



Anand Nagar, Krishnankoil - 626126, Srivilliputtur (via), Virudhunagar District, Tamilnadu.

**APPLICATION FOR ADMISSION TO Ph.D. PROGRAMMES**

Date of Application:25-12-2020

Department	MANAGEMENT STUDIES	Application No.	202020196
Area of Research	MARKETING	Research Mode	PART TIME

**Name** :MEJO VARGHESE  
**Date of Birth / Age** :10-12-1985 / 35 Years  
**Gender** :MALE  
**Category** :OC  
**e-Mail ID** :mejovarghese123@gmail.com  
**Mobile** :9544331990



<b>Father's/Husband's Name</b>	V M VARGHESE	<b>Father's/Husband's Occupation</b>	AGRICULTURE
<b>Family Income</b>	100000	<b>Residential Type</b>	URBAN
<b>Birth Place</b>	KANNUR	<b>Mother Tongue</b>	MALAYALAM
<b>Religion</b>	CHRISTIAN	<b>Martial Status</b>	MARRIED
<b>Aadhaar No.</b>	852653425948	<b>PAN No.</b>	ABJPM3060H
<b>Physically Challenged</b>	NO	<b>Type of Disability</b>	-
<b>Address for Communication:</b> 40 A VALIYAMANNIL HOUSE KUNNAMTHANAM MALLAPPALLY PATHANAMTHITTA DISTRICT KERALA INDIA Pin-689581		<b>Permenant Address:</b> 40 A VALIYAMANNIL HOUSE KUNNAMTHANAM MALLAPPALLY PATHANAMTHITTA DISTRICT KERALA INDIA Pin-689581	

Qualification						
Degree	Discipline	College/university	Year Passed	AVG/CGPA	Class	Mode
BCOM	COMMERCE	MG UNIVERSITY	2008	869/1400	FIRST CLASS	REGULAR
MBA	HUMAN RESOURCE MANAGEMENT	BHARATHIYAR UNIVERSITY	2010	938/1400	FIRST CLASS	DISTANCE
MCOM	FINANCE AND TAX	MADURAI KAMARAJAN UNIVERSITY	2019	549/800	FIRST CLASS	DISTANCE

Experience				
Organization	Designation	Experience From	Experience TO	Work Nature
PARUMALA MAR GREGORIOS COLLEGE,VALANJAVATTOM	ASSISTANT PROFESSOR -HEAD	2015-06-02	1970-01-01	TEACHING
K M M ARTS AND SCIENCE COLLEGE	ASSISTANT PROFESSOR -HEAD	2012-07-09	2015-03-31	TEACHING
IMAGE RX LENS PVT LTD	MARKETING COORDINATOR	2010-06-03	2012-06-28	MARKETING

Payment Details
-----------------

Transaction ID	Reference	Date of transaction	Amount	Status
202020196_201225003316	VHMP9592268599	25-12-2020	600	SUCCESS

## **1.1 INTRODUCTION TO THE TOPIC**

### **Consumer Behavior in Marketing both offline and online purchase especially in optical outlets.**

Marketing is so much more than creating a catchy phrase or a jingle people will sing for days. Understanding consumer behavior is a vital aspect of marketing. **Consumer behavior** is the study of how people make decisions about what they buy, want, need, or act in regards to a product, service, or company. It is critical to understand consumer behavior to know how potential customers will respond to a new product or service. It also helps companies identify opportunities that are not currently met..

#### **Meaning and Definition:**

Consumer behavior is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine—which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers.

#### **Definition**

1. According to Engel, Blackwell, and Mansard, ‘consumer behavior is the actions and decision processes of people who purchase goods and services for personal consumption’.

#### **The Three Factors**

To fully understand how consumer behavior affects marketing, it's vital to understand the three factors that affect consumer behavior: psychological, personal, and social.

#### **Psychological Factors**

In daily life, consumers are being affected by many issues that are unique to their thought process. Psychological factors can include perception of a need or situation, the person's ability to learn or understand information, and an individual's attitude. Each person will respond to a marketing message based on their perceptions and attitudes. Therefore, marketers must take these psychological factors into account when creating campaigns, ensuring that their campaign will appeal to their target audience.

## **Personal Factors**

Personal factors are characteristics that are specific to a person and may not relate to other people within the same group. These characteristics may include how a person makes decisions, their unique habits and interests, and opinions. When considering personal factors, decisions are also influenced by age, gender, background, culture, and other personal issues.

For example, an older person will likely exhibit different consumer behaviors than a younger person, meaning they will choose products differently and spend their money on items that may not interest a younger generation.

## **Social Factors**

The third factor that has a significant impact on consumer behavior is social characteristics. Social influencers are quite diverse and can include a person's family, social interaction, work or school communities, or any group of people a person affiliates with. It can also include a person's social class, which involves income, living conditions, and education level. The social factors are very diverse and can be difficult to analyze when developing marketing plans.

However, it is critical to consider the social factors in consumer behavior, as they greatly influence how people respond to marketing messages and make purchasing decisions. For example, how using a famous spokesperson can influence buyers.

## **1.2 STATEMENT OF THE PROBLEM**

Understanding the customer's behavior is crucial for marketing, as it is the best way to get a better understanding of the customer's previous experience and expectations. By studying our customers' behavior, we can understand **why they buy certain products and use certain services**. Based on customer behavior, we can **increase the sales efficiency of our products or services**.

## **1.3 OBJECTIVES OF THE STUDY**

In general terms, consumer behavior is a psychologically-based study of how individuals make buying decisions; what motivates them to make a purchase. Several facets of consumer behavior exist, such as:

### Primary objective

- To find out how a consumer feels about certain brands, products, or services
- To understand what motivates a consumer to pick one product over another and why
- To analyse what factors in a consumer's everyday environment affect buying decisions or brand perceptions and why
- To find out how consumers make decisions in groups or when they are alone.
- To understand what impact undergone in offline to online purchase among youngster
- 

### Secondary objective

- Need identification to buy the product
- Information search relating to the product
- Listing and evaluating the alternative
- Purchase decision
- Post purchase evaluation by the marketer.

#### **1.4 SCOPE OF THE STUDY**

The scope of the study is to analyze product policies, price policies, decisions regarding channels of distribution and channels of sales promotion, exploiting marketing opportunity and implementing the updates technological impact in optical sector and outlets to identify consumer behavior .It focus on overall consumer behavior in spectacle and optical sector.

#### **1.5 RESEARCH METHODOLOGY**

The study will be conducted to achieve the aforesaid objectives including both exploratory and descriptive in nature and involve personal interviews that will be based on Methodology defines the purpose of research.

#### **SOURCE OF DATA**

While deciding about the method of data collection for the study, the researcher should keep in mind two types of `data viz, primary data and secondary data.

Primary data are collected by the researcher for the first time or for the current study. Primary source includes personal meetings or interviews. As a primary source of the researcher had collected the information from different employees, through questionnaire.

Secondary data is the data that have been already collected and readily available from other sources. Such data are cheaper and more quickly obtainable than primary data and also may be available when primary data cannot be obtained at all. The sources of secondary data were the;Company website, journals, magazines and other published records of the optical sector.

#### **DATA COLLECTION INSTRUMENTS**

The tool used for data collection is questionnaire. A questionnaire consists of number of questions printed or typed in a definite order on a form or set of forms. In this method, a questionnaire is given to the persons concerned with a request to answer the questions and return the questionnaire. This method is proved effective because of the following merits;

- There is low cost even if the universe is large and widely spread geographically.
- Large samples can be made are of and results can be made more dependable and reliable.

#### **ANALYSIS OF DATA**

After collection of data, from the consumers each question was analyzed using percentage analysis method and other relevant analysis needed for the research.

#### **UNIVERSE OF THE STUDY**

Universe is the total population available for study. The universe of the study comprises of all the consumers of the specified area.

### **SAMPLING UNIT**

➤ Sampling unit may be geographical one such as state, district, village etc. or a construction unit such as house, flat, etc. or it may be a group, industry or it may be an individual. Various fields in the optical industry

### **SAMPLING DESIGN**

➤ The process of inferring something about a large group of elements by studying only part of it is referred to as sampling. The sampling design used for conducting the study is simple random sampling.

➤ Under simple random sampling each member of the population is known and equal chance of being selected.

### **SAMPLE SIZE**

Since the duration of project was limited, a sample size of 350 was chosen to be studied in consultation with the optical sector.

## TOOLS USED FOR DATA ANALYSIS

The purpose of using ratio or percentage is to simplify the problem of comparison, percentages reduce two distributions to a common base, thus make comparison simple.

### **Data represented by:**

- o Bar diagrams

A bar chart or bar graph is a chart with rectangular bars with lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally.

- o Pie Charts

A pie chart (or a circle graph) is a circular chart divided into sectors, illustrating proportional. In a pie chart, the arc length of each sector (and consequently its central angle and area), is proportional to the quantity it represents.

### What Is the Role of Consumer Behavior in Marketing?

As addressed above, the organizations that not only solve, but best communicate that they solve, real consumer problems are the ones that win in the market today. Therefore, consumer behavior insights can be used to inform almost all areas of your marketing strategy. This may include what content you should be creating within your blogs and other content mediums, the types of stories you tell in your video and display advertisements, or even how you adjust your product lines to deliver what the consumer wants.

### Sources of Consumer Behavior Data for Marketers

Consumer behavior insights can be derived through a variety of ways. They may come from analytics provided by your marketing or sales platforms, they may be a result of surveys, or they may come from your own analysis of publicly available data (such as search engine data). The more you understand your ideal customer, the better you can tweak your marketing efforts to woo those individuals.

As the world becomes overwhelmingly digitally driven. Many, but not all, components of consumer behavior can be captured by the analytics provided within the marketing channels your company already uses. These may include your programmatic display advertisements, search ads, and website content. In these cases, click through rates, page views, and site conversion activity can tell you a lot about what consumers do and don't like, what marketing content works, and what doesn't.

But there's a large amount of consumer behavior data that is outside of a marketers' readily-accessible view. Such as how consumers are engaging with competitors' websites - and how those sites' content influences consumer behavior in-turn. Analytics solutions that leverage competitive intelligence in combination with search behavior data have the ability to guide marketing strategies in a variety of ways.

From My Desk

The marketers who leverage the power of consumer behavior data automatically take giant steps forward in their race against competitors to reach their audience. If consumer behavior is currently driving your marketing strategy, you may be missing out on important marketing opportunities right in front of you.

Bibliography

<https://study.com/academy/lesson/what-is-consumer-behavior-in-marketing-factors-model-definition.html#:~:text=Let's%20review!-.Consumer%20behavior%20is%20the%20study%20of%20how%20people%20make%20decisions,is%20critical%20to%20being%20competitive.>

<https://www.demandjump.com/blog/the-importance-of-consumer-behavior-in-marketing>

<https://www.yourarticlelibrary.com/marketing/market-segmentation/consumer-behaviour-meaningdefinition-and-nature-of-consumer-behaviour/32301>



பாரதியார் பல்கலைக் கழகம்  
Bharathiar University

சமூக அறிவியல் புலம்

FACULTY OF SOCIAL SCIENCES

பாரதியார் பல்கலைக் கழகம் மே 2010ஆம் ஆண்டு நடத்திய தேர்வில்  
மெஜோ வர்ஹீஸ், முதல் வகுப்பில் தேர்ச்சி பெற்றுத் தகுதியடைந்திருப்பதாக,  
உரிய தேர்வாளர்கள் சான்றளித்ததை ஏற்று, வணிக நிர்வாகவியல் நிறைஞர் (மனிதவளங்கள்)  
என்னும் பட்டத்தினை அவருக்குப் பல்கலைக் கழக இலச்சினையுடன், பாரதியார் பல்கலைக் கழக  
ஆட்சிக் குழு வழங்குகின்றது.

The Syndicate of the Bharathiar University hereby makes known that **MEJO VARGHESE**  
has been admitted to the Degree of **MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCES)**,  
having been certified by duly appointed Examiners to be qualified to receive the same  
and was placed in **FIRST** Class, at the Examination conducted in **MAY 2010** by Bharathiar University.

Given under the Seal of the University.



கோயம்புத்தூர்

Coimbatore

983577

நாள்

K. G. Senthil Kumar

தேர்வாணையர்

[Signature]

பதிவாளர்

[Signature]

துணைவேந்தர்

Dated: 24<sup>th</sup> November 2011 Controller of Examinations

Registrar

Vice-Chancellor

Register No. 16891 M 2007  
& 16891 M 2006  
Year 16891 M 2008

# Mahatma Gandhi University



## FACULTY OF COMMERCE

*The Syndicate of the Mahatma Gandhi University  
hereby makes known that*

*Mejo Varghese*

*has been admitted to the*

*Degree of Bachelor of Commerce*

*he/she having been certified by duly appointed examiners to be  
qualified to receive the same and having been by them placed  
after passing the prescribed examinations, in the **First** class  
in Part I - English, in the **First** class in Part II - Additional  
Language (**Hindi**) and in the **First** class  
in Part III - (with **Co-operation**  
as Elective Subject) in **March 2007, March 2006**  
and **March 2008** respectively.*

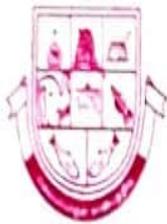
*Given under the seal of the University.*

University Buildings,  
Priyadarshini Hills P.O.  
Kottayam - 686 560  
Kerala, India

*12 February 2009*



*[Signature]*  
Vice-Chancellor



# MADURAI KAMARAJ UNIVERSITY

## PROVISIONAL CERTIFICATE

Sl. No. : MRK 812647

Date :  
15-05-2019

*This is to certify that*

MEJO VARGHESE

*has qualified for the*

MASTER OF COMMERCE

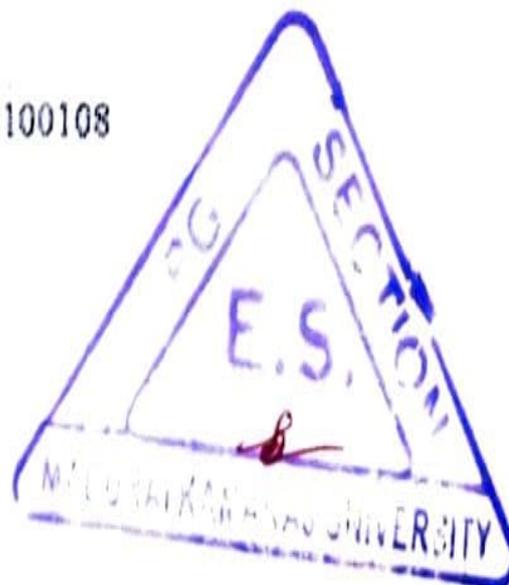
*he/she having passed the Final Examination*

*held in* NOVEMBER 2018 *in* FIRST

Reg. No. : 17CS602100108

Centre Code : 793

PALKALAI NAGAR  
MADURAI - 625 021



DR O RAVI  
CONTROLLER OF EXAMINATIONS



# MADURAI KAMARAJ UNIVERSITY

MASTER OF COMMERCE (NON-SEMESTER)

STATEMENT OF MARKS

KMC 1

1120830

NAME OF THE CANDIDATE	REGISTER NO.	DATE OF PUBLICATION
MEJO VARGHESE	17CS602100108	15-05-2019
COLLEGE OF STUDY	CENTRE NO.	EXAM M & YR
DIRECTORATE OF DISTANCE EDUCATION	793	NOV 2018

SUB CODE	SUBJECT DESCRIPTION	MAX MARKS		MARKS OBTAINED			
		I	E T	I	E T R	M & YR	
PCOM01	BUSINESS ENVIRONMENT AND POLICY	--	100 100	--	068 068	P N17	
PCOM02	FINANCIAL ACCOUNTING	--	100 100	--	059 059	P N17	
PCOM03	BANKING & INSURANCE	--	100 100	--	062 062	P N17	
PCOM04	COMPUTER APPLICATIONS IN BUSINESS	--	100 100	--	075 075	P N17	
PCOM05	ADVANCED ACCOUNTING	--	100 100	--	068 068	P N18	
PCOM06	FINANCIAL MANAGEMENT	--	100 100	--	091 091	P N18	
PCOM07	ADVANCED COST ACCOUNTING	--	100 100	--	063 063	P N18	
PCOM08	INVESTMENT MANAGEMENT	--	100 100	--	063 063	P N18	
	<<< END OF STATEMENT >>>						

CLASS	FIRST	TOTAL MARKS	549/800
-------	-------	-------------	---------

Signature of the Candidate

DR. O RAVI

Any alteration or overwriting makes this Statement of Marks invalid.

**PASSING MINIMUM IS 50%**

Palkalai Nager,  
Madurai - 625 021.

Other Abbreviations : R-Result; P-Pass; RA-Reappearance; AAA-Absent; SUB-Subject; M-Month;  
(A-April; N-November) YR - Year; MAX - Maximum; I-Internal; E-External; T-Total

Controller of Examinations



# BHARATHIAR UNIVERSITY

Folio No. 10

COIMBATORE

SCHOOL OF DISTANCE EDUCATION

21959

## CONSOLIDATED STATEMENT OF MARKS

NAME OF THE CANDIDATE			PATTERN			
MEJO VARGHESE			ANNUAL			
REGISTER NUMBER		DEGREE & BRANCH OF STUDY		MONTH & YEAR OF LAST APPEARANCE		
QBNHR7164		M. B. A. HUMAN RESOURCES		MAY 2010		
YEAR / SEM	SUB CODE	SUBJECT	MAX	MIN	AWARDED	MONTH & YEAR
1	13A	PRINCIPLES OF MANAGEMENT AND ORGANISATIONAL BEHAVIOUR	100	050	056	05 2009
1	13B	MANAGERIAL ECONOMICS	100	050	060	05 2009
1	13C	ACCOUNTING AND FINANCE FOR MANAGERS	100	050	050	05 2009
1	13D	MARKETING MANAGEMENT	100	050	051	05 2009
1	13E	HUMAN RESOURCE MANAGEMENT	100	050	058	05 2009
1	13F	QUANTITATIVE TECHNIQUES FOR MANAGEMENT	100	050	058	05 2009
1	13G	RESEARCH METHODS FOR MANAGEMENT	100	050	056	05 2009
2	23A	PERSONNEL MANAGEMENT CONCEPTS	100	050	066	05 2010
2	23B	METHODOLOGY OF TRAINING & DEVELOPMENT	100	050	064	05 2010
2	23C	HUMAN RESOURCES DEVELOPMENT AND PLANNING	100	050	080	05 2010
2	23D	INDUSTRIAL RELATIONS MANAGEMENT	100	050	055	05 2010
2	23E	COMPENSATION MANAGEMENT	100	050	066	05 2010
2	23F	PERFORMANCE MANAGEMENT: SYSTEMS AND STRATEGIES	100	050	070	05 2010
2	23G	ORGANIZATIONAL DEVELOPMENT AND CHANGE	100	050	068	05 2010
2	23V	PROJECT WORK	100	050	080	05 2010
** END OF STATEMENT **						



Coimbatore - 641 046.

Date : 26/10/2010

K.G. Senthil Kumar  
 Controller of Examinations

Section: EG-VII  
Serial No.: 271248

Student ID: ACAA2005C001000840

# Mahatma Gandhi University



ESTABLISHED BY KERALA STATE  
LEGISLATURE BY NOTIFICATION  
No 3431/Leg C1/BS/Law  
dated 17/04/1985

Kottayam,  
17-Jun-2008

## MEMORANDUM

The following marks were awarded to Shri./Smt **MEJO VARGHESE**

candidate with Register No. **16891** at the Final Year B Com Degree Examination March 2008

SUBJECTS	Marks								
	External			Internal			Total		
	Award ed	Min for Pass	Max	Award ed	Min for Pass	Max	Award ed	Min for Pass	Max
<b>PART-III SUBJECTS</b>									
Paper I: Business Statistics	65	24	80	19	6	20	84	40	100
Paper II: Banking Theory & Practice	51	24	80	19	6	20	70	40	100
Paper III: Business Laws	52	24	80	19	6	20	71	40	100
Paper IV: Financial Accounting	42	24	80	18	6	20	60	40	100
Paper V: Cost Accounting	26	24	80	18	6	20	44	40	100
Paper VI: Marketing Management	45	24	80	17	6	20	62	40	100
Paper VII: Computer Awareness and Applications	51	24	80	20	6	20	71	40	100
Paper VIII: Optional Subject Paper 1 Co-operation-I	45	24	80	17	6	20	62	40	100
Paper IX: Corporate Accounting	47	24	80	18	6	20	65	40	100
Paper X: Principles of Business Decisions	50	24	80	16	6	20	66	40	100
Paper XI: Entrepreneurship Development and Management	45	24	80	10	6	20	55	40	100
Paper XII: Capital Market and Financial Services	36	24	80	17	6	20	53	40	100
Paper XIII: Auditing	42	24	80	17	6	20	59	40	100
Paper XIV: Optional Subject Paper 2 Co-operation-II	31	24	80	16	6	20	47	40	100
<b>GRAND TOTAL</b>							<b>869</b>	<b>560</b>	<b>1400</b>
							(Eight Six Nine Only)		
*****End of statement*****									



Checked by: *[Signature]*

Section Officer: *[Signature]*

*[Signature]*  
CONTROLLER OF EXAMINATIONS



**BHARATHIAR UNIVERSITY, COIMBATORE.**

**PROVISIONAL CERTIFICATE**

Register No. GENHR7164

Folio No. 02262

This is to certify that REJO VARGHESE

has qualified for the Degree of **MASTER OF BUSINESS ADMINISTRATION  
(HUMAN RESOURCES)**

he/she having passed the final examination held in **MAY 2010** as follows  
\*\*\*\*\*

**IN FIRST CLASS**



*K.G. Senthil Kumar*  
Controller of Examinations

Coimbatore 641 046

Date 26/10/2010



# MADURAI KAMARAJ UNIVERSITY

## PROVISIONAL CERTIFICATE

Sl. No. : **MRK** 812647

Date :  
15-05-2019

*This is to certify that*

MEJO VARGHESE

*has qualified for the*

MASTER OF COMMERCE

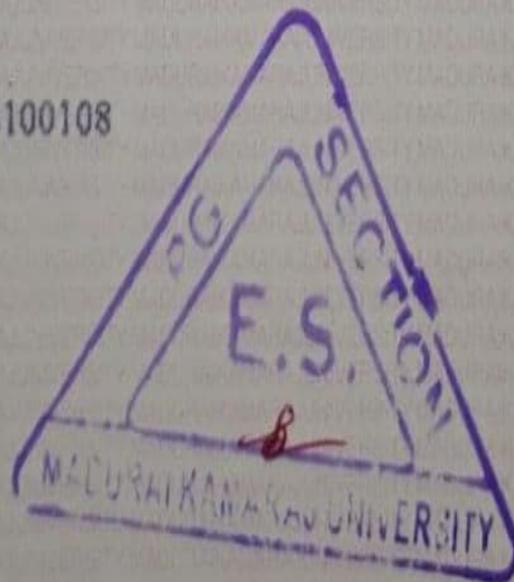
*he/she having passed the Final Examination*

*held in* NOVEMBER 2018 *in* FIRST

Reg. No. : 17CS602100108

Centre Code : 793

PALKALAI NAGAR  
MADURAI - 625 021



DR O RAVI  
CONTROLLER OF EXAMINATIONS



# KMM COLLEGE

OF ARTS & SCIENCE

AN ISO 9001 : 2008 CERTIFIED INSTITUTION

RUN BY JAI-BHARATH EDUCATIONAL FOUNDATION

Approved by AICTE & Govt. of Kerala | Affiliated to MG University, Kottayam  
EDAPPALLY TOLL GATE | THRIKKAKARA | COCHIN - 682021

☎ 0484 - 2108877, 2577567, 2577667, 2575667, 2108898

☎ FAX: 0484 - 2577667

✉ kmmcollege.artsandscience@gmail.com

🌐 www.kmmcollege.com

DATE : .....

## TO WHOMSOEVER IT MAY CONCERN

### CERTIFICATE

This is to certify that Mr. Mejo Varghese, Valiyamannil House Mundiappally P O, Kunnamthanam, Thiruvalla-689581, has served in this college as Head of the Department of Management Studies for the period from 9<sup>th</sup> July 2012 to 31<sup>st</sup> March 2015. He is relieved from his duty on 31-03-2015. During this period he was faithful, loyal and hardworking. He served this institution as a dedicated teacher. His character and conduct were excellent.

I wish him all success.



Principal

*Sabana Backer*  
Prof. Sabana Backer

**PRINCIPAL**

**KMM College of Arts & Science  
Thrikkakara P.O., Cochin-21**

Thrikkakara

31-03-2015

Date-30/06/2012

EXPERIENCE CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

It is our pleasure to write on behalf of Mr Mejo Varghese Valiyamannil house, Mundiappally PO, Kunnamthanam Thiruvalla Pin code 689581 who has worked with Image Rx Lens Pvt Ltd Cochin in capacity of **Marketing Coordinator** entire Kerala region for Two year from 03/06/2010 to 28/06/2012.

During this tenure of his work Mr Mejo Varghese remained involved in his work dedicated. He is professionally sound, hardworking and devoted staff. He has the motivation to take initiative tasks and we are gratified that he has been helpful in the advancement of our organization. All of our staff members are pleased with him and feels comfortable in teaming and coordinating with him for the realization of organizational goals and objectives.

He is leaving his job only on his own decision and for attempting opportunities with a better profile.

We wish him all the best in his future endeavours.

Sincerely  
For **IMAGE Rx LENS Pvt. Ltd**  
Deepak TK

Managing Director

Director

IMAGE Rx LENS PVT. LTD  
36/1912-B, GROUND FLOOR  
SEBASTIAN ROAD, KALOOR  
KOCHI-682 017  
PH: 0484-2343216, 4066624

आयकर विभाग  
INCOME TAX DEPARTMENT



भारत सरकार  
GOVT. OF INDIA

MEJO VARGHESE

VARGHESE MATHEW

12/10/1985

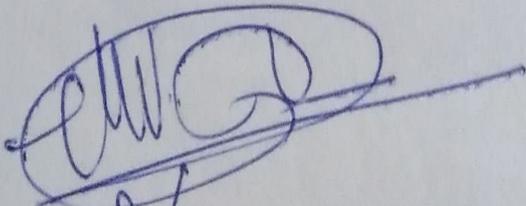
Permanent Account Number

AWJPM3060H

  
Signature



29102008

  
MEJO VARGHESE



भारत सरकार

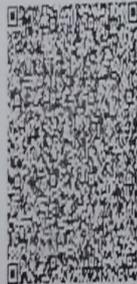
Government of India



Mejo Varghese

Date of Birth/DOB: 12/10/1985

Male/ MALE



8526 5342 5948

मेरा आधार, मेरी पहचान



भारतीय विशिष्ट पहचान प्राधिकरण

Unique Identification Authority of India

Address:

S/O V M Varghese, Valiyamannil,  
Kunnamthanam P O, Kunnamthanam,  
Pathanamthitta,  
Kerala - 689581



8526 5342 5948



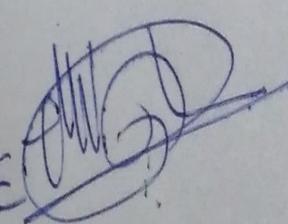
1947



help@uidai.gov.in

www

www.uidai.gov.in

MEJO VARGHESE 



# PARUMALA MAR GREGORIOS COLLEGE

(Affiliated to Mahatma Gandhi University, Kottayam, Kerala, India)

VALANJAVATTOM P. O., THIRUVALLA, PIN - 689 104 Pathanamthitta (Dist), Kerala, India.

E-mail : pmgcollege@yahoo.com, Ph : 0469 2747800

Principal

Prof. E. John Mathew Koodarathil

## NO OBJECTION CERTIFICATE

This is to certify that Mr.Mejo Varghese, MBA, M.Com Valiyamannil (H) Kunnamthanam P.O,Mallapally,Pathanamthitta,-689581,is working as Assistant Professor in the Department of Business Administration, in this college from June 2015 onwards.

We have no objection in forwarding his application for the Ph.D Research programme for part time.

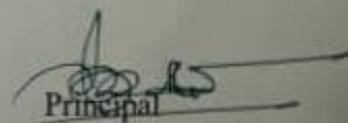
The candidate will be permitted to undertake part time study in the University and will be allowed to be present for discussions with the supervisor,attending course works,conduct of experiments and participations in seminar and related presentation.Further the required facilities at our organization will also be provided for the candidate for doing research.

This certificate issued for the purpose of Ph.D registration.

Valanjavattom

24.12.2020



  
Principal