

**WORK-LIFE BALANCE OF FEMALE HEALTH  
WORKERS IN VARKALA MUNICIPALITY**

Project Report

*Submitted to the University of Kerala in partial fulfilment of the  
requirement of the Degree of Master of Commerce*

**Submitted By:**

**Candidate Name – ABHINAND RAJ**

**Candidate Code – 59021118001**

**Examination code – 59018404**

**Subject code- VV 06**

**Under the guidance of**

**Dr. Dileep A. S.**

**Assistant Professor,**

**Head of the Department**

**Department of Commerce.**



**Department of Commerce**

**Mahatma Gandhi College**

**Kesavadasapuram, Thiruvananthapuram**

**2021-2023**

**A STUDY ON THE EFFECT OF CELEBRITY  
ENDORSEMENT ON BUYING BEHAVIOUR OF  
WEARING APPARELS AMONG YOUTH**

Project Report

*Submitted to the University of Kerala in partial fulfilment of the  
requirement of the Degree of Master of Commerce*

**Submitted By:**

**Candidate Name – Aiswarya I S**

**Candidate Code – 5902118002**

**Examination code – 59018404**

**Subject code- VV 06**

Under the guidance of  
**Dr. N. Pradeep Kumar**  
Assistant Professor,  
Department of Commerce



**Department of Commerce**

**Mahatma Gandhi College**

**Kesavadasapuram, Thiruvananthapuram**

**2021-2023**

**A STUDY ON THE EMPLOYEE WELFARE MEASURES WITH SPECIAL  
REFERENCE TO KANNAN DEVAN TEA PLANTATION LTD.,MUNNAR**

Project Report

*Submitted to the University of Kerala in partial fulfilment of the  
requirement of the Degree of Master of Commerce*

**Submitted By:**

**Candidate Name – Ajay M.**

**Candidate Code – 59021118003**

**Examination code – 59018204**

**Subject code- VV 06**

Under the guidance of

**Dr. Jayadev S.**

**Associate Professor,**

**Department of Commerce**



**Department of Commerce**

**Mahatma Gandhi College**

**Kesavadasapuram, Thiruvananthapuram**

**2021-2023**

**A STUDY ON THE PRODUCTION EFFICIENCY  
IN TRIVANDRUM SPINNING MILL AT  
BALARAMAPURAM**

**PROJECT REPORT**

*Report submitted in the University of Kerala in partial fulfilment of the  
requirement for the award of Degree of Master of Commerce*

**MASTER OF COMMERCE (M.COM)**

**UNIVERSITY OF KERALA**



**NAME OF THE STUDENT :**

**AJITH BABU.B.S**

**II YEAR M.COM**

**EXAMINATION CODE : 59018404**

**CANDIDATE CODE:**

**59021118004**

**SUBJECT CODE: VV 06**

**UNDER THE SUPERVISION OF**

**DR. VINOD. A.S**

**Assistant professor**

**Department of Commerce**



**MAHATMA GANDHI COLLEGE**

**Thiruvananthapuram 695004**

**July 2023**

**A STUDY ON EMPLOYEES SATISFACTION AT  
MILMA DIARY AMBALATHARA  
THIRUVANANTHAPURAM**

Project Report

*Submitted to the University of Kerala in partial fulfilment of the  
requirement of the Degree of Master of Commerce*

**Submitted By:**

**Candidate Name – ANU. A. S**

**Candidate Code – 59021118005**

**Examination code – 59018404**

**Subject code- VV 06**

Under the guidance of

**Dr. Rakesh. S.**

**Assistant Professor,**

**Department of Commerce**



**Department of Commerce**

**Mahatma Gandhi College**

**Kesavadasapuram, Thiruvananthapuram**

**2021-2023**

**A STUDY ON QUALITY OF WORK LIFE OF  
EMPLOYEES IN THE PRIVATE SECTOR BANK IN  
THIRUVANANTHAPURAM DISTRICT**

Project Report

*Submitted to the University of Kerala in partial fulfilment of the  
requirement of the Degree of Master of Commerce*

**Submitted By:**

**Candidate Name – ANUPAMA MADHU**

**Candidate Code – 59021118006**

**Examination code – 59018404**

**Subject code- VV 06**

Under the guidance of

**Dr. Sumitha. R.**

**Assistant Professor,**

**Department of Commerce**



**Department of Commerce**

**Mahatma Gandhi College**

**Kesavadasapuram, Thiruvananthapuram**

**2021-2023**

**A STUDY ON PERCEPTION OF CUSTOMERS ON MERGING OF  
NATIONALISED BANKS IN INDIA WITH REFERENCE TO  
THIRUVANANTHAPURAM DISTRICT**

**Project Report submitted to the University of Kerala in partial fulfillment of the  
requirement for the award of the Degree of Master of Commerce.**

**Submitted by**

**Candidate Name : ANUSREE.A.S  
Candidate Code : 59021118007  
Examination Code : 59018404  
Subject Code : VV - 06**

**Under the Supervision of  
Dr. VISHNU GOPAN  
Assistant Professor**

**Department of Commerce  
Mahatma Gandhi College  
Thiruvananthapuram**



**POST GRADUATE DEPARTMENT OF COMMERCE AND RESEARCH  
CENTRE MAHATMA GANDHI COLLEGE  
THIRUVANANTHAPURAM**

**AUGUST 2023**

**A STUDY OF PERCEPTIONS TOWARDS DIGITAL  
MARKETING WITH A FOCUS ON CUSTOMERS IN  
THIRUVANANTHAPURAM DISTRICT**

Project Report

*Submitted to the University of Kerala in partial fulfilment of the  
requirement of the Degree of Master of Commerce*

**Submitted By:**

**Candidate Name – APARNA. S. PRASAD**

**Candidate Code – 59021118008**

**Examination code – 59018404**

**Subject code- VV 06**

Under the guidance of

**Dr. Dileep. A. S.**

Assistant Professor,

Department of Commerce



Department of Commerce

Mahatma Gandhi College

Kesavadasapuram, Thiruvananthapuram

2021-2023



**A STUDY ON PERCEPTION OF SALARIED  
EMPLOYEES ON MUTUAL FUNDS IN  
THIRUVANANTHAPURAM**

**Project Report**

***Submitted to the University of Kerala in partial fulfillment of the  
requirement of the Degree of Master of Commerce***

**Submitted By:**

**Candidate Name – DEVIKA BHADRAN**

**Candidate Code – 59021118009**

**Examination code – 59018404**

**Subject code- VV 06**

**Under the guidance of**

**Dr. N. Pradeep Kumar.**

**Assistant Professor,**

**Department of Commerce**



**Department of Commerce**

**Mahatma Gandhi College**

**Kesavadasapuram, Thiruvananthapuram**

**2021-2023**

# **A STUDY ON THE FACTORS INFLUENCING PERSONAL FINANCIAL PLANNING OF GENERATIONS X, Y AND Z**

## **PROJECT REPORT**

*Submitted to the University of Kerala in partial fulfilment of the requirement of the  
Degree of Master of Commerce*

### **Submitted By:**

**Candidate Name – Devika Sreekumar**

**Candidate Code – 59021118010**

**Examination Code – 59018404**

**Subject Code – VV 06**

Under the guidance of

**Dr. Jayadev S.**

**Associate Professor**

**Department of Commerce**



**Department of Commerce  
Mahatma Gandhi College  
Kesavadasapuram, Thiruvananthapuram  
2021 – 2023**

**A STUDY ON CONSUMERS PERCEPTION TOWARDS ONLINE  
FOOD DELIVERY APPS WITH SPECIAL REFERENCE TO  
THIRUVANANTHAPURAM  
PROJECT REPORT**

*Submitted to University of Kerala in partial fulfillment of the requirement for the award of  
the Degree of Master of Commerce*

Submitted by

**Candidate name: KAVERI S GIRI**

**Candidate code: 59021118013**

**Exam code: 59018404**

**Subject code: VV 06**

**Course Code: M.com (590)**

Under the supervision of

**Dr. SUMITHA R**

**Assistant Professor**

**Department of Commerce**



**MAHATMA GANDHI COLLEGE**

**THIRUVANANTHAPURAM**

**JULY 2023**

**A STUDY ON CUSTOMER PERCEPTION TOWARDS  
ELECTRIC VEHICLES WITH REFERENCE TO  
THIRUVANANTHAPURAM DISTRICT**

Project Report

*Submitted to the University of Kerala in partial fulfilment of the  
requirement of the Degree of Master of Commerce*

**Submitted By:**

**Candidate Name – Lakshmi Mohan R**

**Candidate Code – 59021118014**

**Examination code – 59018404**

**Subject code- VV 06**

Under the guidance of

**Dr. Vishnu Gopan**

**Associate Professor,**

**Department of Commerce**



**Department of Commerce  
Mahatma Gandhi College  
Kesavadasapuram, Thiruvananthapuram  
2021-2023**

**“A STUDY ON CUSTOMER SATISFICATION OF SERVICES  
PROVIDED BY AKSHAYA CENTRE AT TRIVANDRUM  
DISTRICT”**

**Project Report**

*Submitted to the University of Kerala in partial fulfilment of the  
requirement of the Degree of Master of Commerce*

**Submitted By:**

**Candidate Name – Midhun. M**

**Candidate Code – 59021118015**

**Examination Code - 59018404**

**Subject Code – VV-06**

Under the guidance of

**Dr . Dileep. A.S.**

**Assistant Professor,**

**Head Of The Department**

**Department of Commerce**



**Department of Commerce**

**Mahatma Gandhi College**

**Kesavadasapuram, Thiruvananthapuram**

**2021-2023**

**A STUDY ON CONSUMER PERCEPTION TOWARDS  
GREEN PRODUCTS IN FMCG (FAST MOVING  
CONSUMER GOODS) SECTOR WITH SPECIAL  
REFERENCE TO THIRUVANANTHAPURAM DISTRICT**

**PROJECT REPORT**

*Submitted to University of Kerala  
in partial fulfilment of the requirements for the award of the Degree of  
Master of Commerce*

*Submitted by*

**Candidate Name: HIMA V NAIR**

**Candidate Code: 59021118012**

**Examination code: 59018404**

**Subject code: VV-06**

Under the guidance of

**Dr. RAKESH S**

Assistant Professor

Department of Commerce



**Mahatma Gandhi college**

**Thiruvananthapuram**

**July 2023**

**A STUDY ON INVESTORS BEHAVIOUR TOWARDS  
POST OFFICE SAVINGS SCHEMES IN THE  
TRIVANDRUM DISTRICT**

Project Report

*Submitted to the University of Kerala in partial fulfilment of the  
requirement of the Degree of Master of Commerce*

**Submitted By:**

**Candidate Name – GREESHMA SATHEESH**

**Candidate Code – 59021118011**

**Examination code – 59018404**

**Subject code- VV 06**

Under the guidance of

**Dr. Vinod. A. S.**

**Assistant Professor,**

**Department of Commerce**



**Department of Commerce**

**Mahatma Gandhi College**

**Kesavadasapuram, Thiruvananthapuram**

**2021-2023**

**A STUDY ON INVESTMENT BEHAVIOUR AND  
FACTORS AFFECTING INVESTMENT DECISIONS  
OF STOCK MARKET INVESTORS IN  
THIRUVANANTHAPURAM DISTRICT**

Project Report

*Submitted to the University of Kerala in partial fulfilment of the  
requirement of the Degree of Master of Commerce*

**Submitted By:**

**Candidate Name – PRANAV.D.D**

**Candidate Code – 59021118016**

**Examination code – 59018404**

**Subject code- VV 06**

Under the guidance of

**Dr. N. Pradeep Kumar.**

Assistant Professor,

Department of Commerce



Department of Commerce

Mahatma Gandhi College

Kesavadasapuram, Thiruvananthapuram

2021-2023



**A STUDY ON THE PERCEPTION TOWARDS GOLD  
ETF AMONG INVESTORS IN TRIVANDRUM**

Project Report

*Submitted to the University of Kerala in partial fulfilment of the  
requirement of the Degree of Master of Commerce*

**Submitted By:**

**Candidate Name – Shahin S.**

**Candidate Code – 59021118017**

**Examination code – 59018404**

**Subject code- VV 06**

Under the guidance of

**Dr. Jayadev S.**

**Associate Professor,**

**Department of Commerce**



**Department of Commerce**

**Mahatma Gandhi College**

**Kesavadasapuram, Thiruvananthapuram**

**2021-2023**

**A STUDY ON THE CONSUMERS PREFERENCE AND BRAND  
AWARENESS TOWARDS COSMETIC PRODUCTS AMONG  
COLLEGE STUDENTS IN TRIVANDRUM DISTRICT**

Project Report

*Submitted to the University of Kerala in partial fulfilment of the requirement of the  
Degree of Master of Commerce*

**Submitted By:**

**Candidate Name – SWATHY PREMKUMAR**

**Candidate Code – 59021118019**

**Examination code – 59018204**

**Subject code- VV 06**

Under the guidance of

**Dr. Vinod A.S**

**Assistant Professor,**

**Department of Commerce**



**Department of Commerce**

**Mahatma Gandhi College**

**Kesavadasapuram, Thiruvananthapuram**

**2021-2023**

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "Work Life Balance of Female Health Workers in Varkala Municipality" by ABHINAND RAJ was submitted in partial fulfillment of the requirement for the award of degree of Master of Commerce during the academic year 2022-23.

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on the Effect of Celebrity Endorsement on Buying Behaviour of Wearing Apparels among Youth " by AISWARYA I.S.was submitted in partial fulfillment of the requirement for the award of degree of Master of Commerce during the academic year 2022-23.

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on Employees Welfare Measures with Reference to Kannan Devan Tea Plantation Company, Munnar " by AJAY M. was submitted in partial fulfillment of the requirement for the award of degree of Master of Commerce during the academic year 2022-23.

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**


This is to certify that the project entitled "Production Efficiency in Trivandrum Spinning Mill at Balaramapuram " by AJITH BABU B. S.was submitted in partial fulfillment of the requirement for the award of degree of Master of Commerce during the academic year 2022-23.

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on Employee Satisfaction in Milma Dairy Ambalathara, Thiruvananthapuram" by ANU A .S. was submitted in partial fulfillment of the requirement for the award of degree of Master of Commerce during the academic year 2022-23.

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on the Quality of Work life of Employees in the Private Sector Banks" by ANUPAMA MADHU was submitted in partial fulfillment of the requirement for the award of degree of Master of Commerce during the academic year 2022-23.

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram



**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on the Perception of Customers on Merging Nationalised Banks in India" by ANUSREE AS was submitted in partial fulfillment of the requirement for the award of degree of Master of Commerce during the academic year 2022-23.

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**


This is to certify that the project entitled "A Study on the Perception towards Digital Marketing with a Focus on Customers in Thiruvananthapuram" by APARNA S PRASAD was submitted in partial fulfillment of the requirement for the award of degree of Master of Commerce during the academic year 2022-23.

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on Perception of Salaried Employees on Mutual Funds in Thiruvananthapuram" by DEVIKA BHADRAN was submitted in partial fulfillment of the requirement for the award of degree of Master of Commerce during the academic year 2022-23.

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on the Factors Influencing Personal Financial Planning of Generations X, Y and Z. " by DEVIKA SREEKUMAR was submitted in partial fulfillment of the requirement for the award of degree of Master of Commerce during the academic year 2022-23.

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on Investors Behaviour towards Post Office Savings Schemes in the Thiruvananthapuram " by GREESHMA SATHEESH was submitted in partial fulfillment of the requirement for the award of degree of Master of Commerce during the academic year 2022-23.

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on Consumer Perception towards Green Products in FMCG Sector with Special reference to Thiruvananthapuram District" by HIMA V NAIR was submitted in partial fulfillment of the requirement for the award of degree of Master of Commerce during the academic year 2022-23.

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**


This is to certify that the project entitled "Consumer Perception towards Electric Vehicles" by LAKSHMI MOHAN R was submitted in partial fulfillment of the requirement for the award of degree of Master of Commerce during the academic year 2022-23.

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on Customer Satisfaction Level on Service Provided by Akshaya Centre at Thiruvananthapuram District" by MIDHUN M was submitted in partial fulfillment of the requirement for the award of degree of Master of Commerce during the academic year 2022-23.

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram



**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on Investment Behaviour and Factors affecting Investment Decisions of Stock Market Investors in Thiruvananthapuram District" by PRANAV D. D. was submitted in partial fulfillment of the requirement for the award of degree of Master of Commerce during the academic year 2022-23.



**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research C  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on the Perception towards Gold ETFs among Investors in Thiruvananthapuram" by SHAHIN S was submitted in partial fulfillment of the requirement for the award of degree of Master of Commerce during the academic year 2022-23.

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**


This is to certify that the project entitled "A Study on the Consumer Preference and Brand Awareness towards Cosmetic Products among College Students" by SWATHY PREMKUMAR was submitted in partial fulfillment of the requirement for the award of degree of Master of Commerce during the academic year 2022-23.

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Cent  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificate**

This is to certify that the project entitled "A Study on Consumer's Perception towards Online Food Delivery Apps with Special Reference to Thiruvananthapuram" by KÁVERI'S GIRI was submitted in partial fulfillment of the requirement for the award of degree of Master of Commerce during the academic year 2022-23.

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram