

E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE

An Autonomous Institution –Affiliated to Madurai Kamaraj University

Re-accredited (3rd Cycle) with Grade A⁺ and CGPA 3.51 by NAAC



**JOURNALS
PUBLICATION
2020-2021**



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IMPACT OF LOCKDOWN ON LEARNING STATUS OF COLLEGE STUDENTS DURING COVID -19 PANDEMIC IN MADURAI DISTRICT

Dr.M.NEELAVATHY, Assistant Professor in Commerce, EMG Yadava College, Madurai.

Abstract

The COVID -19 pandemic has affected educational system worldwide. It has forced educational institutions to close, which has impacted over 90% of the world student population. As the face to face learning method is no longer appropriate during this unusual phase of COVID -19 pandemic, the situation led to forced immersion of learners into e-learning during this period of COVID -19 Lockdown. In order to continue teaching and learning practices in educational institutions, our education system has resorted to online mode of learning, which is an imperfect yet quick solution to the crises. To assess the impact of lockdown amidst COVID -19 on undergraduate and postgraduate students of various colleges in Madurai District. An online survey was conducted from 1st September to 15th September 2020 to collect the information. A structure questionnaire link using 'Google form' was sent to students through WhatsApp and E-mail. A total of 180 students provided complete information regarding the survey. The simple percentage distribution was used to assess the learning status of the study participants. During the lockdown period, around 80% of learners were involved in e-learning. Most of the learners were used android mobile for attending online classes. Students have been facing various problems related to depression anxiety, poor internet connectivity, and unfavorable study environment at home. Students from remote areas and marginalized sections mainly face enormous challenges for the study during this pandemic. This study suggests targeted interventions to create a positive space for the study among students from the vulnerable section of society. Strategies are urgently needed to build a resilient education system in the state that will ensure to develop the skill for employability and the productivity of the young.

Key words: E-learning, students' performance, COVID-19 pandemic, self-study skills.

Introduction

The purpose of education is to mold a person to be perfect. Education provides the pathway to reach their destiny. Education helps in inculcating social responsibilities as well. The main core of education is to learn. Learning is a process of acquiring knowledge or skills through

3.4.5.3 – Total number of Publication in Scopus during the year

1. Dr.Mrs.M.Neelavathy, Assistant Professor of Commerce

IMPACT OF LOCKDOWN ON LEARNING STATUS OF COLLEGE STUDENTS DURING COVID -19 PANDEMIC IN MADURAI DISTRICT

Dr.M.NEELAVATHY, Assistant Professor in Commerce, EMG Yadava College, Madurai.

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Introduction

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2. Mrs. Dhurga Devi, Assistant Professor of Commerce

Aut Aut Research Journal

ISSN NO: 0005-0601

A STUDY ON BRAND PREFERENCE OF ORAL CARE PRODUCTS IN MADURAI CITY WITH REFERENCE TO TOOTHPASTE

S. Dhurga Devi, Assistant Professor of commerce, EMG Yadava Women's College, Madurai

Abstract

The main objective of this study is to examine the factors that influence the consumer to prefer the particular brand of oral care products. A total of 50 customers were interviewed in Madurai, Tamil Nadu. Well-structured questionnaires were used to interview customers. It was found that there is a difference in the socio-economic profile of the respondent vis-à-vis their age, education and income levels. Quality of the products is found to influence highly to select a particular brand while purchasing oral care for family usage.

Keywords

Brand preference, FMCG, Oral care products, Factors influence

Introduction

The Indian and multinational consumer durable and Fast Moving Consumer Goods (FMCG) companies identified the vast potential of the markets and have attempted to target these markets. Although the practical constraints in terms of lack of transportation and communication facilities along with limited rural understanding acted as impediments in fully comprehending the rural scenario, some companies did make inroads into the rural market overcoming such obstacles.

Fast Moving Consumer Goods (FMCG)

Fast moving consumer goods (FMCG), are the products that are sold quickly at a relatively low cost. Though the absolute profit made on FMCG products is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be large. Examples of FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, teeth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, light bulbs, batteries, paper products and plastic goods. FMCG may also include pharmaceuticals, consumer electronics, packaged food products and drinks, although these are often categorized separately.

FMCG products are generally replaced or fully used up over a short period, usually a few days or weeks, or months, but within one year. This contrasts with durable goods or major appliances such as kitchen appliances, which are generally replaced over a period of several years. In Britain, "White goods" in FMCG refers to large household electronic items such as refrigerators. Smaller items such as TV sets and stereo systems are sometimes termed "brown goods". Some of the best known examples of Fast Moving Consumer Goods

CUSTOMER RETENTION MANAGEMENT IN THE HOTEL INDUSTRY: A PROFILE OF THE HOTEL INDUSTRY IN MADURAI

A. SATHYA LEKHA, Assistant Professor in Commerce, EMG Yadava College, Madurai.

Abstract:

Customer retention management (CRM) is crucial for the success of today's Madurai hotel industry, as maintaining valuable customers is more cost-effective than attracting new ones and this is of high importance in the current economic climate. Currently, the Madurai hotel industry is introducing CRM strategies which have been revised after the economic downturn. Customer Loyalty Programs are the most common CRM approach used in the hotel sector, which theory suggests that loyalty programs are common in the hospitality sector. In the Madurai hotel industry, there is uncertainty in marketing and a factor causing this is the reduction in marketing budgets and that marketing workers appear not to be managers. In order to be effective, client retention management has essential elements. Customer satisfaction, marketing of partnerships, loyalty schemes, data collection, facilities for addressing grievances, recovery methods and follow-up after purchase. The investigator noted that it permitted the data from both stages to be corroborated and analyzed by using triangulation in reference to the theory highlighted in the literature review. The researcher suggests that hotels develop written marketing strategies that integrate CRM initiatives with other marketing processes and use marketing metrics to assess the effectiveness of all marketing activities to be cost efficient and effective in the marketing budgets.

Keywords: Customer Retention Management, Hotel, Madurai

Introduction

The retention of customers relates to the practices and measures taken by firms and organisations to minimize the amount of customer defections. The aim of customer retention strategies, mostly through customer loyalty and brand loyalty campaigns, is to help businesses maintain as many customers as possible. It is crucial to note that customer retention starts with the first interaction

4. Dr.Mrs.V.Pushpalatha, Assistant Professor of Commerce
Mrs.S.K.Sudha, Assistant Professor of Commerce
Mrs.D.Reena, Assistant Professor of Commerce

Aut Aut Research Journal

ISSN NO: 0005-0601

**A STUDY ON ENTREPRENEURIAL INTENTIONS OF RURAL WOMEN STUDENTS IN
MADURAI ARTS AND SCIENCE COLLEGE**

DR.MRS.V.PUSHPALATHA, Principal I/C & H.O.D in commerce Department, E.M.G.
Yadava Women's College.

MRS.S.K.SUDHA, Assistant Professor in commerce Department, E.M.G. Yadava Women's
College.

MRS. D.REENA, Assistant Professor in commerce Department, E.M.G. Yadava Women's
College.

Abstract

Expanding the level of entrepreneurial activity within all nations is an important of political and economic goal especially for developing countries. Previous literatures suggest that cultural, education and environment play key roles, yet these attributes vary greatly across the nations. The present study expresses the level of intention in entrepreneurial attitudes among the young generation. This paper investigated the entrepreneurial intention among young graduate final year students from Madurai rural area. The purpose of the study was to identify a new casual model of the formation of the entrepreneurial intention among young graduate in Madurai rural area. The present paper helps in finding ways for entrepreneurial intention, and the majority of the students' intention is to start a business in future. The present research is concludes that the potential of youth is huge which should be properly harnessed and they should be properly channeled to be involved in rural entrepreneurship with ample support and encouragement from the family, society, government and educational institutions.

KeyWords: *Young Rural Entrepreneurs, Entrepreneurship, Entrepreneurs Intention, Rural Entrepreneurial Activity.*

I. Introductions

In India, about 75% percent of population lives in villages and agriculture constitutes their primary occupation. Industries are exclusively located in urban areas. The division of economic activities is associate between rural and urban leads to uneven development. Rural areas are generally marked by object poverty and backwardness. In such situation, rural

ANDAMAN TRIBAL WOMENS

Dr.T.SUDHA, Assistant Professor, Department of History, E.M.G Yadava Women's College, Madurai-14.

Abstract

The present paper represents the people of the Andaman Islands especially talks about the women tribal in Andaman. The aboriginals of Andaman Islands were the son of the soil. These Islands belong to them only. The primitive tribes of Andaman can be grouped into two racial stocks. That is Negrito and Mongoloid. The Great Andamanese, the Onges, The Jarawa's, The Sentinelese belonged to Negrito (Andaman Islands). Family is the basic unit of social organization in the tribal groups. In these Islands women enjoy equal status with their men. The membership of their parental band is limited only and it can never be inherited by their children. Women play important role in rituals. women share equal power with men in making family decisions. Women have been found to move freely with members of the communal party. They have equal status with the men. Sometimes they even direct the male members. Even women cook and also help in building huts. women collect roots, natural fuels, baskets, earthen pots water containers etc., They also fish in shallow water with small round hand nets. The Tribal welfare program of Andaman and Nicobar Administration contributed the Andaman Admin Janjati Vikas Samiti (AAJVS) on March 1976 with the special assistance of the Govt of India. The objective of protecting the health and preventing the extinction. AAJVS improve the tribal economic condition and nutritional status. Andaman and Nicobar Tribal Research and Training Institute was also helping the tribal in many others ways.

I. Introduction

The name of the Andaman Island is Venerable. A theory that became prevalent since the late 19th Century is that it's emanate from Hanuman, the Malay from the Hanuman and Sanskrit name of the Indian Monkey God¹. The Andaman and Nicobar enclave consist of 572

**A STUDY ON ROLE OF NABARD TOWARDS SELF HELP GROUP AND WOMEN
EMPOWERMENT**

B.KALYANI, Assistant Professor, Department of Commerce, E.M.G Yadava Women's
College, Madurai – 14

DR. K.PADMAVATHY, Assistant Professor, Department of Commerce,
E.M.G Yadava Women's College, Madurai – 14

Abstract

This paper deals with the impact of self help groups (SHGs) in women empowerment. India is still a developing country. Now a days government has taken various measures to improve our country's economic growth. Among that women empowerment through self help groups is a noted one. The origin of SHGs in India can be traced back to the establishment of the Self-Employed Women's Association (SEWA) in 1972. In 1992 NABARD formed SHG Bank Linkage Project which is the largest microfinance project. In 1993 SHGs open savings bank account in banks. This facility is provided by NABARD along with the Reserve Bank of India. Through SHGs women can share their business ideas to others for their self development and also can get awareness about their rights.

Key Words: *Micro Finance, Internal lending, Bank Linkege Programme*

I. Introduction

Self help group is a village based financial committee consisting of 12 to 20 poor women in the age group of 18 to 60 years who are residing in the same area. SHG is an informal organization for the welfare of women's. It activated small savings either on weekly or monthly basis. SHGs are also known as mutual help or support groups who provide mutual support for each other. The objectives of SHG are to conduct regular meetings, promote savings and internal lending among its members and inculcate the practice of collective and democratic decision making. To ensure the economic and social empowerment of women the SHGs are trained to

FACTORS AFFECTING FEMALE ENTREPRENEURIAL INTENTIONS IN SMALL AND
MEDIUM ENTERPRISES IN MADURAI

Dr.M.NEELAVATHY, Assistant Professor in Commerce, EMG Yadava Women's College,
Madurai.

Abstract

Female Entrepreneurship is an emerging phenomenon all over the world. It has even more importance in the context of least developed economies like Madurai. In Madurai overall situation in terms of social and cultural as well as political and geographical aspects is different. This paper aims to analyse the factors affecting the women entrepreneurial intention in small and medium enterprises (SME). The sampling frame for the study is 120 women registered enterprises in Madurai. Collected data were analysed using the statistical techniques such as simple percentage analysis and Garrett ranking techniques were used. The study revealed that six factors affect the female entrepreneurial intention in SME based on factor loading and named as government and administrative factor, financial factor, strategic factor, political and legal factor. Infrastructural factor and entrepreneurship education factor.

Key words: Female Entrepreneurial intention, SME, Rural

GROWTH AND DEVELOPMENT OF MICRO CREDIT IN INDIA

Dr.G.KARTHIKA, Assistant Professor, Department of commerce, EMG Yadava Women's College, Madurai-14

Abstract

The present paper represents the Origin, Growth and Development of the micro credit programme in India. National Bank for Agriculture and Rural Development in India launched its pilot phase of the Self Help Group Bank Linkage programme in 1992. Self Help Groups have been recognized by the policy makers as the effective conducts for accomplishing the distributional objectives of monetary policy. The SHG-bank linkage programme has emerged as the largest micro credit programme in the world. The programme has made rapid progress since its inception in 1992. The progress under the SHG-Bank linkage programme has been quite impressive. Nearly 16.7 million families were assisted through this bank linkage programme. During the year 2020 loan disbursed in number of Self Help Group members are 23,32,000 and savings with bankers in number of Self Help Groups members are 84,03,652. The paper fulfills the growth of SHG from 2007 to 2020 and growth is expected to be increased by introducing number of women beneficiaries.

Keywords: Micro credit, Self Help Groups, NABARAD.

I. Introduction

“Micro credit is a critical antipoverty tool, a wise instrument in human capital. When the poorest, especially women receive credit, they become economic actors with power to improve not only their own lives, but in a widening circle of impact, the lives of their families, their communities and their relations”.

In most cases micro credit programmes offer a combination of services and resources to their clients in addition to credit for self employment. These often include savings facilities, training, networking and peer support. Loans under micro credit programme are very small, on an average less than Rs. 100. Micro credit targets the rural and urban households, with an emphasis on women borrowers, provision of finance for creation of assets and their maintenance