

## Details of Research Project Completed

S.No	PRINCIPAL INVESTIGATOR	PROJECT TITLE	PROJECT PERIOD	FUNDING AGENCY	TOTAL GRANT Rs. in Lakhs
<b>A. COMPLETED PROJECTS DURING 2011-2016</b>					
1	Dr.C.Vethirajan	Effectiveness of TUFs in the Revival of Cotton Textile industries in Tamil Nadu.	2009-2011	AURF	0.60
2	Dr. SP. Mathiraj	Impact of SHGS on Socio Economic Development of Rural Women in Sivagangai District	2009-2011	UGC MRP	3.72
3	Dr. M. Upalthus Selvaraj	E - Filing	2010-2012	AURF	0.60
4	Dr.C.Vethirajan	HRM Competences of Women Entrepreneurs of Network Marketing	2012-2015	UGC MRP	6.94
5	Dr. A. Morarji	Corporate Responsibility in Stake Holding Management	2012	AURF	0.20
6	Dr. SP. Mathiraj	Awareness of consumer Rights and Protection among the Students of Universities in Tamil Nadu	2012-2015	UGC MRP	2.69
7	Dr. V. Balachandran	Social Responsibility Initiatives by private sector Companies in Tamil Nadu	2013-2015	UGC MRP	6.39
8	Dr.C.Vethirajan	Social Needs and CSR Practices of Indian Companies - A study with Reference to Companies in Chennai Region	2015-2017	UGC - RESEARCH AWARD	35,02,557
9	Dr. K. Ganesamurthy	Opportunities and Challenges of Social CRM in Banking Sector	2016	AURF	0.40
10	Dr. U. Arumugam	Post hoc analysis of Demonetization - A study with reference to different stakeholders of Sivagangai District	2017	AURF	0.25

## Research & Consultancy Projects

Sl. No.	PRINCIPAL INVESTIGATOR	PROJECT TITLE	PROJECT PERIOD	FUNDING AGENCY	TOTAL GRANT Rs. in Lakhs
1.	Dr.C.Vethirajan	A Study on Service Quality of Hotels and Satisfaction of Religious Tourists in Pilgrim Centers in South Tamil Nadu	2017 - 2020	AURF & RUSA -2.0	Rs.3,00,000
2.	Dr.C.Vethirajan& Dr.A.Morarji Dr.SP.Mathiraj Dr.U.Arumugam Dr.K.Ganesamurthy	Societal Development Through Corporate Social Responsibility	2019 – 2021	Theme Based Research Project of RUSA-2.0	Rs,17,60,000
3.	Dr. A. Morarji	Enforcement of Trademark and Patents Practices in Value Added Products in Tamil Nadu	One Year	ICSSR-IMPRESS	Rs. 4,50,000
4.	Dr.K.Ganesamurthy	Opportunities And Challenges of Social CRM in Banking Sectors	2015 to 2017	AURF	0.40
5.	Dr.K.Ganesamurthy (Co-Principal Investigator)	Enforcement of Trade Mark and Patents Practices in Value Added Agro Products in Tamil Nadu	2018 to 2019	ICSSR-IMPRESS	4.50
6.	Dr.K.Ganesamurthy	Energy Consumption and Utility Practices of Farmers in Southern Districts of Tamil Nadu	2019 to 2020	ICSSR	3.00