

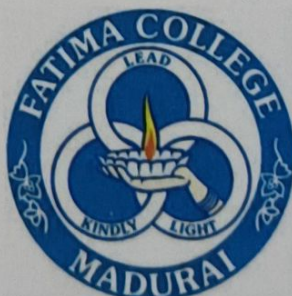
**A STUDY ON INNOVATIVE ENTREPRENEURSHIP TOWARDS SUSTAINABLE  
DEVELOPMENT WITH SPECIAL REFERENCE TO COLLEGE STUDENTS IN  
MADURAI CITY**

(Project submitted total to Madurai Kamaraj University in partial fulfilment of the  
requirement for the award of the degree of (BACHELOR OF COMMERCE))

**SUBMITTED BY**

A. Harshini	2021A22
S. Julia Sheren	2021A26
N. Nivedha	2021A41
K. Swathika	2021A62
S. Vincy Lourthu Kala	2021A64
J. Vinofia Aro Jones	2021A65
A. Sahaya Nisha	2021A68

**Under the guidance of  
Dr. Sr. Bindu Antony ,M.Com., M.Phil .,Ph. D.  
Associate Professor,  
Research Centre of Commerce,  
Fatima College.**



**FATIMA COLLEGE (AUTONOMOUS)  
Re- Accredited with "A++"grade NAAC (cycle-IV)  
College with potential for excellence  
Mary land, MADURAI-325018, Tamil Nadu  
APRIL 2024**



**Dr. Sr. Bindu Antony ,M.Com., M.Phil .,Ph. D.**

**Associate Professor,**

**Research Centre of Commerce,**

**Fatima College,**

**Mary land,**

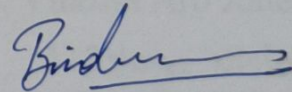
**Madurai - 625018**

### **CERTIFICATE**

This is to certify that the project titled “**A STUDY ON INNOVATIVE ENTREPRENEURSHIP TOWARDS SUSTAINABLE DEVELOPMENT WITH SPECIAL REFERENCE TO COLLEGE STUDENTS IN MADURAI CITY**”, submitted by A. Harshini (2021A22), S. Julia Sheren (2021A26), N. Nivedha (2021A41), K. Swathika (2021A62), S. Vincy Lourthu Kala (2021A64), J. Vinofia Aro Jones (2021A65), A. Sahaya Nisha (2021A68) for the award of the degree of **BACHELOR OF COMMERCE** is an original work carried out by them during the period 2023-2024, under the guidance and supervision and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other.

**PLACE : MADURAI**

**DATE : 11.3.2024**



**(Dr. Sr. Bindu Antony)**

Faculty Guide



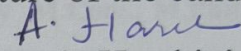
## DECLARATION

We hereby, declare the project entitled "A STUDY ON INNOVATIVE ENTREPRENEURSHIP TOWARDS SUSTAINABLE DEVELOPMENT WITH SPECIAL REFERENCE TO COLLEGE STUDENTS IN MADURAI CITY" has been originally carried out by us for the degree of B.Com is a record of original work done by us during the year 2021-2024. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any University.

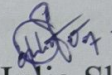
PLACE :MADURAI

DATE : 11.3.2024

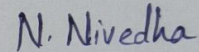
Signature of the candidates



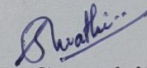
A. Harshini



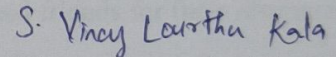
S. Julia Sheren



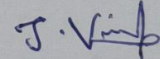
N. Nivedha



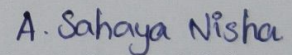
K. Swathika



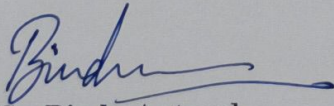
S. Vincy Lourthu Kala



J. Vinofia Aro Jones

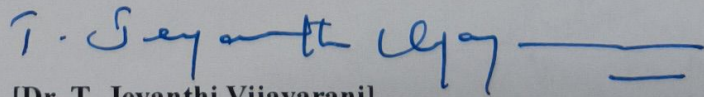


A. Sahaya Nisha



[Dr. Sr. Bindu Antony]

Counter Signed



[Dr. T. Jeyanthi Vijayarani]

Forwarded



**A STUDY ON CONSUMER BEHAVIOUR TOWARDS FEAR AND EMOTIONAL  
APPEAL IN ADVERTISEMENT**

Project submitted to Madurai Kamaraj university in partial fulfillment of the requirement for  
the award of the degree of

**BACHELOR OF COMMERCE**

SUBMITTED BY

S. AANANDABHAIRAVEE	2021A01
H. ANGELIN BLESSY BASTINA	2021A04
X. BEATIN NIVISHA	2021A09
G. DEEPIKA	2021A15
F. X. MOTCHA YAZHINI	2021A38
J. SAHAYA SINTHIYA	2021A52
J. SALTH MOXLIN	2021A53
M. LAVANYA	2021A71

Under the guidance of

**Dr. P. RUBY LEELA, M.Com. M.Phil. SET., NET., Ph.D.**

Assistant professor,

The Research Centre of Commerce,

Fatima College.



**FATIMA COLLEGE (AUTONOMOUS)**

**“College with potential for Excellence”**

**Re-Accredited with “A<sup>++</sup>” grade**

**(CGPA 3.61) NAAC (cycle-IV)**

**Maryland, Madurai – 625 018**

**MARCH 2024**



**Dr. P. RUBY LEELA, M.Com. M.Phil. SET., NET., Ph.D.**

**Assistant professor,**

**The Research Centre of Commerce,**

**Fatima College (Autonomous),**

**Mary land,**

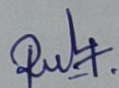
**Madurai – 625 018**

**CERTIFICATE**

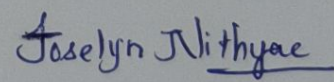
This is to certify that the project entitled “A STUDY ON CONSUMER BEHAVIOUR TOWARDS FEAR AND EMOTIONAL APPEAL IN ADVERTISEMENT” submitted by S. AANANDABHAIRAVEE (2021A01), H. ANGELIN BLESSY BASTINA (2021A04), X. BEATIN NIVISHA (2021A09), G. DEEPIKA (2021A15), F. X. MOTCHA YAZHINI (2021A38), J. SAHAYA SINTHIYA (2021A52), J. SALETH MOXLIN (2021A53), M. LAVANYA (2021A71) for the award for the degree of **BACHELOR OF COMMERCE** is an original work carried out by them during the period of 2023 – 2024, under my guidance and supervision and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other.

Place: Madurai

Date: 18.03.2024.

  
[Dr. P. RUBY LEELA]

Faculty Guide

  
EXTERNAL EXAMINER



## DECLARATION

We hereby, declare that the project entitled "A STUDY ON CONSUMER BEHAVIOUR TOWARDS FEAR AND EMOTIONAL APPEAL IN ADVERTISEMENT" is our original work carried out by us for the award of the degree of BACHELOR OF COMMERCE during the year 2023 - 2024 and done under the guidance and supervision of Dr. P. RUBY LEELA, M.Com. M.Phil. SET., NET., Ph.D., Assistant Professor, The Research Centre Of Commerce, Fatima College, Madurai and that it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other University or Institution.

PLACE: Madurai

DATE: 18.03.2024

*S. Aanandabhairavee.*  
(S. AANANDABHAIRAVEE)

*H. Angelin Blessy Bastina.*  
(H. ANGELIN BLESSY BASTINA)

*X. Beatin Nivisha.*  
(X. BEATIN NIVISHA)

*G. Deepika.*  
(G. DEEPIKA)

*F. X. Motcha Yazhini.*  
(F. X. MOTCHA YAZHINI)

*J. Sahaya Sinthiya.*  
(J. SAHAYA SINTHIYA)

*J. Saleth Moxlin.*  
(J. SALETH MOXLIN)

*M. Lavanya.*  
(M. LAVANYA)

*Ruby.*

[Dr. P. RUBY LEELA]

Counter signed

Signature of the candidates

*T. Jeyanthi Vijayarani.*  
[Dr. (Mrs.) T. JEYANTHI VIJAYARANI]

Forwarded



**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ECO-FRIENDLY  
PRODUCTS IN MADURAI CITY**

Project submitted to Madurai Kamaraj University in partial fulfillment of the requirement for  
the award of the degree of

**BACHELOR OF COMMERCE**

SUBMITTED BY

S. ABINAYA	2021A02
G. DEEPIKA	2021A16
R. DEEPI	2021A17
M. FLORENCE BENCY	2021A19
K. LATHIKA	2021A30
S. NIVETHA MEENATCHI	2021A42
S. SAMATHANA PRINCY	2021A54
K. VIGNESHWARI	2021A69

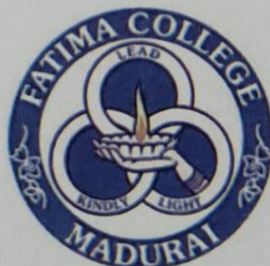
Under the guidance of

**Dr. S. MARIA NISHA, M.Com., M.Phil., SET, Ph.D.**

Assistant Professor,

The Research Centre of Commerce,

Fatima College.



**FATIMA COLLEGE (AUTONOMOUS)**

**“College with Potential for Excellence”**

Re-accredited with “A<sup>++</sup>” grade

(CGPA 3.61) NAAC (cycle-IV)

Mary Land, Madurai – 625 018

**MARCH 2024**

**Dr. S. MARIA NISHA, M.Com., M.Phil., SET, Ph.D.**

**Assistant Professor,**

**The Research Centre of Commerce,**

**Fatima College (Autonomous),**

**Mary Land,**

**Madurai – 625 018**

**CERTIFICATE**

This is to certify that the project entitled “A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ECO-FRIENDLY PRODUCTS IN MADURAI CITY” submitted by **S. ABINAYA (2021A02), G. DEEPIKA (2021A16), R. DEEPSI (2021A17), M. FLORENCE BENCY (2021A19), K.LATHIKA (2021A30), S. NIVETHA MEENATCHI (2021A42), S.SAMATHANA PRINCY (2021A54), K.VIGNESHWARI (2021A69)** for the award for the degree of **BACHELOR OF COMMERCE** is an original work carried out by them from 2023 to 2024, under my guidance and supervision and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other.

Place: Madurai

Date:

*S. Maria Nisha*

**[Dr. S. MARIA NISHA]**

Faculty Guide

*N. Suresh*

**EXTERNAL EXAMINER**



## DECLARATION

We hereby, declare that the project entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ECO-FRIENDLY PRODUCTS IN MADURAI CITY" is our original work carried out by us for the award of the degree of BACHELOR OF COMMERCE during the year 2023-2024 and done under the guidance and supervision of Dr. S. MARIA NISHA, M.com., M.Phil., SET, Ph.D. Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai, and that it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship, or other similar title of any other University or Institution.

PLACE: Madurai

DATE:

S. Abinaya

(S. ABINAYA)

G. Deepika

(G. DEEPIKA)

Deepsi. R

(R. DEEPSI)

F. Florence Bency

(M. FLORENCE BENCY)

K. Lathika

(K. LATHIKA)

S. Nivetha Meenatchi

(S. NIVETHA MEENATCHI)

S. Samathana Princy

(S. SAMATHANA PRINCY)

K. Vigneshwari

(K. VIGNESHWARI)

S. Maria Nisha

[Dr. S. MARIA NISHA]

Counter signed

Signature of the Candidates

T. Jeayanthi Vijayarani

[Dr. T. JEYANTHI VIJAYARANI]

Forwarded



**CONSUMER BRAND PREFERENCES ON SUNSCREEN LOTION – A STUDY  
AMONG COLLEGE STUDENTS IN MADURAI CITY**

Project submitted to the Madurai Kamaraj University in partial fulfilment of the requirement  
for the award of degree of

**BACHELOR OF COMMERCE**

Submitted By

M. Arockia sahaya mercy(2021A05)  
M. Arockiya Lincy (2021A06)  
R. Malini (2021A34)  
M. Melony Infanta (2021A35)  
A.P. Sherli (2021A58)  
S. Roselin sheebha (2021A67)  
M. MuthuLakshmi (2021A70)  
M. MuthuLakshmi (2021A72)

Under the guidance of

**Dr. K. Sangeetha M.Com., M.Phil., SET., Ph.D.,**  
Assistant Professor,  
The Research Centre of Commerce  
Fatima College,



**FATIMA COLLEGE (AUTONOMOUS)**  
Re-accredited with 'A++' grade by  
NAAC (Cycle-IV),  
MARY LAND,  
MADURAI-625 018.  
March 2024



Dr. K. SANGEETHA, M.Com., M.Phil., SET., Ph.D.,

Assistant Professor,

The Research Centre of Commerce,

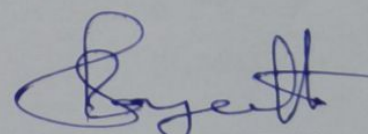
Fatima College (Autonomous),

Mary Land,

Madurai – 625 018.

### CERTIFICATE

This is to certify that the dissertation entitled “CONSUMER BRAND PREFERENCES ON SUNSCREEN LOTION- A STUDY AMONG COLLEGE STUDENTS IN MADURAI CITY”, submitted by M. Arockia sahaya mercy 2021A05, M. Arockiya Lincy 2021A06, R. Malini 2021A34, M. Melony Infanta 2021A35, A.P. Sherli 2021A58, S. Roselin sheebha 2021A67, M. MuthuLakshmi 2021A70, M. MuthuLakshmi 2021A72 in partial fulfilment for the degree of BACHELOR OF COMMERCE was done by them during the period of 2023-2024 under my guidance and supervision and that this thesis or any part of there has not been submitted elsewhere for any degree, diploma, associateship, fellowship or other similar titles.

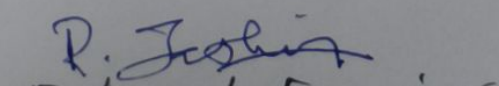


(DR. K. SANGEETHA)

Faculty Guide

Place: Madurai

Date: 11.3.2024



External Examiner



## DECLARATION

We hereby declare that the dissertation for B.Com., Degree entitled "CONSUMER BRAND PREFERENCES ON SUNSCREEN LOTION-A STUDY AMONG COLLEGE STUDENTS IN MADURAI CITY" Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Commerce is our original work done under the guidance and supervision of

Dr. K. SANGEETHA M.Com., M.Phil., SET., Ph.D., Associate Professor, Research Centre of Commerce, Fatima College (Autonomous), Madurai and that it has not previously formed the basis for the award of any degree, diploma, associateship fellowship or similar titles of any other University.

Place: Madurai

Date: 11.03.2024

M. Arockia Sahaya Mercy  
(M. AROCKYA SAHAYA MERCY)

M. Arockiya Lincy  
(M. AROCKIYA LINCY)

R. Malini  
(R. MALINI)

M. MELONY INFANTA  
(M. MELONY INFANTA)

A.P. Sherli  
(A.P. SHERLI)



# **A STUDY ON CONSUMER BEHAVIOUR TOWARDS ANTIQUE JEWELLERY**

The project submitted total to Madurai Kamaraj University

In partial fulfilment of the requirement for the award of the Degree of

## **BACHELOR OF COMMERCE**

Submitted by

**ASMITHA M.R.B – 2021A07**

**RAKSHANA. R – 2021A45**

**ASREEKA. S – 2021A08**

**SUSHRUTHA. J -2021A61**

**BRITINY. J-2021A12**

**VIVEKA. K– 2021A74**

**HARINI .M – 2021A21**

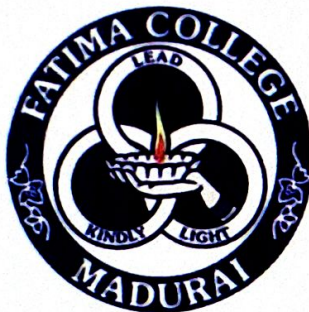
Under the guidance of

**DR. Ms. C. LUCIA VANITHA, M.Com., M.Phil., P.HD., NET.**

Assistant Professor,

The Research Centre of Commerce,

Fatima College



**FATIMA COLLEGE (AUTONOMOUS)**

**Re-accredited with 'A++' grade**

**(CGPA 3.61) by NAAC (Cycle-IV)**

**College with Potential for Excellence (2004-2019)**

**Maryland, MADURAI-625018, Tamil Nadu.**

**March-2024**



**Dr. Ms. C. LUCIA VANITHA, M.Com., M.Phil., PH.D., NET.**

Assistant Professor,

The Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

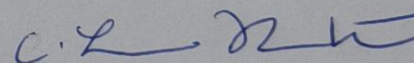
Madurai - 625018.

### **CERTIFICATE**

This is to certify that the project entitled "**A STUDY ON CONSUMER BEHAVIOUR TOWARDS ANTIQUE JEWELLERY**" Submitted by **ASMITHA. M.R.B (2021A07), ASREEKA.S (2021A08), BRITINY.J (2021A12), HARINI.M (2021A21), RAKSHANA.R (2021A45), SUSHRUTHA.J (2021A61), VIVEKA.K (2021A74)** for the award of degree of **BACHELOR OF COMMERCE** is an original work carried out by them, under my guidance and it has not previously formed the basis of the award of any degree, diploma, associateship or other similar titles.

Place: Madurai

Date: **11.03.2024**



(Dr. Ms. C. LUCIA VANITHA)

Faculty Guide

**EXTERNAL EXAMINER**



## DECLARATION

We hereby declare that the project for B.Com., degree entitled "A study on consumer behaviour towards antique jewellery" submitted to Madurai Kamaraj University for the award of Degree of **BACHELOR OF COMMERCE** is our original work done under the guidance and supervision of **Dr. Ms. C. LUCIA VANITHA, M.Com., M.Phil., Ph.D., NET.** Assistant Professor, Research Centre of Commerce, Fatima College (Autonomous), Madurai and that it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or similar titles of any other University or Institution.

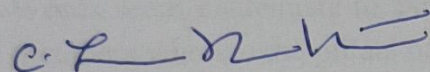
Place: Madurai

Date: 11.03.2024

Asmitha.M.R.B.

(ASMITHA.M.R. B)

(Dr. Ms. C. LUCIA VANITHA),



Counter Signed

Asreeka.S

(ASREEKA.S)

Britiny.J

(BRITINY.J)

Harini.M

(HARINI.M)

Rakshana.R

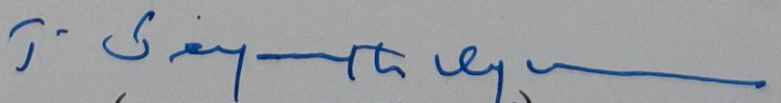
(RAKSHANA.R)

Sushrutha.J

(SUSHRUTHA.J)

Viveka.K

(VIVEKA.K)

  
(Dr. T. Jeyanthi Vijayarani)

Forwarded



**A STUDY ON COMSUMER SATISFICATION TOWARDS IMITATION  
JEWELLERY AMONG COLLEGE STUDENTS IN MADURAI CITY**

Project submitted to Madurai Kamaraj university in partial fulfillment of the requirement for  
the award of the degree of

**BACHELOR OF COMMERCE**

SUBMITTED BY

C. BHARGAVI	2021A10
A. HEARTY VERGINA	2021A23
P. JERIN PRAVEENA	2021A24
M. KEERTHI	2021A28
T. MAHIMA	2021A32
P. SANGEETHA	2021A55
G. KEERTHANA	2021A66
P. PREETHI	2021A73

Under the guidance of

**Dr. (MS.) V. SUGANYA, M.com., M.Phil., Ph.D., NET.**

Assistant professor,

The Research Centre of Commerce,

Fatima College.



**FATIMA COLLEGE (AUTONOMOUS)**

**“College with potential for Excellence”**

**Re-Accredited with “A<sup>++</sup>” grade**

**(CGPA 3.61) NAAC (cycle-IV)**

**Maryland, Madurai – 625 018**

**MARCH 2024**



DR. (MS.) V. SUGANYA, M.Com., M.Phil., Ph.D., NET.

Assistant professor,

The Research Centre of Commerce,

Fatima College (Autonomous),

Mary land,

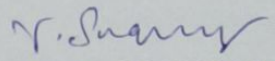
Madurai – 625 018

#### CERTIFICATE

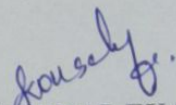
This is to certify that the project entitled “A STUDY ON CONSUMER SATISFICATION TOWARDS AMONG COLLEGE STUDENTS IN MADURAI CITY” submitted by C. BHARGAVI (2021A10), A. HEARTY VERGINA (2021A23), P. JERIN PRAVEENA (2021A24), M. KEERTHI (2021A28), T. MAHIMA (2021A32), P. SANGEETHA (2021A55), G. KEERTHANA (2021A66), P. PREETHI (2021A73) for the award for the degree of **BACHELOR OF COMMERCE** is an original work carried out by them during the period of 2023 – 2024, under my guidance and supervision and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other.

Place: Madurai

Date: 11.03.2024

  
[Dr. (Ms.) V. SUGANYA]

Faculty Guide

  
EXTERNAL EXAMINER



## DECLARATION

We hereby, declare that the project entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS IMITATION JEWELLERY AMONG COLLEGE STUDENTS IN MADURAI CITY" is our original work carried out by us for the award of the degree of **BACHELOR OF COMMERCE** during the year 2023-2024 and done under the guidance and supervision of Dr. V. SUGANYA, M.Com., M.Phil., Ph.D., NET, Assistant Professor, The Research Centre Of Commerce, Fatima College, Madurai and that it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other University or Institution.

PLACE: Madurai

DATE: 11.03.2024

*C. Bhargavi*  
(C. BHARGAVI)

*A. Hearty Vergina*  
(A. HEARTY VERGINA)

*P. Jerin Praveena*  
(P. JERIN PRAVEENA)

*M. Keerthi*  
(M. KEERTHI)

*T. Mahima*  
(T. MAHIMA)

*P. Sangeetha*  
(P. SANGEETHA)

*G. Keerthana*  
(G. KEERTHANA)

*P. Preethi*  
(P. PREETHI)

*V. Suganya*  
[Dr. (Ms.) V. SUGANYA]

Counter signed

Signature of the candidates

*T. Jeyanthi Vijayarani*  
[Dr. (Mrs.) T. JEYANTHI VIJAYARANI]

Forwarded



**A STUDY ON CUSTOMER ATTITUDE TOWARDS RELIANCE  
SUPER MARKET WITH SPECIAL REFERENCE TO MADURAI  
CITY**

Project submitted to Madurai Kamaraj University in partial fulfillment of the  
requirement the award of the degree of

**BACHELOR OF COMMERCE**

SUBMITTED BY

V. Bhuvaneswari	2021A11
R. Femi Nisha	2021A18
M. Nivashini	2021A40
M. Priya	2021A44
R. Reshmaa	2021A49
S. Rosline	2021A50
J. Sirilla Jershilin	2021A59

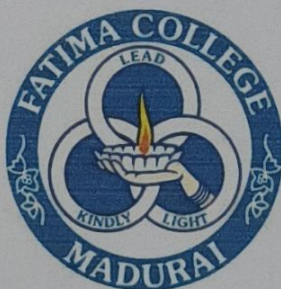
Under the guidance of

**Dr. (Mrs). S. FATIMA ROSALINE MARY, M.Com., B.ED., M.Phil., Ph.D, SLET.**

Associate professor,

The Research Centre of Commerce,

Fatima College.



**FATIMA COLLEGE (AUTONOMOUS)**

**“College with potential for excellence”**

**Re- Accredited with “A++”grade**

**(CGPA 3.61) NAAC (cycle-IV)**

**Maryland, Madurai-625 018**

**MARCH-2024**



Dr. (Mrs). S. FATIMA ROSALINE MARY, M.Com., B.ED., M.Phil., Ph.D, SLET.  
Associate professor,  
The Research Centre of Commerce,  
Fatima College,  
Mary Land,  
Madurai -625018

### CERTIFICATE

This is to certify that the project entitled "A STUDY ON CUSTOMER ATTITUDE TOWARDS RELIANCE SUPERMARKET WITH SPECIAL REFERENCE TO MADURAI CITY" submitted by V. Bhuvanshwari (2021A11), R. Femi Nisha (2021A18), M. Nivashini (2021A40), M. Priya (2021A44), R. Reshmaa (2021A49), S.Rosline (2021A50), J. Sirilla Jershilin (2021A59) for the award for the degree of BACHELOR OF COMMERCE is an original work carried out by them during the period 2023-2024, under the guidance and supervision and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other.

Place: Madurai

Date: 11.03.2024

*Dr. S. Fatima Rosaline Mary.*

Dr. (Mrs). S. FATIMA ROSALINE MARY

faculty guide

*P. Sathish*

EXTERNAL EXAMINER



## DECLARATION

We hereby, declare that the project entitled "A STUDY ON CUSTOMERS ATTITUDE TOWARDS RELIANCE SUPER MARKET WITH SPECIAL REFERENCE TO MADURAI CITY" is our original work carried out by us for the award of the degree of **BACHELOR OF COMMERCE** during the year 2023-2024 and done under the guidance and supervision of **Dr.**

**Mrs. FATIMAROSALINEMARY, M.Com., B.Ed., M.Phil., Ph.D, SLET.**

Associate professor, The Research Centre of Commerce, Fatima College, Madurai and that it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other university or Institution.

**PLACE:** Madurai

**DATE:** 11.3.2024

V. Bhuvaneshwari

(V. BHUVANESWARI)

R. Femi Nisha

(R. FEMI NISHA)

M. Nivashini

(M. NIVASHINI)

M. Priya

(M. PRIYA)

S. Reshma

(S. RESHMA)

S. Rosline

(S. ROSLINE)

Sirilla Jershilin

(J. SIRILLA JERSHILIN)

Dr. S. Fatima Rosaline Mary

**DR. (MRS). S. FATIMA ROSALINE MARY**

Countersigned

Signature of candidates

J. Jeyanthi Vijayarani

**[DR. (MRS). J. JEYANTHI VIJAYARANI]**

Forwarded



# **WORK - LIFE BALANCE OF STREET VENDORS IN MADURAI CITY**

Project submitted to Madurai Kamaraj University in partial fulfillment of the requirement for  
the award of the degree of

## **BACHELOR OF COMMERCE**

SUBMITTED BY

L. CARLIN LINCY	2021A13
E. DARTHY	2021A14
A. LINDA MARY	2021A31
S. MALAR	2021A33
A. PRISHILA	2021A43
T. RAMU	2021A46
L. TEPHILA FERNANDO	2021A63

Under the guidance of

**Dr. (Mrs.) P. KALAI SELVI, M.com. M.Phil. NET, Ph.D.**

Assistant professor,

The Research Centre of Commerce,

Fatima College.



**FATIMA COLLEGE (AUTONOMOUS)**

**“College with potential for Excellence”**

**Re-Accredited with “A<sup>++</sup>” grade**

**(CGPA 3.61) NAAC (cycle-IV)**

**Maryland, Madurai – 625 018**

**MARCH 2024**

Dr. (Mrs.) P. KALAI SELVI, M.com. M.Phil. NET, Ph.D.

Assistant professor,

The Research Centre of Commerce,

Fatima College (Autonomous),

Madurai – 625 018.

#### CERTIFICATE

This is to certify that the project entitled “**WORK - LIFE BALANCE OF STREET VENDORS IN MADURAI CITY**” submitted by **L.CARLIN LINCY (2021A13), E. DARTHY (2021A14), A. LINDA MARY (2021A31), S. MALAR (2021A33), A. PRISHILA (2021A43), T. RAMU (2021A46), L. TEPHILA FERNANDO (2021A63)** for the award for the degree of **BACHELOR OF COMMERCE** is an original work carried out by them during the period of 2023 – 2024, under my guidance and supervision and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other.

Place: Madurai

Date: 11-03-2024

[Dr. (Mrs.) P. KALAI SELVI]

Faculty Guide

EXTERNAL EXAMINER



### DECLARATION

We hereby, declare that the project entitled "**WORK- LIFE BALANCE OF STREET VENDORS IN MADURAI CITY**" is our original work carried out by us for the award of the degree of **BACHELOR OF COMMERCE** during the year 2023-2024 and done under the guidance and supervision of **Dr. P. KALAI SELVI**, M.Com., M.Phil., NET, Ph.D. Assistant Professor, The Research Centre Of Commerce, Fatima College, Madurai and that it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other University or Institution.

PLACE: Madurai

DATE: 11 - 03 - 2024

*L. Carlin Lincy*  
(L. CARLIN LINCY)

*E. Dorthy.*  
(E. DARTHY)

*A. Linda Mary.*  
(A. LINDA MARY)

*S. Malor.*  
(S. MALAR)

*A. Prishila.*  
(A. PRISHILA)

*T. Ramu.*  
(T. RAMU)

*Tephi*  
(L. TEPHILA FERNANDO)

*P. Kalai Selvi*

[Dr. (Mrs.) P. KALAI SELVI]

Counter signed

Signature of the candidates

*T. Jeeyanthi Vijayarani*

[Dr. (Mrs.) T. JEYANTHI VIJAYARANI]

Forwarded

**A STUDY ON CUSTOMER ATTITUDE TOWARDS E-PAYMENT THROUGH UPI APPS IN  
MADURAI CITY.**

**Project submitted to Madurai Kamaraj University in partial fulfilment of the  
requirement the award of the degree of**

**BACHELOR OF COMMERCE**

**SUBMITTED BY**

<b>C.GAYATHRI</b>	<b>2021A20</b>
<b>G.JEYA ANGEL</b>	<b>2021A25</b>
<b>K.KEERTHANA</b>	<b>2021A27</b>
<b>M.NANCY</b>	<b>2021A39</b>
<b>S.REMI JASMINE</b>	<b>2021A48</b>
<b>C.SANGITA</b>	<b>2021A56</b>
<b>S.SATHYA GAYATHRI</b>	<b>2021A57</b>

**Under the guidance of**

**Dr. (Mrs). T.JEYANTHI VIJAYARANI, M.Com.,Ph.D,**  
**Head and Associate professor,**  
**The Research Centre of Commerce,**  
**Fatima College.**



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**“College with potential for excellence”**

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**(CGPA 3.61) NAAC (cycle-IV)**

**Maryland, Madurai-625 018**

**MARCH-2024**



Dr.(Mrs).T.JEYANTHI VIJAYARANI, M.com, Ph.D,

Head and Associate professor,

The Research Centre of Commerce,

Fatima College(Autonomous),

Mary Land,

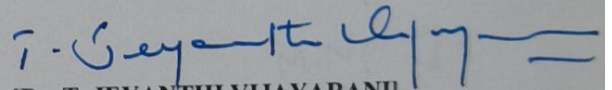
Madurai-625 018.

### CERTIFICATE

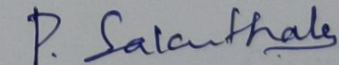
This is to certify that the project entitled "A STUDY ON CONSUMER ATTITUDE TOWARDS E-PAYMENT THROUGH UPI APPS IN MADURAI CITY" submitted by C. Gayathri (2021A20), G. Jeya angel (2021A25), K. Keerthana (2021A27), M. Nancy (2021A39), S. Remi jasmine (2021A48), C. Sangita (2021A56), S. Sathya Gayathri (2021A57) for the award for the degree of BACHELOR OF COMMERCE is an original work carried out by them during the period 2023-2024, under my guidance and supervision and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other.

Place: Madurai

Date: 11/03/2024

  
[Dr. T. JEYANTHI VIJAYARANI]

Faculty Guide

  
EXTERNAL EXAMINER



## DECLARATION

I hereby, declare that the project entitled "A STUDY ON CONSUMER ATTITUDE TOWARDS E-PAYMENT THROUGH UPI APPS IN MADURAI CITY" is our original work carried out by us for the award of the degree of **BACHELOR OF COMMERCE** during the year 2023-2024 and done under the guidance and supervision of **Dr. Mrs. T. JEYANTHI VIJAYARANI, M.com, Ph.D**, Associate professor, The Research Centre of Commerce, Fatima college, Madurai and that is has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other University or Institution.

PLACE: Madurai

DATE: 11/03/2024

C. Gayathri

(C. GAYATHRI)

G. Jeya Angel

(G. JEYA ANGEL)

K. Keerthana

(K. KEERTHANA)

M. Nancy

(M. NANCY)

S. Remi Jasmine

(S. REMI JASMINE)

C. Sangita

(C. SANGITA)

T. Jeyanthi Vijayarani

[Dr. (Mrs). T. JEYANTHI VIJAYARANI]

Counter signed

S. Sathya Gayathri

(S. SATHYA GAYATHRI)

Signature of the candidate

T. Jeyanthi Vijayarani

[Dr. (Mrs). T. JEYANTHI VIJAYARANI]

Forwarded