

YOUNG RESEARCHER PROJECT 2024-2025-AIDED

S.NO	PROJECT ID	DEPARTMENT	GUIDE NAME	STUDENT NAME	UG/PG	PROJECT TITLE	BUDGET
1	24YRPD001	B.A English	Mrs. P. Hema	Jayashree VS, Keerthana M, Swetha S, Bhavatharane M	UG	Literature through Films (Highlights and Challenges)	440
2	24YRPD002	B.A English	Dr. P. Beena	M. Pavithra	UG	Impact of lyrics in teenagers	1,450
3	24YRPD003	B.A Economics	Dr. Shanthi G	Lavanya U	UG	Impact on small vendors in digital era	2,501
4	24YRPD005	B.A Economics	Dr. Shanthi G	Sujitha V	UG	A study on Economic Implications of Geopolitical Conflicts	3,493
5	24YRPD006	B.Sc Physics	Dr. A. Rajeswari	S. Sandhiya, T.	UG	Synthesis, growth and characterization	17,954

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				Swathi		of Guanidinuim Titanium Sulphate [GuTiS] single crystals as memory elements in computer memory application	
6	24YRPD007	B.Sc Physics	Dr. T. Kavitha	Gowthami R, Harini J, Gayathri B	UG	Antibacterial and Antioxidant Properties of Metal Oxide Nanoparticles Synthesized from Delonix elata Leaf Extract	20,000
7	24YRPD008	B.Sc Physics	Dr. T. Kavitha	Vanitha S, Meera R	UG	Green Synthesis and Characterization of Bismuth Ferrite Nanoparticles	20,000

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						for Photocatalytic Application	
8	24YRPD009	B.Sc Physics	Dr. S. Amudha	S. Mirudhula Shree, M. Noor Nisha, K. Afra	UG	Development and Characterization of PEO/PMMA Blended Nanocomposite Solid Polymer Electrolytes for Battery Device Applications	18,000
9	24YRPD010	B.Sc Physics	Dr. S. Amudha	D. Ramya, D. Raja Rajeswari, R.S Gaayathri	UG	Facile Green Synthesis and Characterization of Ag doped CdO nanoparticles using Clitoria ternatea Flower Extract	18,000

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10	24YRPD011	B.Sc Physics	Dr.P. Koteeswari	Janani P, Lithikka, R Mohanapriya R	UG	Sodium nitrate nanostructures and its Properties.	15,000
11	24YRPD012	B.Sc Physics	Dr.P. Koteeswari	Indra Gandhi S, Maahin Begum B, Mercy A	UG	Zinc sulphide Nanostructures and its properties	15,000
12	24YRPD013	B.Sc Physics	Dr.P. Koteeswari	Hemalatha, Nilesa. S Monisha. M	UG	Zinc Oxide and its antimicrobial properties	20,000
13	24YRPD014	B.Sc Chemistry	Dr. S. Niranjani	Haripriya B, Keerthika B	UG	Synthesis of charge transfer complex between heterocyclic compound and quinalizarin	19,991
14	24YRPD015	B.Sc Chemistry	Dr. S. Niranjani	Ms. P. Mohana Priya, Ms. Vanaja E,	UG	Synthesis of charge transfer complex of	20,000

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				Krishya G M		heterocyclic compound with "DDQ"	
15	24YRPD016	B.Sc Chemistry	Dr. Ashwini. A	Roshika. S, Aarthi. K, Aswini. R	UG	Synthesis of nano metal oxides for environmental applications	20,000
16	24YRPD017	B.Sc Computer Science	Dr. R. Radha	Rithika Y, Susmitha M, Yuvasree P	UG	Info buddy	8,257
17	24YRPD018	B.Sc Computer Science	Dr. M. Santhanalakshmi	Priyadarshini F, Bhuvaneshwari S Sri, Akshaya s	UG	PreppedPlatz- An app for ordering canteen food in prior in College	15,485
18	24YRPD019	B.Sc Computer Science	Ms. T. Padmavathy	Rekha K, Nithyashree K, Rajeshwari A,	UG	BINSENSE-A solution for Efficient and Sustainable Waste	17,338

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				Harini S		Management	
19	24YRPD020	B.Sc Statistics	Dr. G. Vijayasree	Pepsika K, Prithikha R S, Sridevi D, Sindoori Venkataraman	UG	A Statistical Analysis of Impact of Time Management on Academic Success of Students	–
20	24YRPD021	B.Sc Statistics	Dr. D. Annapoorni	Syed Safoora Iram, P. Shalini, Girija Lakshmi. S	UG	A Study on Societal impacts of technological advancements among young generations	3,900
21	24YRPD022	B.Sc Statistics	Mrs. Merline Jessy	Asvikaa J M S, Jeyavarshini H.S, Priyadhershni, Saikeerthana V	UG	A Study on Under Graduate with skills and Post Graduate- The Winning Formula	6,000

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22	24YRPD023	B.Sc Statistics	Mrs. Kamini H	Dharshanaa M, Dhivya Bharathi V C, Devi Lakshmi R, Siva Dharshini B	UG	Learner's Perspective towards online and offline classes	5,200
23	24YRPD024	B.Sc Plant Biology and Plant Biotechnology	Dr. R. Siva	R. Sivasankari, A. Mithra shri, S. Kavitha Shree	UG	Sustainable cultivation of Lentinus Squarrosulus using Cardboard waste as substrate	20,000
24	24YRPD025	B.Sc Plant Biology and Plant Biotechnology	Dr. K. Arulmeha ponradha	Monisha. M, Roshini. C, Madhumitha. S, Sneha. M	UG	Exploring the antidiabetic and anticancer potential of Silver nanoparticles synthesized from Macrocystis	20,000

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						pyriferia	
25	24YRPD026	B.Sc Plant Biology and Plant Biotechnology	Dr. K. Arulmeha ponradha	Devika J, Swetha P, Swetha M, Kaviya S	UG	Biodegradation of Industrial Dyes using Rhodymenia palmata. “An ecofriendly approach”	20,000
26	24YRPD027	B.Sc Plant Biology and Plant Biotechnology	Dr. K. Ramani	Janani S, Nikithaa S, Varsha P	UG	Production of insecticidal soap from plant leaf extracts	19,856
27	24YRPD028	B.Sc Plant Biology and Plant Biotechnology	Dr. K. Ramani	Srimathi K, Akshaya N, Sangeetha C	UG	An herbal leaves use as Natural Air fresheners	19,912
28	24YRPD029	B.Sc Plant Biology and Plant	Dr. R. Pramila	E. Madhumitha, M. Vijayalakshmi, S. Srinidhi, V.	UG	Waste into Worth: Development of an Innovative edible coating	20,000

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		Biotechnology		Bhuvaneswari		film using cashew waste to enhance the shelf-life of fruits	
29	24YRPD030	B.Sc Plant Biology and Plant Biotechnology	Dr. R. Pramila	B. Sowdhamini, S. Jayapriya, B. Santhiya, S. Noorbaslin	UG	Development of an Innovative trans-dermal patch for soft tissue injuries using Euphorbia hirta Linn. Inflorescence extract: A Novel approach to Ayurveda	20,000

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1	24YRPE001	Najira Israth Nithyashree. K	Ms. R. Archana	M.A English	Interconnectedness, Functionality, Dependability and Evolution of Eco/Green Space in Urban Spaces and its Narratives – A Survey on Urban Eco Criticism and Spatial Studies	4,641
2	24YRPE002	Vinothini V Sneha S	Dr. S. Suguna	M.Sc Chemistry	Synthesis, Characterization and Optical Studies of Organic Non-linear Material Guandinium Single Crystal	20,000
3	24YRPE003	Divya Dharshini. M, Jothisri. P	Dr. S. Suguna	M.Sc Chemistry	Crystallization and Structural Analysis of Piperazine Complexes with Acids: Synthesis, Characterization,	20,000

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					and Applications	
4	24YRPE004	Arshida. T, Infancia. H, Nithya Poorna. N, Sushmitha PA	Dr. G. Hari hara Priya	M.Sc Chemistry	Chitosan integrated Gallium Oxide/Metal oxide ternary nanocomposite as a photocatalyst for an organic pollutant removal	20,000
5	24YRPE005	Menistry M, Monika SR, Thamarai Selvi K	Dr. R. Indira	M.Sc Chemistry	Low-Cost and Eco-Friendly Fabrication of Biodegradable Porous Scaffold using Ethyl Cellulose and Chitosan for Tissue Engineering Applications	20,000
6	24YRPE006	Divya. C, Priyadharshini.M, Shrimathi. P	Deepa S	M.Sc Biostatistics	A statistical analysis of economic growth	485

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					based on education	
7	24YRPE007	Shree Vidya, Dharani. G	Dr. A. K. Rathna Kumari	M.Sc PB&PBT	Development of Sustainable Bioleather from Citrus medica – “A Novel approach to Eco-friendly Alternatives”	7,165
8	24YRPE008	Jeeva. V	Dr. A. K. Rathna Kumari	M.Sc PB&PBT	In Silico Evaluation of Muntingia calabura Efficacy against Eczema through Molecular Docking Studies	8,649
9	24YRPE009	Thenmozhi S	Dr. A.K. Rathna Kumari	M.Sc PBPBT	Development and Evaluation of an Acne Herbal Face pack using Nigella sativa and Saffron: Focus on Stability,	18,969

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					Safety and Efficacy	
10	24YRPE010	Divya Dharani. S	Dr. A. K. Rathna Kumari	M.Sc PBPBT	Advancing Micro green Cultivation: The Role of Sweet Lime Bio – enzymes in Enhancing Radish, Beet root and Wheatgrass Growth	4,781
11	24YRPE011	B. Kiruthika	Dr. E.V. Sheena	M.Sc PB&PBT	Production of Magnetic biochar composite from weeds-Prosopis juliflora and Lantana camara and its applications in the field of agriculture	14,548
12	24YRPE012	Krithika, Gayathri. S	Dr. E.V. Sheena	M.Sc PBPBT	Sustainable production of carboxymethyl cellulose	17,770

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					nanosilver sponge from sugarcane baggase for enhanced antimicrobial applications	
13	24YRPE013	Vidhyashree K, Soniya S	Dr. E.V. Sheena	M.Sc PBPBT	Optimizing In Vitro Growth and Micropropagation of Medicinal Plants Clerodendron inerme and Tylophora indica with Natural Additives: A Focus on Callus and Nodal Segment Cultures	14,692
14	24YRPE014	S.K. Rehana Bi	Dr. E. V. Sheena	M.Sc PBPBT	In silico Screening and Validation of Achyranthes aspera Phytochemicals against Diabetes	15,280

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					Mellitus	
15	24YRPE015	Swethasri. R, Shalini. P	Dr. Sheeja L	M.Sc PBPBT	Harnessing the power of bacterial laccases for xenobiotic degradation in water	20,000
16	24YRPE016	Shalini. A	Dr. Sheeja L	M.Sc PBPBT	Isolation and Identification of pesticide degrading bacteria and its application as agro-waste biosorbent for rapid pesticide removal	18,335
17	24YRPE017	Monesha. R	Dr. Sheeja L	M.Sc PBPBT	Xylanase-Producing Microbes and their Real-World Applications	18,668

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18	24YRPE018	Dhanya. V. S	Dr. Sheeja L	M.Sc PBPBT	Isolation and identification of tyrosinase producing bacteria and its immobilization using cellulose coated magnetic nanoparticles: characterization and application in melanin production	20,000
19	24YRPE019	Priyadharshini M	Dr. Sheeja L	M.Sc PBPBT	Isolation of pigment producing bacteria, characterization of the extracted pigment and its potential applications	20,000
20	24YRPE020	Roshini. S, Iswariya. K	Dr. D. Lakshmi	M.Sc PBPBT	Microalgae Growth and productivity enhancement using Seaweed Liquid Fertilizer from	20,000

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					Macroalgae	
21	24YRPE021	Lavanyashree. S, Jessy Victoria. s	Dr. D. Lakshmi	M.Sc PBPBT	Algae mediated effluent treatment: a green solution and sustainable approach	20,000
22	24YRPE022	Harsshithaa. B , Dhanalakshmi.G , Kulzar. N, Harini. P	Dr. Jeevitha S	BCA	Automated Parking Zone Indicator System	7,052
23	24YRPE023	S.Anusuba, I.Deepa, J. Jesigha, Bhakyam, G.Gopika	Dr. Jeevitha S	BCA	IOT Based Automatic Rain Shelter System	8,320
24	24YRPE024	Rudhrapriya T, Renukhadevi S	Dr. Nazreen Bee. M	BCA	LateMate	12,135
25	24YRPE025	Ms. Kowsalya.S, Ms. Bhuvaneshwari.G, Ms. Lavanya. S, Ms. Lavanya A, Ms. Ayesha	A. Chandra R. Nithya	BCA	Career Assistance	3,265

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Siddhika M						
26	24YRPE026	Priya. S, Priyadharshini. R, Shalini. K, Swetha.S	Dr. Jeevitha S	BCA	Student Scholarship Finder	3,296
27	24YRPE027	S Kavya	Dr. G.B. Hema Malini	BCA	Venue Vault	6,484
28	24YRPE028	S. Rajalakshmi, K.Swathi	Dr. C. Radhika	B.Sc CS	Samart Campus Environment Control System	13,974
29	24YRPE029	Kothai Sri Suresh, Raghamaligha.M, Ramya.B	K. Umamageswari	B.Sc C.Sc with AI	TERRA VERDE	18,632
30	24YRPE030	Priyadharshini N, Yuvadharshini M, Nandhini M, Harsha R	K. Umamageswari	B.Sc C.Sc with AI	FUTURBRIDGE- A synergy Bridge for Safe passing	16,356
31	24YRPE031	Vaishnavi. P, Aishwarya. P, Padma Priya. S	Dr. A. Clementeena	B.Sc C.Sc with AI	Night Patrol Robot	18,442

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32	24YRPE032	Rishika. G, Kovardhini. A, Pooja Sri. B	Dr. A. Clementeena	B.Sc C.Sc with AI	Wireless EVs charging system	16,814
33	24YRPE033	Haripriya V, Deepika P, GeethaLakshmi S, Monika G	Dr. M. Lavanya	B.Sc C.Sc with Cognitive Systems	IOT Based Contactless Doorbell System	9,380
34	24YRPE034	Monika R	Dr. N. Priya	M.Sc C.Sc	Camera-Enabled White Cane with Audio Alerts	8,471
35	24YRPE035	Sheeba D	Dr. M. Mahadevi	M.Sc C.Sc	Speech-to-Sign Language Translation System	3,398
36	24YRPE036	S. Nikileswari	Dr. M. Mahadevi	M.Sc C.Sc	Innovative application for E-waste handling	5,318
37	24YRPE037	Afrin R	Dr. N. Priya	M.Sc C.Sc	Unlocking digital lock using breath	7,274

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38	24YRPE038	Kirthana G	Dr. S. Rajeswari	M.Sc C.Sc	An Augmented Reality Application for Interactive Learning	5,349
39	24YRPE039	C. Divya, U. Gopika, S. Nivetha Sri, H. Sri Eswari	Lakshmi Priya, Dr. Clementeena	English B.Sc CS with AI	Exploring various websites for learning English Skill Language	5,268
40	24YRPE040	Raksha S, Rithika G, Sowfiya Raihana M, Suchithra S	Lakshmi Priya K, Uma Mageswari K	English B.Sc CS with AI	A Study on Advanced Methods and Technologies in Learning and Speaking English	6,307
41	24YRPE041	Y. Deepika, Harshini V S, Mahalakshmi M, Rajeswari R	Dr. K. Padmavilasini, Dr. N. Priya	Tamil B.Sc CS with AI	Integrating Tamil Stories into Knowledge Systems through Oral Narratives in Tamil	6,684

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42	24YRPE042	Hemalatha Y, Mathunisha J, Shanmugapriya K, Maheshwari M	Dr. Lakshmi S, Dr. Nithya K	M.A Tamil B.Com BIM	Ancient Trade practices in Pattinappaalai and their influence on modern trade	2,045
43	24YRPE043	I. Ayesha Fathima	Dr. Renu Agarwal	M.Sc FSND	Detection and characterization of Microplastic in drinking water in Chennai City and comparative study on Raman and FT- IR Spectroscopy methods for Microplastic analysis	8,000
44	24YRPE044	Gayathri R	Dr. Renu Agarwal	M.Sc FSND	Formulation and Quality Evaluation of Chocolate Incorporated with Palmyra Sprouts	12,475

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45	24YRPE045	Swetha P	Dr. Renu Agarwal	M.Sc FSND	Formulation and Quality Analysis of Guava – spread incorporated with Guava (Psidium guajava L.) Leaves Extract	13,589
46	24YRPE046	K. Harshini	Dr. Renu Agarwal	M.Sc FSND	Formulation, Standardization and Quality Evaluation of Foxtail Millet Ladoo incorporated with Garden Cress Seeds (Lepidium sativum) powder and creating Anemia Awareness among Women Population in Collaboration with ICDS, St. Thomas Mount block, Chengalpattu District, TN	11,072

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47	24YRPE047	Tanu Shri K	Dr. R. Vijayavahini	M.Sc FSND	Formulation and Quality Evaluation of Herbal Grape Wine Incorporated with Fresh Turmeric Rhizome (Curcuma longa)	26,560
48	24YRPE048	Madhumitha U	Dr. R. Vijayavahini	M.Sc FSND	Formulation and Quality Evaluation of Freeze-Dried Coconut Yogurt Fortified with Calcium	29,665
49	24YRPE049	Divyasri T	Dr. R. Vijayavahini	M.Sc FSND	A Study on Formulation of Germinated Wheat Sourdough Bread Incorporated with Dehydrated Cauliflower Flour and its Quality Assessment	20,732

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50	24YRPE050	V. Sowndharya	Mrs. Subaratinam R	M.Sc FSND	Formulation and Quality Assessment of Composite Barnyard Millet (Echinochola esculenta) Milk Ice Cream Premix: A Nutritious and Convenience Alternative	5,850
51	24YRPE051	A.Suhaina Shafa	Mrs. Subaratinam R	M.Sc FSND	Quality Characteristics of Meat Analogue – A Frozen Microalgae (Chlorella vulgaris) Incorporated Nuggets	16,870
52	24YRPE052	Shilujas M V	Mrs. Subaratinam R	M.Sc FSND	Formulation, Evaluation of Chickpea (Cicer arietinum L.) Beverage'	12,250

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53	24YRPE053	Gayathri P	Dr.V.Subasshini	M.Sc FSND	Formulation and shelf life evaluation of edible coating using Orange and Carrot Pomace	16,950
54	24YRPE054	Srioviya. P	Dr. Subasshini.V	M.Sc FSND	Formulation and Evaluation of Almond (Prunus dulcis) Peel Powder incorporated Soup Sticks	10,500
55	24YRPE055	Pugazhmalar R	Dr. Subasshini.V	M.Sc FSND	Formulation and Optimization of extruded snack using response surface methodology	25,000
56	24YRPE056	Suveyutha. M	Mrs. S. Mahalakshmi	M.Sc FSND	Formulation and Evaluation of Chocolate Incorporated with	13,006

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					Poongar Rice (Oryza sativa)	
57	24YRPE057	Monica.M	Mrs.Mahalakshmi	M.Sc FSND	Formulation and Evaluation of Vegan Kulfi with Red Kidney Bean Milk (Phaseolus vulgaris L)	18,591
58	24YRPE058	Suruthi Vanthana.R	Mrs. Geetha	M.Sc FSND	Formulation and Standardization of Baked Multiflour Thattai incorporated with Adamant Creeper (Pirandai- Cissus quadrangularis) Powder	11,430
59	24YRPE059	Harini senthilkumar	Mrs. S. Geetha	M.Sc FSND	Formulation and Quality Evaluation of Guava Juice pre-mix enriched with	20,332

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					Probiotic's	
60	24YRPE060	Susan Happy G	Suganya K	M.Sc FSND	Formulation and Quality Evaluation of Cowpea incorporated Kattuyanam Rice Fryums	19,000
61	24YRPE061	Sivapriya V	Suganya K	M.Sc FSND	Formulation and Evaluation of Antioxidant Enriched Gummies	18,500
62	24YRPE062	Kaviya. S	Dr. Lalitha. A	M.Sc FSND	Formulation and Nutritional Evaluation of Pumpkin leaves (Cucurbita pepo) Powder mix	8,307
63	24YRPE063	Rafiha Farheen R	Dr. Lalitha A	M.Sc FSND	A Study on Effect of Avocado Puree (Persea americana) as Butter Replacer	10,000

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64	24YRPE064	Sivayazhini. I	Ms. Raja Praveena. S	M.Sc FSND	Formulation and Evaluation of Edible Ink from Beetroot (Beta vulgaris L) Peel	11,633
65	24YRPE065	Sneha R S	Mrs. Subatra Natarajan	M.Sc FSND	Development and Nutritional Evaluation of High-Protein, Gluten-Free Cookies Made from Soya Chunks and Red Rice Flakes	18,300
66	24YRPE066	Pavithra.E	Mrs. Subatra Natarajan	M.Sc FSND	Formulation and Evaluation of Orange Peel Infused Gluten-Free Chickpea Flour (Cicer Arietinum) Ice Cream Waffle	19,900

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67	24YRPE067	Irfana Jahan. I	Mrs. P. Uma Maheswari	M.Sc FSND	Formulation and Evaluation of Ready-to-Cook Soup Cubes Incorporated with Avarampoo (Senna auriculata) Flowers and its Popularization	17,000
68	24YRPE068	Janani. B	Mrs. S. Mahalakshmi	M.Sc FSND	Formulation Quality Evaluation of Gluten free Bamboo Rice (Bambusa arundinacea) Brownies	14,000
69	24YRPE069	A. Sowmiya	Mrs. P. Uma maheswari	M.Sc FSND	Formulation and Evaluation of Low Fat Baked Proso Millet Savory Snack Enriched with Drumstick	16,600

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					(Moringa oleifera) Leaf Powder and its Popularization among Adolescent Girls	
70	24YRPE070	Thamizharasi. V	Mrs. P. Uma Maheswari	M.Sc FSND	Formulation and Nutritional Evaluation of Laddu using the Selected Indigenous Rice Varieties	12,150
71	24YRPE071	Abinaya P, Ranjini G, Ragavi R, Sushmitha S	Dr. K. Malarvizhi	B.Com (General) SFS – D batch	Should women be allowed to play against males?	12,224
72	24YRPE072	Monika N, Yuvarani K, Loshini M, Mala R	Dr. K. Malarvizhi	B.Com (General) SFS – D batch	Adoption of E- commerce in Chennai	13,240

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73	24YRPE073	Bhavadharini S, Loganayagi M, Krithika S, Sivaranjani E	Dr. K. Malarvizhi	B.Com (General) SFS – D batch	Who influences a student most ? Parents, friends or teachers ?	14,040
74	24YRPE074	Priyadharshini K, Shalini D, Madhumitha S, Manasa B	Dr. K. Malarvizhi	B.Com (General) SFS – D batch	Online learning platforms for marginalized communities in AI	14,300
75	24YRPE075	Mahalakshmi G, Padhmashree K, Namitha K, Pavithra N	Dr. K. Malarvizhi	B.Com (General) SFS – D batch	The AI revolution: Transforming the future through innovation and creativity in startups and entrepreneurship	14,300
76	24YRPE076	Priyadharshini V, Kaviya Priyaa S, Preethi V, Shalini Sri P	Dr. K. Malarvizhi	B.Com (General) SFS – D batch	Impact of celebrity brands influencing consumer purchase decisions in advertisements	11,710

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77	24YRPE077	Thanushree AI, Abirami V, Mohana Priya R, Swarna Lakshmi V	Dr. K. Malarvizhi	B.Com (General) SFS – D batch	A Study on Impulsive Buying and Its Relationship with Post-Purchase Regret	12,910
78	24YRPE078	Sowmiya R, Kavi Nishathini K, Gopika Sri T, Kavitha S	Dr. K. Malarvizhi	B.Com (General) SFS – D batch	Impact of hostel life on students	13,321
79	24YRPE079	Rukhsana Begum S I, Hemashree R, Anu Sree K, Dhanalakshmi K	Dr. K. Shyamala	B.Com (General) SFS – D batch	Effect of social media on millennials mental health(a study with reference to SDGs 3 good health and well being)	15,280
80	24YRPE080	Lakshmi Priya J, Pratima Rao P, Deepika V, Priyadharshini S	Dr. K. Shyamala	B.Com (General) SFS – D batch	Gig Workers perception on Gig economy and their economic growth (A Study with reference to SDGs	15,500

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					8 decent work and economic growth)	
81	24YRPE081	Varshine M, Bharathi K, Manishaa S, Bhuvana R	Dr. K. Shyamala	B.Com (General) SFS – D batch	Emotional Intelligence of women employees at Work Place (A study with reference to SDGs 3 Good Health and wellbeing)	15,267
82	24YRPE082	Bhargavi N, Sobika R, Pavithra S, Ramya S	Dr. K. Shyamala	B.Com (General) SFS – D batch	Impact of Insomnia on Insomnic Health (A study with reference to SDGs 3 good health and well being)	16,143
83	24YRPE083	Krishnaveni R, Varshitha S, Raajad Kirupaa B, Subitha S	Dr. K. Shyamala	B.Com (General) SFS – D batch	The impact of AI-driven personalized marketing on consumer purchasing behaviour(a study with reference to	15,691

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					SDGs 9 Industries, Innovation& Infrastructure)	
84	24YRPE084	Kaviya Anjali S, Padmalochini D, Aishwarya G, Deva Dharshini M	Dr. K. Shyamala	B.Com (General) SFS – D batch	Sustainable education in the modern era the triangular perspective from the stakeholders (A study with reference to SDGS4 Quality Education)	15,430
85	24YRPE085	Swetha P, Keshika Vikasini K, Gayathri G K, Joshika M	Dr. K. Shyamala	B.Com (General) SFS – D batch	The evolution of human communication analysis of offline &online intraction(a study with reference to SDGs 9 Industries, Innovation & Infrastructure)	15,551

S.No	Project ID	Name of the Student	Name of the Guide	Department	Project Title	Amount Utilised
86	24YRPE086	Srimathi G, Hari Priya A, Keerthipriya B S, Madhusree M	Dr. K. Shyamala	B.Com (General) SFS – D batch	Impact of color Psychology on GEN Z consumers(A study with reference to SDGs 3 good health and well being)	15,500
87	24YRPE087	Revathi R, Juvairiya N M, Manisha C, Nandini P	Dr. K. Shyamala	B.Com (General) SFS – D batch	Impact of App based communication on centennial users in digital era(a study with reference to SDGs 9 Industries, Innovation)	15,091
88	24YRPE088	Nivedha N, Sherlin T, Pooja M, Shiva Shailini P	Dr. K. Shyamala	B.Com (General) SFS – D batch	Challenges faced by Startups in the digital age(a study with reference to SDGs 8 decent work and economic growth)	15,189

S.No	Project ID	Name of the Student	Name of the Guide	Department	Project Title	Amount Utilised
89	24YRPE089	Sharmista C K, Lithikaa G, Sowmiya M, Vidhyashree D	Ms. S. Bharani Lakshmi	B.Com (General) SFS – D batch	Exploring the Urban Divide: The Impact of Lifestyle Variations between North and South Chennai on Student Career Prospects	14,400
90	24YRPE090	Archana S, Yazhini S M, Aswini V, Dheva Dharshini K	Ms. S. Bharani Lakshmi	B.Com (General) SFS – D batch	Examining the Impact of Social Media on Brand Awareness and Customer Engagement: An Effectiveness Analysis	13,996
91	24YRPE091	Sreeja B P, Janani S K, Dakshini G, Dhivyaa Dharshini M	Ms. S. Bharani Lakshmi	B.Com (General) SFS – D batch	A study on impact of Artificial Intelligence on Consumer Perceptions of Medical care quality	14,081

S.No	Project ID	Name of the Student	Name of the Guide	Department	Project Title	Amount Utilised
92	24YRPE092	Savithajeni J, Ashwini S, Poojitha B V, Mahamitha S G	Ms. S. Bharani Lakshmi	B.Com (General) SFS – D batch	Effectiveness of Influencer Marketing Across different social media platforms	14,000
93	24YRPE093	Pavithra B, Rithika A K, Janani J, Keerthana S	Ms. S. Bharani Lakshmi	B.Com (General) SFS – D batch	Consumer Perceptions of Tokenism in Diversity Marketing: Identifying Effective and Ineffective Strategies	14,300
94	24YRPE094	Deepika C, Jagasree B, Charumathi T, Dharani G	Ms. S. Bharani Lakshmi	B.Com (General) SFS – D batch	A study on the importance of soft and hard skills when making recruitment decision: A Candidate's Perspective	14,389

S.No	Project ID	Name of the Student	Name of the Guide	Department	Project Title	Amount Utilised
95	24YRPE095	Muthu Sandhiya K, Harini S, Niselin R, Pavithra D	Ms. S. Bharani Lakshmi	B.Com (General) SFS – D batch	A study on the Impact of Digital Payment Systems on Consumer Spending Behavior	12,808
96	24YRPE096	Abinaya P, Dhilshath Bee C, Kruthika H, Ramitha Cb	Ms. S. Bharani Lakshmi	B.Com (General) SFS – D batch	Examining the Role of Ethical Marketing in Preventing Consumer Manipulation – An empirical study	13,439
97	24YRPE097	Dharshinii S, Mohana Priya B, Musfina Sherin S, Nikitha J	Ms. B. Kirthiga	B.Com (General) SFS – D batch	Analogy between Government-funded Institutions and Privately controlled Institutions: A specific study on academic achievements and fee structure	14,084

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98	24YRPE098	Nandida G, Dharshini R S, Poornima E, Sastha Divya M S	Ms. B. Kirthiga	B.Com (General) SFS – D batch	Green Insights: Uncovering Consumer Attitudes and Purchasing Habits Towards Sustainable Products	13,969
99	24YRPE099	Vaishali B, Nithya A, Sophia Grace A, Thanussri R	Ms. B. Kirthiga	B.Com (General) SFS – D batch	The Impact of Imposter Syndrome on Women's Mental Health and Well-being in the workplace	14,866
100	24YRPE100	Manisha P, Tanusha Y, Sandhiya S, Marisha Angel P	Ms. B. Kirthiga	B.Com (General) SFS – D batch	A Study on the Influence of Neuromarketing on Consumer Buying Behaviour: A Quantitative Approach	14,718

S.No	Project ID	Name of the Student	Name of the Guide	Department	Project Title	Amount Utilised
101	24YRPE101	Vaishnavi M, Hasti K, Kamali D, Divya Dharshini V	Ms. B. Kirthiga	B.Com (General) SFS – D batch	Assessing the Impact of E-logistics on Customer Satisfaction and Loyalty: A Study of Digital Supply Chain Efficiency	14,111
102	24YRPE102	Gopika M, Karthika R K, Swathi S, Dhaksha R	Ms. B. Kirthiga	B.Com (General) SFS – D batch	Dynamic pricing models and subscription box fatigue : Analyzing consumer responses	11,434
103	24YRPE103	Pavithra G, Mumtaz Begum R, Monika S, Revathy J	Ms. B. Kirthiga	B.Com (General) SFS – D batch	A study on Emotional Marketing – Manipulative or genuine connection from customer perspective	14,420

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104	24YRPE104	Saara Fathima M, Yuvasree D, Sushmitha S, Vaishnavi D	Ms. B. Kirthiga	B.Com (General) SFS – D batch	Impact of Influencer marketing on purchase intent across generations	11,815
105	24YRPE105	Arthi Sri S, Jayashree E, Karthiga K, Naadhira A	Dr. Y. Kalaivani	B.Com A & F	A Study on the influence of social media on women buying behavior	10,451
106	24YRPE106	Aishwarya K G, Kalai Dhanushya G, Satya Priya S J, Vedhasree S	Dr. K. Latha	B.Com A & F	A Study on Gen-Z and the Battle for mental well-being in the modern world	13,950
107	24YRPE107	Priscilla J, Sharmili D, Sree Ananthi P, Thahira H	Mrs. Meenakshi Priyadarshini G	B.Com A & F	Influence on social media marketing on Gen Z	9,380
108	24YRPE108	Jothilakshmi. P, Kadhambarim Vishvathikaa.V, Manjushri.D,	T. Kanimozhi	B.Com A & F	A study on Fintech and its influence on	8,152

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		Mathumithaa.J M			Indian Economy	
109	24YRPE109	Divya.V, Akshaya.B, Prathiksha.P, Lavanya.A	Mrs. Jayanthi. P	B.Com A & F	A study on impact of customer in Digital Revolution of Banking sector	8,880
110	24YRPE110	Harini.R, Kaarthikaa.K.A, Kavitha.R, Nithyakalyani.K	Dr. S. Divya	B.Com A & F	A study on the influence of online customer reviews on purchase decision	11,210
111	24YRPE111	V.Ramya, S.Sandhiya, A.Swathi, S.R.Priyadharshini	Dr. R. Kavitha	B.Com A & F	A study on students perception of AI in Higher education	9,125
112	24YRPE112	Yuvashree A, Rajalakshmi N, Madhuvanthi K, Priyashivani M.G	Dr. Sanuja Shree P N	B.Com A & F	Investigating the Social Sustainability of Immersive Virtual Technologies in Higher Educational Institutions:	3,162

S.No	Project ID	Name of the Student	Name of the Guide	Department	Project Title	Amount Utilised
					Students' Perceptions toward Metaverse Technology	
113	24YRPE113	Maria Angelina.A, Rupashree.K, Radha.G, Nithyasree.S	Dr. Lalitha.D	M.Com	Influenced to Imperfection: The Unseen Costs of Following Social Media Icons	—
114	24YRPE114	Abirami.B, Deepika.D, Rakcha.A, Vishnu Priya.S	Dr. T. Anitha	M.Com	Side Hustle Struggle: Navigating the barriers faced by college students	—
115	24YRPE115	Sharon Preethi. M	Dr. M. Rekha	M.Com A & F	Disaster Management and its preparedness	20,000
116	24YRPE116	Janani. S	Dr. S. Kamakshi	M.Com A & F	The awareness and perception of street vendors regarding cashless	11,389

S.No	Project ID	Name of the Student	Name of the Guide	Department	Project Title	Amount Utilised
					transactions in Chennai	
117	24YRPE117	Divyashree R	Dr. S. Kamakshi	M.Com A & F	Strengthening Financial Security: The critical role of public awareness in combating Phising Threats	6,236
118	24YRPE118	Kamatchi Ramamani. S	Dr. S. Kamakshi	M.Com A & F	Factors influencing Rental Prices in a Metropolitan Area	11,000
119	24YRPE119	Jeyalaxmi R, Roshini G	Ms. B. Sindhuja	MSW	A study on the unspoken struggles of men's inexpressive mental health in the workplace	—
120	24YRPE120	Prashitha.V, Agalya.A	Ms. Tharani. T	MSW	A study on youth perception and knowledge of HIV Transmission via	2,504

S.No	Project ID	Name of the Student	Name of the Guide	Department	Project Title	Amount Utilised
					Needles	
121	24YRPE121	Sushmitha, Sureshkumar, Santhiya M	Ms. B. Sindhuja	MSW	A study on the impact of employer branding on talent acquisition	—
122	24YRPE122	Pavithra K, Suriya T	Ms. Tharani. T	MSW	Study on the effects of Regional Identity on Student's Experiences accross various Higher Educational Institutions	2,247
123	24YRPE123	Asmathul Marfiya AG, Nivedha Elangovan, Poovarasi Arul	Ms. Rakeni P	B.Sc Psychology	Psychosocial Impact of Woke Culture Awareness on Social Dominance	7,570
124	24YRPE124	Shriya Sharma, Kirthiga M	Ms. Yamini	Counselling Psychology	Mental Health Stigma at Workplace	16,633
125	24YRPE125	S. Naziya Haseena	Dr. Deepthi D.P	M.Sc Counselling Psychology	Exploring the workplace ostracism and knowledge sharing	20,000

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					behaviour among women professors in Chennai	
126	24YRPE126	Bhavadharini. R, Raksha SV	Ms. Krishnaveni Arulkumar	B.Sc Psychology	Impact of social media detox on mindfulness and stress	20,000
127	24YRPE127	S. Mythily Shree	Ms. Negha S B	Psychology	Quality of marital relationship, social maturity and perceived loneliness among newly married couples	20,000
128	24YRPE128	Darshini R	Ms. Negha SB	B.Sc Psychology	Effects of Social Support and Self-Efficacy on Mental Health in the Working Population	20,000
129	24YRPE129	Shreyaa.M, SherijaS.B, R.Radhika	Ms. Krishnaveni Arulkumar	B.Sc Psychology	Restful minds and bodies: A comparative study on mindfulness and sleep quality in yoga practitioners	12,624

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					and non-practitioners	
130	24YRPE130	Elsheeba Paul	Ms. Janani K.P	M.Sc Counselling Psychology	Sense of humour, inferiority complex and emotional stability among college students	20,000