This certificate is presented to ***Ms. S. Pooja***, I MSc., Department of ***Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai-600106*** for successfully completing the internship training on "***Enzymology and Bio-processing Technology***" organized by **VJ Biotech** between **11/07/2021** and **31/07/2021**.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002624

Internship Training Certificate

This certificate is presented to ***Ms. S.Ramya Bharathi***, I MSc., Department of *Biotechnology*, *Dwaraka Doss Goverdhan Doss Vaishnav College*, Chennai-600106 for successfully completing the internship training on "*Enzymology and Bio-processing Technology*" organized by **VJ Biotech** between 11/07/2021 and 31/07/2021.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002635

Internship Training Certificate

This certificate is presented to ***Ms. SHANMUKA RANJITHA I MSc.,***
Department of Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai- 600106
for successfully completing the internship training on "***Drug Discovery and***
Animal Cell Culture" organized by **VJ Biotech** between **11/07/2021** and
31/07/2021.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002629

Internship Training Certificate

This certificate is presented to ***Ms. S. SNEHA*** I MSc., Department of ***Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai-600106*** for successfully completing the internship training on "***Food and Nutrition***" organized by **VJ Biotech** between **11/07/2021 and 31/07/2021**.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002631

Internship Training Certificate

This certificate is presented to ***Ms. M. Sruthi Yalani***, I MSc., Department of ***Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai- 600106*** for successfully completing the internship training on "***Drug Discovery and Animal cell Culture***" organized by **VJ Biotech** between **11/07/2021** and **31/07/2021**.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002622

Internship Training Certificate

This certificate is presented to ***Ms. S.Subhiksha***, I MSc., Department of ***Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai-600106*** for successfully completing the internship training on "***Enzymology and Bio-processing Technology***" organized by **VJ Biotech** between **11/07/2021** and **31/07/2021**.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



Certificate ID :
QRHQK8-CE002632

Internship Training Certificate

This certificate is presented to ***Ms. K. Varshini***, I MSc., Department of ***Biotechnology, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai-600106*** for successfully completing the internship training on ***"Enzymology and Bio-Processing Technology"*** organized by **VJ Biotech** between **11/07/2021** and **31/07/2021**.

Dr. S. Vijayakumar
Course Organizer

Dr. S. Suganya
Managing Director



HUBERT ENVIRO CARE SYSTEMS (P) LTD

DATE: 07.07.2022

To Whomsoever It May Concern

This is to certify that **Ms. M Arshiya Nilofer (Reg No: 1913101052113)** D/o Mr. M A Mohammed Mohideen, a student of Bachelor of Science - Bio Technology M/s. DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE has successfully completed **10days (27.06.2022 to 07.07.2022)** internship program at our company related to the **“Food safety and food processing techniques”** with us .She was found punctual, hardworking and inquisitive.

We wish her every success in life and career!

For Hubert Enviro Care Systems Pvt. Ltd.

Authorized Signatory



HUBERT ENVIRO CARE SYSTEMS (P) LTD

A-21, (Behind Lions Club School) III Phase, Thiru Vi Ka Industrial Estate, Guindy, Chennai - 600 032.

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GST No.33AABCH5835N1ZD | CIN No.U73100TN2004PTC055038

India | United Kingdom | Netherlands





HUBERT ENVIRO CARE SYSTEMS (P) LTD

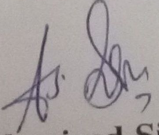
DATE: 07.07.2022

To Whomsoever It May Concern

This is to certify that **Ms.Yagashree B (RegNo:1913101052129)** D/o.Mr. K.Babu, a student of Bachelor of Science - Bio Technology M/s. DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE has successfully completed **10days** (27.06.2022 to 07.07.2022) internship program at our company related to the “**Food safety and food processing techniques**” with us .She was found punctual, hardworking and inquisitive.

We wish her every success in life and career!

For **Hubert Enviro Care Systems Pvt. Ltd.**


Authorized Signatory



HUBERT ENVIRO CARE SYSTEMS (P) LTD

A-21, (Behind Lions Club School) III Phase, Thiru Vi Ka Industrial Estate, Guindy, Chennai - 600 032.

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GST No.33AABCH5835N1ZD | CIN No.U73100TN2004PTC055038

India | United Kingdom | Netherlands

OFFER LETTER

Date: 15th April 2022

To,
Mr.Kaushik R,
No.2, 2nd Cross Street,
Ambikapuram, Thiruninravur,
Tiruvallur, Tamil Nadu - 602024

Dear **Mr.Kaushik R,**

With reference to the interview and interactions you had with us on **6th April 2022**, we are glad to offer you the position of "**Sales Management Trainee**" in our Organization. In this assignment, you will report to **Sales Branch Manager**.

You will be posted at **Porur Sales Office** in **Chennai Region**. However, you are liable to transfer to any of the locations existing by the organization at any time based on the exigencies.

You have to report us on or before **18th April 2022**. Your services shall be under probation for Six Months. In case if you are intended to leave our Organization at any point of your services, you have to provide **One Month** notice period and it is mandatory as per our organization.

On joining you should report to HR department along with the following original documents and one set of photocopies.

1. X mark sheet to till highest education – original / photocopies.
2. Experience/relieving order from previous employer and last drawn pay slip.
3. Passport size photographs 4 nos. and post card size family photograph.
4. Address and ID Proof for opening salary account.
5. PAN Card
6. Bank SB account details – a copy of Bank Passbook or Cancelled Cheque.
7. Medical Fitness Certificate from Registered Doctor & Covid-19 Test.

Please sign the duplicate copy of this letter and send us back as token of acceptance.

Best wishes,

For **Tirumala Milk Products Pvt.Ltd,**



Authorized Signatory

Registered Office:

Tirumala Milk Products Private Limited


New No. 75/8, Old No. 1418/28, 200 Feet Ring Road, Thirumalai Nagar Extn., Ponnammanmedu, Chennai - 600 110, TN, India.

Phone: +91 44 3023 3400 Email: cs@tirumalamilk.com Web: www.tirumalamilk.com

CIN: U15209TN1998PTC102741

15th April 2022

ANNEXURE - A

TIRUMALA MILK PRODUCTS PVT LTD		
Annual Compensation Break-up in Rs.		
Name	Kaushik R	
Designation	Trainee	
Position	Sales Management Trainee	
Location	Porur Sales Office	
Region	Chennai	
COMPONENTS	MONTHLY	YEARLY
Gross Salary [Fixed and Regular Components]		
Basic Salary	13307	159684
House Rent Allowance	4436	53232
Conveyance Allowance	2218	26616
Children Educational Allowance	1109	13308
Medical Allowance	1109	13308
Total [A]	22179	266148
Statutory Benefits		
PF - Employer Contribution	1597	19164
Gratuity (4.81%)	641	7692
Statutory Bonus	583	7000
Total [B]	2821	33856
TOTAL CTC [A+B]	25000	300004
Deductions [Monthly]		
PF - Employee Contribution	1597	19164
Professional Tax	208	2500
Total [C]	1805	21664
*You are eligible for Leave Encashment, Insurance & Gratuity as per act & company policy.		
		 Authorized Signatory

Registered Office:

Tirumala Milk Products Private Limited

New No. 75/8, Old No. 1418/28, 200 Feet Ring Road, Thirumalai Nagar Extn., Ponniammanmedu, Chennai - 600 110, TN, India.

Phone: +91 44 3023 3400 Email: cs@tirumalamilk.com Web: www.tirumalamilk.com

CIN: U15209TN1998PTC102741



OFFER LETTER

Date: 15th April 2022

To,

Mr.Sarvesh.T.S,

No.47/15A, K H Road,
Kattivakkam, Tiruvallur,
Chennai, Tamil Nadu - 600057

Dear **Mr.Sarvesh.T.S,**

With reference to the interview and interactions you had with us on **6th April 2022**, we are glad to offer you the position of "**Sales Management Trainee**" in our Organization. In this assignment, you will report to **Sales Branch Manager**.

You will be posted at **Porur Sales Office** in **Chennai Region**. However, you are liable to transfer to any of the locations existing by the organization at any time based on the exigencies.

You have to report us on or before **18th April 2022**. Your services shall be under probation for Six Months. In case if you are intended to leave our Organization at any point of your services, you have to provide **One Month** notice period and it is mandatory as per our organization.

On joining you should report to HR department along with the following original documents and one set of photocopies.

1. X mark sheet to till highest education – original / photocopies.
2. Experience/relieving order from previous employer and last drawn pay slip.
3. Passport size photographs 4 nos. and post card size family photograph.
4. Address and ID Proof for opening salary account.
5. PAN Card
6. Bank SB account details – a copy of Bank Passbook or Cancelled Cheque.
7. Medical Fitness Certificate from Registered Doctor & Covid-19 Test.

Please sign the duplicate copy of this letter and send us back as token of acceptance.

Best wishes,

For **Tirumala Milk Products Pvt.Ltd,**


Authorized Signatory

Registered Office:

Tirumala Milk Products Private Limited


New No. 75/8, Old No. 1418/28, 200 Feet Ring Road, Thirumalai Nagar Extn., Ponniammanmedu, Chennai - 600 110, TN, India.

Phone: +91 44 3023 3400 Email: cs@tirumalamilk.com Web: www.tirumalamilk.com

CIN: U15209TN1998PTC102741

15th April 2022

ANNEXURE - A

TIRUMALA MILK PRODUCTS PVT LTD Annual Compensation Break-up in Rs.		
Name	Sarvesh.T.S	
Designation	Trainee	
Position	Sales Management Trainee	
Location	Porur Sales Office	
Region	Chennai	
COMPONENTS	MONTHLY	YEARLY
Gross Salary [Fixed and Regular Components]		
Basic Salary	13307	159684
House Rent Allowance	4436	53232
Conveyance Allowance	2218	26616
Children Educational Allowance	1109	13308
Medical Allowance	1109	13308
Total [A]	22179	266148
Statutory Benefits		
PF - Employer Contribution	1597	19164
Gratuity (4.81%)	641	7692
Statutory Bonus	583	7000
Total [B]	2821	33856
TOTAL CTC [A+B]	25000	300004
Deductions [Monthly]		
PF - Employee Contribution	1597	19164
Professional Tax	208	2500
Total [C]	1805	21664
*You are eligible for Leave Encashment, Insurance & Gratuity as per act & company policy.		
		 Authorized Signatory

Registered Office:

Tirumala Milk Products Private Limited

New No. 75/8, Old No. 1418/28, 200 Feet Ring Road, Thirumalai Nagar Extn., Ponnammanmedu, Chennai - 600 110, TN, India.

Phone: +91 44 3023 3400 Email: cs@tirumalamilk.com Web: www.tirumalamilk.com

CIN: U15209TN1998PTC102741



OFFER LETTER

Date: 15th April 2022

To,

Mr.Subiksha Kumar,
No.13, Indira Gandhi Street,
Venkatesawara Nagar, Ambattur,
Tiruvallur, Tamil Nadu - 600053

Dear **Mr.Subiksha Kumar,**

With reference to the interview and interactions you had with us on **6th April 2022**, we are glad to offer you the position of "**Sales Management Trainee**" in our Organization. In this assignment, you will report to **Sales Branch Manager**.

You will be posted at **Porur Sales Office** in **Chennai Region**. However, you are liable to transfer to any of the locations existing by the organization at any time based on the exigencies.

You have to report us on or before **18th April 2022**. Your services shall be under probation for Six Months. In case if you are intended to leave our Organization at any point of your services, you have to provide **One Month** notice period and it is mandatory as per our organization.

On joining you should report to HR department along with the following original documents and one set of photocopies.

1. X mark sheet to till highest education – original / photocopies.
2. Experience/relieving order from previous employer and last drawn pay slip.
3. Passport size photographs 4 nos. and post card size family photograph.
4. Address and ID Proof for opening salary account.
5. PAN Card
6. Bank SB account details – a copy of Bank Passbook or Cancelled Cheque.
7. Medical Fitness Certificate from Registered Doctor & Covid-19 Test.

Please sign the duplicate copy of this letter and send us back as token of acceptance.

Best wishes,

For **Tirumala Milk Products Pvt.Ltd,**


Authorized Signatory

Registered Office:

Tirumala Milk Products Private Limited


New No. 75/8, Old No. 1418/28, 200 Feet Ring Road, Thirumalai Nagar Extn., Ponnammanmedu, Chennai - 600 110, TN, India.

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CIN: U15209TN1998PTC102741

15th April 2022

ANNEXURE - A

TIRUMALA MILK PRODUCTS PVT LTD Annual Compensation Break-up in Rs.		
Name	Subiksha Kumar	
Designation	Trainee	
Position	Sales Management Trainee	
Location	Porur Sales Office	
Region	Chennai	
COMPONENTS	MONTHLY	YEARLY
Gross Salary [Fixed and Regular Components]		
Basic Salary	13307	159684
House Rent Allowance	4436	53232
Conveyance Allowance	2218	26616
Children Educational Allowance	1109	13308
Medical Allowance	1109	13308
Total [A]	22179	266148
Statutory Benefits		
PF - Employer Contribution	1597	19164
Gratuity (4.81%)	641	7692
Statutory Bonus	583	7000
Total [B]	2821	33856
TOTAL CTC [A+B]	25000	300004
Deductions [Monthly]		
PF - Employee Contribution	1597	19164
Professional Tax	208	2500
Total [C]	1805	21664
*You are eligible for Leave Encashment, Insurance & Gratuity as per act & company policy.		
		 Authorized Signatory

Registered Office:

Tirumala Milk Products Private Limited

New No. 75/8, Old No. 1418/28, 200 Feet Ring Road, Thirumalai Nagar Extn., Ponniammanmedu, Chennai - 600 110, TN, India.

Phone: +91 44 3023 3400 Email: cs@tirumalamilk.com Web: www.tirumalamilk.com

CIN: U15209TN1998PTC102741



OFFER LETTER

Date: 15th April 2022

To,

Mr.Suresh Balaji S,
No. 143, 5th Cross Street,
Mahaveer Garden, Kavangarai,
Chennai, Tamil Nadu - 600066

Dear **Mr.Suresh Balaji S,**

With reference to the interview and interactions you had with us on **6th April 2022**, we are glad to offer you the position of "**Sales Management Trainee**" in our Organization. In this assignment, you will report to **Sales Branch Manager**.

You will be posted at **Porur Sales Office** in **Chennai Region**. However, you are liable to transfer to any of the locations existing by the organization at any time based on the exigencies.

You have to report us on or before **18th April 2022**. Your services shall be under probation for Six Months. In case if you are intended to leave our Organization at any point of your services, you have to provide **One Month** notice period and it is mandatory as per our organization.

On joining you should report to HR department along with the following original documents and one set of photocopies.

1. X mark sheet to till highest education – original / photocopies.
2. Experience/relieving order from previous employer and last drawn pay slip.
3. Passport size photographs 4 nos. and post card size family photograph.
4. Address and ID Proof for opening salary account.
5. PAN Card
6. Bank SB account details – a copy of Bank Passbook or Cancelled Cheque.
7. Medical Fitness Certificate from Registered Doctor & Covid-19 Test.

Please sign the duplicate copy of this letter and send us back as token of acceptance.

Best wishes,

For **Tirumala Milk Products Pvt.Ltd,**


Authorized Signatory

Registered Office:

Tirumala Milk Products Private Limited


New No. 75/8, Old No. 1418/28, 200 Feet Ring Road, Thirumalai Nagar Extn., Ponnammanmedu, Chennai - 600 110, TN, India.

Phone: +91 44 3023 3400 Email: cs@tirumalamilk.com Web: www.tirumalamilk.com

CIN: U15209TN1998PTC102741

15th April 2022

ANNEXURE - A

TIRUMALA MILK PRODUCTS PVT LTD Annual Compensation Break-up in Rs.		
Name	Suresh Balaji S	
Designation	Trainee	
Position	Sales Management Trainee	
Location	Porur Sales Office	
Region	Chennai	
COMPONENTS	MONTHLY	YEARLY
Gross Salary [Fixed and Regular Components]		
Basic Salary	13307	159684
House Rent Allowance	4436	53232
Conveyance Allowance	2218	26616
Children Educational Allowance	1109	13308
Medical Allowance	1109	13308
Total [A]	22179	266148
Statutory Benefits		
PF - Employer Contribution	1597	19164
Gratuity (4.81%)	641	7692
Statutory Bonus	583	7000
Total [B]	2821	33856
TOTAL CTC [A+B]	25000	300004
Deductions [Monthly]		
PF - Employee Contribution	1597	19164
Professional Tax	208	2500
Total [C]	1805	21664
*You are eligible for Leave Encashment, Insurance & Gratuity as per act & company policy.		
		 Authorized Signatory

Registered Office:

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New No. 75/8, Old No. 1418/28, 200 Feet Ring Road, Thirumalai Nagar Extn., Ponnammanmedu, Chennai - 600 110, TN, India.

Phone: +91 44 3023 3400 Email: cs@tirumalamilk.com Web: www.tirumalamilk.com

CIN: U15209TN1998PTC102741

ABP Nadu Student Journalist

Program 2021-22

“Students Journalist Program”

As a leading industry player ABP network has taken the initiative to groom the new generation of journalists with a comprehensive multi-media work experience, on-ground, hands-on industry experience. Apart from skill training, guidance and mentorship the young journalists participate in a structured program for their development and enhancement of skills.

Duration: 6-12 months

Offer:

Focused training plan that offers the young journalists the opportunity to train and work with senior editors across various functions:

1. Script writing – Video Edit – Graphics – Camera (According to their interest)
2. Session on spotting stories (To all)
3. Interaction with key people

Program outlook:

Selection Procedure:

1. Resume shortlisting
2. Written Exam
3. Group Discussion
4. PTC (piece to camera)
5. Face to Face interview

Stipend offered will be INR 10000/- for the interns selected for Chennai and INR 5000/- for the interns for districts around like Madurai, Tiruchirappalli, Vellore, Salem.

Start date of Internship: October- November(depending on availability)

From

V.Gracy
DG vaishnav college
Arumbakkam
Chennai - 95

To

Head of the department
DG vaishnav college
Arumbakkam
Chennai - 95

Sub

Regarding the permission for internship

Respected sir/madam

We the students of the journalism department requesting you to allow me to grant permission to work full day in ABP Nadu digital media from 1.04.2022 to 17.04.2022. Kindly grant us permission and give us on duty permission

31/03/2022
Chennai

Thank you

yours faithfully
V. Gracy

From

S.Roobigaa
DG vaishnav college
Arumbakkam
Chennai - 95

To

Head of the department
DG vaishnav college
Arumbakkam
Chennai - 95

Sub

Regarding the permission for internship

Respected sir/madam

We the students of the journalism department requesting you to allow me to grant permission to work full day in ABP Nadu digital media from 1.04.2022 to 17.04.2022. Kindly grant us permission and give us on duty permission

31/03/2022
Chennai

Thank you

yours faithfully
S.Roobigaa



(Declared as deemed to be university under section 3 of UGC Act 1956, vide notification No.F.9-5/2000-U.3)

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E-ISBN BOOK PUBLICATION

INTERNATIONAL E- CONFERENCE
On

**“ECONOMIC CHALLENGES AND BUSINESS OPPORTUNITIES –
COVID-19 ERA”**

3rd February, 2022

Organized by

DEPARTMENT OF COMMERCE AND ECONOMICS

2



FACULTY OF ARTS & SCIENCE

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83, 3, Agaram Main Rd, Tiruvanchery, Selaiyur, Chennai, Tamil Nadu 600126.



Dr. J Kannan
Associate Professor,
Convenor,
Department of Commerce and Economics,
Faculty of Arts and Science, BIHER.

MESSAGE FROM THE CONVENORS

We are delighted to say that International E-Conference on “ECONOMIC CHALLENGES AND BUSINESS OPPORTUNITIES – COVID-19 ERA” is being organized by Departments of Commerce & Economics, Faculty of Arts and Science, BIHER.

All the world nations suffer a lot of problems during the Covid-19 in walks of all economic activities such as drastic price fluctuations, exploiting business opportunities, a fear of investment, health issues domestically and internationally. The magnitude of impact on Covid-19 is different in different countries, not similar in all the respects.

The main mission of this conference is to discuss all the problems and challenges posing against the developing and developed countries now and future. How these countries face the challenges beyond their economic boundary operations in relating to render factor and product services

The business community realizes the importance of embracing volatiles and fast-changing business environment to come up with workable and effective strategies that can enable the business to remain sustainable and competitive in the long run.

In the context of today’s business research, these contemporary issues necessitate deeper research investigation, qualitatively as well as quantitatively. In this context, the conference aims to gain knowledge for critical issues facing in today’s business environment at large and on the theme in specific. We have observed more number of quality manuscripts being received in the conference.

Finally, we thank the support provided by all the authorities, authors, reviewers, faculty and students for making the conference a grand success.

Dr. D VENKATRAMARAJU & Dr. J KANNAN

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WORK LIFE BALANCE AMONG WOMEN EMPLOYEES DURING COVID-19

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ABSTRACT

Work life balance among women employees during covid-19 with the expansion in awareness and education identifying women empowerment there is a significant increase in the total number of working women in various areas. Ever changing market condition and competition has pressurized the enterprises to perish or perform. This has created tremendous pressure on the employees. Individual and professional life are the two aspects thought about significantly by representatives, the achievement of which requires real consideration. Different viewpoints like Work stress, socio demographic conditions, work pressure, effect of work on family life adversely influences the individual life and professional success making a discriminatory constraint for women. This can result in increased Labour turnover, high absenteeism, poor job satisfaction, continuous Organizational loss, and occupation fulfilment. There are initiatives and steps taken by the organizations and the administration. This paper based on the secondary data studies the work-life balance practices adopted by Indian organizations in providing Work life Balance among its Women Employees. An endeavour is likewise made to discover the difficulties experienced by the institutions in giving such measures to the women employees. The sources studied for this research includes different Internet sites, Journals, websites doctoral proposition, papers etc.

Keywords: Work Life Balance, Women Empowerment, Initiatives

INTRODUCTION

Ever changing worldwide oriented corporate environment has transformed work-life balance into a source of stress for individuals, organisations as well as scholars. At work and at home, women's requirements are always evolving. Organizations need to be aware of these changes. Due to their increased responsibilities in the workplace and in their personal lives, female employees face a variety of unique challenges. Businesses have been pushed to rethink work-life balance due to a widening way of life and shifting job requirements. Female employees are often disproportionately burdened in the workplace. Included are not only tasks but also the mental and interpersonal labour performed at work.

The coronavirus outbreak has exacerbated gender inequalities and contributed to increasing levels of anxiety and tension in female patients. Many women labour in vital fields like healthcare, making them susceptible to infection by the coronavirus. It's not uncommon for mothers to have to juggle multiple responsibilities, including raising children, caring for ageing parents, and finding childcare. There is a positive effect on staff morale, job satisfaction and productivity from this. There has been very little scholarly work done in India to provide a comprehensive picture of the work-life balance policies and programmes utilised by various businesses.

OBJECTIVES

1. To learn about the ways to keep a good work-life balance.



2. To find out what Indian businesses are doing now to make sure their female employees have a good work-life balance.
3. To make a model that shows how work-life balance initiatives help people, their families, and their businesses.

METHODOLOGY

Descriptive research is the focus of this project. The analyst has looked at journal papers, published papers, articles, newspapers, and more to get secondary data.

Initiatives now underway to improve work-life balance

Numerous organisations have begun implementing work-life balance policies. They provide dependent elder care, child care, flexi-work schedules, job sharing, and employee assistance programmes to help employees achieve a healthy work-life balance. These methods assist the organisation in retaining key personnel with high potential and a productive staff.

Paternity Leave: Under Central Civil Services, Leave Rules 43-A, male government employees are entitled to up to 15 days of paternity leave following childbirth.

Maternity Leave: The increasing number of female employees and the associated issues with work-life balance. Different alternatives have been taken, for example, the Maternity Benefit Act 1961, which provided 12 weeks (three months) paid leave to all female, was amended in 2016 to increase to 26 weeks, or six months.

Parental leave is beneficial for parents who are caring for a young kid and making preparations for the child's welfare. Guardians can also use this vacation to spend more time with their children and establish a balance between job and personal family obligations.

Family leave: This arrangement enables employees to take time off to care for family members (parents, spouse, or children) upon presentation of a medical certificate.

Unpaid leave: If an employee desires to take time off from work to attend to other professional or personal obligations, organisations may consider unpaid leave.

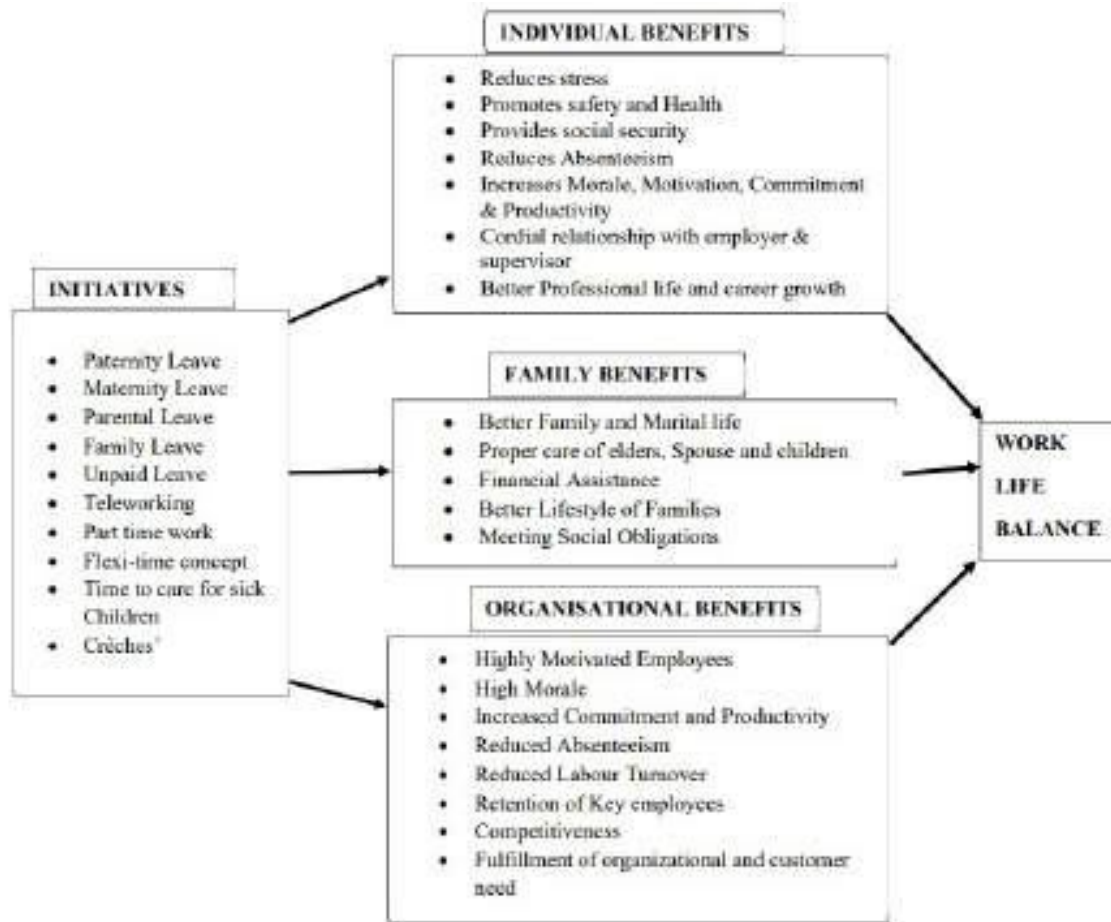
Teleworking: This is a work arrangement in which an employee is permitted to perform a portion of their duties from home on a regular basis for a specified period of time. While an employee may request teleworking from their employer, this does not automatically entitle them to telework.

Flexi-time: This is an arrangement that enables an employee to choose his or her own start and end times for work within the range of available hours, subject to completing absolute daily, weekly, or monthly hours.

Crèches: Certain organisations provide a crèche for their employees' young children. This will put an end to the situation in which female employees are forced to choose between children and employment.



Model showing initiatives and its benefits towards work life balance



Action items for a healthy work-life balance: A list of things you can do to improve your work-life balance - Both have their advantages and disadvantages depending on your position and preferences.

It's time to change mindset: Recognize that all of your emotions, no matter how joyful or bad, are real and deserve to be expressed. Consider that "perfection" does not exist, and it's perfectly acceptable to be less productive than expected. Do your best with the resources you have available to you. Self-compassion (e.g., "I made a fault, but I'm human, and making errors is common") is an important part of self-acceptance.

Take care of yourself: Set limits so that you don't take on additional responsibilities. Relaxation and self-care activities should be prioritised whenever possible, since they will help you perform better in your tasks. If desirable and possible, take part in teletherapy sessions.

Organize your life: Create a schedule that is both rigid and a little bit wiggly. Designate specific areas for specific kinds of activities (i.e., work space, play space). Make your to-do list more manageable by focusing on the most important tasks first. As



appropriate, delegate some duties to others with clearly defined responsibilities and expectations.

Evaluate who you want to invest your energy in and what modalities of connection (e.g., Face time, social media) are most gratifying for you to keep connected. Schedule weekly check-ins with a friend or relative who is also dealing with comparable issues in their home.

CONCLUSION

During covid19, the hot word for today's enterprises is work-life balance for women employees. The company comes up with and implements a variety of techniques. Women, too, are expected to find ways to cope with the pressures of family and job. In order to achieve a better work-life balance, individuals and employers alike will benefit from adopting certain lifestyle habits. Having a good work-life balance helps employees achieve harmony and peace in their personal lives. It's a way for businesses to stay afloat in today's hyper-competitive market by enhancing both the company's work environment and its impact on family life. This knowledge will aid organisations in retaining and maximising the talents and abilities.

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