

Supporting Information Available:

Table 1. EDS and ICP-AES analysis of TM doped ZnO nanorods.

TM	Initial Precursor (mol %)	EDS \pm error% (atom %)	ICP-AES (atom %)	Std. Deviation ($\sigma \pm$ atom %)
Mn	5	1.4 \pm 0.29	1.14	0.021
Co	5	2 \pm 0.38	1.69	0.031

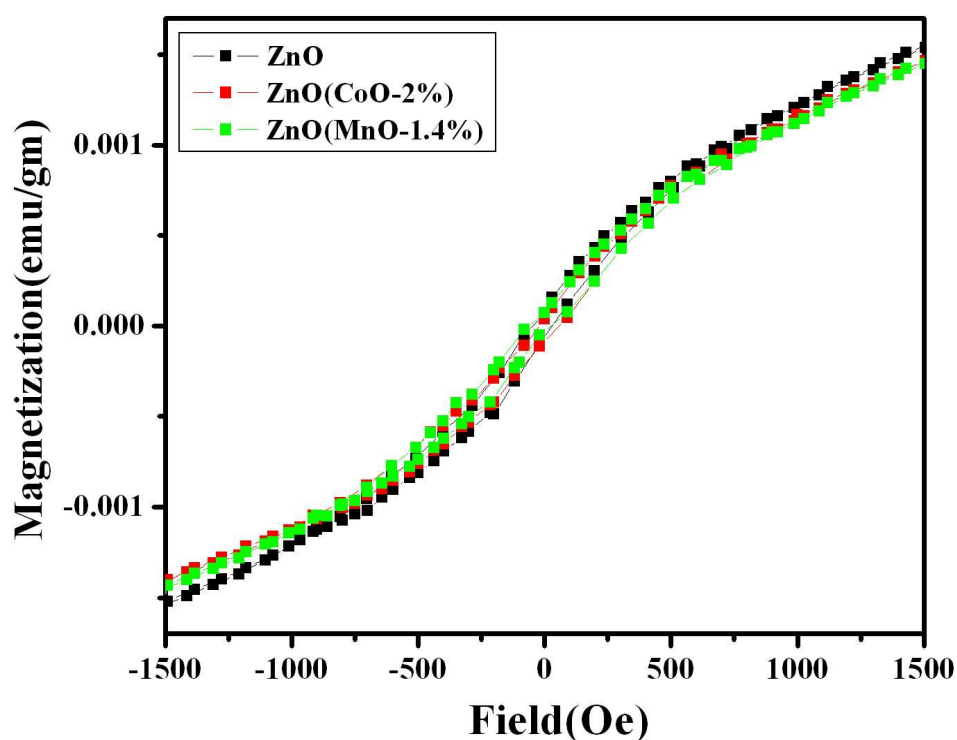


Figure: Magnetization (M - H Curve) behaviour of pure ZnO, and MnO (1.4%) and CoO (2%) mixed ZnO nanorods at room temperature. As there are 1.4% and 2% of Mn and Co present in the Mn and Co doped ZnO nanorods, respectively, hence the addition of same quantity of MnO and CoO powder to the pristine ZnO nanorod sample.