

**A STUDY ON BUYING BEHAVIOR OF CUSTOMER TOWARDS
BRANDED FOOTWEAR IN THOOTHUKUDI CITY**

A Project Submitted to

ST.MARY'S COLLEGE (Autonomous) Thoothukudi

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

In partial fulfillment of the award of the degree of

MASTER OF ARTS IN ECONOMICS

Submitted by

R.ANANDHA PRABHA

Reg. No. 18SPEC01

Under the supervision and Guidance of

Ms. X. Esther vimala M.A., M.Phil



PG DEPARTMENT OF ECONOMICS (SSC)

St. Mary's College (Autonomous), Thoothukudi

October 2019

CERTIFICATE

This is to certify that project work entitled "**A STUDY ON BUYING BEHAVIOR OF CUSTOMER TOWARDS BRANDED FOOTWEAR IN THOOTHUKUDI CITY**" submitted to St Mary's college (Autonomous), Thoothukudi in partial fulfillment for the award of the Degree of Master of Arts in Economics and is a record of work done during the year 2019-2020 by R.ANANDHA PRABHA (18SPEC01)

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Lucia Rose
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Principal
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V. Jayah
25/10/19
Signature of the External- Examiner

DECLARATION

I do here by declare that the project entitled "**A STUDY ON BUYING BEHAVIOR OF CUSTOMER TOWARDS BRANDED FOOTWEAR IN THOOTHUKUDI CITY**" submitted for the degree of Master of Art in Economics is my original work and that it has not previously formed the basis for award of any degree.

Station: Thoothukudi

Date : *21.10.2019*

R. Anandha prabha
R. ANANDHA PRABHA

ACKNOWLEDGEMENT

First of all I bow and thank a lord almighty for being with me throughout making of the project successfully.

I am grateful to the Principal **Dr. Sr. A.S. J. Lucia Rose MSc., PGDCA., MPhil., PhD.,** and **Rev. Sr. F. MaryJoyceBaby MA., MPhil.,** Director Self- Supporting Courses for giving me this opportunity to carry out my project and providing me enough change and encouragement to complete the project successfully.

I extend my profound thanks to **Ms.X.EstherVimala, MA., MPhil.,** Head of Economics Department for her total support and encouragement. Thanks to **Dr.A.Sudha, MA., MPhil., PhD., Co-ordinator of SSC.** I feel it pleasure to express my deep sense of gratitude to my Guide **Ms.X.EstherVimala, MA., MPhil.,** Assistant professor for her valuable guidance and offer suggestions at every stage of study.

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I thank our department library and college library which help me a lot in the complement of my project by providing needed books and journals.

I express my deep sense of gratitude to my parents and friends who encouraged and provided me their full support.

R. Anandha prabha

**A STUDY ON ONLINE SHOPPING EXPERIENCE AND CONSUMER
SATISFACTION IN THERESPURAM AREA THOOTHUKUDI DISTRICT**

A Project Submitted to

ST.MARY'S COLLEGE (Autonomous) Thoothukudi

Affiliated to

Monomania Sundaranar University, Tirunelveli

In partial fulfilment of the award of the degree of

MASTER OF ARTS IN ECONOMICS

Submitted by

I.EVANGILIN PIULA

Reg. No. 18SPEC03

Under the supervision and Guidance of

DR. A.SUDHA MA., MPhil., Ph.D.



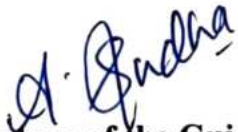
PG DEPARTMENT OF ECONOMICS (SSC)

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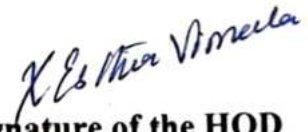
October 2019

CERTIFICATE

This is to certify that project work entitled "A STUDY ON ONLINE SHOPPING EXPERIENCE AND CONSUMER SATISFACTION IN THERESPURAM AREA THOOTHUKUDI DISTRICT" submitted to St. Mary's college (Autonomous), Thoothukudi in partial fulfillment for the award of the Degree of Master of Arts in Economics and is a record of work done during the year 2019-2020 by **LEVANGILIN PIULA (18SPEC03)**



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Signature of the External Examiner

DECLARATION

I do here by declare that the project entitled "A STUDY ON ONLINE SHOPPING EXPERIENCE AND CONSUMER SATISFACTION IN THERESPURAM AREA THOOTHUKUDI DISTRICT" submitted for the degree of Master of Art in Economics is my original work and that it has not previously formed the basis for award of any degree.

Station: Thoothukudi

Date : 21.10.2019

I. Evangilin piula.
I.EVANGILIN PIULA



ACKNOWLEDGEMENT

First of all I bow and thank a lord almighty for being with me throughout making of the project successfully.

I am grateful to the Principal **Dr.Rev.Sr..A.S.J.Lucia Rose MSc., PGDCA., MPhil., Ph.D.,** and **Rev. Sr. F.Mary JoyceBaby MA., MPhil.,** Director Self- Supporting Courses for giving me this opportunity to carry out my project and providing enough change and encouragement to complete the project successfully.

I extend my profound thanks to **Ms.X.EstherVimala, MA., MPhil.,** Head of Economics Department for her total support and encouragement. I Thanks to **Dr.A.Sudha MA., MPhil., Ph.D., Co-Ordinator of SSC.** I feel it pleasure to express my deep sense of gratitude to my Guide **DR. A. Sudha MA., MPhil., Ph.D.,** for her valuable guidance and offer suggestions at every stage of study.

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I express my deep sense of gratitude to my parents and friends who encouraged and provided me their full support.

I. Evang'linpiula.

**A STUDY ON SANITARY WORKERS PROBLEM IN ANNANAGAR
AREA**

THOOTHUKUDI DISTRICT

A Project Report Submitted to

ST.MARY'S COLLEGE (Autonomous) Thoothukudi

Affiliated to

Manonmaniam Sundaranar University- Tirunelveli

In partial fulfillment of the award of the Degree of

MASTER OF ARTS IN ECONOMICS

Submitted by

S. HEMALATHA

Reg. No. 18SPEC04

Under The supervision and Guidance of

DR. A.SUDHA, M.A., M.Phil., Ph.D.



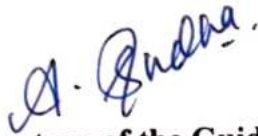
PG DEPARTMENT OF ECONOMICS (SSC)

St. Mary's College (Autonomous), Thoothukudi

OCTOBER 2019

CERTIFICATE

This is to certify that the project work entitled "**A STUDY ON SANITARY WORKERS PROBLEM IN ANNANAGAR AREA THOOTHUKUDI DISTRICT**" submitted to St. Mary's college (Autonomous), Thoothukudi in partial fulfillment for the award of the Degree of Master of Arts in Economics and is a record of work done during the year 2019-2020 by **HEMALATHA. S (18SPEC04)**



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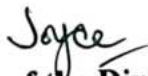
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Signature of the External Examiner

DECLARATION

I do here by declare that the project entitled "**A STUDY ON SANITARY WORKERS PROBLEM IN ANNANAGAR AREA THOOTHUKUDI DISTRICT**" submitted for the degree of Master of Art in Economics is my original work and that is has not previously formed the basis for award of any Degree.

Station: Thoothukudi

Date : 21/10/19


S.HEMALATHA

ACKNOWLEDGEMENT

First of all I bow and thank the lord almighty for being with me throughout making of the project successfully.

I am grateful to the Principal **Dr. Sr. A.S. J. Lucia Rose MSc., PGDCA., MPhil., PhD** and **Rev. Sr. F. MaryJoyceBaby MA., MPhil.**, Director Self- Supporting Courses for giving me this opportunity to carry out my project and providing me enough change and encouragement to complete the project successfully.

I extend my profound thanks to **Ms.X.EstherVimala, MA., MPhil**, Head of Economics Department for her total support and encouragement. Thanks to **Dr.A.Sudha, MA., MPhil., PhD., Co-ordinator of SSC**. I feel it pleasure to express my deep sense of gratitude to my Guide **Dr.A.Sudha, MA., MPhil., PhD** Assistant professor for her valuable guidance and offer suggestions at every stage of study.

I owe my great thanks to the Staff from Department of Economics.

I thank our department library and college library which help me a lot in the complement of my project by providing needed books and journals.

I express my deep sense of gratitude to my parents and friends who encouraged and provided me their full support.

S. Hemalatha

**A STUDY ON SOCIO ECONOMIC CONDITION OF PAPER WORKERS IN
PMS PALANIAPPA NADER & COMPANY IN THOOTHUKUDI DISTRICT**

A Project Submitted to

ST.MARY'S COLLEGE (Autonomous) Thoothukudi

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

In partial fulfilment of the award of the degree of

MASTER OF ARTS IN ECONOMICS

Submitted by

S.INDHUMATHI

Reg. No. 18SPEC05

Under the supervision and Guidance of

Ms. P. Anuradha M A. MPhil. SET



PG DEPARTMENT OF ECONOMICS (SSC)

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This is to certify that project work entitled "ASTUDYONSOCIO ECONOMIC CONDITION OF PAPER WORKERS IN PMS PALANIAPPA NADAR & COMPANY IN THOOTHUKUDI DISTRICT" submitted to St Mary's college (Autonomous), Thoothukudi in partial fulfilment for the award of the Degree of Master of Arts in Economics and is a record of work done during the year 2019-2020 by S.INDHUMATHI (18SPEC05)

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Signature of the External Examiner

DECLARATION

I do here by declare that the project entitled "A STUDY ON SOCIO ECONOMIC CONDITION OF PAPER WORKERS IN PMS PALANIAPPA NADER & COMPANY IN THOOTHUKUDI DISTRICT" submitted for the degree of Master of Art in Economics is my original work and that it has not previously formed the basis for award of any degree.

Station: Thoothukudi

Date : 18.10.2019

S. Indhumathi

S.INDHUMATHI

ACKNOWLEDGEMENT

First of all I bow and thank : lord almighty for being with me throughout making of the project successfully.

I am grateful to the Principal. **Dr. Sr. A. S. J. Lucia Rose MSc.PGDCA. MPhil., PhD,** **Sr. N. Mary Joyce Baby MA., MPhil.,** Director of Self- Supporting Courses for giving me this opportunity to carry out my project and providing enough change and encouragement to complete the project successfully.

I extend my profound thanks to **Ms.X.Esther Vimala, MA., MPhil.** Head of Economics Department for her total support and encouragement. I thank **Dr. A. Sudha MA., MPhil., PhD.,** Co-ordinator of SSC. I feel it pleasure to express my deep sense of gratitude to my Guide **Ms.P.Anuradha MA., MPhil. SET** for her valuable guidance and offer suggestions at every stage of study.

I owe my great thanks to the Staff from Department of Economics.

I thank our department library and college library which help me a lot in the completion of my project by providing needed books and journals.

I express my deep sense of gratitude to my parents and friends who encouraged and provided me their full support.

S. Indhumathi

**A STUDY ON INFLUENCE OF EMI ON SALES OF SATHYA
AGENCIES IN THOOTHUKUDI TOWN**

A Project Submitted to

ST.MARY'S COLLEGE (Autonomous) Thoothukudi

Affiliated to

ManonmaniamSundaranar University, Tirunelveli

In partial fulfilment of the award of the degree of

MASTER OF ARTS IN ECONOMICS

Submitted by

G.MARIA VINITHA STEFFI

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Dr. A.SUDHA ,M .A. M.Phil.,PH.D.



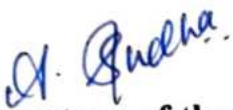
PG DEPARTMENT OF ECONOMICS (SSC)

St. Mary's College (Autonomous), Thoothukudi

October 2019

CERTIFICATE

This is to certify that project work entitled "A STUDY ON INFLUENCE OF EMI ON SALES OF SATHYA AGENCIES IN THOOTHUKUDI TOWN" submitted to St Mary's college (Autonomous), Thoothukudi in partial fulfilment for the award of the Degree of Master of Arts in Economics and is a record of work done during the year 2019-2020 by G.MARIA VINITHA STEFFI (18SPEC06)



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Signature of the External- Examiner

DECLARATION

I do here by declare that the project entitled "**A STUDY ON INFLUENCE OF EMI ON SALES OF SATHYA AGENIES IN THOOTHUKUDITOWN**" submitted for the degree of Master of Art in Economics is my original work and that it has not previously formed the basis for award of any degree.

Station: Thoothukudi

Date : 21.10.19

G. Maria Vinitha Steffi
G.MARIA VINITHA STEFFI

ACKNOWLEDGEMENT

First of all and thank to lord almighty for being with me throughout making of the project successfully.

I am grateful to the Principal **Dr. Sr.A.S.J.Lucia Rose MSc. PGDCA., MPhil. PhD** and **Rev . Sr.F.Mary Joyce Baby M.A., MPhil.**, Director Self- Supporting Courses for giving me this opportunity to carry out my project and providing enough change and encouragement to complete the project successfully.

I extend my profound thanks to **Ms.X.EstherVimala, M.A.,MPhil.** Head of Economics Department for her total support and encouragement and I thanks to Ms. **Dr. A.Sudha MA.,MPhil., PhD., Co-Ordinator of SSC.** I feel it pleasure to express my deep sense of gratitude to my Guide **Dr.A.Sudha MA., MPhil.,PhD** for her valuable guidance and offer suggestions at every stage of study.

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I express my deep sense of gratitude to my parents and friends who encouraged and provided me their full support.

Gr. Maria Vinitha Steffi

**INDUSRIAL POLLUTION AND HEALTH IMPACTS ON THE
PEOPLE OF MUTHAIAHPURAM TOWN IN THOOTHUKUDI DISTRICT**

A Project Submitted to

ST.MARY'S COLLEGE (Autonomous), Thoothukudi

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

In partial fulfilment of the award of the degree of

MASTER OF ARTS IN ECONOMICS

Submitted by

A.SABEENA

Reg. No. 18SPEC07

Under the supervision and Guidance of

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PG DEPARTMENT OF ECONOMICS (SSC)

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CERTIFICATE

This is to certify that project work entitled "INDUSRIAL POLLUTION AND HEALTH IMPACTS ON THE PEOPLE OF MUTHAIAHPURAM TOWN IN THOOTHUKUDI DISTRICT" submitted to St Mary's college (Autonomous), Thoothukudi in partial fulfilment for the award of the Degree of Master of Arts in Economics and is a record of work done during the year 2019-2020 by A.SABEENA (18SPEC07)

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J. Jayashree
Signature of the External Examiner

DECLARATION

I do here by declare that the project entitled "**INDUSRIAL POLLUTION AND HEALTH IMPACTS ON THE PEOPLE OF MUTHAIAHPURAM TOWN IN THOOTHUKUDI DISTRICT**" submitted for the degree of Master of Art in Economics is my original work and that it has not previously formed the basis for award of any degree.

Station: Thoothukudi

Date: 21.10.2019

A. Sabeena
A.SABEENA

ACKNOWLEDGEMENT

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I am grateful to the Principal **Dr. Sr. A.S. J. Lucia Rose MSc., PGDCA., MPhil., PhD.,** and **Rev. Sr. F. MaryJoyceBaby MA., MPhil.,** Director Self- Supporting Courses for giving me this opportunity to carry out my project and providing me enough change and encouragement to complete the project successfully.

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I express my deep sense of gratitude to my parents and friends who encouraged and provided me their full support.

A. Sabeena .

**A STUDY ON ARECANUT PLATE PROCESS IN FEDERAL
LOGISTICKS SIPCOT COMPANY IN THOOTHUKUDI
DISTRICT**

A Project Submitted to

ST.MARY'S COLLEGE (Autonomous) Thoothukudi

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

In partial fulfillment of the award of the degree of

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Submitted by

A.THEBORAL JEBAMANI

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PG DEPARTMENT OF ECONOMICS (SSC)

St. Mary's College (Autonomous), Thoothukudi

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CERTIFICATE

This is to certify that project work entitled "**A STUDY ON ARECANUT PLATE PROCESS FEDERAL LOGISTICS SIPCOT IN THOOTHUKUDI DISTRICT**" submitted to St. Mary's college (Autonomous), Thoothukudi in partial fulfillment for the award of the Degree of Master of Arts in Economics and is a record of work done during the year 2019-2020 by **A.THEBORAL JEBAMANI (18SPEC08)**

P. Anuradha

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J. Jayaraj

Signature of the External Examiner

DECLARATION

I do here by declare that the project entitled "**A STUDY ON ARECA NUT LEAF PLATE PROCESS OF FEDERAL LOGISTICKS SIPCOT IN THOOTHUKUDI DISTRICT**" submitted for the degree of Master of Arts in Economics is my original work and that it has not previously formed the basis for award of any degree.

A. Theboral Jebamani

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A.THEBORAL JEBAMANI

Date : 18/10/2019

ACKNOWLEDGEMENT

First of all I bow and thank lord almighty for being with me throughout making of the project successfully.

I am grateful to the Principal, **Dr.Sr.A.S.J.Lucia Rose, M.Sc., PGDCA., MPhil.,PhD** and **Sr.F.Mary Joyce Baby M.A., MPhil.**, Director of Self- Supporting Courses for giving me this opportunity to carry out my project and providing enough change and encouragement to complete the project successfully.

I extend my profound thanks to **Ms.X.EstherVimala, M.A., and M.Phil. Head of Economics Department** for her total support and encouragement and I thanks to Ms. **Dr. A. Sudha M.A., M.Phil., PhD., Co-Ordinator of SSC.** I feel it pleasure to express my deep sense of gratitude to my Guide **Ms.P.Anuradha M.A., M.Phil. SET** for her valuable guidance and offer suggestions at every stage of my study.

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I express my deep sense of gratitude to my parents and friends who encouraged and provided me their full support.

A.Theboral Jebamani

A.THEBORAL JEBAMANI

**A STUDY ON CUSTOMER SATISFACTION ON HAIR OIL AND BEAUTY
CREAM WITH SPECIAL REFERENCE TO PATANJALI PRODUCTS IN
THOOTHUKUDI TOWN**

**A Project Submitted to
ST.MARY'S COLLEGE (Autonomous), Thoothukudi**

**Affiliated to
Manonmaniam Sundaranar University, Tirunelveli**

**In partial fulfilment of the award of the degree of

MASTER OF ARTS IN ECONOMICS**

Submitted by

S.VIDHYA SREE

Reg. No. 18SPEC10

Under the supervision and Guidance of

Dr. N.NAGA LAKSHMI, M.A., M.Phil., Ph.D.



PG DEPARTMENT OF ECONOMICS (SSC)

St. Mary's College (Autonomous), Thoothukudi

October 2019

CERTIFICATE

This is to certify that project work entitled "**A STUDY ON CUSTOMER SATISFACTION ON HAIR OIL AND BEAUTY CREAM WITH SPECIAL REFERENCE TO PATANJALI PRODUCTS IN THOOTHUKUDI TOWN**" submitted to St Mary's college (Autonomous), Thoothukudi in partial fulfilment for the award of the Degree of Master of Arts in Economics and is a record of work done during the year 2019-2020 by **S.VIDHYA SREE (18SPEC10)**

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J. Jayapalan
Signature of the External Examiner

DECLARATION

I do here by declare that the project entitled "**A STUDY ON CUSTOMER SATISFACTION ON HAIR OIL AND BEAUTY CREAM WITH SPECIAL REFERENCE TO PATANJALI PRODUCTS IN THOOTHUKUDI TOWN**" submitted for the degree of Master of Art in Economics is my original work and that it has not previously formed the basis for award of any degree.

Station: Thoothukudi

S. Vidhya Sree
S.VIDHYA SREE

Date: 21.10.2019

ACKNOWLEDGEMENT

First of all I bow and thank lord almighty for being with me throughout making of the project successfully.

I am thankful to **Dr. Sr.A.S.J.Lucia Rose**, Principal, St Mary's College (Autonomous), Thoothukudi, for his motivation, support and suggestions during the course of my study.

I am grateful to the **Rev. Sr. F. Mary Joyce Baby.**, Director of Self Supporting Courses for giving me to this opportunity to carry out my project and providing me enough change and encouragement to complete the project successfully.

I extend my profound thanks to **Ms.X.EstherVimala, M.A., M.Phil.** Head and Associate professor of Economics, Department of Economics St. Mary's college (Autonomous) Thoothukudi, for her support and encouragement.

I thank **Dr.A.sudha M.A.,MPhil.,PhD.**,Co-ordinator of ssc.

I feel it pleasure to express my deep sense of gratitude to my Guide **Dr.N.Nagalakshmi M.A., M.Phil., Ph.D.** for her valuable guidance and offer suggestions at every stage of study.

I thank all the professors in the Department of Economics for their help and encouragement.

I thank our department library and college library which help me a lot in the completion of my project by providing needed books and journals.

I express my deep sense of gratitude to my parents and friends who encouraged and provided me their full support.

Dr. Vidhya Sree.

**ECONOMIC EMPOWERMENT OF WOMEN THROUGH BANK CREDIT IN
MAPPILLAIURANI VILLAGE OF THOOTHUKUDI DISTRICT**

A Project Submitted to
ST.MARY'S COLLEGE (Autonomous) Thoothukudi

Affiliated to
Monomaniaum Sundaranar University, Tirunelveli

In partial fulfillment of the award of the degree of
MASTER OF ARTS IN ECONOMICS

Submitted by

S.VINOTHA

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CERTIFICATE


This is to certify that project work entitled **"ECONOMIC EMPOWERMENT OF WOMEN THROUGH BANK CREDIT IN MAPPILAIURANI VILLAGE OF THOOTHUKUDI DISTRICT"** submitted to St. Mary's college (Autonomous), Thoothukudi in partial fulfillment for the award of the Degree of Master of Arts in Economics and is a record of work done during the year 2019-2020 by **S.VINOTHA (18SPEC11)**


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Principal
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Signature of the External-Examiner

DECLARATION

I do here by declare that the project entitled **"ECONOMIC EMPOWERMENT OF WOMEN THROUGH BANK CREDIT IN MAPPILIAIURANI VILLAGE OF THOOTHUKUDI DISTRICT"** submitted for the degree of Master of Art in Economics is my original work and that it has not previously formed the basis for award of any degree.

Station: Thoothukudi

Date: 21.10.19

S.Vinotha.
S.VINOTHA

ACKNOWLEDGEMENT

First of all I bow and thank to lord almighty for being with me throughout making of the project successfully.

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