

**Faculty Financial Support for the year 2023 – 2024****PATRICIAN COLLEGE OF ARTS AND SCIENCE****FINANCIAL SUPPORT FOR FACULTY PARTICIPATION 2023-2024**

S No.	Name of the Staff	Department	Designation	Date	Name of the Conference	Amount
1	Dr. Raja. A.	Business Administration	Asst.Prof & HOD	21-09-2023 & 22-09-2023	International Conference on Panoramic Advancements In Business Paradigm	850
2	Mr. Daniel Felix Joseph Chalke	Business Administration	Asst.Prof	21-09-2023 & 22-09-2023	International Conference on Panoramic Advancements In Business Paradigm	850
3	Dr. Mahalakshmi. G.	Business Administration	Asst.Prof	21-09-2023 & 22-09-2023	International Conference on Panoramic Advancements In Business Paradigm	850
4	Mrs. Mary Louisa.A	Business Administration	Asst.Prof	21-09-2023 & 22-09-2023	International Conference on Panoramic Advancements In Business Paradigm	850
5	Dr. B. Sasikala	Business Administration	Asst.Prof	21-09-2023 & 22-09-2023	International Conference on Panoramic Advancements In Business Paradigm	850
6	Mrs. X. Palin Jeromina	Business Administration	Asst Prof	21-09-2023 & 22-09-2023	International Conference on Panoramic Advancements In Business Paradigm	850
7	Ms.Sangeetha N	Business Administration	Asst Prof	21-09-2023 & 22-09-2023	International Conference on Panoramic Advancements In Business Paradigm	850
8	Ms.Vishnupriya	Business Administration	Asst.Prof	21-09-2023 & 22-09-2023	International Conference on Panoramic Advancements In Business Paradigm	850
9	Dr. S. VijayaKumari	Business Administration	Asst.Prof	21-09-2023 & 22-09-2023	International Conference on Panoramic Advancements In Business Paradigm	850
10	Dr.Arokiamary Geetha	Department of Commerce	Principal	09-02-2024	International Conference On Trends & Challenges in Digital Era	750
11	Dr. Unika. D.	Department of Commerce	Associate Prof &HOD	09-02-2024	International Conference On Trends & Challenges in Digital Era	750
12	Dr. Meena. B.	Department of Commerce	Associate Prof	09-02-2024	International Conference On Trends & Challenges in Digital Era	750
13	Dr.S.Arockiaraj	Department of Commerce	Associate Prof	09-02-2024	International Conference On Trends & Challenges in Digital Era	750
14	Dr.Krishna. M.	Department of Commerce	Asst.Prof	09-02-2024	International Conference On Trends & Challenges in Digital Era	750



2	Mr. Jo	15	Mr.Arunan. S.	Department of Commerce	Asst.Prof	09-02-2024	International Conference On Trends & Challenges in Digital Era	750
3		16	Dr. Durairasan. R.M.	Department of Commerce	Asst.Prof	09-02-2024	International Conference On Trends & Challenges in Digital Era	750
4		17	Dr. Mahendran. V.	Department of Commerce	Asst.Prof	09-02-2024	International Conference On Trends & Challenges in Digital Era	750
		18	Mrs. Sunita John R	Department of Commerce	Asst.Prof	09-02-2024	International Conference On Trends & Challenges in Digital Era	750
		19	Dr. Vaidegi. T.	Department of Commerce	Asst.Prof	09-02-2024	International Conference On Trends & Challenges in Digital Era	750
		20	Dr. Purusothaman. N.	Department of Commerce	Asst.Prof	09-02-2024	International Conference On Trends & Challenges in Digital Era	750
		21	Dr. Jansirani. S.	Department of Commerce	Asst.Prof	09-02-2024	International Conference On Trends & Challenges in Digital Era	750
		22	Mr. Yuvnesh Kumar R J	Department of Commerce	Asst.Prof	09-02-2024	International Conference On Trends & Challenges in Digital Era	750
		23	Dr. Prakash N	Department of Commerce	Asst.Prof	09-02-2024	International Conference On Trends & Challenges in Digital Era	750
		24	Dr. Gopinathan S	Department of Commerce	Asst.Prof	09-02-2024	International Conference On Trends & Challenges in Digital Era	750
		25	Dr.Chellamma A V	Department of Commerce	Asst.Prof	09-02-2024	International Conference On Trends & Challenges in Digital Era	750
		26	Dr.Shiney Y M	Department of Commerce	Asst.Prof	09-02-2024	International Conference On Trends & Challenges in Digital Era	750
		27	Dr.Rohith U	Department of Commerce	Asst.Prof	09-02-2024	International Conference On Trends & Challenges in Digital Era	750
		28	Dr. Manjusha. T.V.	Department of Commerce Accounts and Finance	Associate Prof & HOD	13-02-2024	International MultiDisciplinary Conference on Emerging Trends in Humanities In the New Revolutionary Era	150



29	Dr. Meenakshi. M.	Department of Commerce Accounts and Finance	Associate Prof	13-02-2024	International MultiDisciplinary Conference on EmergingTrends in Humanities In the New Revolutionary Era	150
30	Mrs. Florence Josephin Punitha. I.	Department of Commerce Accounts and Finance	Asst.Prof	13-02-2024	International MultiDisciplinary Conference on EmergingTrends in	150
31	Ms.Sowmiya S	Department of Commerce Accounts and Finance	Asst Prof	13-02-2024	International MultiDisciplinary Conference on EmergingTrends in Humanities In the New Revolutionary Era	150
32	Dr. Muthukumaravel. S.	Department of Commerce Corporate Secretaryship	Asst.Prof & HOD	13-02-2024	International MultiDisciplinary Conference on EmergingTrends in Humanities In the New Revolutionary Era	150
33	Dr. Sreepriya. D.	Department of Commerce Corporate Secretaryship	Associate Prof	13-02-2024	International MultiDisciplinary Conference on EmergingTrends in Humanities In the New Revolutionary Era	150
34	Dr.Preethi S	Department of Commerce Corporate Secretaryship	Asst.Prof	02-09-2024	International Conference On Trends & Challenges in Digital Era	150
35	Dr. M Meera Devi	Department of Commerce Corporate Secretaryship	Asst.Prof	02-09-2024	International Conference On Trends & Challenges in Digital Era	150
36	Dr. Subbulakshmi. B	Department of Computer Applications	Associate Prof & HOD	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
37	Mrs. Srivaishnavi. K.R.	Department of Computer Applications	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
38	Mrs. Sangeetha . K.	Department of Computer Applications	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750





## 6.3 Faculty Empowerment Strategies

2023 -2024

39	Dr. Annies Mary Jeyaseeli. J.	Department of Computer Applications	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
40	Ms. Jenie Arock X	Department of Computer Applications	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
41	Ms. Anjali V	Department of Computer Applications	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
42	Mr. John Vaseekaran. S.	Department of Computer Science	Asst.Prof & HOD	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
43	Mrs. Mashiya Afroze. F.	Department of Computer Science	Associate Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
44	Dr. Frizilin. R.	Department of Computer Science	Associate Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
45	Mrs. Thasin Fouzia. M.H.	Department of Computer Science	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
46	Dr.Anandapriya .B	Department of Data Science	Associate Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
47	Dr.Surya Susan Thomas	Department of Data Science	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
48	Mrs. Lakshmi Kumari Cross Bell	Department Of English	Associate Prof & HOD	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
49	Mrs. Lenora Vieyra	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
50	Mrs. Mohana Priya. N.	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
51	Mr.Prithivi Rajkumar. M.	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200





52	Mr. Dharmendar. A.	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
53	Mrs. Alice P.R.D.	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
54	Mrs. Gayathri. K.	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
55	Ms. Abinaya Devi. N.	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
56	Dr. Vijayaganesh. A.	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
57	Mrs.Maria Benita Fernando	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
58	Dr. Murali. M.	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
59	Ms. Nivedhitha. I.	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
60	Mr. Abhishek I Singh	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
61	Mr. Palanisamy.M	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
62	Dr. R. Steffi	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
63	Ms.Basilea Philean Shalome J	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
64	Dr. Josephine Lucy A	Department of Psychology	Asst.Prof	06-09-2023	National HR Conclave	500
65	Ms.Mary Theresa L	Department of Psychology	Asst.Prof	06-09-2023	National HR Conclave	500
66	Ms. Rohini T	Department of Psychology	Asst.Prof	06-09-2023	National HR Conclave	500
67	Ms K Sadiya Fathima	Department of Psychology	Asst.Prof	06-09-2023	National HR Conclave	500
68	Ms. Nivedha K	Department of Psychology	Asst.Prof	06-09-2023	National HR Conclave	500
69	Me. Hari Priya B	Department of Psychology	Asst.Prof	06-09-2023	National HR Conclave	500



52	Mr. Dharmendar. A.	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
53	Mrs. Alice P.R.D.	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
54	Mrs. Gayathri. K.	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
55	Ms. Abinaya Devi. N.	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
56	Dr. Vijayaganesh. A.	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
57	Mrs.Maria Benita Fernando	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
58	Dr. Murali. M.	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
59	Ms. Nivedhitha. I.	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
60	Mr. Abhishek I Singh	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
61	Mr. Palanisamy.M	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
62	Dr. R. Steffi	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
63	Ms.Basilea Philean Shalome J	Department Of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
64	Dr. Josephine Lucy A	Department of Psychology	Asst.Prof	06-09-2023	National HR Conclave	500
65	Ms.Mary Theresa L	Department of Psychology	Asst.Prof	06-09-2023	National HR Conclave	500
66	Ms. Rohini T	Department of Psychology	Asst.Prof	06-09-2023	National HR Conclave	500
67	Ms K Sadiya Fathima	Department of Psychology	Asst.Prof	06-09-2023	National HR Conclave	500
68	Ms. Nivedha K	Department of Psychology	Asst.Prof	06-09-2023	National HR Conclave	500
69	Me. Hari Priya B	Department of Psychology	Asst.Prof	06-09-2023	National HR Conclave	500





## 6.3 Faculty Empowerment Strategies

2023 -2024

70	Mrs.Divya. J.	Department of Social Work	Asst.Prof & HOD	23-02-2024	National HR Conclave	500
71	Dr. Usha Jose. K.	Department of Social Work	Associate Prof	23-02-2024	National HR Conclave	500
72	Dr.Meena V	Department of Social Work	Asst.Prof	23-02-2024	National HR Conclave	500
73	Ms.Leanne Maria	Department of Social Work	Asst.Prof	23-02-2024	National HR Conclave	500
74	Mrs.Vinola Sharobell. W.	Department of Social Work	Asst.Prof	23-02-2024	National HR Conclave	500
75	Mr.Justus Wallis. C.J.	Department of Social Work	Asst.Prof	23-02-2024	National HR Conclave	500
76	Mrs. Raichel Diana O	Department of Social Work	Asst.Prof	23-02-2024	National HR Conclave	500
77	Mr.Jerome Nesa Raj L	Department of Social Work	Asst.Prof	23-02-2024	National HR Conclave	500
78	Mr. Dominic B	Department of Social Work	Asst.Prof	23-02-2024	National HR Conclave	500
79	Mr.D.Abraham Matthew	Department of Social Work	Asst.Prof	23-02-2024	National HR Conclave	500
80	Mr.Habeeb Ur. Rahaman. S	Department of Media Studies	Asst.Prof & HOD	11-08-2023	International Seminar on Digital Marketing	100
81	Mrs. Gayathri. C.S.	Department of Media Studies	Asst.Prof	11-08-2023	International Seminar on Digital Marketing	100
82	Mr.Martin Baskar. J.	Department of Media Studies	Asst.Prof	11-08-2023	International Seminar on Digital Marketing	100
83	Ms.Pooja Ragothaman	Department of Media Studies	Asst Prof	11-08-2023	International Seminar on Digital Marketing	100
84	Ms. Rani Preethi M	Department of Media Studies	Asst Prof	11-08-2023	International Seminar on Digital Marketing	100
85	Mrs.Christy. T.	Department of Maths	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
86	Mr.Navin Kumar. U.	Department of Maths	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
87	Mr. Mohammed Ismail	Department of Maths	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
88	Ms.Saranya A	Department of Maths	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750



89	Dr Sriram	Department of Maths	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
90	Mr. Mohammed Ismayil	Department of Maths	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
91	Dr.Rajasekar. E.	Department of Language	Asst.Prof & HOD	21/2/2024	Pannattu Karutharangam - 2024	700
92	Dr.Sathiyapriya. R.	Department of Language	Associate Prof	21/2/2024	Pannattu Karutharangam - 2024	700
93	Mrs.Mary Julie. A.	Department of Language	Asst.Prof	21/2/2024	Pannattu Karutharangam - 2024	700
94	Dr.Dhananjayan. D.	Department of Language	Asst.Prof	21/2/2024	Pannattu Karutharangam - 2024	700
95	Dr.Baby. M.	Department of Language	Associate Prof	21/2/2024	Pannattu Karutharangam - 2024	700
96	Mr.Subramaniam. P.K.	Department of Language	Asst.Prof	21/2/2024	Pannattu Karutharangam - 2024	700
97	Dr. Arivarasan. N.	Department of Language	Associate Prof	21/2/2024	Pannattu Karutharangam - 2024	700
98	Dr.Ravita Bhatia	Department of Language	Associate Prof	21/2/2024	Pannattu Karutharangam - 2024	700
99	Mr.Arul Murugan. M.	Department of Physical Education	Physical Director	21/2/2024	Pannattu Karutharangam - 2024	700
100	Mr. Chitti Babu B	Librarian	Librarian	21/2/2024	Pannattu Karutharangam - 2024	700
101	Dr.Sweety Regina Mary. S.	Department of Commerce	Asst.Prof & HOD	11-08-2023	International Seminar on Digital Marketing	100
102	Mr.Janardanam. P.	Department of Commerce	Asst.Prof	11-08-2023	International Seminar on Digital Marketing	100
103	Mr. Mohammed Ameen S	Department of Commerce	Asst Prof	11-08-2023	International Seminar on Digital Marketing	100
104	Ms Saranya S	Department of Commerce	Asst Prof	11-08-2023	International Seminar on Digital Marketing	100
105	Mrs.Rekha Naidu	Department of Commerce Accounts and Finance	Asst.Prof	13-02-2024	International MultiDisciplinary Conference on Emerging Trends in Humanities In the New Revolutionary Era	150





89	Dr Sriram	Department of Maths	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
90	Mr. Mohammed Ismayil	Department of Maths	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
91	Dr.Rajasekar. E.	Department of Language	Asst.Prof & HOD	21/2/2024	Pannattu Karutharangam - 2024	700
92	Dr.Sathiyapriya. R.	Department of Language	Associate Prof	21/2/2024	Pannattu Karutharangam - 2024	700
93	Mrs.Mary Julie. A.	Department of Language	Asst.Prof	21/2/2024	Pannattu Karutharangam - 2024	700
94	Dr.Dhananjayan. D.	Department of Language	Asst.Prof	21/2/2024	Pannattu Karutharangam - 2024	700
95	Dr.Baby. M.	Department of Language	Associate Prof	21/2/2024	Pannattu Karutharangam - 2024	700
96	Mr.Subramaniam. P.K.	Department of Language	Asst.Prof	21/2/2024	Pannattu Karutharangam - 2024	700
97	Dr. Arivarasan. N.	Department of Language	Associate Prof	21/2/2024	Pannattu Karutharangam - 2024	700
98	Dr.Ravita Bhatia	Department of Language	Associate Prof	21/2/2024	Pannattu Karutharangam - 2024	700
99	Mr.Arul Murugan. M.	Department of Physical Education	Physical Director	21/2/2024	Pannattu Karutharangam - 2024	700
100	Mr. Chitti Babu B	Librarian	Librarian	21/2/2024	Pannattu Karutharangam - 2024	700
101	Dr.Sweety Regina Mary. S.	Department of Commerce	Asst.Prof & HOD	11-08-2023	International Seminar on Digital Marketing	100
102	Mr.Janardanam. P.	Department of Commerce	Asst.Prof	11-08-2023	International Seminar on Digital Marketing	100
103	Mr. Mohammed Ameen S	Department of Commerce	Asst Prof	11-08-2023	International Seminar on Digital Marketing	100
104	Ms Saranya S	Department of Commerce	Asst Prof	11-08-2023	International Seminar on Digital Marketing	100
105	Mrs.Rekha Naidu	Department of Commerce Accounts and Finance	Asst.Prof	13-02-2024	International MultiDisciplinary Conference on Emerging Trends in Humanities In the New Revolutionary Era	150



114	Mrs.Pushpalatha. L.	Department of Computer Applications	Asst.Prof & HOD	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
115	Mr. Vinoth Kumar T	Department of Computer Applications	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
116	Dr.Harihara Krishnan R	Department of Computer Applications	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
117	Ms Jecintha P	Department of Computer Applications	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
118	Mrs. M.S. Ajitha Purnima	Department of Computer Applications	Asst.Prof & HOD	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
119	Ms. S. Mahalakshmi	Department of Computer Applications	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
120	Ms. Sharon	Department of Computer Applications	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
121	Mr Nagarjun N T	Deapartment of Maths	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
122	Dr Santhosh Kumar S	Deapartment of Maths	Asst.Prof	1/03/2024 & 2/03/2024	International Conference On Research Trends in Mathematics and Computer Science (ICRTMDS24)	750
123	Dr Arul R	Department of English	Asst.Prof & HOD	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
124	Mr.Dinesh. A.	Department of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
125	Ms. Prathipa N	Department of English	Asst.Prof	22/07/2023 to 29/07/2023	7 Days International PDP on Emerging Trends in English Studies	200
126	Dr. Devendiran V.	Department of Language	Asst.Prof & HOD	21/2/2024	Pannattu Karutharangam - 2024	700





127	Dr.Sundaramoorthy. S.	Department of Language	Asst.Prof	21/2/2024	Pannattu Karutharangam - 2024	700
128	Dr.Elaiyaraja R	Department of Language	Asst Prof	21/2/2024	Pannattu Karutharangam - 2024	700
129	Mr.Ahamed Rasool. S.	Department of Electronic Media	Asst.Prof & HOD	11-08-2023	International Seminar on Digital Marketing	100
130	Mr.Paulson Santhosh Nithyarajan. J. L.	Department of Electronic Media	Asst Prof	11-08-2023	International Seminar on Digital Marketing	100
131	Dr. S. Mahalakshmi	Department of Electronic Media	Asst Prof	11-08-2023	International Seminar on Digital Marketing	100
132	Ms.Prabalya T	Department of Psychology	Asst.Prof & HOD	23-02-2024	National HR Conclave	500
133	Ms. Judy	Department of Psychology	Asst.Prof	23-02-2024	National HR Conclave	500
134	Ms Karthiha S	Department of Language	FRENCH	21/2/2024	Pannattu Karutharangam - 2024	700
135	Mr Vivekanand	Department of Language	FRENCH	21/2/2024	Pannattu Karutharangam - 2024	700
						68450
Total No of Faculty Participated						135
Financial Support						68450

Principal

Patrician College of Arts and Science  
 Canal Bank Road, Gandhi Nagar,  
 Adyar, Chennai - 600 020.  
 Ph: 9342465500 / 9159143399



**Patrician College of Arts and Science**  
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No. 28, Canal Bank Road, Gandhi Nagar, Adyar, Chennai - 600 020  
☎ 93424 55500 ☎ 91591 43990  
✉ director@patriciancollege.ac.in info@patriciancollege.ac.in  
🌐 http://www.patriciancollege.ac.in

06.12.2024

Patrician College of Arts & Science - Faculty Research & Publication 2023-2024 - Cq. No. : 005593

S.No	332301011026001	D	Research & Publication	Patrician College of Arts and Science	27399.00
1	332302011007878	C	Research & Publication	Meena	1000.00
2	332302011007960	C	Research & Publication	Ananthapriya.B	1000.00
3	332302010050775	C	Research & Publication	Unika	1000.00
4	332302010051797	C	Research & Publication	Frizilin	750.00
5	570202010000127	C	Research & Publication	Subbulakshmi	850.00
6	332902010714943	C	Research & Publication	Thasin Fouzia	1000.00
7	570202010011488	C	Research & Publication	Ajitha Purnima	1000.00
8	570202010003456	C	Research & Publication	Usha Jose.K	1000.00
9	570202010003475	C	Research & Publication	T.Christy	1000.00
10	570202010003843	C	Research & Publication	G.Mahalakshmi	1000.00
11	570202010004423	C	Research & Publication	Muthukumaravel.S	1000.00
12	570202010006025	C	Research & Publication	R.M.Duraiarasan	1000.00
13	527402010004072	C	Research & Publication	Sunitha John.R	1000.00
14	570202010007093	C	Research & Publication	Leanne Maria	1000.00
15	551902010011683	C	Research & Publication	Justus Wallis C J	1000.00
16	570202010007092	C	Research & Publication	Vinola Sharo Bell.W	1000.00
17	570202010008338	C	Research & Publication	Raichel Diana O	1000.00
18	570202010009744	C	Research & Publication	Janardanam.P	1000.00
19	570202010003842	C	Research & Publication	Jansi Rani.S	1000.00
20	551902010014945	C	Research & Publication	Jerome Nesaraj	1000.00
21	570202010012652	C	Research & Publication	Sadiya Fathima K	599.00
22	570202010012640	C	Research & Publication	Gopinathan S	1000.00
23	551902010015907	C	Research & Publication	Dominic B	1000.00
24	528402010010145	C	Research & Publication	Surya Susan Thomas	200.00
25	570202010013176	C	Research & Publication	Chellamma A V	1000.00
26	570202010013175	C	Research & Publication	Shiney Raj M	1000.00
27	530602010076058	C	Research & Publication	Abraham Mathew D	1000.00
28	570202010013233	C	Research & Publication	Meena V	1000.00
29	570202010013231	C	Research & Publication	Rohith U	1000.00

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Bro.Naveen F  
Correspondent  
Correspondent  
PATRICIAN COLLEGE OF ARTS AND SCIENCE  
Canal Bank Road, Gandhi Nagar,  
Adyar, Chennai - 600 020.





PATRICIAN COLLEGE OF ARTS AND SCIENCE  
FACULTY FINANCIAL SUPPORT 2023-2024  
FACULTY PARTICIPATION, RESEARCH AND PUBLICATION

S NO	NAME	AMOUNT SPENT	AMOUNT SANCTIONED	PURPOSE
1	Mrs Christy T	25442	1000 X	Paper Publication
2	Mrs Sadiya Fathima K	599	599 X	Paper Publication
3	Dr Meena V	5000	1000 X	Paper Publication
4	Ms Leanne Maria	5000	1000 X	Paper Publication
5	Mrs Vinola W	5000	1000 X	Paper Publication
6	Mr Dominic B	5000	1000 X	Paper Publication
7	Dr Usha Jose	5000	1000 X	Paper Publication
8	Mr Abraham Mathew D	5000	1000 X	Paper Publication
9	Mrs Raichel Diana O	5000	1000 X	Paper Publication
10	Mr Jerome Nesa Raj	2500	1000 X	Paper Publication
11	Dr R M Duraiarasan	9250	1000 X	Paper Publication
12	Dr Rohith U	10000	1000 X	Paper Publication
13	Dr M D Ameen	33500	1000	Paper Publication
14	Dr MuthuKumaravel S	2000	1000 X	Paper Publication
15	Mrs Mahalakshmi G	5100	1000 X	Paper Publication
16	Dr Thasin Fouzia M H	2500	1000 X	Paper Publication
17	Mr Janardanan P	4000	1000 X	Paper Publication
18	Dr Anandha Priya B	3800	1000 X	Paper Publication
19	Dr Surya Susan Thomas	200	200 X	Paper Publication
20	Ms Vinishiya Arokia Ratna	10000	1000	Paper Publication
21	Dr Gopinathan	3700	1000 X	Paper Publication
22	Dr Jansi Rani	2500	1000 X	Paper Publication
23	Dr Y M Shiney	29560	1000 X	Paper Publication
24	Dr Unika D	4200	1000 X	Paper Publication
25	Dr Chellama	8500	1000 X	Paper Publication
26	Dr Sunita John	29560	1000 X	Paper Publication
27	Dr Meena B	8500	1000 X	Paper Publication
28	Mr Justus Wallis	5000	1000 X	Paper Publication
29	Dr R Frizilin	750	750 X	Chapter Publication
30	Dr B Subbulakshmi	850	850 X	Chapter Publication
31	Mrs Ajitha	53000	1000 X	Paper Publication
TOTAL			29399	

**PATRICIAN COLLEGE**  
**PAID CHEQUE**

CQ.No. 005593 DT. 06/12/24

Amount: Rs. 27,399/-

Voucher No. .... DT. ....

Approved by: .... DT. ....

*Handwritten signature*  
6/12/24

*Handwritten signature*  
5/12/24





### Dates To Remind

Abstract Submission : 01.01.2024  
Acceptance Notification : 06.01.2024  
Full Paper Submission : 12.01.2024  
Conference Date : 09.02.2024

### SUB THEMES

Artificial Intelligence  
Block Chain Technologies  
Crypto-Currency  
Data Science  
Personal and Global Finance  
Risk Management in Post Covid world  
Green Finance  
Green Banking  
Entrepreneurship and Start-Ups  
Wangmakers and New Value Creation  
Innovation and Design Thinking  
Social Innovation  
Leading Digital Transformation  
Strategic Cost Management  
Business Analytics  
Digital Ecosystems  
Digital Marketing Analytics  
Tourism and International Marketing  
Organisation and Sustainable HR practices  
Digital HRM  
Transformational Leadership  
Stress Management  
Gender and women's  
Sustainable Development  
Augmented Reality  
Quantum Computing  
Virtual Reality and Augmented Reality  
Other Related Topics

### FOR FURTHER INFORMATION

Dr. R.M. Dandaraman - 9780222302  
Dr. N. Purusothaman - 9840675696

[Click here to register](#)

### Call for Papers

International Conference on Trends and Challenges in Digital Era-2024 -ICTCDE. Team with pleasure invites you to contribute with original research paper, to this blind peer reviewed conference. We encourage professionals and Research Scholars across the region to submit proposals for papers on a topic of their choice relating to the session theme.

### Guidelines for Paper Submission

Authors are requested to submit full research articles in word format, not exceeding 6 pages in Times New Roman 12pt, single line spacing, single column format and fully justified, to the email id [icde2024@gmail.com](mailto:icde2024@gmail.com)

The paper should consist of the title, abstract, introduction, etc.. The peer-reviewed and selected papers will be published in Scopus, Web of Science, UGC-CARE Indexed Journals, ABDC Indexed Journals (Name of the journal and Publication fees will be intimated later).

### Conference Registration Fees

Category	Registration Fee (Rs.)
Students	Rs. 500/- each
Research Scholar	Rs. 600/- each
Academicians	Rs. 750/- each
Industry Delegates	Rs. 1200/- each
International Delegates	USD

(Registration fees includes: Conference Proceeding, Certificate, Kit, Lunch and Refreshment. Each Author has to pay separately).

### MODE OF PAYMENT

#### ACCOUNT DETAILS

A/C Name: Patrician College Commerce Department  
A/C No : 57000010110001  
BANK : UNION BANK OF INDIA  
IFSC : UBIN0001  
BRANCH : ST.MICHAEL'S ACADEMY  
Note : Registration Fee Payment screenshot should be uploaded in the Google Form

### Patrician College of Arts & Science

## INTERNATIONAL CONFERENCE on TRENDS AND CHALLENGES IN DIGITAL ERA - 2024

ICTCDE-2024

Hybrid Mode

Organized by  
**PG AND RESEARCH DEPARTMENT OF COMMERCE**  
&  
**ABDUL HAKIM COLLEGE OF ADMINISTRATIVE SCIENCE INDONESIA**

In association with  
**HINDUSTAN CHAMBER OF COMMERCE**

**Friday 9th Feb' 2024**

### Chief Patrons

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Dr. Gopinathan S - Assistant Professor  
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### ABOUT THE COLLEGE

Patrician College of Arts and Science, established in 2001, is a Christian minority co-educational self-financing institution affiliated to the University of Madras. In consonance with the philosophy of Brothers' congregation, the college aims at providing quality education to the youth of today with utmost sincerity. The College focuses on holistic development, builds student's confidence and nurturing comprehensive learning and enhance best practices through innovative value-driven pedagogy. It is also contributing significantly to Higher Education through Teaching, Learning, Research and Extension.



### ABOUT THE DEPARTMENT

The Department of Commerce was established in the year 2001. To meet the growing demand, additional sections were introduced in 2007. The PG stream was started in the year 2011 and M.Phil in 2017. The Department expanded its wings in research and introducing Ph.D. in the year 2023.

### ABOUT THE CONFERENCE

The conference will focus on a myriad of topics crucial to understanding and thriving in the digital era of commerce. Discussions will revolve around emerging technologies such as blockchain, AI-driven commerce, digital marketing strategies, e-commerce trends, cybersecurity in online transactions, data analytics for business insights, the impact of IoT on commerce, cross-border digital trade, customer experience enhancement through technology, and sustainable practices in digital commerce. Sessions will be tailored to address the challenges and opportunities presented by the digital landscape, offering attendees a comprehensive understanding of the latest trends and strategies shaping the future of commerce.

Authors are encouraged to submit papers on the conference theme and sub theme.







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சென்னை

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தில்லிப் பல்கலைக்கழகம், புதுதில்லி



### மலாயா பல்கலைக்கழகம்

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இணைப்பு நடத்தல்

### பன்னாட்டுக் கருத்தரங்கம்

பொருண்மை

### திருக்குறள் மீளாய்வு



கருத்தரங்கம் நடைபெறும் நாள்

## 21.02.2024

புதன்கிழமை  
காலை 8.30 மணி

நிகழ்மிடம்

பாட்ரிஷியன் கலை மற்றும் அறிவியல் கல்லூரி, கலைபரங்கம்  
காந்தி நகர், கெனால் பேங்க் சாலை, அடையாறு, சென்னை-600 020  
தொலைப்பேசி: 9342465500, 9159143990  
இணையதளம்: [www.patriciancollege.ac.in](http://www.patriciancollege.ac.in)

பன்னாட்டுக் கருத்தரங்கம்

திருக்குறள் மீளாய்வு

பொருண்மை

## தொடக்க விழா



தொடக்கவுரை

முனைவர் **கிரா. கிராவணன்**  
கல்லூரிக் கல்வி இணை இயக்குநர்,  
சென்னை மண்டலம்.



சிறப்புரை

முனைவர் **ய. மணிகண்டன்**  
பேராசிரியர் மற்றும் தலைவர், மொழித்துறை,  
சென்னைப் பல்கலைக்கழகம், சென்னை.



கருத்துரை

முனைவர் **பர்வீன் சுல்தானா**  
பேராசிரியர், தமிழ்த்துறை,  
ஜஸ்டிஸ் பவுர் அஹ்மது சயீத் மகளிர் கல்லூரி, சென்னை.



**நொடக்க விழா**

காலை 8.30 மணி

பன்னாட்டுக் கருத்தரங்கம்  
திருக்குறள் மீளாய்வு  
பொதுநன்மை

<b>தமிழ்த்தாய் வாழ்த்து</b>	<b>முனைவர் இரா. சத்தியப் பிரியா</b> இணைப் பேராசிரியர், தமிழ்த்துறை, பாடரீஷியன் கலை மற்றும் அறிவியல் கல்லூரி, சென்னை.
<b>வரவேற்புரை</b>	<b>முனைவர் ஏ. இராஜசேகர்</b> கருத்தரங்க ஒருங்கிணைப்பாளர், தமிழ்த்துறைத் தலைவர், பாடரீஷியன் கலை மற்றும் அறிவியல் கல்லூரி, சென்னை.
<b>கருத்தரங்க நோக்கவுரை</b>	<b>அருட்சீகோதரர் முனைவர் ஸ்டீடீனிஸ்ஸாஸ்</b> இயக்குநர் மற்றும் செயலாளர், பாடரீஷியன் கலை மற்றும் அறிவியல் கல்லூரி, சென்னை.
<b>தலைமை</b>	<b>திரு. கோபிநாத் ஸ்டாலின்</b> இயக்குநர் (கூடுதல் பொறுப்பு), உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை.
<b>முன்னிலை</b>	<b>முனைவர் பாத்தியா வசந்த்</b> கல்வி இயக்குநர், பாடரீஷியன் கலை மற்றும் அறிவியல் கல்லூரி, சென்னை.
	<b>முனைவர் ஆரோக்கியமேரி கீதா தாஸ்</b> முதலவர், பாடரீஷியன் கலை மற்றும் அறிவியல் கல்லூரி, சென்னை.
	<b>முனைவர் கோ. வி.சிவபாலன்</b> தலைவர், இந்திய ஆய்வியல் துறை, மலாயா பல்கலைக்கழகம், மலேசியா.

**நொடக்க விழா**

பன்னாட்டுக் கருத்தரங்கம்  
திருக்குறள் மீளாய்வு  
பொதுநன்மை

<b>ஆய்வுரை</b>	<b>முனைவர் ஜி. உமாதேவி</b> கருத்தரங்க ஒருங்கிணைப்பாளர், பேராசிரியர், நவீன இந்திய மொழிகள் மற்றும் இலக்கியப் புலம், தில்லிப் பல்கலைக்கழகம், புதுதில்லி.
<b>பதீப்புரை</b>	<b>முனைவர் மு. இராசேந்திரன்</b> கருத்தரங்க ஒருங்கிணைப்பாளர், பேராசிரியர், இந்திய ஆய்வியல் துறை, மலாயா பல்கலைக்கழகம், மலேசியா.
<b>வாழ்த்துரை</b>	<b>முனைவர் து. ஜானகி</b> கருத்தரங்க ஒருங்கிணைப்பாளர், உதவிப் பேராசிரியர், அயல் நாட்டுத் தமிழர் புலம், பொறுப்பாளர், திருக்குறள் ஒவியக் காட்சிக் கூடம், உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை.
<b>நன்றியுரை</b>	<b>முனைவர் பேரா. அனந்தபிரியா</b> தலைமை முதல்வர், பாடரீஷியன் கலை மற்றும் அறிவியல் கல்லூரி, சென்னை.
<b>தொடக்க விழா நிகழ்ச்சி நெறியாளுகை</b>	<b>திருமதி. ஆ. மேரி ஜீலி</b> உதவிப் பேராசிரியர், தமிழ்த்துறை, பாடரீஷியன் கலை மற்றும் அறிவியல் கல்லூரி, சென்னை.
	<b>முனைவர் மோ. பேபி</b> இணைப் பேராசிரியர், தமிழ்த்துறை, பாடரீஷியன் கலை மற்றும் அறிவியல் கல்லூரி, சென்னை.
	<b>திரு. பா.க. சுப்பிரமணியம்</b> உதவிப் பேராசிரியர், தமிழ்த்துறை, பாடரீஷியன் கலை மற்றும் அறிவியல் கல்லூரி, சென்னை.



பன்னாட்டுக் கருத்தரங்கம்

பொருண்மை

திருக்குறள் மீளாய்வு

## நிறைவு விழா



**சிறப்புரை**

**டாக்டர் சுதா சேஷய்யன்**

மேனாள் துணைவேந்தர்.  
தமிழ்நாடு டாக்டர் எம்.ஜி.ஆர். மருத்துவப் பல்கலைக்கழகம், சென்னை.

**நன்றியுரை**

**முனைவர் ஏ. கிராஜசேகர்**

கருத்தரங்க ஒருங்கிணைப்பாளர். தமிழ்த்துறைத் தலைவர்.  
பாடரிஷியன் கலை மற்றும் அறிவியல் கல்லூரி, சென்னை.

**நிறைவு விழா நிகழ்ச்சி நெறியாளர்களை**

**முனைவர் து. துளஞ்செயன்**  
உதவிப் பேராசிரியர், தமிழ்த்துறை.  
பாடரிஷியன் கலை மற்றும் அறிவியல் கல்லூரி, சென்னை.

**முனைவர் ந. அறிவரசன்**  
இணைப் பேராசிரியர், தமிழ்த்துறை.  
பாடரிஷியன் கலை மற்றும் அறிவியல் கல்லூரி, சென்னை.

பன்னாட்டுக் கருத்தரங்கம்

பொருண்மை

திருக்குறள் மீளாய்வு

## நிறைவு விழா

மாலை 3.00 மணி

**வரவேற்புரை**

**முனைவர் கிரா. சத்தியம் பிரியா**  
இணைப் பேராசிரியர், தமிழ்த்துறை, பாடரிஷியன் கலை மற்றும் அறிவியல் கல்லூரி, சென்னை.

**தலைமை**

**அருட்சகோதரர் முனைவர் ஸ்டீடீனிஸ்லாஸ்**  
இயக்குநர் மற்றும் செயலாளர், பாடரிஷியன் கலை மற்றும் அறிவியல் கல்லூரி, சென்னை.

**திரு. கோபிநாத் ஸ்டாலின்**  
இயக்குநர் (கூடுதல் பொறுப்பு), உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை.

**முனைவர் பாத்திமா வசந்த்**  
கல்வி இயக்குநர், பாடரிஷியன் கலை மற்றும் அறிவியல் கல்லூரி, சென்னை.

**முனைவர் ஆரோக்கியமேரி கீதா தூஸ்**  
முதல்வர், பாடரிஷியன் கலை மற்றும் அறிவியல் கல்லூரி, சென்னை.

**முனைவர் போ. அனந்தபிரியா**  
துணை முதல்வர், பாடரிஷியன் கலை மற்றும் அறிவியல் கல்லூரி, சென்னை.

**திரு. து. ராஜ்குமார்**  
நிகழ்ச்சி - பொதுமேலாளர், இந்து தமிழ் திசை.

**முனைவர் தி. உமாதேவி**  
கருத்தரங்க ஒருங்கிணைப்பாளர், பேராசிரியர், நவீன இந்திய மொழிகள் மற்றும் இலக்கியப் புலம், தில்லிப் பல்கலைக்கழகம், புதுதில்லி.

**முனைவர் து. ஜானகி**  
கருத்தரங்க ஒருங்கிணைப்பாளர், உதவிப் பேராசிரியர், அயல் நாட்டுத் தமிழர் புலம், பொறுப்பாளர், திருக்குறள் ஒவியக் காட்சிக்கூடம், உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை.



### Key Speakers



**Day 1 - (Sat, 22nd July 2023)**  
**Topic: Digital Humanities**  
**Dr. S Prabakar**  
 Professor and Head, Dept. of English  
 MSU, Tirunelveli



**Day 2 - (Mon, 24th July 2023)**  
**Topic: Prison Literature**  
**Dr. V Sivaraman**  
 Associate Professor, Dept. of Eng  
 Presidency College, Chennai



**Day 3 - (Tue, 25th July 2023)**  
**Topic: Culture Studies**  
**Dr. K A Geetha**  
 Prof. & Head, Dept. of Humanities &  
 Social Sciences, BITX - Palani, Goa



**Day 4 - (Wed, 26th July 2023)**  
**Topic: Delhi Food Politics**  
**Mr. Mohd. Ahmar Ali**  
 Asst. Professor, Dept. of English  
 Aligarh Muslim University, UP



**Day 5 - (Thu, 27th July 2023)**  
**Topic: Disability Studies**  
**Dr. Boopathi**  
 Asst. Professor, Dept. of English  
 Central University of TN, Tiruvannur



**Day 6 - (Fri, 28th July 2023)**  
**Topic: ELT Research**  
**Dr. Mansoor Ali Darazi**  
 Asst. Professor, Dept. of English  
 Benazir Bhutto Shaheed University, Pakistan



**Day 7 (Sat, 29th July 2023)**  
**Topic: Women Studies (Manipal)**  
**Dr. Anuradha Nongmalthem**  
 Asst. Professor, Dept. of English  
 NIT, Agartala

### Concept Note

In the recent phase of the evolution of English as a subject/discipline, the contextualized reading of texts and with that the influence of other disciplines have made it an ever-widening one. In an attempt to work in tandem with it, the department of English organises a PDP titled "Emerging Trends in English Studies". This aims at providing introductory lectures on the chosen broad areas in English Studies, thereby instigating the audience to go for further exploration of them.

### Who can Participate?

- Faculty Members (Rs. 200/-)
- Research Scholars (Rs. 150/-)

**Click here to Register:**  
<https://forms.gle/tzsRYcu414ARFprM6>

**Scan QR for Registration**



**E-Certificates will be provided**

**For Queries:**  
 Mrs. Lakshmi - 9884436433  
 Mr. Prithvi - 9176322719  
[english@patriciancollege.ac.in](mailto:english@patriciancollege.ac.in)

## Patrician College of Arts and Science

Canal Bank Road, Adyar, Chennai - 600020



### PG Department of English

organises

### 7 Days International PDP on Emerging Trends in English Studies

22 July - 29 July 2023





### About the College

Patrician College of Arts and Science, established in 2001, is a Christian minority co-educational self-financing institution affiliated to the University of Madras. It was instituted by the Brothers of St. Patrick, a congregation established by Bishop Daniel Delany on 2nd February 1808, in Ireland. Reaccredited A+ Grade in NAAC in 2021. Awarded 4 star with mentor status by Innovation cell by MoE, Govt of India. Ranked 17th in India among Top Non-Autonomous Colleges in India by Education World.

### About the Department

The Department of English offers UG and PG programs in English. BA was introduced in the year 2010 and MA in 2015. The Department seeks to provide hands-on learning to its students at the Foundation Level, teaching General English and Soft Skills. This stream is popular owing to its multidisciplinary approach. Apart from teaching, other cross stream careers like Copy Editing, Technical Writing, Proof Reading, Translation, Content Writing, Publishing and Editing are available in ample scope.

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Vice Principal, Shift I

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**Mrs. Lakshmi Kumari**

Head, Department of English

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**Dr. Vijayaganesh A**

Asst. Prof, Department of English

**Mr. Prithvi Raj**

Asst. Prof, Department of English

### Contact Us:

☎ 9884436433 / 9176322719

✉ [english@patriciancollege.ac.in](mailto:english@patriciancollege.ac.in)

🌐 [www.patriciancollege.ac.in](http://www.patriciancollege.ac.in)



## ABOUT THE COLLEGE

Patrician College of Arts and Science, established in 2001, is a Christian minority co-educational self-financing institution affiliated to the University of Madras. The management has been keen on building the faculty with qualified teachers, pooling in resources from different platforms and installing state-of-the-art infrastructural facilities. Along with curricular and cocurricular activities, they instill a sense of social conscience in the minds of students. In view of this, several outreach programmes are conducted where students enthusiastically participate and do a better service.

## DEPARTMENT OF MANAGEMENT

The Department of Management started its undergraduate programme (B.B.A) with the inception of the college in 2001 and has catered to nearly 1500 students since. In 2020, the Department has introduced a PG programme M.A. H.R.M. The Department is shouldered by UGC qualified and committed faculty who are dedicated in the enhancement of innovation in campus with flair for student empowerment. The Department encourages the students to take on roles of facilitators and coordinators for various activities in order to develop their management skills and to get a practical knowledge of their curriculum.

## DEPARTMENT OF SOCIAL WORK

The Department of Social Work was established in 2010 with the MSW course offering three specialisations: Human Resource Management, Medical & Psychiatry and Community Development. Additionally, The department offers BSW and MPhil Courses. The department focuses on giving a solid theoretical foundation which is put to the test on the rough terrains of life. This is achieved through field studies and extension work. The department networks with local agencies, NGOs, government agencies, the academia and sustains a satisfactory learning ambience.

## ABOUT NIPM

NIPM is a nonprofit making body devoted to building professional excellence in the field of Human Resource Management through regular activities. It came in to existence on 15th March 1980. All endeavors of the Institute are aimed at continuously defining and redefining the benchmarks of Professional Excellence for People and People Processes and supporting the professionals and organizations achieving them.

## ABOUT THE CONCLAVE

In today's corporate world, the role of HR as the driving force in building a future of work that is more inclusive, accepting, and sustainable. The conclave focuses on how participants as current or future HR professionals can gain the skills they need to thrive, now and in the future. The conclave will create a platform for the exchange of ideas by industry experts. It will also help to identify upcoming trends in the industry and strengthen networks between campus and corporate spheres.

## SUB THEMES:

All the authors are invited to contribute their original and unpublished conceptual and research papers on any one or combination of sub-themes listed below. It includes all areas not limited to the following:

- HUMAN RESOURCE MANAGEMENT
- STRATEGIC HRM
- HUMAN RESOURCE DEVELOPMENT
- SUSTAINABLE HR DEVELOPMENT
- POST-PANDEMIC HR PRACTICES
- HUMAN RESOURCE INFORMATION SYSTEMS
- HR ENTREPRENEURSHIP
- ETHICS IN HUMAN RESOURCES
- INTERNATIONAL HRM
- CORPORATE SOCIAL RESPONSIBILITY
- HR IN THE GLOBAL ECONOMY
- EMPLOYEE WELL BEING
- GIG ECONOMY
- TECHNOLOGY AND INNOVATION IN HR
- LEGAL FRAMEWORK IN HUMAN RESOURCES
- T&D INNOVATIONS
- AI WORKFORCE
- LABOUR MARKET
- REMOTE WORKING
- DIGITAL WORKSPACE
- CHANGE MANAGEMENT
- EMOTIONAL INTELLIGENCE
- HUMAN SKILLS
- AGILE WORKFORCE



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## HR CONCLAVE ON SHAPING THE NEW FUTURE

**23RD FEBRUARY 2024**



**ORGANIZED BY**  
**DEPARTMENTS OF SOCIAL WORK AND**  
**MANAGEMENT,**  
**PATRICIAN COLLEGE OF ARTS AND**  
**SCIENCE, ADYAR, CHENNAI**  
**IN ASSOCIATION WITH**  
**NATIONAL INSTITUTE OF PERSONNEL**  
**MANAGEMENT, CHENNAI CHAPTER**



**CONCLAVE COMMITTEE****CHIEF PATRONS****Bro.Dr.A.STANISLAUS** – Director & Secretary**Dr.FATIMA VASANTH** – Academic Director**PATRON****Dr. AROKIAMARY GEETHA DOSS**, Principal**CHIEF ADVISORS****Dr. B ANANDAPRIYA** – Vice Principal Shift I**CONCLAVE CONVENORS****Ms. DIVYA. J** - Head, Dept of Social Work**Dr. A. RAJA** - Head, Department of Management**CO-CONVENORS****Ms.VINOLA SHAROBELL**, Dept. of Social Work**Dr. B. SASIKALA**, Dept. of Management**Mr. MATHEW** - NIPM**ORGANIZING COMMITTEE****Dr.Usha Jose K**                      **Mr. Daniel F J Chalke****Ms. Leanne Maria**                **Mrs. Mahalakshmi G****Mr. Justus Wallis C J**        **Mrs. Mary Louisa A****Mrs.Raichel Diana O**        **Mrs. Palin Jeromina****Mr. Jerome Nesa Raj L**        **Ms. Sangeetha. N****Mr.Dominic****Mr.Abraham Matthew****Dr.Meena V****CONCLAVE GUIDELINES**

- Only registered delegates can attend the conclave
- All participants / presenters (authors and co-authors) must register individually via registration link given below
- Registered candidates cannot claim refund due to withdrawal from the conclave
- No TA/DA will be paid to the delegates

**GUIDELINES FOR PAPER SUBMISSION**

- The paper should be an original contribution including ongoing/completed/unpublished research work highlighting the mentioned thrust areas.
- The abstract should not be more than 250 words. The abstract should briefly include the purpose of study, material and method, results and conclusions.
- At the bottom of the page, please indicate the category(thrust area/sub theme).
- The name of the presenting author should be underlined and his/her email address should be mentioned.
- Full paper(3000 words) must be limited to 6-8 pages, A4 size paper excluding the tables and references.
- APA citation/reference style, Times New Roman font size 12 for text, 13 for sub heading and 14 for main heading, line spacing 1.5. The author should submit the soft copy of the paper mailed in word file only to

**sowers@patriciancollege.ac.in****REGISTRATION FORM**

Register your participation details through this link:

<https://forms.gle/3NhSdBTtkdCm5eDt6>**QR CODE****IMPORTANT DATES**

PARTICULARS	DATE
Abstract Submission	9th February 2024
Full Paper Submission with Registration	15th February 2024
Virtual Presentation Date	17th February 2024

\*3 best papers will be selected to be presented during the HR conclave.

**REGISTRATION DETAILS**

PARTICULARS	FEE
Students (Participation)	Rs. 200
Students (with Presentation)	Rs. 500
Research Scholars and Academicians	Rs. 500
Corporate Delegates	Rs. 1000

\*In case of In-Absentia, postal charges will be levied for receipt of documents

**DETAILS OF ONLINE TRANSFER**

- Account Name :  
PCAS - Social Work Department
- Account No : 50100307823941
- Bank : HDFC BANK LTD
- RTGS/NEFT IFSC : HDFC0001305
- MICR : 600240045
- Branch : KOTTURPURAM

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Organizes  
International Seminar on  
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**ACCOUNT DETAILS**  
ACCOUNT NAME: PCRE VISUAL  
COMMUNICATION DEPARTMENT  
ACCOUNT NO: 50000000000000000000  
BANK NAME: HDFC BANK  
BRANCH: KOTTURUSAM  
IFSC CODE: HDFC0000000

**VENUE:**  
FORTH HALL, C BLOCK,  
GROUND FLOOR  
10.00 A.M., AUG 15, 2023

**REGISTRATION FEES**  
FEES: RS. 50 - STUDENTS  
RS. 100 - ACADEMICIANS  
& RESEARCH SCHOLARS

**REGISTRATION FORM**

**• CERTIFICATE WILL BE ISSUED**

**CONTACT: DR. MAHALAKSHMI, VICE CHIEF** **CONTACT: MR. SARASWATHAN, BARTENDER**

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Principal

Dr. Farima Vasanth  
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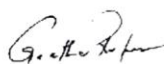



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2nd September 2023

  
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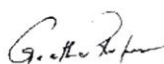
  
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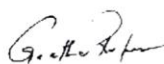


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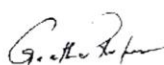
  
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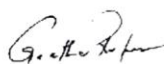
  
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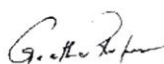
  
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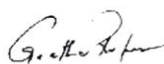



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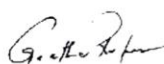
  
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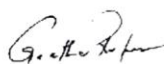
  
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Green Champion Award 2023 by Government of Tamilnadu

**DEPARTMENT OF COMMERCE****Certificate of Participation**

This is to certify that  
**Mr. Janardanam P.**  
has participated in the International Conference on **Trends & Challenges in Digital Era** held on  
2nd September 2023

  
**Dr. Arokiamary Geetha Rufus**  
Principal

  
**Dr. Fatima Vasanth**  
Academic Director

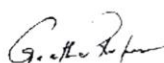
  
**Rev. Bro. Dr. A. Stanislaus**  
Director & Secretary


**PATRICIAN COLLEGE OF ARTS AND SCIENCE**

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Green Champion Award 2023 by Government of Tamilnadu

**DEPARTMENT OF COMMERCE****Certificate of Participation**

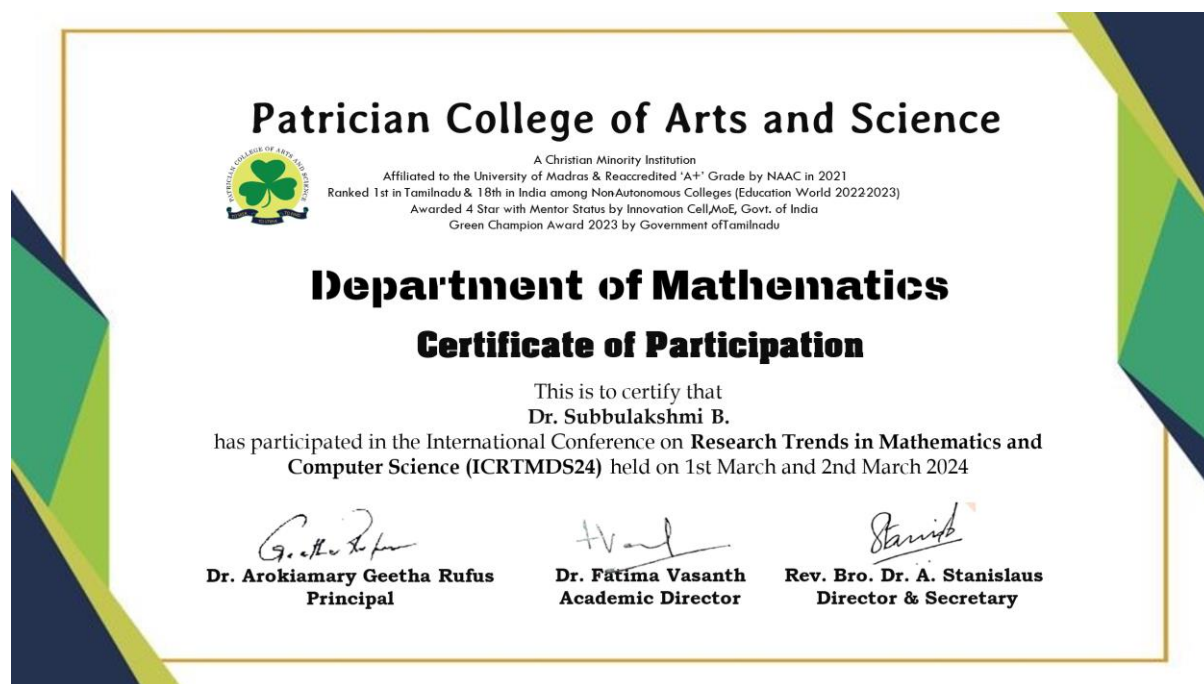
This is to certify that  
**Mr. Mohammed Ameen S**  
has participated in the International Conference on **Trends & Challenges in Digital Era** held on  
2nd September 2023

  
**Dr. Arokiamary Geetha Rufus**  
Principal

  
**Dr. Fatima Vasanth**  
Academic Director

  
**Rev. Bro. Dr. A. Stanislaus**  
Director & Secretary







## Patrician College of Arts and Science

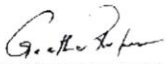



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Green Champion Award 2023 by Government of Tamilnadu

### Department of Mathematics

#### Certificate of Participation

This is to certify that  
**Mrs. Srivaishnavi K. R.**  
has participated in the International Conference on **Research Trends in Mathematics and  
Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

  
**Dr. Arokiamary Geetha Rufus**  
Principal

  
**Dr. Fatima Vasanth**  
Academic Director

  
**Rev. Bro. Dr. A. Stanislaus**  
Director & Secretary

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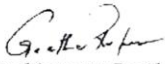


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### Department of Mathematics

#### Certificate of Participation

This is to certify that  
**Mrs. Sangeetha K.**  
has participated in the International Conference on **Research Trends in Mathematics and  
Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

  
**Dr. Arokiamary Geetha Rufus**  
Principal

  
**Dr. Fatima Vasanth**  
Academic Director

  
**Rev. Bro. Dr. A. Stanislaus**  
Director & Secretary





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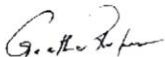



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### Department of Mathematics

#### Certificate of Participation

This is to certify that  
**Dr. Annie Mary Jeyaseeli J.**  
has participated in the International Conference on **Research Trends in Mathematics and  
Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

  
**Dr. Arokiamary Geetha Rufus**  
Principal

  
**Dr. Fatima Vasanth**  
Academic Director

  
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Green Champion Award 2023 by Government of Tamilnadu

### Department of Mathematics

#### Certificate of Participation

This is to certify that  
**Ms. Jenie Arock X.**  
has participated in the International Conference on **Research Trends in Mathematics and Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

**Dr. Arokiamary Geetha Rufus**  
Principal

**Dr. Fatima Vasanth**  
Academic Director

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Green Champion Award 2023 by Government of Tamilnadu

### Department of Mathematics

#### Certificate of Participation

This is to certify that  
**Ms. Anjali V.**  
has participated in the International Conference on **Research Trends in Mathematics and Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

**Dr. Arokiamary Geetha Rufus**  
Principal

**Dr. Fatima Vasanth**  
Academic Director

**Rev. Bro. Dr. A. Stanislaus**  
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Green Champion Award 2023 by Government of Tamilnadu

### Department of Mathematics Certificate of Participation

This is to certify that  
**Mr. John Vaseekaran S.**  
has participated in the International Conference on **Research Trends in Mathematics and  
Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

**Dr. Arokiamary Geetha Rufus**  
Principal

**Dr. Fatima Vasanth**  
Academic Director

**Rev. Bro. Dr. A. Stanislaus**  
Director & Secretary

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### Department of Mathematics Certificate of Participation

This is to certify that  
**Mrs. Mashiya Afroze F.**  
has participated in the International Conference on **Research Trends in Mathematics and  
Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

**Dr. Arokiamary Geetha Rufus**  
Principal

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### Department of Mathematics

#### Certificate of Participation

This is to certify that

**Dr. Frizilin R.**

has participated in the International Conference on **Research Trends in Mathematics and Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

**Dr. Arokiamary Geetha Rufus**  
Principal

**Dr. Fatima Vasanth**  
Academic Director

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### Department of Mathematics

#### Certificate of Participation

This is to certify that

**Dr. Sriram S.**

has participated in the International Conference on **Research Trends in Mathematics and Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

**Dr. Arokiamary Geetha Rufus**  
Principal

**Dr. Fatima Vasanth**  
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### Department of Mathematics

#### Certificate of Participation

This is to certify that  
**Mr. Navin Kumar U.**  
has participated in the International Conference on **Research Trends in Mathematics and Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

**Dr. Arokiamary Geetha Rufus**  
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### Department of Mathematics

#### Certificate of Participation

This is to certify that  
**Mr. Mohammed Ismail**  
has participated in the International Conference on **Research Trends in Mathematics and Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

**Dr. Arokiamary Geetha Rufus**  
Principal

**Dr. Fatima Vasanth**  
Academic Director

**Rev. Bro. Dr. A. Stanislaus**  
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Green Champion Award 2023 by Government of Tamilnadu

### Department of Mathematics Certificate of Participation

This is to certify that  
**Ms. Saranya A.**  
has participated in the International Conference on **Research Trends in Mathematics and  
Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

**Dr. Arokiamary Geetha Rufus**  
Principal

**Dr. Fatima Vasanth**  
Academic Director

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### Department of Mathematics Certificate of Participation

This is to certify that  
**Mrs. Pushpalatha L.**  
has participated in the International Conference on **Research Trends in Mathematics and  
Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

**Dr. Arokiamary Geetha Rufus**  
Principal

**Dr. Fatima Vasanth**  
Academic Director

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Director & Secretary





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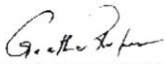



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### Department of Mathematics

#### Certificate of Participation

This is to certify that  
**Mr. Vinoth Kumar T.**  
has participated in the International Conference on **Research Trends in Mathematics and  
Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

  
**Dr. Arokiamary Geetha Rufus**  
Principal

  
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Academic Director

  
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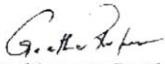


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### Department of Mathematics

#### Certificate of Participation

This is to certify that  
**Dr. Harihara Krishnan R.**  
has participated in the International Conference on **Research Trends in Mathematics and  
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Principal

  
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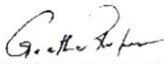



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### Department of Mathematics

#### Certificate of Participation

This is to certify that  
**Ms Jecintha P.**  
has participated in the International Conference on **Research Trends in Mathematics and  
Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

  
**Dr. Arokiamary Geetha Rufus**  
Principal

  
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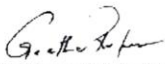


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### Department of Mathematics

#### Certificate of Participation

This is to certify that  
**Mrs. M. S. Ajitha Purnima**  
has participated in the International Conference on **Research Trends in Mathematics and  
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**Dr. Arokiamary Geetha Rufus**  
Principal

  
**Dr. Fatima Vasanth**  
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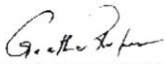



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### Department of Mathematics

#### Certificate of Participation

This is to certify that  
**Ms. S. Mahalakshmi**  
has participated in the International Conference on **Research Trends in Mathematics and  
Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

  
**Dr. Arokiamary Geetha Rufus**  
Principal

  
**Dr. Fatima Vasanth**  
Academic Director

  
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Director & Secretary

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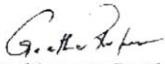


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### Department of Mathematics

#### Certificate of Participation

This is to certify that  
**Ms. Sharon**  
has participated in the International Conference on **Research Trends in Mathematics and  
Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

  
**Dr. Arokiamary Geetha Rufus**  
Principal

  
**Dr. Fatima Vasanth**  
Academic Director

  
**Rev. Bro. Dr. A. Stanislaus**  
Director & Secretary



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Green Champion Award 2023 by Government of Tamilnadu

### Department of Mathematics

#### Certificate of Participation

This is to certify that

**Mr. Nagarjun N.T.**

has participated in the International Conference on **Research Trends in Mathematics and Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

**Dr. Arokiamary Geetha Rufus**  
Principal

**Dr. Fatima Vasanth**  
Academic Director

**Rev. Bro. Dr. A. Stanislaus**  
Director & Secretary

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### Department of Mathematics

#### Certificate of Participation

This is to certify that

**Dr. Santhoshkumar S.**

has participated in the International Conference on **Research Trends in Mathematics and Computer Science (ICRTMDS24)** held on 1st March and 2nd March 2024

**Dr. Arokiamary Geetha Rufus**  
Principal

**Dr. Fatima Vasanth**  
Academic Director

**Rev. Bro. Dr. A. Stanislaus**  
Director & Secretary





From,

30<sup>th</sup> October, 2023

Dr. Mahalakshmi S,

Asst. Professor,

Dept. of Electronic Media,

Patrician College of Arts and Science,

Adyar, Chennai

Note.

Financial Assistance of  
Rs 1000/- towards presentation  
of paper.

To,

The Principal,

Patrician College of Arts and Science,

Adyar, Chennai

PATRICIAN COLLEGE PAID CHEQUE	
CQ.No. 062323	DT. 01/11/23
Amount: Rs. 1000/- + 1000/-	(60365/-)
Voucher No. 82	01/11/23
Approved by:	DT.

Sub: Submission of claim for financial assistance reg.

Dear Madam,

I presented a research paper at the National Conference 'Journalistic and Creative Freedom: Prospects and Challenges' organized by the Department of Journalism and Mass Communication, Faculty of Science and Humanities, SRM Institute of Science and Technology on the 22<sup>nd</sup> September, 2023. I have paid a registration amount of Rs. 1,000 for the same. I place my request to kindly approve for receiving the financial assistance from the management for the same. ✓

Thanking you,

Yours Sincerely,

*M. Mahalakshmi*

(Mahalakshmi S)

*60365/-*  
*30/10/23*

*Hand*  
*30/10/23*



From,  
Ms. Rani Preethi M,  
Asst. Professor,  
Dept. of Visual Communication,  
Patrician College of Arts and Science,  
Adyar, Chennai

30<sup>th</sup> October, 2023

To,  
The Principal,  
Patrician College of Arts and Science,  
Adyar, Chennai

Note.

Financial Assistance 2  
Rs 1000/- for presentation  
3 paper.

Sub: Submission of claim for financial assistance reg.

Dear Madam,

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Thanking you,

Yours Sincerely,

M. Rani Preethi  
(Rani Preethi. M)

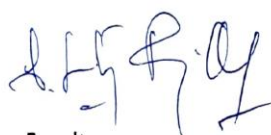
4th  
30/10/23

G. Ravi  
30/10/23



Patrician College of Arts and Science  
REQUISITION FORM

College A/c / Department A/c	Dr. Sweety Regina Mary
Programme Title	Publication - UGC
Programme Date	June 2023
Expense Details	Rs. 2000 Rs 1000/ towards publication (FA)
Budget	
Advance Taken, if any	NIL

  
Faculty

  
Academic Director

  
Director



Patrician College of Arts and Science  
REQUISITION FORM

College A/c / Department A/c	S. HABEEB UR RAHAMAN
Programme Title	Conference fees Sep-21-22
Programme Date	
Expense Details	1000/- Registrations fees
Budget	1000/-
Advance Taken, if any	

S. HABEEB UR RAHAMAN  
FacultyH. HABEEB UR RAHAMAN  
Academic Director  
7/11/23H. HABEEB UR RAHAMAN  
Director  
7/11/23

PATRICIAN COLLEGE	
PAID CHEQUE	
CQ.No. 062339	DT. 16/11/23
Amount: Rs. 1,000/- (7830/-)	
Voucher No.	DT.
Approved by:	DT.

6  
1/11/23H. HABEEB UR RAHAMAN  
7/11/23

Patrician College of Arts and Science  
REQUISITION FORM

College A/c / Department A/c	GAYATHRI. C.S.
Programme Title	National Conference
Programme Date	Sept. 21 <sup>st</sup> 22 <sup>nd</sup> 2023
Expense Details	Registration Fees (FA)
Budget	Rs. 1,000/-
Advance Taken, if any	

C. S. Gayathri  
Faculty

tu  
9/11/23  
Academic Director

tu  
15/11/23  
Director

I presented a research paper at the National Conference 'Journalistic and Creative Freedom: Prospects and Challenges' organized by the Department of Journalism and Mass Communication, Faculty of Science and Humanities, SRM Institute of Science and Technology on the 22<sup>nd</sup> September, 2023. I have paid a registration amount of Rs. 1,000 for the same. I place my request to kindly approve for receiving the financial assistance from the management for the same.

Thanking you,

Yours Sincerely,

(Gayathri C S)

PATRICIAN COLLEGE	
PAID CHEQUE	
CQ.No. 062339	DT. 16/11/23
Amount: 1,000/-	(7830/-)
Voucher No. ....	DT. ....
Approved by: ....	DT. ....



*D. Abraham Mathew*

**Patrician College of Arts and Science**  
**REQUISITION FORM**

College A/c / Department A/c	<i>Dept of Social Work</i>
Programme Title	<i>HR - Conclave</i>
Programme Date	<i>23-02-2024</i>
Expense Details	<i>Paper Publication - 2</i>
Budget	<i>Rs. 2,500 x 2 = 5000/-✓</i>
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HUMANITIES AND SOCIAL SCIENCE STUDIES, VOL. 13 ISSUE (1) NO 33 JANUARY – JUNE : 2024

## A STUDY ON HARMONIZING WORKPLACE WELLNESS: FOSTERING EMPLOYEE ENGAGEMENT THROUGH MUSIC THERAPY INTERVENTION PROGRAMS FOR OPTIMAL MENTAL WELL-BEING

Mr. Abraham Matthew D, Assistant Professor, Department of Social work, Patrician College of Arts and Science,  
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### ABSTRACT

This Study Investigates about the employee's mental well-being significantly influences their performance at work. Work pressure, peer pressure, family and societal pressure may lead to accumulation of stress over time. Stress management is essential for psychological well-being which is a direct measure of mental health status. Organizations also acknowledge that a mentally healthy workforce is essential for productivity, creativity, involvement, focus and overall success. However, achieving optimal mental well-being among employees cannot be accomplished by offering traditional wellness programs alone.

**Keywords :** Mental Health , Music therapy , Stress & Intervention.

In workplaces, fostering employee well-being, especially mental well-being, has emerged as a critical and primary priority. Employee's mental well-being significantly influences their performance at work. Work pressure, peer pressure, family and societal pressure may lead to accumulation of stress over time. Stress management is essential for psychological well-being which is a direct measure of mental health status. Organizations also acknowledge that a mentally healthy workforce is essential for productivity, creativity, involvement, focus and overall success. However, achieving optimal mental well-being among employees cannot be accomplished by offering traditional wellness programs alone. It necessitates a holistic approach. This is where music and music therapy finds scope as it can be foreseen as an effective technique or strategy to bring upon employee engagement, simultaneously helping in coping with stress. Music is well known for its soothing effects as it has the ability to reduce stress, anxiety, depression and negative emotions by decreasing the levels of cortisol hormone in the body (1). So music therapy has begun to gain fame and is highly being utilized as an intervention for management of stress in medical and healthcare settings. This can be expanded for applicability in corporate spaces too and it can definitely bring about positive changes. This concept paper outlines a proposed study aimed at exploring the effectiveness of harmonizing workplace wellness through music therapy intervention programs to foster employee engagement and enhance mental well-being.

### PROBLEM STATEMENT

The employees are the main backbone of any organization. Their pace of work, focus, dedication and productivity directly contributes to the growth of the organization (2). But to showcase their full potential it is very critical to ensure the mental well-being of employees as their emotional intelligence affects their performance (3). So many organizations take responsibility to monitor the mental health status of the employees and organize wellness programs. Even after investing in workplace wellness programs, many organizations still find it difficult to address mental health issues effectively. The National Institute of Mental Health and Neuro-Sciences (NIMHANS) conducted a national mental health survey in the year 2015-16 and reported that about 150 million individuals suffer from one or the other mental disorders of varying severity, consisting of 10.5% of the population (4). A study on the global burden of disease revealed that 197 million people in India experience mental illnesses, comprising around 14.3% of the total population (5). In both of these reports, the study population were working people belonging to the age group of 15 to 59. Another similar survey conducted with 509 working people across metros cities and diverse sectors from India by the 7th Fold in 2022, showed that 36% of employees were suffering from mental health issues (6). From all of these reports it is clearly evident that the mental health status of employees at the workplace is an issue of serious concern and requires immediate attention. High levels of stress, exhaustion, and disengagement of the employees lead to decreased productivity, increased absenteeism, and higher turnover rates (7). So organizations show interest in hosting wellness programs for employees to monitor and stabilize their mental health status. Traditional wellness programs thus organized often fail to engage employees fully or address the root causes of mental health challenges. A recent review highlighted many types of workplace mental health intervention practiced in India and suggested strengthening the psychological capital (8). So, there exists a need to examine alternative approaches that integrate wellness initiatives psychologically with strategies to enhance employee engagement and support mental well-being in the workplace.







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## A STUDY ON PSYCHOLOGICAL WELL-BEING AMONG HOMEMAKERS IN KOTTAYAM, KERALA

Ms. Gifty Jacob, II MSW, Department of Social Work, Patrician College of Arts & Science

Mr. Abraham Matthew, Assistant Professor, Department of Social Work, Patrician College of Arts & Science

### ABSTRACT

This study investigates the psychological well-being of homemakers in Kottayam, Kerala, shedding light on their socio-demographic profiles and the correlations between various dimensions of psychological well-being. Through a descriptive research design, 80 homemakers aged between 22 and 65 were surveyed using a standardized questionnaire. Findings reveal that the majority of respondents belong to the middle age group of 37-50 years, with prevalent nuclear family structures and lower family incomes. Significant correlations were observed between psychological well-being and factors such as literacy, family structure, and income level. Specifically, autonomy and environmental mastery emerged as key dimensions positively correlated with overall well-being. The study underscores the importance of addressing socio-economic disparities and promoting autonomy-enhancing measures to enhance psychological well-being among homemakers. These findings contribute valuable insights for policymakers, practitioners, and researchers aiming to develop targeted interventions and support systems to improve the quality of life for homemakers in Kottayam, Kerala.

**Keywords:** Psychological well-being, homemakers, women, kerala.

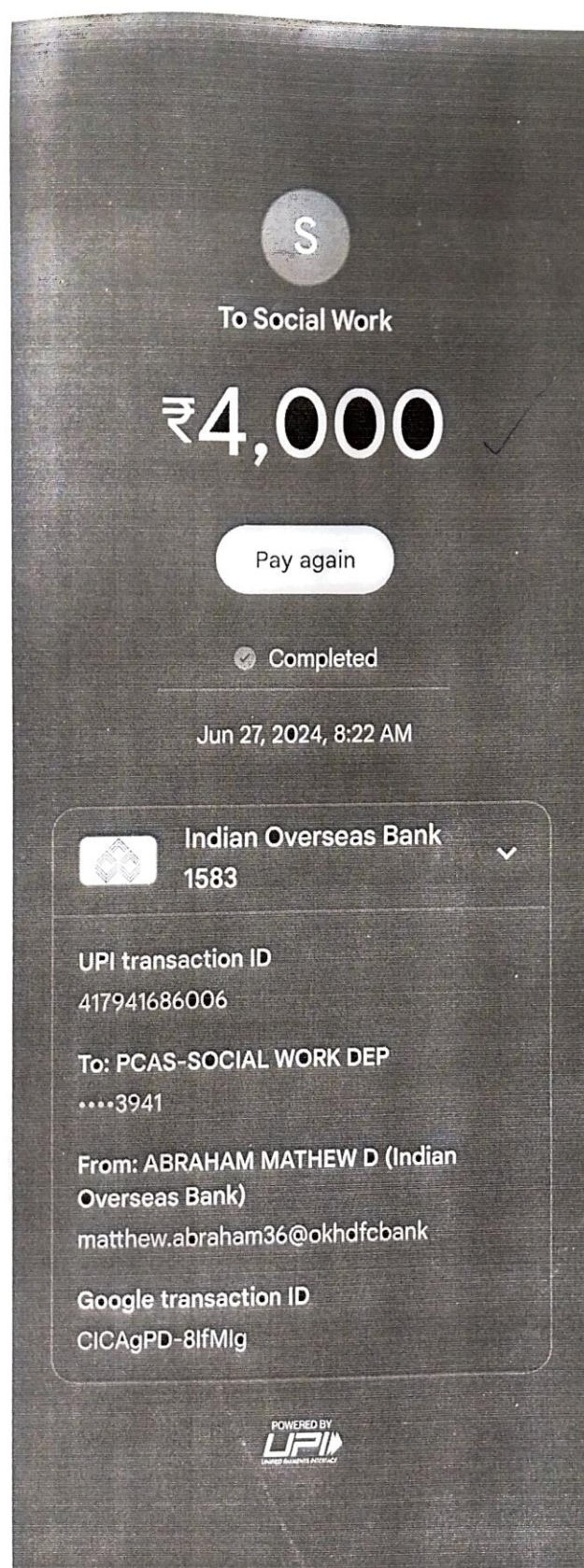
### INTRODUCTION

The study examines the psychological well-being of homemakers in Kerala, aiming to understand the various factors influencing their mental health and overall satisfaction. Psychological well-being refers to a person's overall state of mental health and emotional functioning. Factors contributing to psychological well-being include a sense of purpose, autonomy, positive relationships, a sense of mastery or accomplishment, and a supportive social environment. The psychological well-being of homemakers refers to the mental health and emotional state of individuals primarily responsible for managing household duties and caring for family members. For homemakers, psychological well-being can be influenced by various factors such as the balance between work and family responsibilities, social support networks, marital satisfaction, financial stressors, and societal expectations regarding gender roles. Understanding the psychological well-being of homemakers is essential for addressing potential challenges they may face, promoting their mental health, and enhancing their overall quality of life.

However, the continuous demands of caregiving and household responsibilities can sometimes lead to stress and burnout, affecting their psychological well-being. Thus, it's crucial for home makers to prioritize self-care, set boundaries, and seek support from their partners or community resources to maintain a healthy balance. In Kerala, home makers face unique socio-cultural dynamics that influence their psychological well-being. The state's high literacy rate and emphasis on education have led to increased aspirations among women, yet traditional gender norms often dictate that their primary duty remains domestic care, potentially creating conflicts between personal ambitions and familial obligations. Furthermore, the absence of formal recognition and support for their contributions often exacerbates feelings of isolation and undervaluation. By exploring the psychological well-being of homemakers in Kerala, this study will delve into various dimensions of well-being, including emotional resilience, stress management, social support networks, and self-esteem.

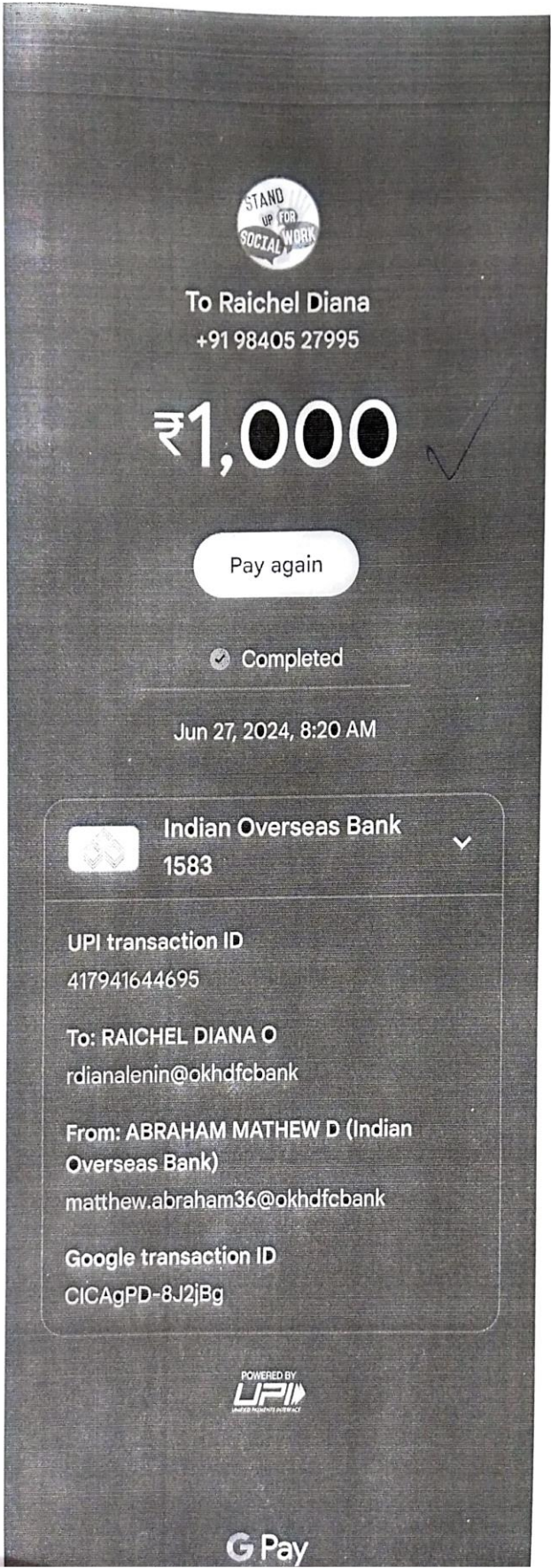
### REVIEW OF LITERATURE

Teli (2023) conducted a comparative study on the psychological well-being of homemakers in urban and rural areas in India. Despite the traditional division of household responsibilities along gender lines, the study found no significant difference in overall psychological well-being between urban and rural homemakers. However, differences were noted in specific sub-scales of psychological well-being.









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HUMANITIES AND SOCIAL SCIENCE STUDIES, VOL. 13 ISSUE (1) NO 33 JANUARY – JUNE : 2024

## EFFECTIVENESS OF LIFE SKILLS INTEGRATION IN QUALITY EDUCATION FRAMEWORKS

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### ABSTRACT

This chapter investigates the effectiveness of integrating life skills within quality education frameworks, focusing on four key dimensions integrated curriculum, parental influence, community engagement, and industry collaboration. Drawing upon interdisciplinary perspectives from education, psychology, sociology, and economics, the study examines how embedding life skills instruction enhances the overall quality of education. Through a comprehensive review of literature, empirical evidence, and case studies, the paper analyzes the impact of integrated curriculum design, parental involvement in reinforcing life skills at home, community partnerships for holistic student development, and collaborations with industries for real-world skill application. By synthesizing findings from various contexts and methodologies, this research contributes to understanding the nuanced dynamics of life skills integration within educational frameworks and offers insights for policymakers, educators, parents, and stakeholders striving to enhance the quality of education globally. Overall, this chapter is focused to foster a deeper understanding of how integrating life skills into education can contribute to the holistic development of students and the improvement of educational systems worldwide.

**Keywords :** Life skills, Effectiveness, Quality, education

### INTRODUCTION

The integration of life skills into quality education frameworks has been shown to be highly effective in promoting holistic development and preparing individuals for success in various aspects of life. Here are some key points highlighting the effectiveness of integrating life skills into quality education frameworks

Life skills education goes beyond academic knowledge and helps individuals develop essential skills such as critical thinking, communication, problem-solving, decision-making, and interpersonal skills. By integrating life skills into education frameworks, students receive a well-rounded education that prepares them for personal, academic, and professional success.

#### Enhanced Academic Performance

Research suggests that students who possess strong life skills are better equipped to excel academically. Critical thinking skills, for example, enable students to analyze information effectively and solve complex problems, leading to higher academic achievement. Life skills education contributes to the overall well-being of individuals by fostering resilience, emotional intelligence, and coping mechanisms.

#### Preparation for Future Success

In today's rapidly changing world, adaptability and resilience are essential for success. Life skills education prepares students for the challenges of the future by instilling attributes such as adaptability, creativity, and innovation, enabling them to thrive in diverse environments and pursue their goals effectively. By fostering a growth mindset and a love for learning, life skills education encourages lifelong learning and personal development.





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## A STUDY ON THE BENEFITS AND EFFICACY OF SOFT SKILLS CLASSES AMONG STUDENTS AT PATRICIAN COLLEGE OF ARTS AND SCIENCE

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### ABSTRACT

This research paper presents an in-depth study on the benefits and efficacy of soft skills classes among students at Patrician College of Arts and Science, located in Kotturpuram, Chennai. The primary aim of this study is to investigate the impact of soft skills training on college students, with a particular focus on the specific advantages gained by students who participate in these classes.

As educational institutions aim to equip students not only with academic knowledge but also with essential life skills, the findings of this research can guide curriculum developers, educators, and policymakers in tailoring programs to better meet the holistic needs of college students. Furthermore, the insights gained from this study may contribute to the optimization of life skills training initiatives, fostering a more comprehensive and impactful educational experience. By utilizing quantitative methods, the research aims to quantify the impact of life skills training, providing statistical evidence to support or refute hypotheses related to the benefits and efficacy of such programs among college students. The research employed a quantitative research design, utilizing a descriptive study approach. This approach allowed for the collection of quantitative data to measure changes in students' soft skills levels. The study used simple random sampling to select a sample of 120 respondents from 12 departments at Patrician College. This sampling technique ensured an unbiased representation of the student population. In conclusion, this research underscores the importance of soft skills training in higher education, demonstrating its efficacy in enhancing students' personal and professional development. The findings of this study have significant implications for educators, policymakers, and higher education institutions, emphasizing the need to incorporate soft skills training into the curriculum.

**keyword:** Softskill, Benefits, Efficiency

### INTRODUCTION

#### IMPORTANCE OF SOFT SKILLS

While having a college diploma does not guarantee that a person has the competencies to be successful in the work environment, nor guarantee a job, a degree is still important to employers. However, employers are looking for people who bring hard skills as well as soft skills. many scholars focused on the importance of preparing students with the theoretical



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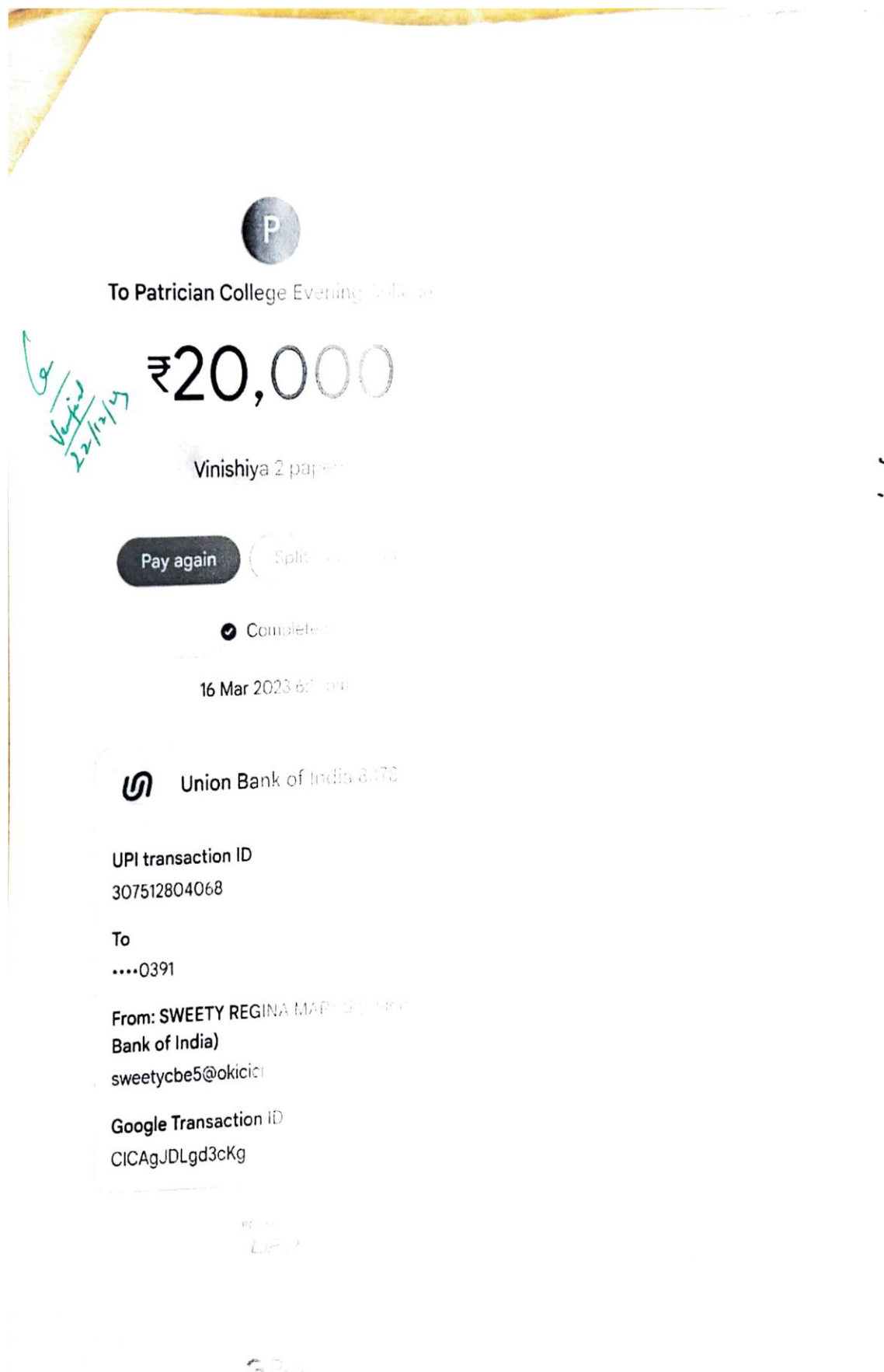
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College A/c / Department A/c	V.Vinishiya Arockia Retna.
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Relationship Between Job Satisfaction and Organizational Commitment  
A Study on Aviation Industry

Section - I-Research paper

## RELATIONSHIP BETWEEN JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT: A STUDY ON AVIATION INDUSTRY

Ms Vinishlya Arockia Ratna V<sup>1</sup>, Dr. Ashok Kumar Katta<sup>2\*</sup>

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Abstract

This paper explains the satisfaction of an employee and how well he is getting committed to his work. The employee is influenced by a number of factors, like satisfaction, perception, evaluation, commitment, and willingness to learn by adapting to a new culture. When the environment makes the employee feel comfortable he will be installed with satisfaction and it releases with commitment towards organization. This shows that job satisfaction is the only ingredient for organizational commitment in the Aviation Industry.

**Keywords:** Organizational commitment, Job satisfaction, Nature of work.

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DOI: 10.31838/ecb/2023.12.s2.129

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*A Study on the Relationship Between Organizational Culture and Organizational Commitment of an Employee in the Aviation Industry*

*Section A - Research paper*



## A STUDY ON THE RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE AND ORGANIZATIONAL COMMITMENT OF AN EMPLOYEE IN THE AVIATION INDUSTRY

Scops

Ms Vinishiya Arockia Ratna V<sup>1</sup>, Dr. Ashok Kumar Katta<sup>2\*</sup>

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Received: 12.12.2022

Revised: 29.01.2023

Accepted: 15.03.2023

### Abstract

This paper aims to find the full organizational behavior in the Aviation Industry, which can be seen in small and medium institutions or companies. It completely focuses on commitment oriented analysis to go deep in knowing the factor affecting the organizational culture, emerging in an organization which results in employee performance. This is the article's specific contribution to assess whether there is a positive or negative impact on an individual's behavior. The sample for this study was taken from 115 respondents using a questionnaire as a measuring tool. The outcome clearly states that organizational commitment is the reaction of organizational culture affecting employee performance, and in this study, there is a positive output with commitment and performance because the employees are also satisfied with the work culture, which motivates them.

**Keywords:** Organizational culture, Organizational commitment, Satisfaction and Performance.

<sup>1</sup>Research Scholar, School of Management studies, VELS Institute of Science, Technology and Advanced Studies- VISTAS (Deemed to be University), Chennai, India.

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2023-2024

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College A/c / Department A/c	
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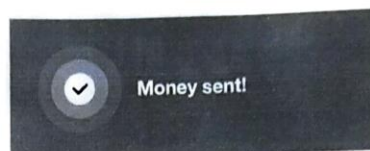
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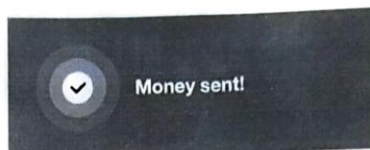
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Academic Year : 2023-2024

Patrician College of Arts and Science

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30/10/23  
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Director







**Name of the Faculty ; Dr B ANANDAPRIYA**  
**2023-2024 - Payment Receipts - Faculty participation**

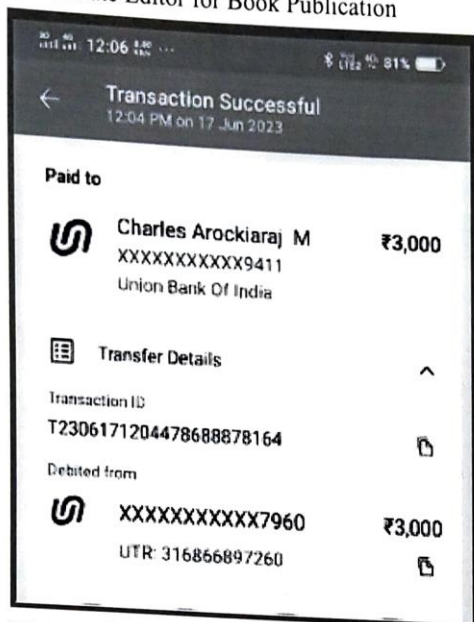
S.No	Title of the Programme /Level	Name of the Organization	FDP/Workshop/ Webinar	Date	Amount
1	Associate Editor for Artificial Intelligence: A Modern Approach and Applications  ISBN: 978-81-963342-6-0	A.N Publications	Book Publication	June 2023	3000 ✓
2	International Technical symposium on computing Sciences and Intelligent systems	Saveetha college of Liberal Arts and Sciences, Chennai	Conference	25-08-2023	200
3	FDP on Intellectual Property Rights	SSS College for Women, Chennai	FDP	16-10-2023 to 20-10-2023	100
4	National Online workshop on Writing Proposal for Funded Project	PG and Research Dept of Commerce, Ethiraj College for Women, Chennai	Workshop	25-10-2023	100
5	Basic AI tools: Online Workshop	IGNITE life skill Academy, Sacred Heart College Research & Consultancy, Thevara	Workshop	27-10-2023	200
6	Advanced Workshop on AI tools for Educators	IGNITE life skill Academy, Sacred Heart College Research & Consultancy, Thevara	Workshop	28-10-2023	200

*Carth*  
*3/11/23*

*Dr. B. Anandapriya*  
*30/10/23*

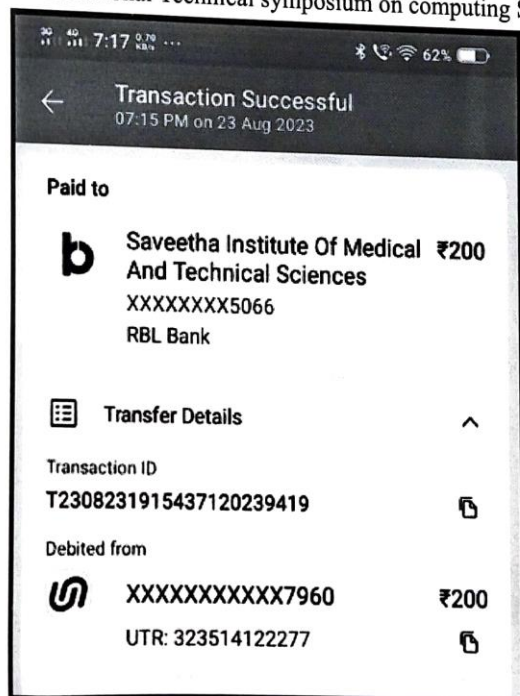


## 1. Associate Editor for Book Publication



G.A.R.  
4/11/23

## 2. International Technical symposium on computing Sciences and Intelligent systems



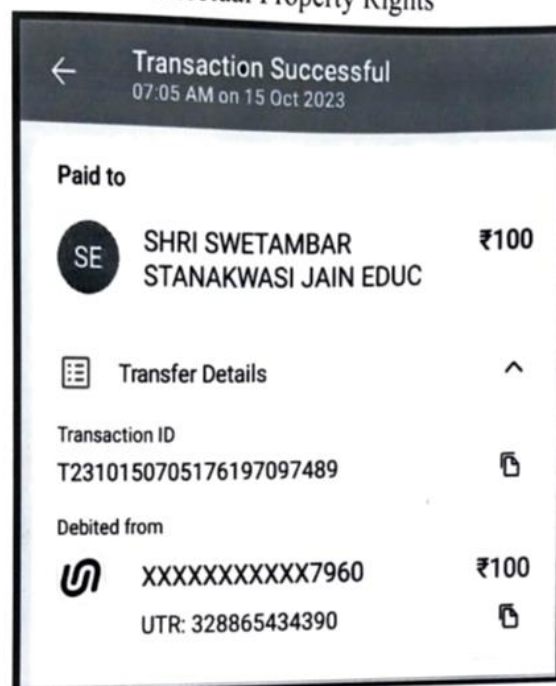
Dr. K. Manoj Kumar







## 3.FDP on Intellectual Property Rights



## 4.National Online workshop on Writing Proposal for Funded Project



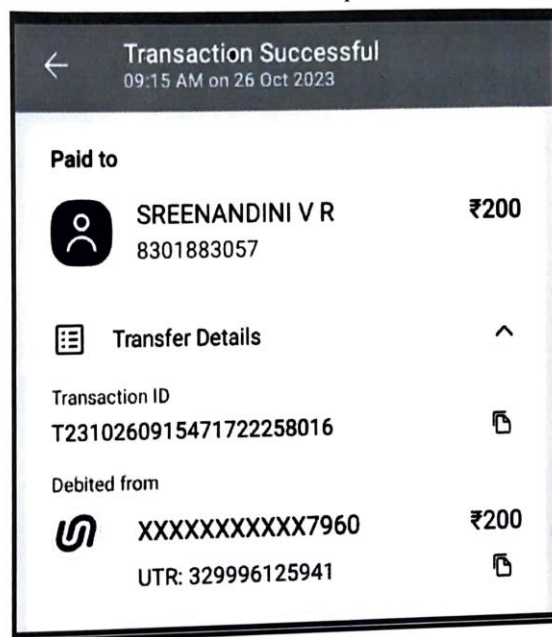
26/10/23

Dr. N. Sankar

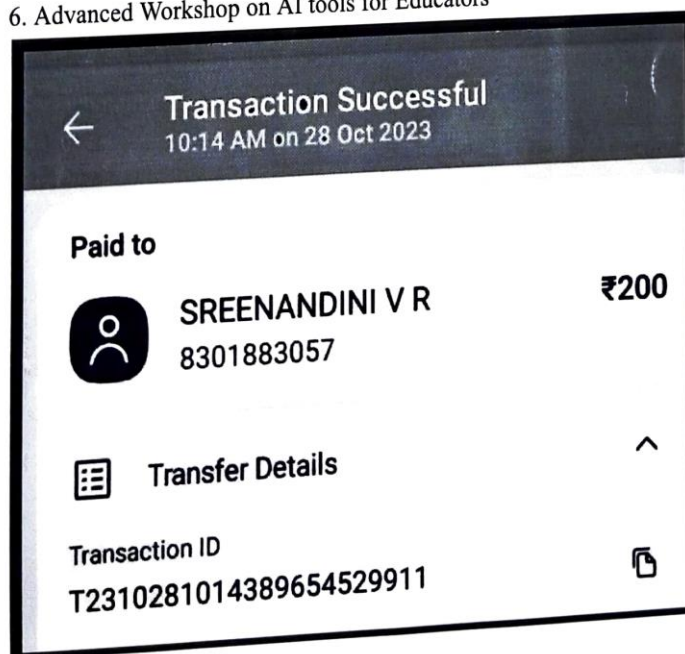




## 5. Basic AI tools: Online Workshop



## 6. Advanced Workshop on AI tools for Educators



*30/10/23*  
*Dr. B. Anandapras*



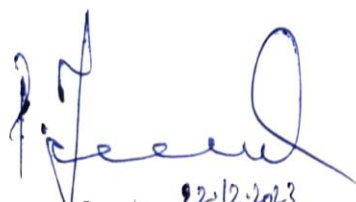


Patrician College of Arts and Science  
REQUISITION FORM

2023-24

③

College A/c / Department A/c	Mr. JANARDANAN P
Programme Title	PUBLICATION - UHC - CARE TEST ORGANISATIONAL CULTURE AND ITS IMPACT ON EMPLOYEE PERFORMANCE WITH REFERENCE TO IT SECTOR IN CHENNAI
Programme Date	JUNE 2023
Expense Details	PUBLICATION - Rs 2000
Budget	Rs 2000 Rs 1000/- reimbursed towards FA for publication
Advance Taken, if any	NIL

  
Faculty 22/12/2023

  
Academic Director 22/12/23

  
Director



22/12/23  
Paid to



Patrician College Evening  
College

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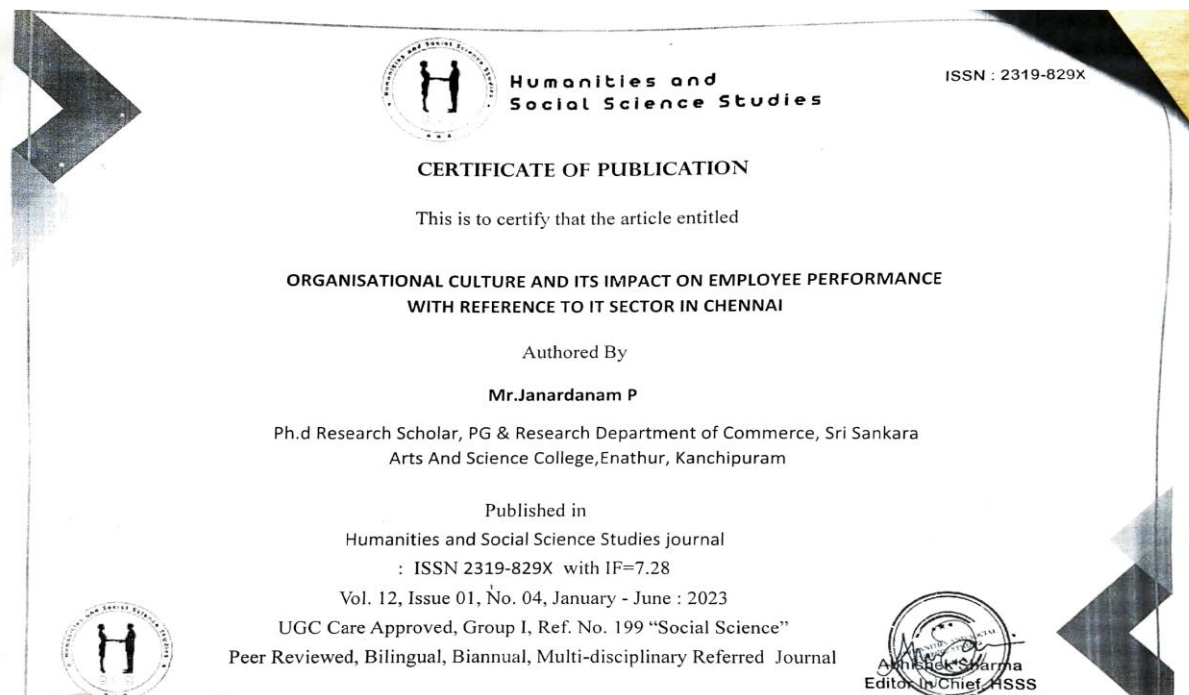


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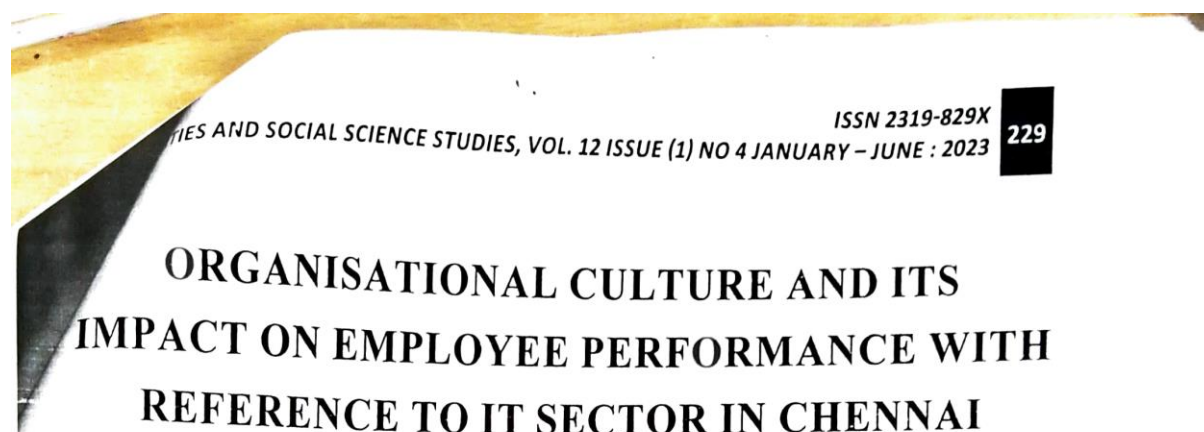
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Assistant Professor, AMPGC, Banaras Hindu University, Varanasi, India



	<b>COVID-19 AWARENESS AND CORONAVIRUS AVERTISING</b> Dr. Arun Balakrishnan M B, Nurjahan E I	217-222
	<b>CLOUD TECHNOLOGY IN ENTREPRENEURSHIP – AN ACCESS TO FUTURE</b> Dr.K.T.Kalaiselvi, MS.L.Dhanuja Shri	223-228
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**Mr.Janardanam P**, Ph.d Research Scholar,  
PG & Research Department of Commerce, Sri Sankara Arts And Science College,Enathur, Kanchipuram

**Dr.K. Murugan**, Asst.professor, PG &Research Departmentof Commerce,  
Sri Sankara Arts And Science College,Enathur,

#### Abstract

Organizational culture is a complex phenomenon that can be formed in a variety of ways. It may start as a result of the challenges and obstacles that an organisation faces, or it may even be the deliberate creation of the management and staff who work there. The organisational culture may have a significant role in determining how well employees perform at work. This article's major goals are to examine the various organisational cultures and the connection between organisational performance and organisational culture. In this study, a descriptive research design was used. 110 IT employees in total were chosen to participate in this study by answering a questionnaire. The results of this study mainly pertain to Chennai-based IT workers.

**Keywords :** organizational culture, organizational performance, organization

#### INTRODUCTION

The concept of culture is given as a compilation of the social norms, values, beliefs, and behaviours that constitute a society. The same concept is defined as organisational culture by (Hofstede et al., 1990), who state that it is "a collection of values, beliefs, and conventions shared by its members and reflected in organisational practices and goals". This term is pertinent since it accelerates the selection process for employees with creative potential and encourages them to take sensible precautions while performing their job duties. This article's primary objectives are to examine the different organisational cultures and the link between organisational performance and organisational culture.

According to Ouchi (1981), there is a link between organisational culture and performance. Although there is a lot of literature on organisational culture and its connection to performance, very little research has focused on this relationship. The importance of culture in organisational life has been established, along with its benefits for the accomplishment of organisational performance. Organizational culture is defined as the "common values and morals maintained by personnel inside a company or the organisation unit." Because it has developed via organisational culture in a variety of ways to influence employees' behaviour and attitudes. The attitudes and personality traits of the individuals who make up the organization's workforce influence its culture. Every organisation is unique from the others. An organisation will expand and perform well if its culture is solid. The type of culture a company adopts, such as clan or adhocracy, the market culture of the personnel, performance, and other variables, all have a significant impact on organisational culture. Hasan, Ali, and Hamid Taghiloo(2011)<sup>3</sup> examined





Dr. M.H. THASIN Fouzia

Academic Year: 2024-2025

Patrician College of Arts and Science  
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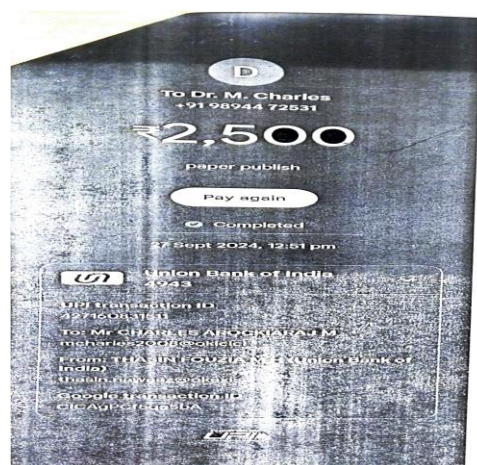
Programme Title	Published paper in Ugc core list Journal - INDICA JOURNAL - OCT 2024
Date	published Date: 28/10/2024
Purpose	paper published in Journal ✓
Budget	Rs. 2000/- ✓
Advance Taken	-
A/C. Settled / Not Settled	-

Dr. M.H. Thasin Fouzia  
Faculty 08/11/2024

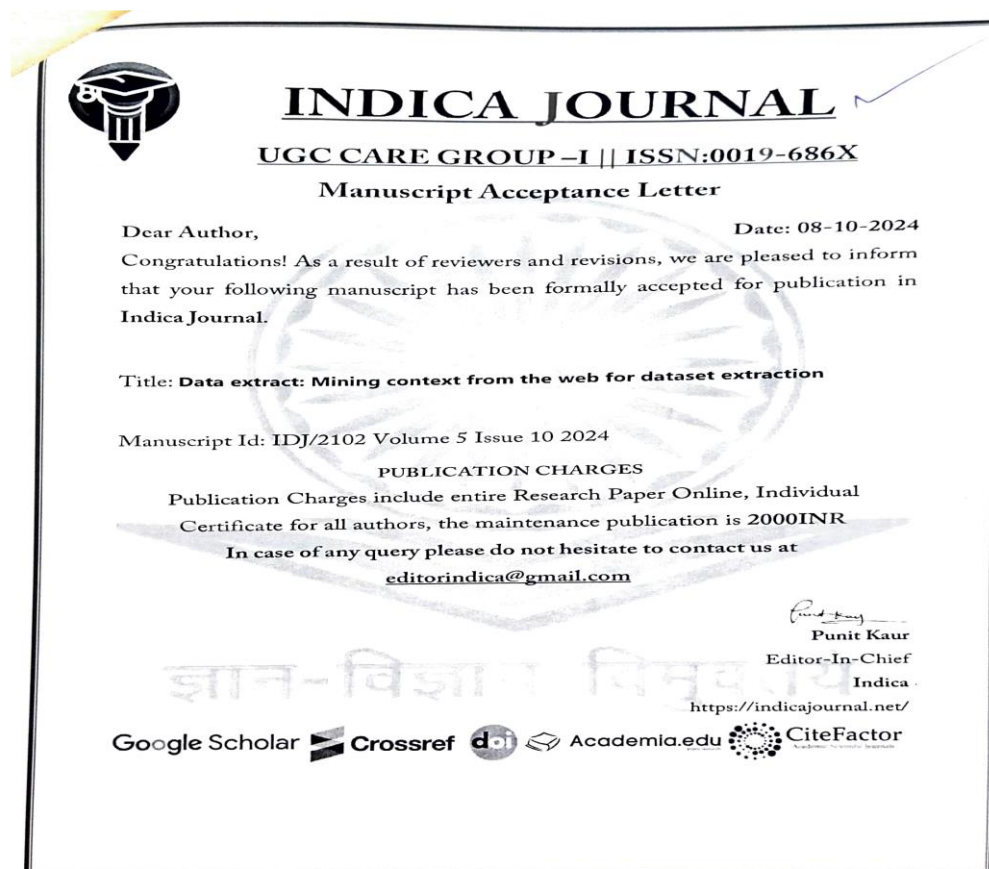
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Academic Director

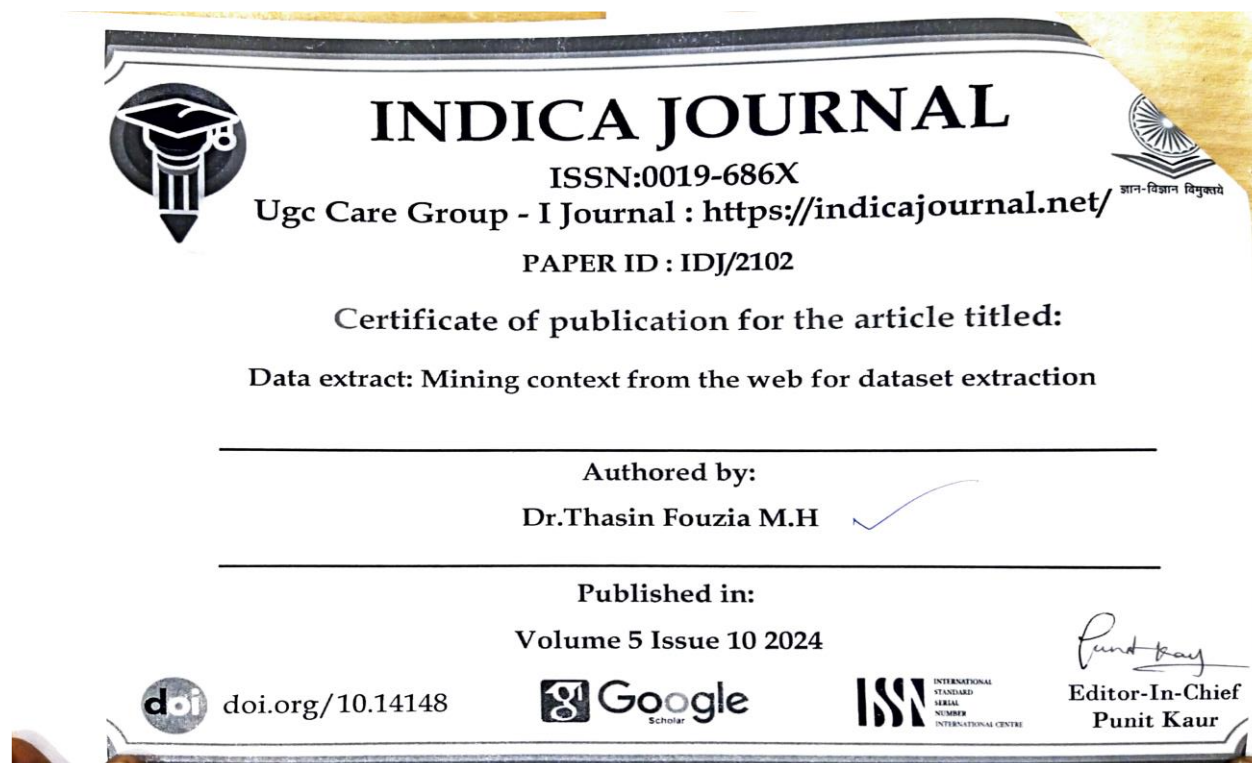
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08/10/24



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13/10/24





INDICA JOURNAL (ISSN:0019-686X) VOLUME 5 ISSUE 10 2024

### **Data extract: Mining context from the web for dataset extraction**

**Dr.Thasin Fouzia M.H**

Assistant Professor

Department of Computer Science

Patrician College of arts and Science

Gandhi Nagar, Adyar, Chennai – 600 020

#### **Abstract**

In the vast expanse of the internet, a treasure trove of data awaits extraction, offering valuable insights and opportunities for analysis. One of the primary methods of sourcing this data is through web scraping, a process that involves the automated extraction of information from websites. In the realm of data science, this technique is particularly invaluable for dataset creation and analysis, enabling researchers and businesses to uncover trends, patterns, and correlations that can inform decision-making and drive innovation. At the heart of web scraping lies the quest to mine context from the web, extracting meaningful information from the vast array of online content. Whether it's news articles, blog posts, product reviews, or social media interactions, each digital footprint contributes to the rich tapestry of data available on the internet. However, accessing and harnessing this data effectively requires a strategic approach and a keen understanding of the tools and techniques at hand.

**Keywords:** Dataset, information retrieval, web mining, search engines.

#### **I Introduction**

In the digital age, the internet serves as a vast repository of information, with billions of web pages housing a plethora of data waiting to be discovered and utilized. Amidst this virtual landscape, the practice of web mining emerges as a crucial technique for extracting valuable insights and context from online sources. At its core, web mining involves the systematic exploration and analysis of web data to uncover patterns, trends, and knowledge that can inform decision-making and drive innovation. The journey of web mining begins with the quest for data. From news articles and blog posts to social media interactions and product reviews, the internet is teeming with valuable information across diverse domains. Researchers, businesses, and





T. CHRISTY 2023 - 2024 .

**Patrician College of Arts and Science**  
**REQUISITION FORM FOR FINANCIAL ASSISTANCE**

Programme Title	Paper - Publication in Journal.
Date	14.11.2024 [Communications on Applied Nonlinear Analysis]
Purpose	
Budget	Rs 1000 .
Advance Taken	
A/C . Settled / Not Settled	

T. Christy  
Faculty

Principal

Academic Director

Director

Keywords: HM labeling,  $TS_n \circ K_1$  graphs.

### 1. Introduction

Let  $G = (V, E)$  be a  $(p, q)$  graph with  $p = |V(G)|$  vertices and  $q = |E(G)|$  edges, where  $V(G)$  and  $E(G)$  respectively denote the vertex set and edge set of the graph  $G$ . In this paper, we consider the graphs which are simple, finite and undirected for graph theoretic terminology and notations we refer to Harary [2]. The Concept of graph labeling was introduced by Rosa in 1967. A detailed survey of graph labeling is available in Gallian [1]. The concept of Mean labeling of graph was introduced by S. Somasundaram, R. Ponraj and S.S. Sandhya [3]. Some of the harmonic mean graphs are investigated by S. Meena and M. Sivasakthi in [4]. The concept of Harmonic Mean labeling of graph was introduced by S. Somasundaram, R. Ponraj and S.S. Sandhya [5,6] and they investigated the existence of Harmonic mean labeling of several family of graphs such as this concept was then studied by several authors and studied their behavior in [7], [8], [9], and [10].

### 2. Preliminaries

#### Definition 2.1. Mean Labeling

A function  $\rho$  is called mean labeling for a graph  $G = (V, E)$  if  $\rho: V \rightarrow \{0, 1, 2, 3, \dots, q\}$  is injective and the induce function  $\rho': E \rightarrow \{1, 2, 3, \dots, q\}$  defined as  $\rho' = \left\lfloor \frac{\rho(a) + \rho(b)}{2} \right\rfloor$  or  $\left\lceil \frac{\rho(a) + \rho(b)}{2} \right\rceil$  is bijective for every edge. A graph  $G$  is called mean labeling.

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R. Ponraj





Communications on Applied Nonlinear Analysis  
 ISSN: 1074-133X  
 Vol 31 No. 2 (2024)

## An Application on Harmonic Mean Labeling of Variations in Triangular Snake Graphs

T. Christy<sup>1</sup>, G. Palani<sup>2,\*</sup>, E. Chandrasekaran<sup>3</sup>

<sup>1</sup>Assistant Professor, Department of Mathematics, Patrician College of Arts and Science, Affiliated to University of Madras, Tamil Nadu, India.

<sup>2</sup>Assistant Professor, Department of Mathematics, Dr. Ambedkar Government Arts College, Tamil Nadu, India.

<sup>3</sup>Professor of Mathematics, Veltech Rangarajan Dr Sagunthala R&D Institute of Science and Technology, Tamil Nadu, India.

\*Corresponding author: E-mail: gpalani32@yahoo.co.in

### Article History:

Received: 15-01-2024

Revised: 26-03-2024

Accepted: 18-04-2024

### Abstract:

A graph  $G$  with  $p$  vertices and  $q$  edges is called a harmonic mean(HM) labeling if it is possible to label the vertices  $x \in V$  with distinct labels  $\rho(x)$  from  $\{1, 2, \dots, q+1\}$  in such a way that each edge  $e = ab$  is labeled with  $\rho(ab) = \left\lfloor \frac{2\rho(a)\rho(b)}{\rho(a)+\rho(b)} \right\rfloor$  or  $\left\lceil \frac{2\rho(a)\rho(b)}{\rho(a)+\rho(b)} \right\rceil$  then the edge labels are distinct.

In this case  $\rho$  is called Harmonic mean(HM) labeling of  $G$ . In this paper we introduce new graphs obtained from triangular snake graph  $TS_n$  such as  $TS_n \circ K_1$ , and prove that they are Harmonic Mean labeling graphs.

**Keywords:** HM labeling,  $TS_n \circ K_1$  graphs.

### 1. Introduction

Let  $G = (V, E)$  be a  $(p, q)$  graph with  $p = |V(G)|$  vertices and  $q = |E(G)|$  edges, where  $V(G)$  and  $E(G)$  respectively denote the vertex set and edge set of the graph  $G$ . In this paper, we consider the graphs which are simple, finite and undirected for graph theoretic terminology and notations we refer to Haray [2]. The Concept of graph labeling was introduced by Rosa in 1967. A detailed survey of graph labeling is available in Gallian [1]. The concept of Mean labeling of graph was introduced by S. Somasundaram, R. Ponraj and S.S. Sandhya [3]. Some of the harmonic mean graphs are investigated by S. Meena and M. Sivasakthi in [4]. The concept of Harmonic Mean labeling of graph was introduced by S. Somasundaram, R. Ponraj and S.S. Sandhya [5,6] and they investigated the existence of Harmonic mean labeling of several family of graphs such as this concept was then studied by several authors and studied their behavior in [7], [8], [9], and [10].

### 2. Preliminaries

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 R. Ponraj

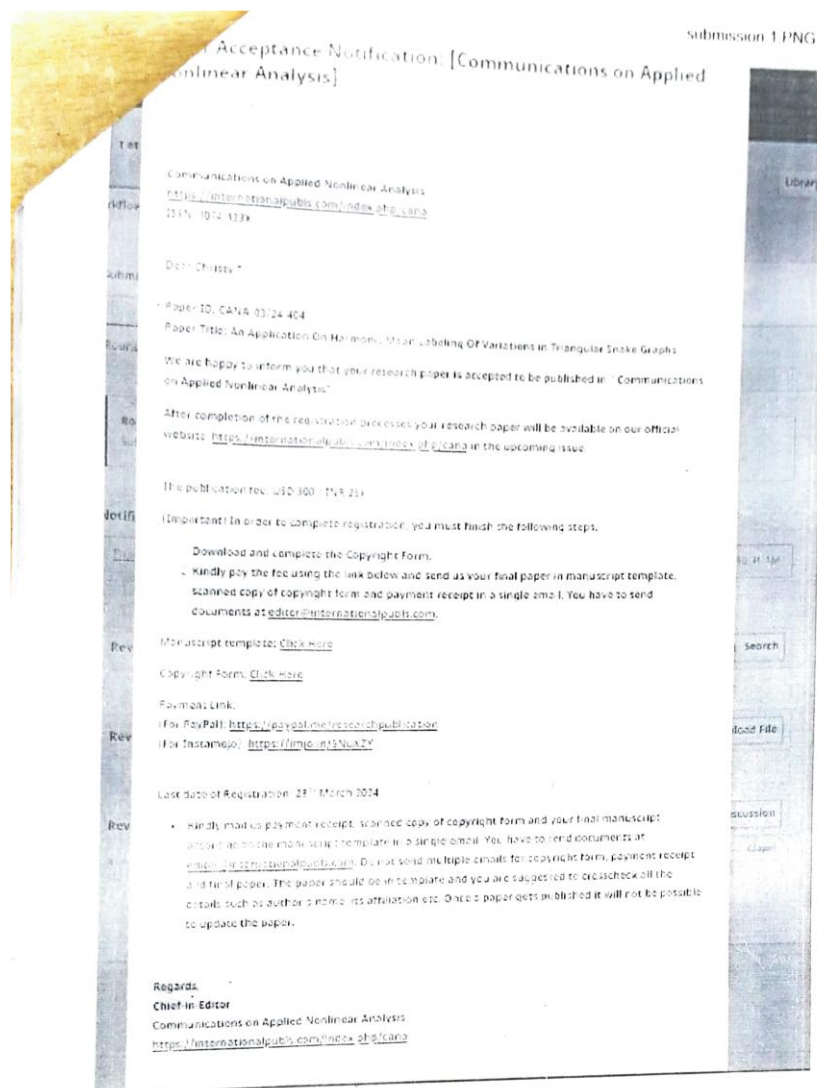


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College A/c / Department A/c	Sri Kanyaka Parameswari Arts and Science College
Programme Title	Art of Thesis Writing (PDP)
Programme Date	23/9/24 to 27/9/24 ✓
Expense Details	Google pay (attached)
Budget	Rs 100 ✓
Advance Taken, if any	—

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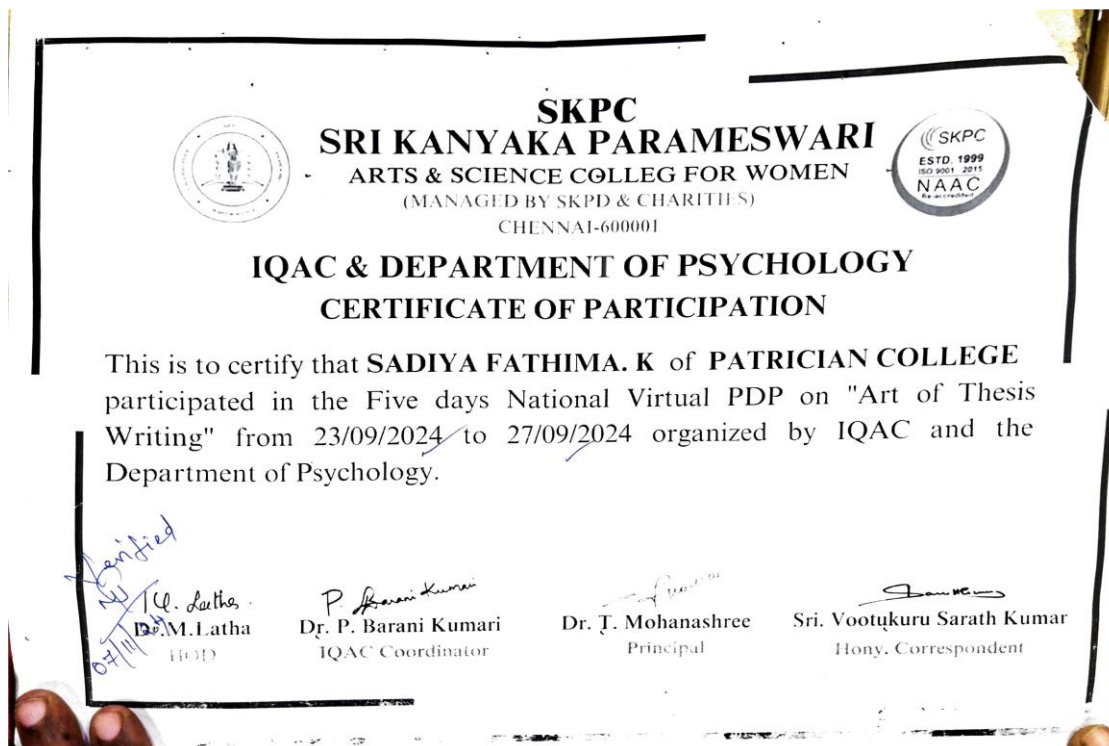
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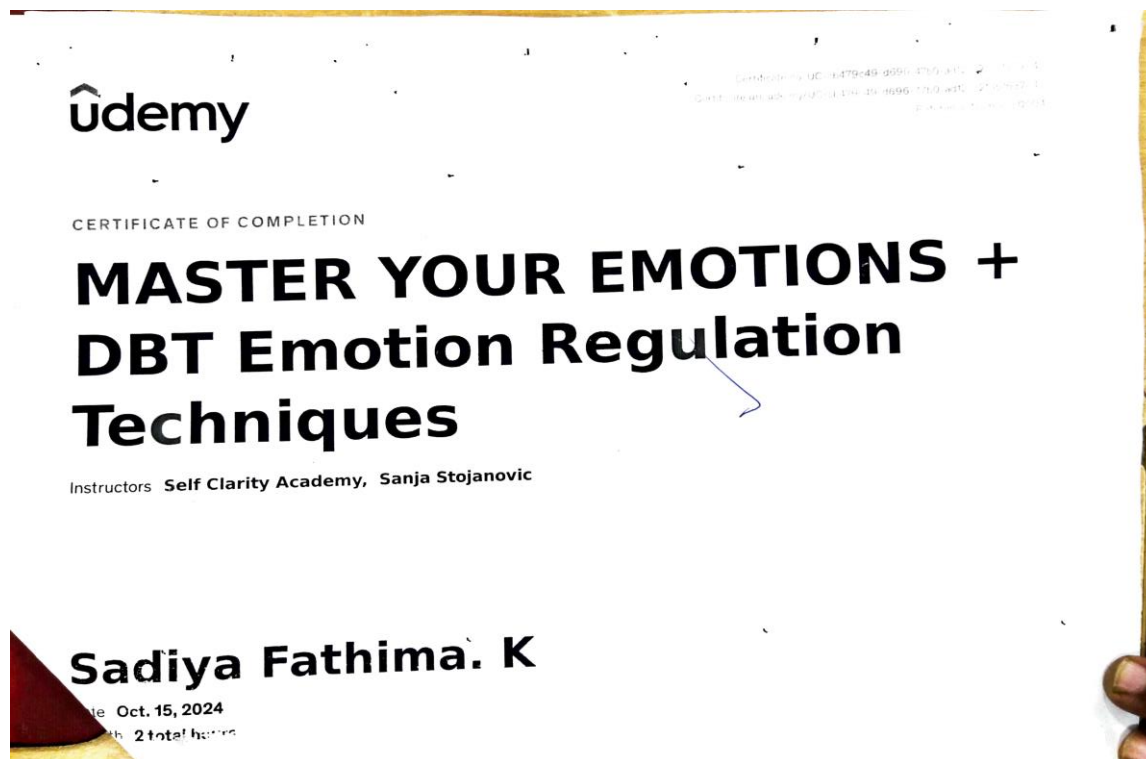
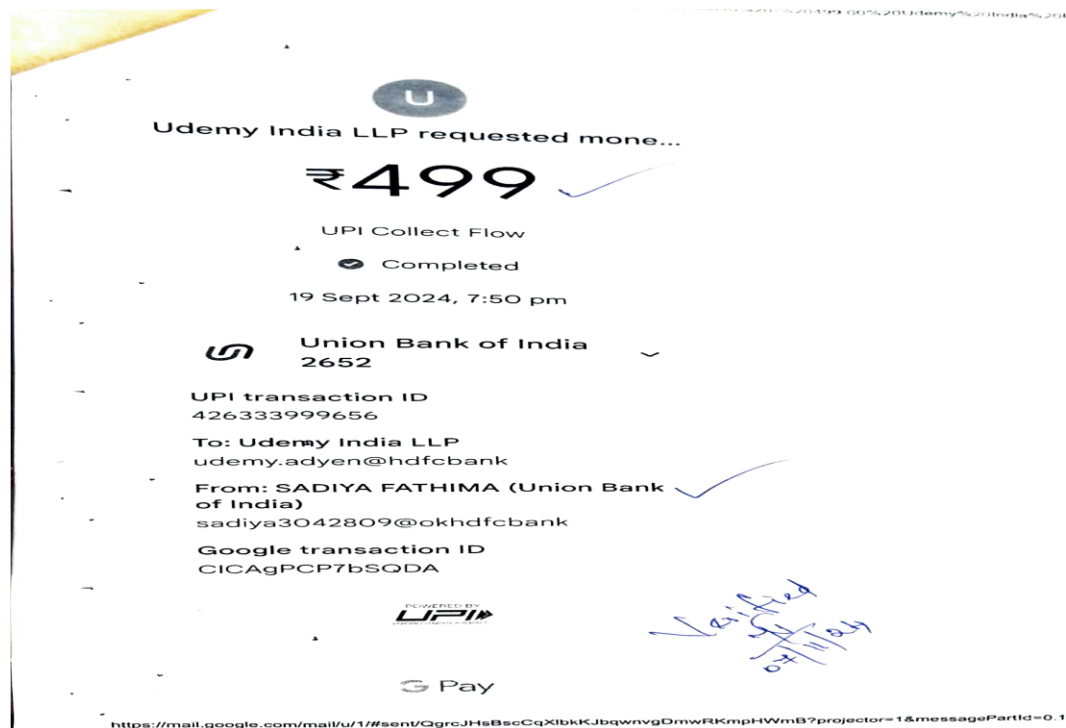
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College A/c / Department A/c	Udemy Certificate Course
Programme Title	Master Your Emotions + DBT Emotion Regulation Techniques
Programme Date	15/10/24
Expense Details	Google pay (attached)
Budget	Rs 499
Advance Taken, if any	-

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Faculty  
Sadiya fathima.k

Academic Director

Director







Payment Status

**Patrician College of Arts and Science**  
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Programme Title	NPTEL CLAIM
Date	16/8/2023
Purpose	NPTEL EXAM + FDP Certificate
Budget	Rs. 1100
Advance Taken	Nil
A/C . Settled / Not Settled	

Faculty

Dr. Mahalakshmi G

Academic Director

Principal

Director

Faculty Details  
Dr. Mahalakshmi G  
Department of Management

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Course	Amount
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Transaction ID	0b6a0fe8fb7245a582587a2519099aee
Billdesk Reference	ZHD51329742858
Date	16/08/2023 14:56:48 IST
Total Amount	₹ 1000

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15/08/24

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Total number of candidates certified in this course: **247**

**Jul-Oct 2023**  
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**Prof. Haimanti Banerji**  
Coordinator, NPTEL  
IIT Kharagpur



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No. of credits recommended: 3 or 4

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with a consolidated score of **71 %**

  
Prof. Andrew Thangaraj  
NPTEL Coordinator  
IIT Madras



(Jul-Oct 2023)

Roll No: NPTEL23LW05S833506373

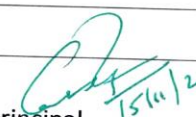
Duration of NPTEL course : 12 Weeks

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The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams.  
The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams.

## Patrician College of Arts and Science REQUISITION FORM FOR FINANCIAL ASSISTANCE

Programme Title	BOOK publication
Date	24/10/2024
Purpose	Authored Book titled Entrepreneurship and Small Business Management
Budget	Rs. 4000/-
Advance Taken	nil
A/C . Settled / Not Settled	

Faculty  
  
Mahalakshmi G

  
Principal 15/11/24

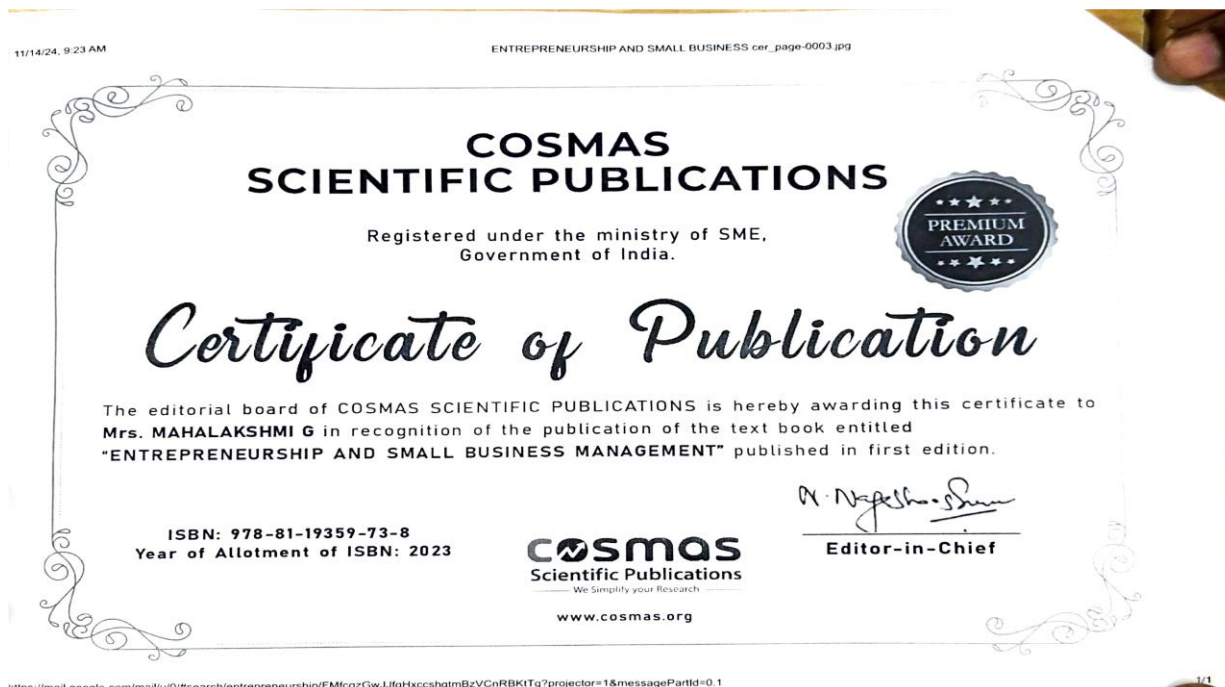
Academic Director



Director

  
19/11/24







(6)

Dr. S. Muthukumaravel  
2023-2024

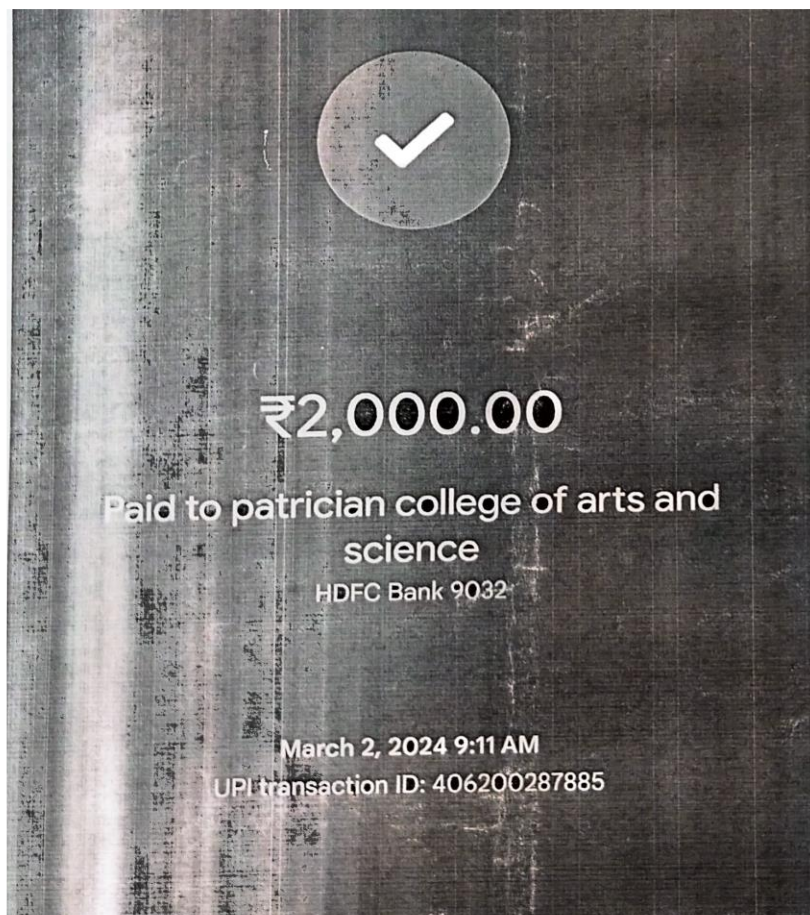
**Patrician College of Arts and Science**  
**REQUISITION FORM**

College A/c / Department A/c	College A/c - Finance Assistant
Programme Title	International Conference Publication
Programme Date	26-9-2023
Expense Details	R. 2,000/-
Budget	-
Advance Taken, if any	-

Dr. S. Muthukumaravel  
Faculty 8-3-2024

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9/3/24  
Academic Director

S. S. S.  
11/3/24  
Director



Patrician College of Arts and Science  
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2023-24

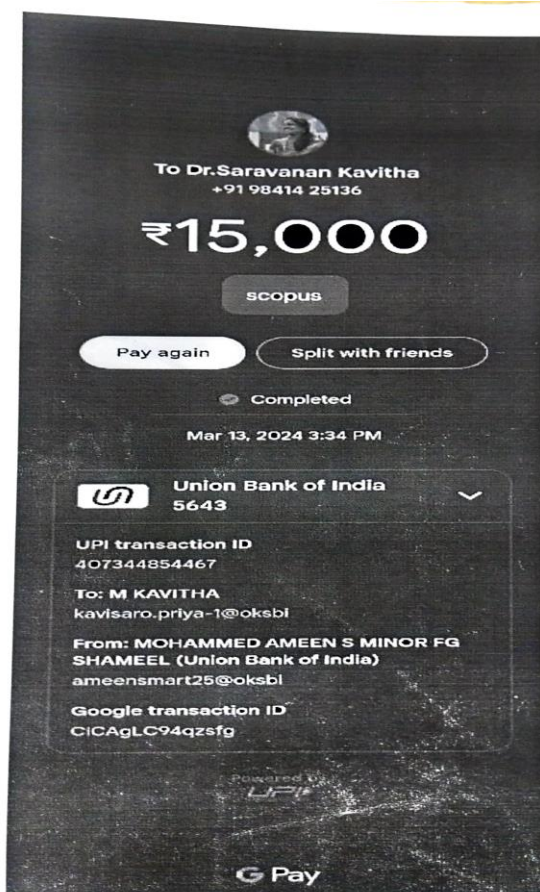
7

College A/c / Department A/c	
Programme Title	Performance Analysis on Job Satisfaction level of employees working in IT professional Sector
Programme Date	09-12-23
Expense Details	₹15,000
Budget	₹1000
Advance Taken, if any	NIL

Ameen  
Faculty

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Director







Ianna Journal of Interdisciplinary Studies, EISSN: 2735-9891  
Volume 5, Issue 2, December 2023



**PERFORMANCE ANALYSIS ON JOB SATISFACTION LEVEL OF EMPLOYEES  
WORKING IN IT PROFESSIONAL SECTOR**

**Mr. MOHAMMED AMEEN. S<sup>1</sup>**  
**Department of Commerce,**  
**Vels Institute of Science, Technology & Advanced Studies**  
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**Abstract**

This is an empirical investigation into how factors influence IT professionals' job satisfaction. The problem for most organizations is how to retain qualified employees. As technology has gone from commonplace to prevalent over the past twenty years, it has become increasingly difficult to retain qualified information technology (IT) professionals. Therefore, this study focused on investigating the job satisfaction of IT professionals, paying particular attention to the two most important factors in IT workers' job satisfaction and advancement opportunities. The work performance of employees lays the foundations for achieving the desired organizational goals and objectives. The work performance of individual employees is influenced by various combinations of factors. This paper reviewed the existing literature to find out what other researchers have done to ensure that IT professionals are satisfied at work. The paper went further and identified the most relevant factors of job satisfaction as follows: personality trait, values: external and internal, working conditions and social influence. This study used quantitative research methods to address the research questions; what are the factors that influence the perception of job satisfaction of IT professionals and can organization and management affect the issue of job satisfaction among IT professionals. The results of this study show that general satisfaction is significantly associated with the degree of satisfaction in terms of autonomy and intrinsic factors.

**Keywords:** IT professionals, Job satisfaction, Retention strategies, Organizational influence





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Programme Date	09.06.23
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INFLUENCE ON EMOTIONAL INTELLIGENCE TOWARDS IT PROFESSIONALS – A  
DETAILED STUDY

Section A-Research paper

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## INFLUENCE ON EMOTIONAL INTELLIGENCE TOWARDS IT PROFESSIONALS – A DETAILED STUDY

MR. MOHAMMED AMEEN. S<sup>1</sup>, Dr. KAVITHA. M<sup>2</sup>

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### Abstract

Emotional intelligence is a set of qualities and competencies that capture a broad collection of individual skills and dispositions, usually referred to as soft skills or inter and intra-personal skills, that are outside the traditional areas of specific knowledge, general intelligence, and technical or professional skills. Emotions are an intrinsic part of our biological makeup, and every morning they march into the office with us and influence our behaviour. In this study, an attempt is made to contribute a fresh perspective to the field of human resources, with special reference to the influence of emotional intelligence on IT sector employees. It is also an earnest attempt to bridge the gap, especially in this area, by highlighting the relevance and importance of emotional intelligence to leadership, senior management, individuals, and organisations, and hoping this study will initiate a series of serious and productive discussions on the subject.

**Keywords:** Emotions, Work-life, Commitment and behaviour.

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**Impact of Employee Retention Rate in Information Technology Sector – A Study with special reference to Chennai City**

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**Abstract**

Employee retention refers to the ability of an organization to retain its employees. Employee Turnover is a major challenge faced by companies globally. However, many consider employee retention to relate to the efforts by which employers attempt to retain employees in their workforce. In this sense, retention becomes the strategy rather than the outcome. Human resources are the livelihood of all types of organizations. Even though all types of organizations are now found to be technology-driven, human resources are still required to run the technology. The biggest challenge that organizations are facing today is not only managing these resources but also retaining them and securing and retaining skilled employees. Skilled employees play an important role in any organization because employees' knowledge and skills are central to companies' ability to be economically competitive. Both primary and secondary data were collected. Structured Questionnaires were used to collect primary data from the employees. The secondary data was collected from the company website, reports, and books. The conclusion was derived based on the results.

**Keywords:** Retention problem, Expectation, Career, training, and career development.

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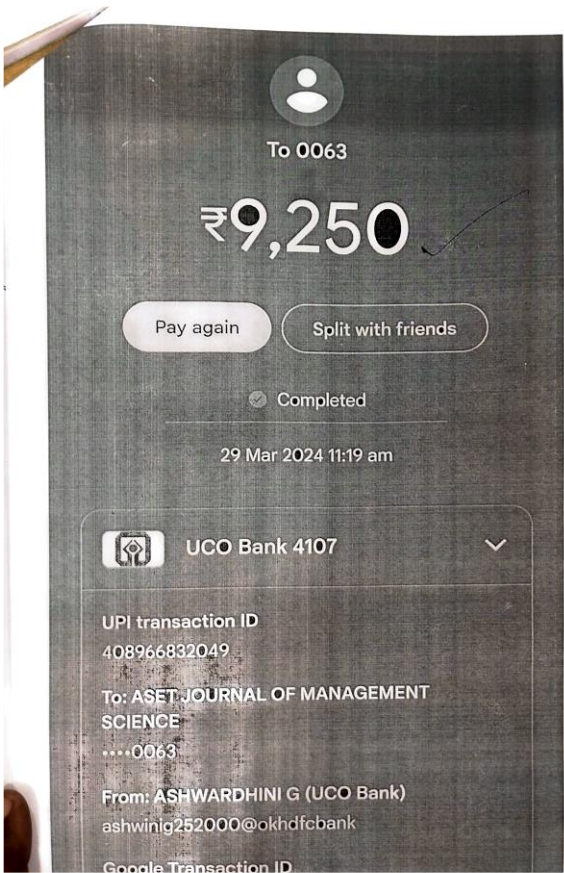
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## Customer Perception on role of Artificial Intelligence (AI) in the Banking Industry in Chennai

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**Abstract.** Artificial Intelligence (AI) has become a transformative force, driving advancements in automation, data analysis, and decision-making across various industries. Its integration plays a pivotal role in shaping the technological landscape and addressing complex challenges in the modern era. This study focuses on the transformative impact of AI in the banking industry, specifically focusing on customer perceptions in Chennai city. Analyzing data from 120 respondents through a structured questionnaire, the research reveals that more than fifty percent customers in the region are aware of AI in banking. The study categorizes 33 variables into three factors, emphasizing Efficiency and Security Optimization, Enhanced Customer Interaction and Transactions, and Advanced Customer Services and Risk Management. Findings indicate a moderate awareness level, suggesting the need for customer education on AI implementation. Targeted awareness campaigns, especially across all age groups, are crucial for fostering positive perceptions. The study underscores the importance of banks embracing adaptability, prioritizing data access and privacy, and collaborating with regulatory bodies to establish ethical guidelines for responsible AI implementation, addressing concerns such as potential job displacement. As AI in banking continues to evolve, this research highlights its growing significance in enhancing efficiency, security, and overall customer experience.

**Keywords:** Artificial Intelligence (AI), Banking Sector, Security Optimization, Customer Perceptions.

## 1 INTRODUCTION

In the 21st century, the world is undergoing significant transformations, with artificial intelligence (AI) playing a pivotal role across various sectors. AI has emerged as a trendsetter, facilitating streamlined operations in numerous industries. This algorithmic technology is adept at executing tasks faster and with greater precision, eliminating human errors. Among the pivotal sectors influenced by this technological shift is the banking industry, a cornerstone of any country's economic landscape. The transition from traditional to modern banking practices has intensified the demand for AI solutions, benefitting both bankers and customers alike. The evolution of banking technology has witnessed landmark innovations, starting in the 1960s with the advent of automated teller machines (ATMs), moving on to the emergence of mobile banking in 2010. The dependency on physical wallets is diminishing, and digital payment mechanisms are becoming more prevalent. AI applications, including chatbots, virtual assistants, cyber security and fraud detection,

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## Industry 5.0: A New Paradigm for Development

Edited by Sandip Kar, Ershad Ali and S. C. Mathugama

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Programme Date	23.2.2024
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## WORK-LIFE BALANCE AND ITS NEED

Ms Vinola Sharo Bell W, PhD scholar, Department of Social Work, Madras Christian College

Dr Alban Nishanth Lal, Associate Professor, Department of Social Work, Madras Christian College

### ABSTRACT

In today's fast-paced and dynamic work environments, achieving a balance between professional responsibilities and personal life has become increasingly critical for individuals across various industries. This abstract delves into the intricate relationship between work-life balance and job satisfaction, synthesizing contemporary research findings and theoretical perspectives to illuminate the multifaceted nature of this dynamic interplay.

Work-life balance encompasses the equilibrium individuals seek to maintain between their professional commitments and personal pursuits, encompassing various dimensions such as flexible work arrangements, supportive organizational cultures, and individual coping strategies. Job satisfaction, on the other hand, reflects employees' subjective evaluation of their work experiences, encompassing aspects such as job autonomy, interpersonal relationships, and perceived organizational support. Research indicates a significant association between work-life balance and job satisfaction, suggesting that individuals who perceive a greater balance between their work and personal lives tend to report higher levels of job satisfaction. Moreover, organizations that prioritize initiatives aimed at fostering work-life balance often experience benefits such as increased employee morale, productivity, and retention rates. However, achieving optimal work-life balance remains a complex endeavor influenced by individual preferences, organizational policies, and socio-cultural factors. Challenges such as technology-induced boundary blurring, role overload, and conflicting demands continue to pose hurdles to attaining equilibrium in modern workplaces. This abstract also highlights the importance of adopting a holistic approach to addressing work-life balance concerns, emphasizing the need for tailored interventions that consider diverse employee needs and preferences. Such initiatives may include flexible scheduling options, telecommuting opportunities, wellness programs, and managerial support for boundary management.

In conclusion, understanding the nuanced relationship between work-life balance and job satisfaction is crucial for individuals, organizations, and policymakers alike. By prioritizing initiatives that promote work-life balance, organizations can cultivate a more satisfied and engaged workforce, ultimately contributing to enhanced employee well-being and organizational success in today's competitive landscape.

**keyword:** Work- life balance, employee, well-being

### INTRODUCTION

Work-life balance is defined by how employees manage their time both at and away from work. Relationships, family duties, and other extra interests and hobbies may take up time outside of work. The ways a person use to balance all of their job and personal obligations are referred to as work-life balance. The concept is simple, but working professionals all around the world struggle to define it, let alone attain it. Those on the search will encounter a complex environment filled with thousands of publications and claims about how to get there. With so many people feeling overwhelmed and unbalanced, it's important to reconsider how people think about work-life balance and how it will need to change for today's professionals.

Work-life balance has evolved to include both challenges and initiatives intended to help employees manage their time effectively. Burnout prevention and stress management have also been added to the programmes. Employees today demand







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## EMPLOYEE WELLBEING IN IT INDUSTRIES

Ms. Vinola Sharo Bell W, Ph.D Scholar, Department of Social Work, Madras Christian College

Dr. G.F Alban Nishanth Lalu, Associate Professor, Department of Social Work, Madras Christian College

### ABSTRACT

Workers' wellbeing is a key factor in determining an IT Companies' long-term effectiveness. There is a direct link between productivity levels and the general health and well-being of the workforce. It reflects that 'wellbeing' is a personal, subjective state and that organizations have to create an environment and culture which empowers the worker to make positive personal lifestyle decisions, which will hopefully enhance their sense of wellbeing. This definition is therefore strongly linked to worker engagement and creating an IT organization those women employees will want to work for because they feel safe, are valued by their employer and feel part of a happy and supportive work community. Employers who pay attention to quality of life issues (their workers' sense of wellbeing) can help secure employees' commitment and motivation and improve productivity and retention rates. Changes in work practices are affecting some aspects of the psychological contract such as job security - employers can counter this by looking after other areas that have an impact on employees' wellbeing. The present article explain the employee wellbeing in IT industries and suggests the suitable measures to enhance the employee wellbeing in IT industries.

**Keyword:** walking, IT Industries, Employees

### INTRODUCTION

The growth of IT industry in India, today India is well known for providing world class technology solutions and business services all over the world. IT industry with its different emerging branches have created vast employment opportunities by employing both highly skilled manpower in hardware and software sectors and people with less technical and formal education in ITES-BPO industry (Nadeak and Naibaho, 2020). With this India has become one of the major IT jobs capitals of the world generating 5.984 million jobs in the year 2022-23. Also, IT industries have contributed in the development of many Indian cities in terms of economy, lifestyle and infrastructure where Bengaluru, Hyderabad, Chennai, Pune and Mumbai have emerged as major IT cities in India (Suprayitno, 2022). Government policies and facilitations have played a key role in the development of the IT industry. Presently, India has emerged as a global outsourcing destination for IT and IT enabled services (ITeS) and is well known for providing world class technology solutions and business services. Indian IT & ITeS industry is increasingly contributing to country's GDP, employment and exports. The key factors contributing to the huge growth and success of this sector access to skilled manpower, cost competitiveness, strong quality orientation, availability of high quality infrastructure, employee wellbeing, employee loyalty, career progression, enabling policies of the government and mature industry eco-system (Adiwati, 2022)..

### DEFINITION FOR EMPLOYEE WELL-BEING

According to the American psychologist and writer Martin Seligman, well-being is a fusion of factors whose purpose is to make the individual feel good and have meaning in an activity that he or she enjoys, as well as maintaining good



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## Patrician College of Arts and Science REQUISITION FORM FOR FINANCIAL ASSISTANCE

Programme Title	HR Conclave
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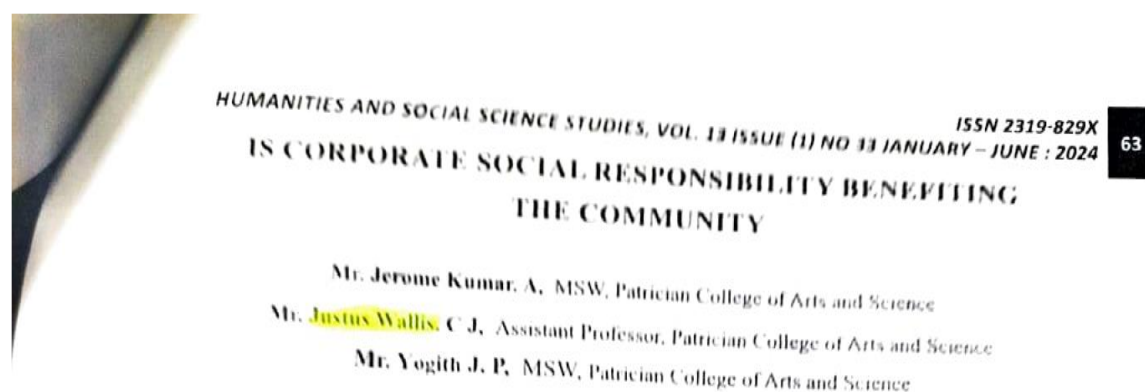
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**ABSTRACT:**

Corporate Social Responsibility (CSR) has become a significant focus for companies worldwide, with many investing in initiatives aimed at benefiting communities. This paper explores whether CSR genuinely benefits communities or primarily serves as a public relations tool. It examines various CSR strategies, their implementation, and their tangible impacts on local communities through case studies of Ashok Leyland, Tata Consultancy Services (TCS), TVS Motor Company, Ramco Cements, and Indian Bank. The analysis aims to provide a balanced view of CSR's effectiveness in fostering sustainable community development.

**KEYWORDS:** Corporate Social Responsibility (CSR), Community Benefit, CSR Impact, Financial Investments, Social Welfare, Environmental Sustainability.

**INTRODUCTION:**

Corporate Social Responsibility (CSR) refers to a business model in which companies integrate social and environmental concerns into their operations and interactions with stakeholders. The concept has gained traction as businesses recognize their role in contributing to societal well-being beyond generating profits. However, the question arises whether CSR truly benefits communities or is more about enhancing corporate image.

**CSR FUNDING COMPANIES IN TAMIL NADU**

There are several CSR funding companies in Tamil Nadu that are making a difference in their respective fields. Some of the top CSR funding companies in Tamil Nadu are:

**Ashok Leyland -N V Balachander**

Ashok Leyland is a leading commercial vehicle manufacturer in India, and it is also one of the top CSR funding companies in Tamil Nadu. The company is committed to promoting education, healthcare, and environmental sustainability. They have implemented several initiatives such as setting up schools, providing healthcare facilities, and promoting eco-friendly practices. Ashok Leyland has set up several schools in rural areas, providing quality education to children who would otherwise have limited access to education.

The budget of Ashok Leyland while the company's mandated CSR expenditure amount 2 per cent of annual profit was Rs.146.11 crore, its expenditure was Rs.236.3 crore. Its annual report shows that the company spent a large portion of money Rs.204.73 crore on education and skill development.

The company's "Road to School" program has significantly improved educational outcomes in rural areas. Data from these programs show increased literacy rates and school attendance. Their health camps provide essential medical services to underprivileged communities, contributing to better health outcomes. For example, health camps conducted in Tamil Nadu villages saw a 30% reduction in common ailments and improved overall health indicators in the community.



## ADVANCING CSR THROUGH GENDER EQUITY

Mr. Yogith J. P, MSW, Patrician College of Arts and Science

Mr. Justus Wallis. C J, Assistant Professor, Patrician College of Arts and Science

Mr. Jerome Kumar. A, MSW, Patrician College of Arts and Science

### Abstract:

Our goal is to create a workplace where every individual feels valued, respected, and supported. We believe that by promoting gender equity, we cannot only create a more diverse and inclusive workplace but also drive business results and improve our overall performance. This report provides a snapshot of our progress and highlights the work we still need to do to achieve our goals. We look forward to continuing our journey towards a more equitable and inclusive workplace

**KEYWORDS:** Corporate Social Responsibility, Community Benefit, CSR Impact, Education and Training Girls education, Vocational Training.

### INTRODUCTION:

**Promotes Diversity and Inclusion:** Gender equity ensures that all employees, regardless of gender, have equal opportunities to contribute to the organization's success.

**Boosts Productivity:** A diverse and inclusive workforce can lead to increased productivity, creativity, and innovation.

**Enhances Reputation:** Companies that prioritize gender equity are more likely to be seen as socially responsible and attractive to customers, investors, and talent.

**Supports Economic Growth:** Closing the gender gap can lead to significant economic benefits, as women's participation in the workforce can increase GDP and stimulate economic growth. CSR can be a valuable tool to addressing gender inequality in workplaces. Traditionally, gender inequality in the workplace has contributed to many problems such as, segregation, wage discrimination and the impeding of female career progression, despite education and qualifications. Workplace gender equality is a core pillar of CSR with companies nowadays increasingly addressing it within their work agendas. These programmes focus mostly on the experiences of women, giving particular attention to their rights, equal pay, sexual harassment and discrimination.

Companies using CSR to achieve gender equality in their workplaces:

**Salesforce:** In 2015, the company started to audit its pay practices to eliminate any gender discrepancies. In March of the same year, the company announced that around 6% of its 17,000 employees were impacted and that it had spent \$3 million to bring the underpaid workers (both men and women) to parity with their peers.

**Deloitte:** Announced its new 16-week family leave benefit in September 2017, being praised for its forward-thinking with a policy that will help the company recruit and retain talent.

**Hilton Worldwide:** In 2015, the company announced its new policy, offering 2-10 weeks of paid parental leave to all staff, from hotel employees to corporate staff, along with those working part-time and hourly.

**Macy's:** CEO and Chairman Terry Lung Ren has been very firm-standing in his desire to have his retailer reflect those that shop there. Thus, half of the 12 board directors are women; two members are African-American, one is Asian-American and one is Hispanic.



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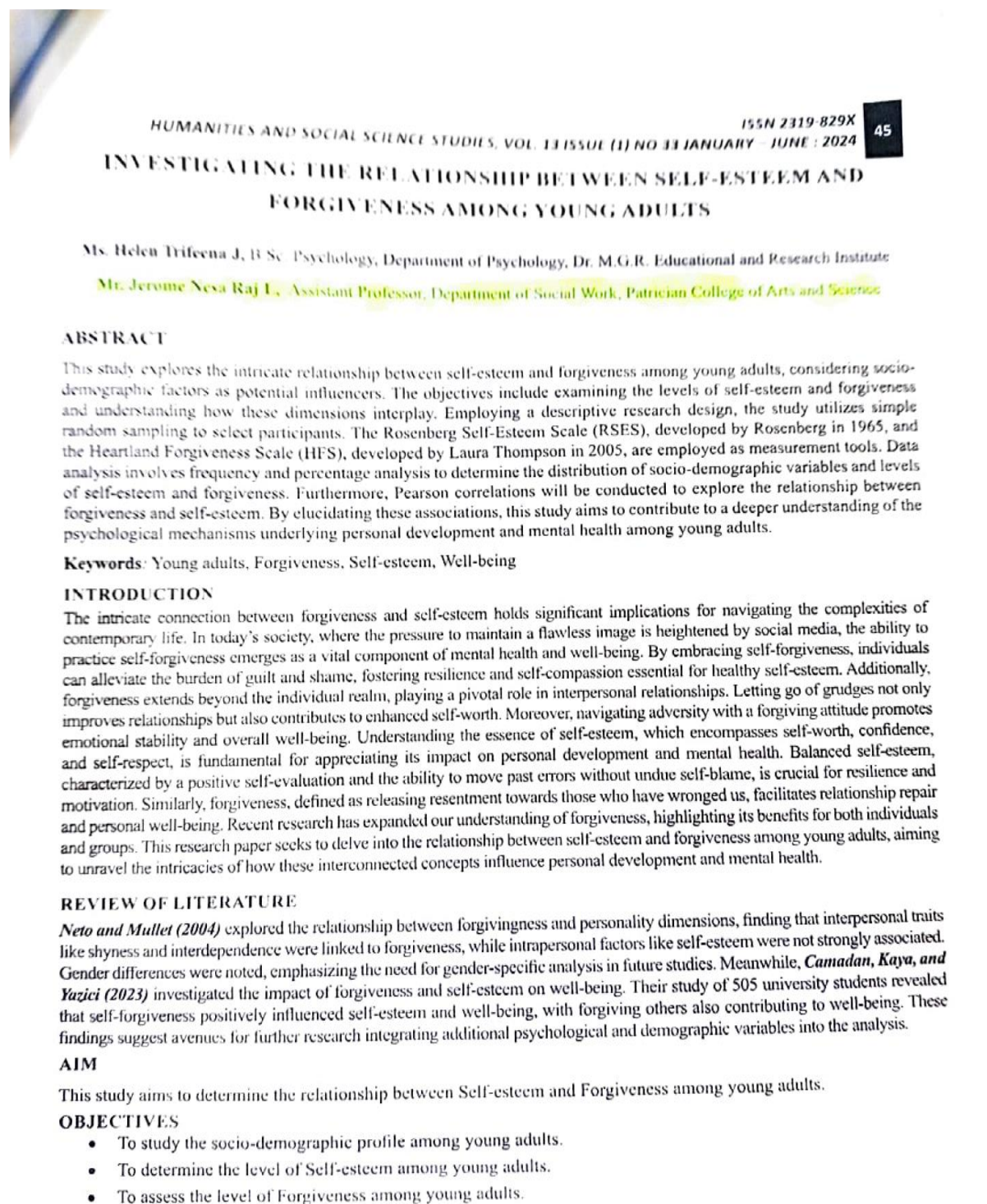


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Dr. Usha Jose

**Patrician College of Arts and Science  
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## A STUDY ON CHALLENGES FACED BY CONTRACT EMPLOYEES IN DIFFERENT SETTINGS

Mr. Aswin Raj, II MSW, PG Department of Social Work, Patrician College of Arts & Science

Dr. Usha Jose, Associate Professor, Department of Social Work, Patrician College of Arts & Science

Mr. Dominic, Assistant Professor, Department of Social Work, Patrician College of Arts & Science

### ABSTRACT

This study focuses on challenges faced by temporary and contract employees. There are different struggles like physical and psychological problems due to the temporary employment individuals are exploited. Researcher used descriptive study design and Purposive sampling to collect data Attitude towards temporary employees by the employer has a major difference which can be changed for social wellbeing of the employees researcher worked alongside with contract employees to understand their perspectives. Researcher found that psychological distress created to employees in contract positions is high through the study. Also the partiality shown in a working environment is at peak. To conclude, study with suggestions of fair wages with partiality in work can be reduced and appreciation for small works will help their psychological well being. And proper grievance cell to address their problems.

**Keywords** Contract workers, Fair wages, Physical problem, Psychological problem

### INTRODUCTION

A contract employee is an employee a company hires to complete a specific task or project during a predetermined time frame and with a fixed fee. Contract employees are typically experts that provide a set of skills or subject matter experience that is unavailable within the organization's internal employee. Studying the challenges faced by contract employees is essential as it provides insights into the dynamic and evolving nature of the modern workforce. Contract employment, also known as contingent or gig work, has become increasingly prevalent in today's global economy.

Understanding the challenges encountered by contract employees is crucial for several reasons, ranging from social and economic perspectives to the formulation of effective labor policies. In this comprehensive exploration, we will delve into the multifaceted aspects of contract employment challenges, covering economic instability, job insecurity, lack of benefits, limited career development opportunities, and the broader societal implications.

### ECONOMIC INSTABILITY

Contract employees often face economic uncertainty due to the unpredictable nature of their employment. Unlike permanent positions, contract contracts are subject to abrupt termination, leaving workers in a perpetual state of financial instability. This insecurity can have profound effects on various aspects of their lives, including housing, healthcare, and overall well-being. Studying these economic challenges is crucial for understanding the broader implications of contract employment on individuals and society.

### JOB INSECURITY

Contract employees typically lack job security, facing the constant threat of contract non-renewal or sudden termination. The fear of job loss can impact their performance, mental health, and job satisfaction. Exploring the causes and consequences of job insecurity among contract workers provides valuable insights into the psychological toll of such employment arrangements.





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## ENHANCING CUSTOMER SATISFACTION: UNVEILING DYNAMICS WITHIN STATE BANK OF INDIA'S SERVICES IN CHENNAI

Dr. R. Sunita John., Assistant Professor, Department of Commerce, Patrician College of Arts and Science, Adyar Chennai.  
✓ Dr. Usha Jose, Associate Professor, Social work Dept, Patrician College of Arts and Science.

### ABSTRACT

This study investigates customer satisfaction within State Bank of India's (SBI) services in Chennai, a bustling urban hub. Exploring the intricate dynamics of customer-bank interactions, the research aims to understand satisfaction as a pivotal aspect shaping service quality and enduring relationships. By analyzing diverse touchpoints, the study identifies varying satisfaction levels across SBI's services, highlighting strengths in certain areas like ATM services while presenting opportunities for refinement in others. It offers actionable recommendations to align SBI's services with diverse demographic needs, ultimately aiming to elevate overall customer satisfaction levels and fortify the bank's relationship with customers in Chennai and beyond.

In the vibrant economic landscape of Chennai, this research delves into customer satisfaction within SBI's services, emphasizing its impact on service quality and long-term relationships. By uncovering differing satisfaction levels across various services, the study not only identifies areas of strength, such as ATM services, but also suggests strategies to cater to diverse demographic needs. These recommendations aim to enhance overall customer satisfaction and solidify SBI's connection with its clientele in Chennai and on a broader scale.

**Keywords:** Banking, Customer Satisfaction, SBI, Service Quality

### INTRODUCTION

Banking services are the lifeblood of modern economic activities, and within the diverse tapestry of financial institutions, the State Bank of India (SBI) stands tall as an emblem of reliability and expansive reach. This study embarks on an exploration of customer satisfaction levels within the realm of SBI's banking services, particularly within the bustling urban landscape of Chennai.

Chennai, a city pulsating with commerce, culture, and a mosaic of communities, presents an intriguing microcosm to analyze the intricacies of customer experiences. Against this backdrop, this investigation seeks to dissect the multifaceted dynamics shaping the perceptions and contentment of customers availing themselves of SBI's services. The significance of understanding customer satisfaction cannot be overstated. It extends beyond mere feedback; it illuminates the very essence of service quality, reliability, and the nuances that foster enduring relationships between financial institutions and their clientele. Through this study, we aim to delve deep into the various touchpoints of interaction, exploring factors influencing satisfaction levels and uncovering the elements that contribute to shaping customer perceptions.

The State Bank of India, with its vast network and diverse array of services, plays a pivotal role in the financial fabric of the nation. Chennai, as a vibrant economic hub, provides an intriguing case study to discern the intricacies of customer-bank relationships within this urban ecosystem. By scrutinizing these interactions, we endeavor to extract insights that can not only benefit SBI in refining its services but can also offer broader insights into enhancing customer experiences in the banking sector as a whole. This study is poised not just to dissect and analyze but also to propose actionable recommendations that could potentially augment customer satisfaction levels, thereby fortifying the symbiotic relationship between the banking institution and its clientele in Chennai, and potentially serve as a blueprint for enhancing banking experiences nationwide.

### BANKING IN INDIA A DYNAMIC TAPESTRY OF EVOLUTION

The realm of banking in India has undergone a profound transformation over the years, mirroring the nation's economic growth and technological advancements. Historically, banking in India traces its roots back to the early 18th century with the establishment of the first banks by European settlers. However, it was in the post-independence era that the Indian banking





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## A STUDY ON QUALITY OF WORK LIFE AMONG EMPLOYEES OF PRIVATE SECTORS IN CHENNAI

Ms. Femin Nancy P, II MSW, PG Department of Social Work, St. Joseph's College of Arts & Science

Mr. Dominic B, Assistant Professor, Department of Social Work, Patrician College of Arts & Science

### ABSTRACT

This study investigates the quality of work life (QWL) among employees in private sectors in Chennai, India. Quality of work life is a crucial aspect influencing employee satisfaction, productivity, and overall organizational success. Through a mixed-methods approach, this research aims to understand the various factors contributing to QWL, including job satisfaction, work-life balance, organizational culture, and employee well-being. Utilizing surveys, interviews, and observations, data will be collected from a diverse sample of employees across different industries in Chennai. The findings of this study will provide insights into the current status of QWL among private sector employees in Chennai, identify areas for improvement, and suggest strategies for enhancing employee satisfaction and organizational performance. This research contributes to the existing literature on QWL and serves as a valuable resource for both academia and industry practitioners striving to create conducive work environments that foster employee well-being and productivity.

**Keywords:** Employees of private sectors, (QWL) Quality of Work Life, Work life balance, organizational culture and employee well-being.

### INTRODUCTION

#### DEFINITION OF QUALITY OF WORK LIFE (QWL)

The definition of Quality of Work Life includes four key areas which are: safe work environment, work-related health care, appropriate working time and suitable salary. (Reddy, L & Reddy, M., 2010).

#### Scope of Quality of Work Life

The quality of work life is a multifaceted phenomenon. Its scope describes the expectations of the employees that need to be satisfied. These are explained hereunder:

#### Compensation

The compensation paid by the organization for the work should be more than the minimum standard for life. Further, the compensation should be just and fair, i.e., equivalent to the work performed.

#### Health and Safety

The working conditions should be safe in terms of all the hazards that cause harm to the health and safety of the employees. An ideal work environment has standard working hours, cleanliness, risk-free work, proper lighting and sanitation facilities, etc.

#### Job Security

Security of the job must be present because if that is lacking, then the employee will be in constant fear for their future stability and settlement with respect to the work and income.





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## ASTUDY ON EFFECTIVENESS OF GRIEVANCE REDRESSAL MECHANISM FOREMPLOYEES IN PRIVATE SECTORS IN CHENNAI

Mr. Thiagarajan P.A, II MSW, Department of Social Work, Patrician college of (Arts & Science)

Mr. Dominic. B, Assistant Professor, Department of Social Work, Patrician College of (Arts & Science)

### ABSTRACT

This study examines the effectiveness of grievance redressal mechanisms for employees in private sectors in Chennai. Grievance redressal mechanisms are essential components of organizational management, providing avenues for employees to address concerns and grievances. However, their effectiveness can vary significantly, impacting employee satisfaction, retention, and organizational harmony. Through a mixed-methods approach including surveys, interviews, and case studies, this research assesses the awareness, utilization, efficiency, and satisfaction levels of existing grievance redressal mechanisms. The study aims to identify common types of grievances faced by employees, evaluate the responsiveness of current processes, and propose recommendations for enhancing effectiveness. By shedding light on the strengths and weaknesses of grievance redressal mechanisms in private sector organizations in Chennai, this research contributes to the improvement of employee relations and organizational management practices.

**Keywords:** Employees in private sectors, (GRM) Grievance Redressal Mechanism, Reason, Redress & Resolve.

### INTRODUCTION

#### DEFINITION OF GRIEVANCE REDRESSAL

Grievance Redress Mechanism is part and parcel of the machinery of any administration. No administration can claim to be accountable, responsive and user-friendly unless it has established an efficient and effective grievance redress mechanism.

#### GRIEVANCE HANDLING MECHANISM (GHM)

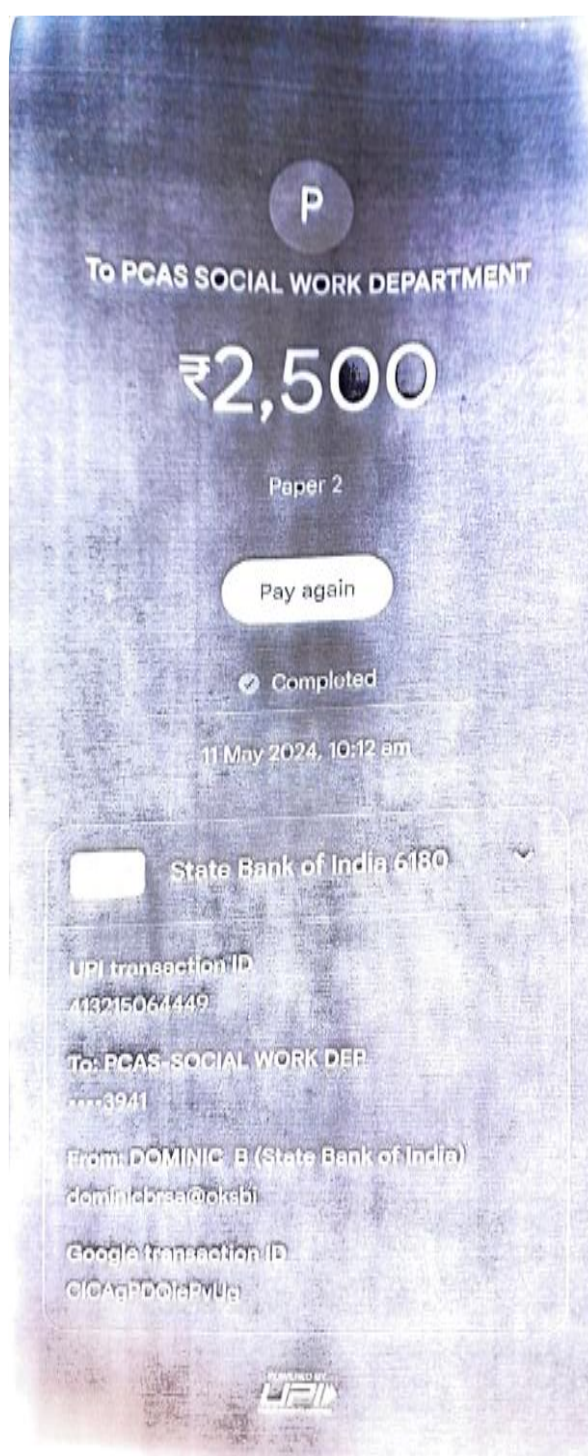
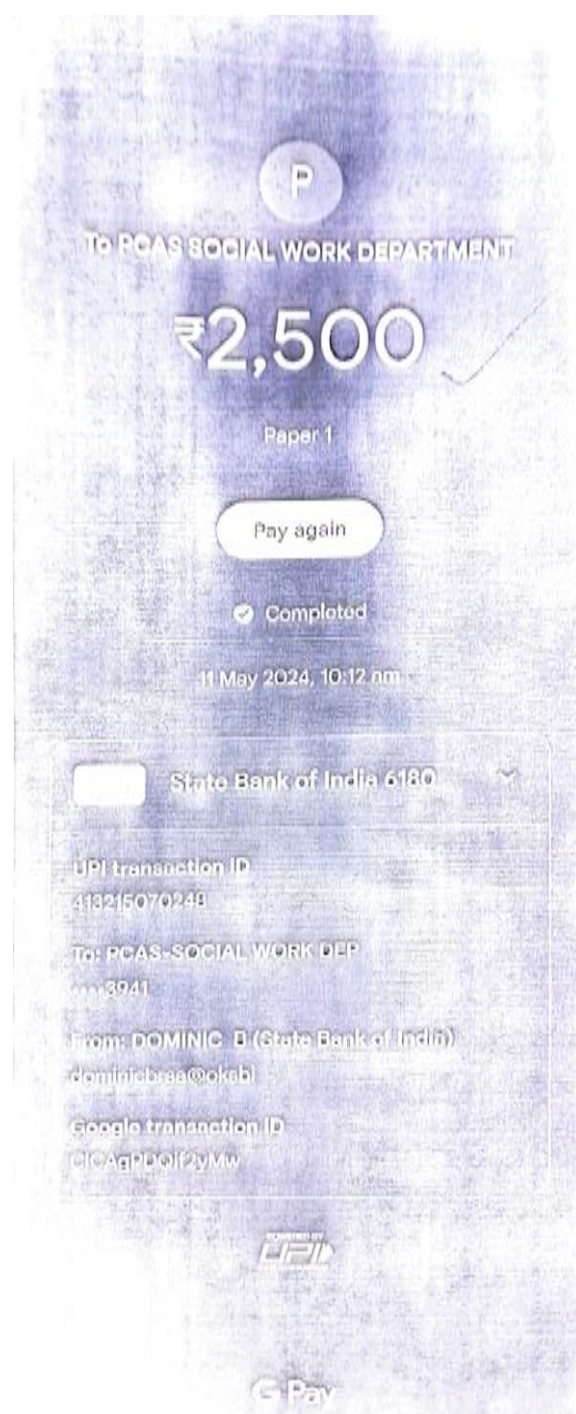
The GHM, can be addressed as a Systematic procedure that provides a clear and transparent framework for addressing grievances related to the process in workplace. Due to the diversity of human beings, workplace conflicts will unavoidably arise as a consequence of employee grievances coming from day-to-day working interactions in a firm. It must be expressed by the individual and brought to the attention of management and the organization. When grievances go unresolved, they turn into group conflicts.

#### STAGES IN GRIEVANCE HANDLING PROCEDURE

Grievance handling is a crucial aspect of employee relations, and it involves several stages that organizations must follow to resolve grievances effectively. The following are some more detailed content on each stage of the grievance handling process:

**Grievance Receipt:** This is the initial stage where the employee raises the grievance with the appropriate authority or department. The organization must have a formal process in place for employees to submit grievances, such as a complaint box, email, or a dedicated grievance redressal portal. The organization should also ensure that employees are aware of the process for submitting grievances.





### 6.3 Faculty Empowerment Strategies

2023 - 24.

**Patrician College of Arts and Science**  
**REQUISITION FORM FOR FINANCIAL ASSISTANCE**

Programme Title	International Conference on Commerce & Mkt to the digital Age.
Date	5th & 6th January 2024
Purpose	Publication - Financial Assistance
Budget	Rs. 8500 (Reg. & publication fee)
Advance Taken	Nil
A/C . Settled / Not Settled	Due.

Faculty Ar. Chellamma  
 AV. CHELLAMMA

Principal [Signature]

Academic Director [Signature]

Director [Signature]

Verified [Signature]  
 27/1/24

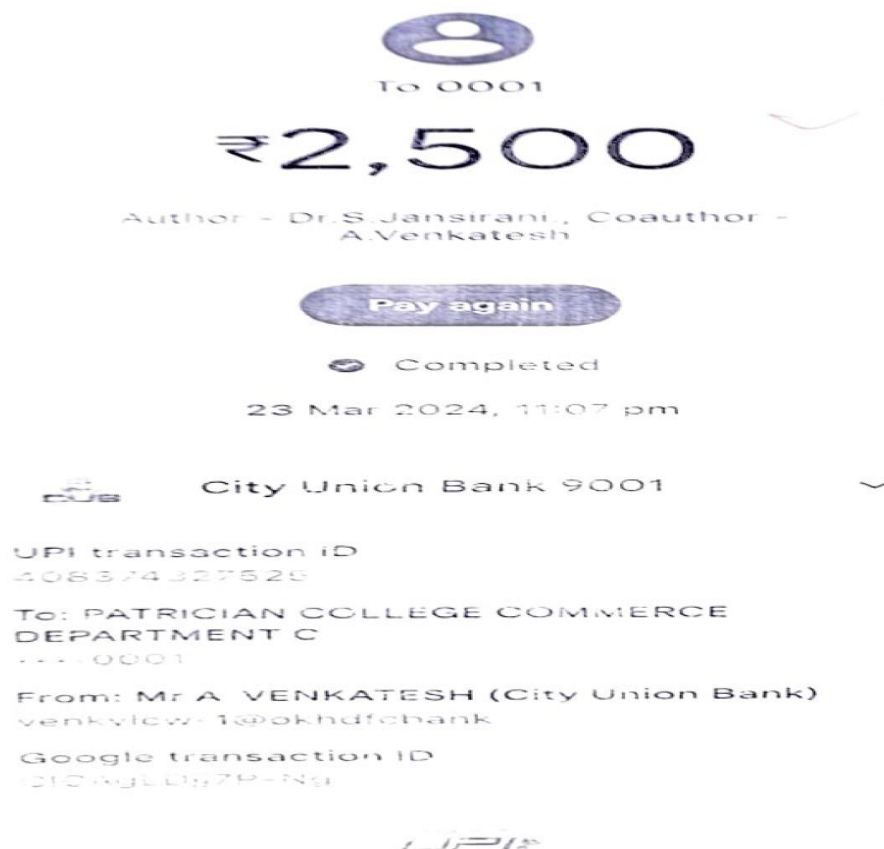


2023-24.

**Patrician College of Arts and Science**  
**REQUISITION FORM FOR FINANCIAL ASSISTANCE**

Programme Title	A Study on impact of Advertising Strategies of Asian Paints
Date	December 2024
Purpose	Ugc. Publication - RS. 2,500
Budget	Publication - Financial Assistance.
Advance Taken	-
A/C . Settled / Not Settled	-

24/11/24  
S. J. R.  
Faculty (DR. S. JANSIRANI)  
Principal  
Academic Director  
Director







## 6.3 Faculty Empowerment Strategies

Humanities and Social Science Studies Vol. 13, Issue 1, for 25 January - June 2024  
165  
A STUDY ON IMPACT OF ADVERTISING STRATEGY OF ASIAN PAINTS ON  
CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO CHENNAI CITY  
Dr S LANSIRANI, Assistant Professor & Research Supervisor PG & Research Department of  
Commerce Patrician Arts & Science College  
AYENKATESHI, Research Scholar PG & Research Department of Commerce Patrician Arts &  
Science College. ayenka@gmail.com 7708017050

**Abstract:**

Asian paints is one of the largest paint brand in the world and has a strong market presence in India. There are many paint brands across India but Asian paints had managed to become an household name when it comes to remembering of the word paint. This paper is an attempt to study how Asian paints had managed to achieve his massive localization among the Indian community and how does it manage to maintain the same level of customer service for this many decades. This paper also studies how Asian paints had managed to survive intensive competition and its secret in maintaining 30% of market share until today. The results of the Research conveys that brand loyalty, good after sale service, competitive pricing strategy and attractive advertisements make Asian paints one of the most successful company in the paint industry not only in India but across the globe.  
Keywords: Asian Paints, India, Localization, Advertising strategy and Intensive Competition.

**Introduction:**

Paint industry is one of the vibrant sector which directly connect with the construction sector. Buying or building a house is everyone's dream especially we Indians dream of owning a house. A house without proper paint is like a food without salt. So paint industry is one of the evergreen sector and its demand is growing day by day. In the past only few companies are involved in paint manufacturing but in today's scenario things are quite different now there are several paint companies are offering their products and this had lead to high intense competition among different countries. Among all other paint manufacturers there is one such company with is more than 75 - years old. It is An international paint firm with its headquarters in Mumbai, Maharashtra, India is called Asian Paints Ltd. The company is involved in the production, marketing, and distribution of paints, coatings, home décor goods, bathroom fixtures, and related services. By market share, Asian Paints is the biggest paint manufacturer in India. It serves as Berger International's holding corporation. The corporation has manufacturing activities in 15 different nations, including India, with a major presence in the Middle East and the Indian subcontinent. Even though there exist serious competition in this particular sector this specific company manages to continuously earn profit and maintain its position as market leader so this paper is an attempt to study the impact of advertising strategies of Asian paint on consumer buying behaviour. We all know that consumers are the king of the market if one knows how to satisfy the customer then its like 90% of the problem is over. So this paper specifically concentrates on its advertising impact on consumer behaviour.

**Review of Literature:**

In his analysis, Sundaram Rajagopalan (2013) makes clear that the urban middle class will continue to grow slowly. Due to their scale, urban rich consumers have significant purchasing power. As more products are produced, consumers will learn about the abundance of options even though they actually prefer it. Income levels for consumers will surpass those of prior generations. Widening wealth disparities and rural-to-urban migration will bring about new chances. The majority of buyers will continue to uphold both traditional and modern values and be eager for contemporary goods that appeal to Indian tastes.

Verified  
27/11/24.





**Patrician College of Arts and Science  
REQUISITION FORM**

College A/c / Department A/c	DEPARTMENT ACCOUNT
Programme Title	HR CONCLAVE - SOCIAL WORK DEPT PAPER PUBLICATION & PRESENTATION
Programme Date	23.02.2024
Expense Details	5000/- paid for PUBLICATION
Budget	2500 x 2 papers = 5000/- ✓
Advance Taken, if any	NIL

Faculty

Academic Director

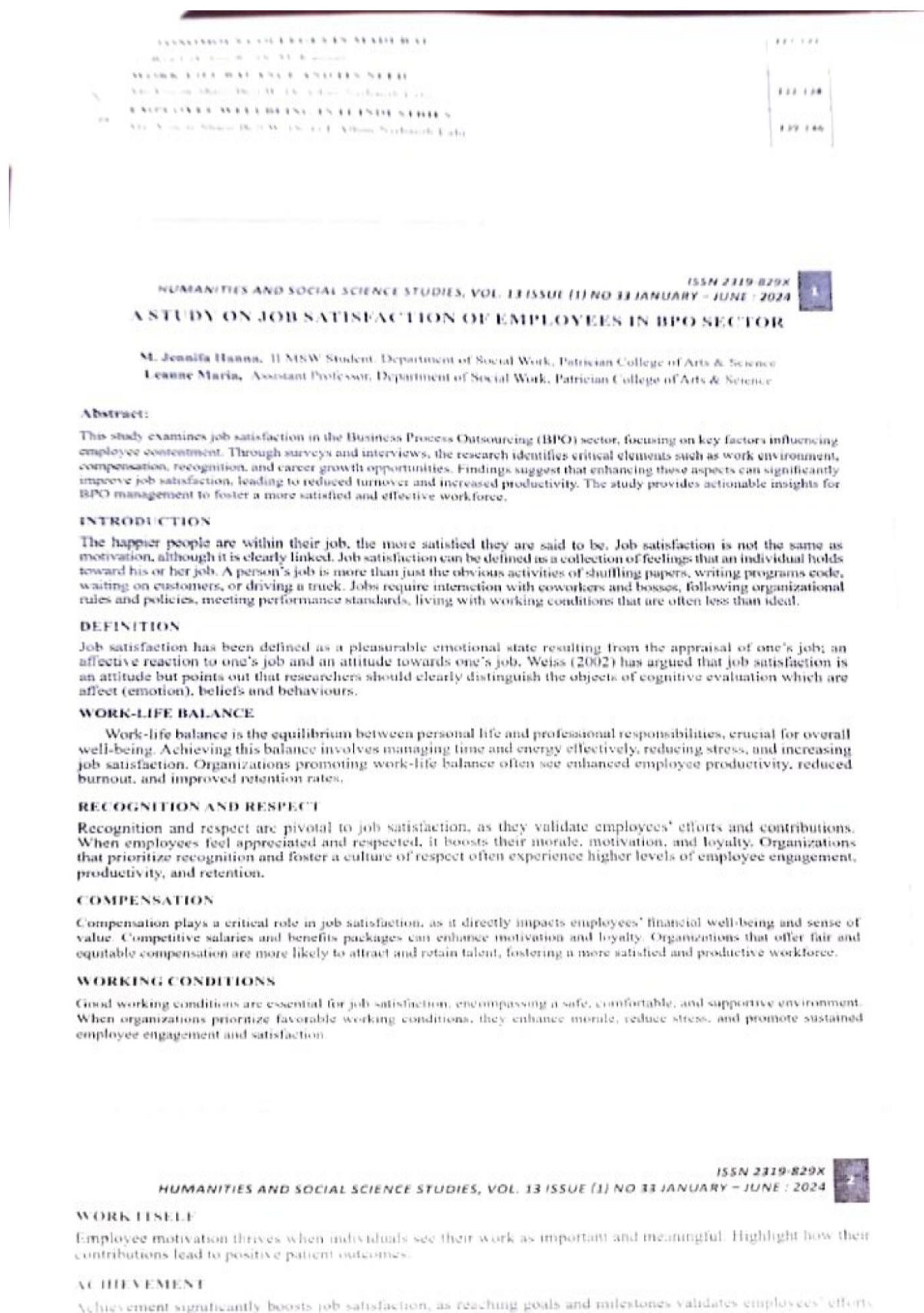
Director

25-34

**HUMANITIES AND SOCIAL SCIENCE STUDIES,  
Peer- Reviewed, Bi-annual, Interdisciplinary UGC CARE List Journal**

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by  
07/11/24





HUMANITIES AND SOCIAL SCIENCE STUDIES, VOL. 13 ISSUE (1) NO 33 JANUARY – JUNE : 2024

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## A STUDY ON EMPLOYEE SATISFACTION TOWARDS COMPENSATION BENEFITS IN AU SMALL FINANCE

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### ABSTRACT

This study investigates employee satisfaction with compensation benefits, exploring how various factors influence perceptions of fairness and value. Through surveys and interviews, the research examines key elements such as salary, bonuses, health benefits, and retirement plans. Findings indicate that transparent communication, equitable reward systems, and alignment with employee needs significantly enhance satisfaction. Additionally, personalized benefits tailored to individual preferences further improve contentment. The study highlights the importance of a well-structured compensation strategy in fostering a positive work environment, increasing motivation, and reducing turnover. Recommendations are provided for organizations to optimize their compensation practices to boost overall employee satisfaction.

### INTRODUCTION

#### COMPENSATION

The term compensation represents the exchange between employees and organization, both giving something in return for something else. In the past, the compensation issues were often confidential and governed by individual employer's preferences and choices. (Bhattacharyya 2009).

According to Cascio (1995) the "Compensation includes direct cash payments and indirect payments in form of employee benefits and incentives to motivate employees to strive for higher levels of productivity".

#### OBJECTIVES OF COMPENSATION

Equity

Efficiency

Macroeconomic Stability

Efficient Allocation of Labor

Motivating the Employees

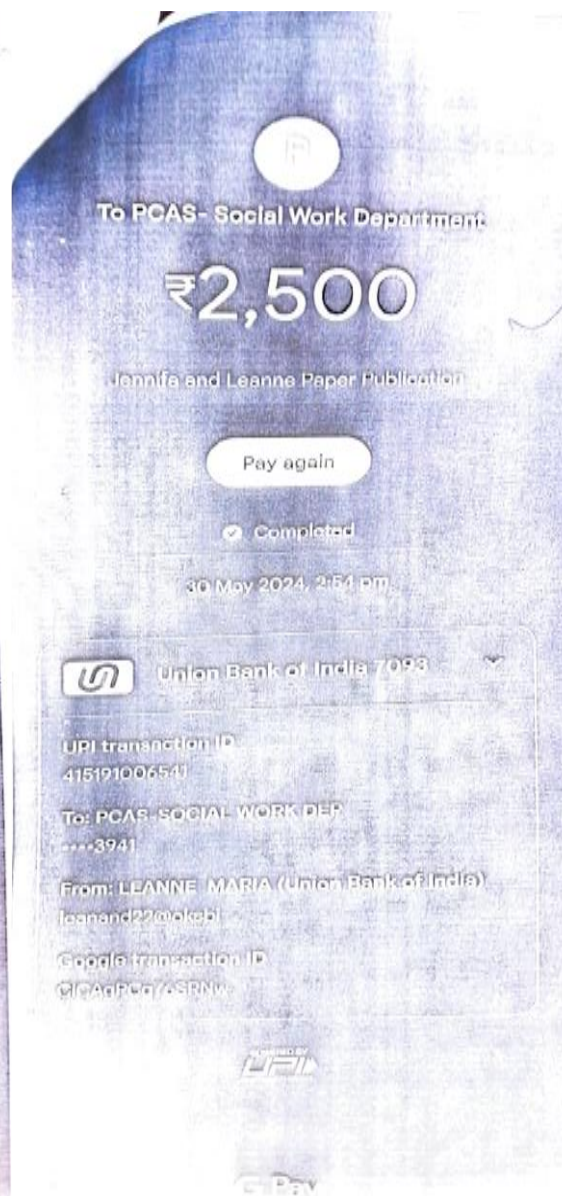
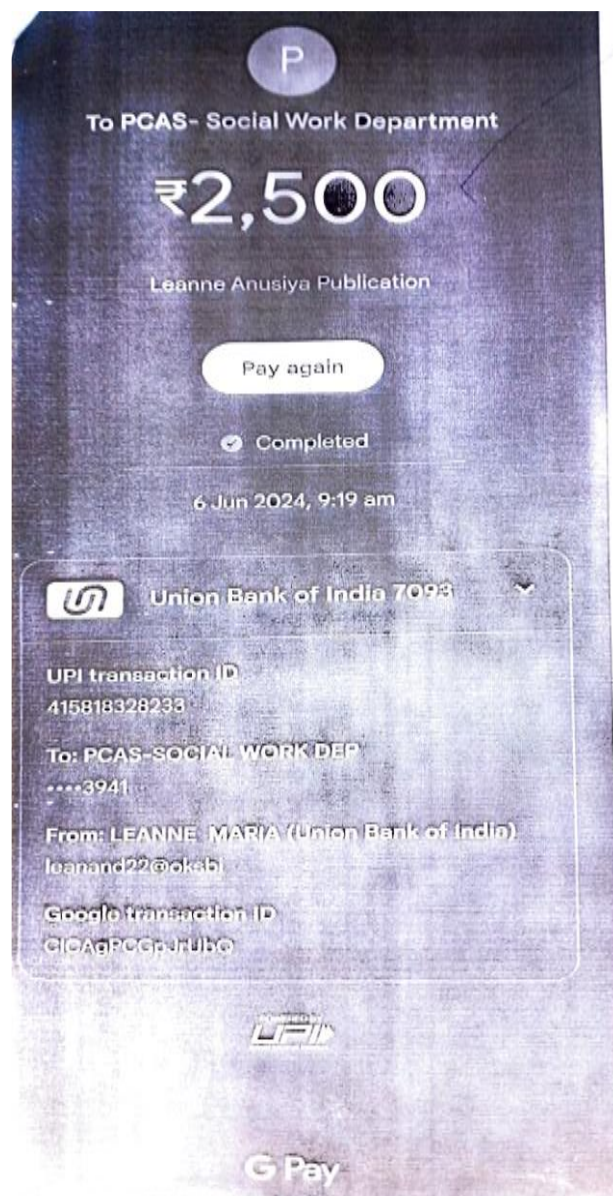
Acquired Qualified Employees

Retain Current Employees

Reward Desired Behavior

Control Cost









அனுப்புநர்

முனைவர் ந. அறிவரசன்,

இணைப்பேராசிரியர், தமிழ்த்துறை,

பாடரிஷியன் கலை மற்றும் அறிவியல் கல்லூரி,

அடையாறு, சென்னை - 020.

பெறுநர்

முதல்வர் அவர்கள்

பாடரிஷியன் கலை மற்றும் அறிவியல் கல்லூரி,

அடையாறு, சென்னை - 020

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Research Publication as  
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thel  
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பொருள் : 2023-2024 ஆம் கல்வியாண்டில் வழங்கிய ஆய்வுக் கட்டுரை, ஆய்வுநூல்  
வழங்கியமைக்கு நிதி கோருதல் தொடர்பாக.

மதிப்புறு அம்மா அவர்களுக்கு,

வணக்கம். நான் 2023-24 ஆம் கல்வியாண்டில் கீழ்க்கண்ட ஆய்வுக் கட்டுரைகளையும் (3),  
ஆய்வு நூலையும் (1) வழங்கியுள்ளேன். அதற்கான பற்றுத்தானை இத்தடன் இணைத்துள்ளேன்.  
கல்லூரி வழங்கும் நிதித் தொகையினை வழங்குமாறு கேட்டுக்கொள்கிறேன்.

- சென்னைச் செந்தமிழ்ச் சொற்பிறப்பியல் அகரமுதலைத் திட்ட இயக்ககம், தன்மார் 2023  
அன்று தமிழில் வட்டார வழக்கு ஒப்பகராதி உருவாக்கம் (ISBN: 978-81-958032-1-7)
- உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை பாடரிஷியன் கலை மற்றும் அறிவியல்  
கல்லூரி இணைந்து பிப்ரவரி 21, 2024 அன்று திருவள்ளூரின் அறிவுக்  
கோட்பாடு (ISBN: 978-93-93736-93-2).
- உலகத் தமிழாராய்ச்சி நிறுவனம், சித்தை - தமிழ்ப் பண்பாட்டுக் கழகம், சென்னை  
சமூகப் பணிக் கல்லூரி இணைந்து மார்ச்சுத் திங்கள் 13, 2024 அன்று சிலப்பதிகாரத்தில்  
பல்ஜயிர், (ISBN: 978-93-93736-86-4).
- கலைஞரின் சிறுகதைகள் மீள்வாசிப்பு, சீதை பதிப்பகம், சென்னை, (2024), ISBN-978-  
93-95523-76-9.

மிக்க நன்றி!

நான் : 23.07.24

இடம் : சென்னை

As per  
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(ந. அறிவரசன்)

