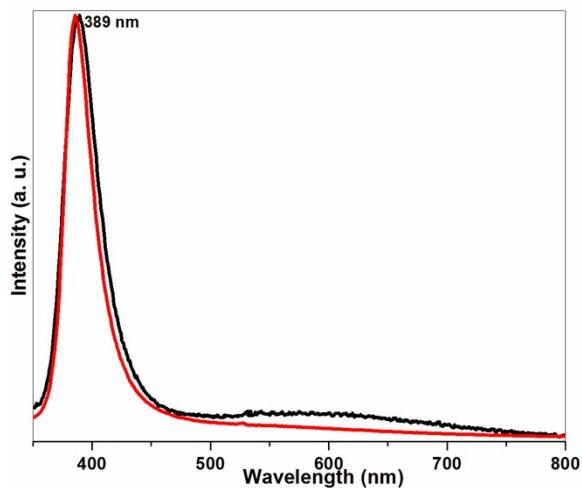
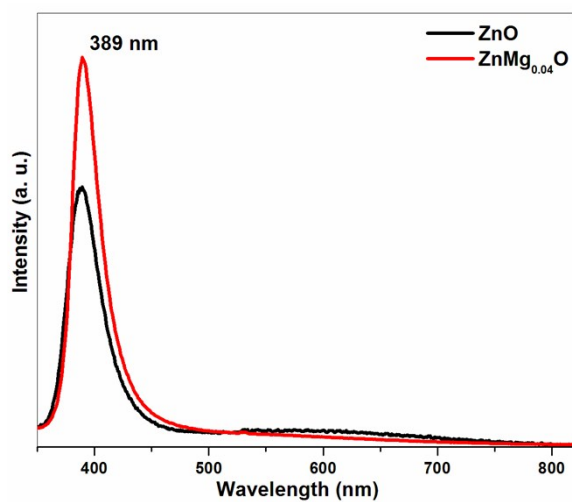


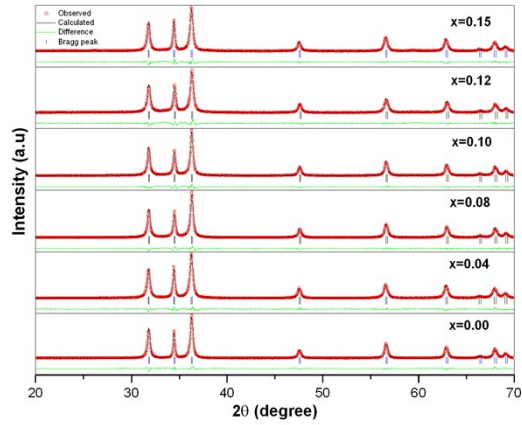
## Supplementary data



**Fig. 1:** Normalised photoluminescence spectra of ZnO and Zn<sub>0.96</sub>Mg<sub>0.04</sub>O nanoparticles.



**Fig. 2:** Photoluminescence spectra of ZnO and Zn<sub>0.96</sub>Mg<sub>0.04</sub>O nanoparticles without normalising.

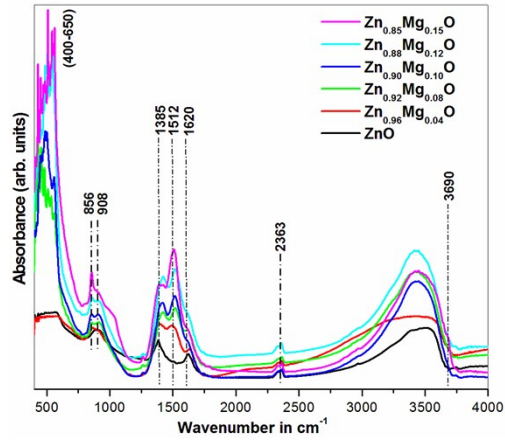


**Fig. 3:** Le Bail refinements of X-ray diffraction pattern for  $Zn_{1-x}Mg_xO$  ( $x = 0, 0.04, 0.08, 0.12, 0.10$  and  $0.15$ ) nanoparticles.

**Table:** Refined parameters from Le Bail refinements of X-ray diffraction pattern for  $Zn_{1-x}Mg_xO$  ( $x = 0, 0.04, 0.08, 0.12, 0.10$  and  $0.15$ ) nanoparticles.

Sample name (P 63 m c)	Cell Parameters				
	a=b	c	Volume	c/a	$\chi^2$
089-1397	3.253	5.213	47.77	1.6025	-----
ZnO	3.2491	5.2056	47.5908	1.6022	2.17
$Zn_{0.96}Mg_{0.04}O$	3.2514	5.2076	47.6761	1.6017	3.11
$Zn_{0.92}Mg_{0.08}O$	3.2483	5.2006	47.5236	1.6010	3.12
$Zn_{0.90}Mg_{0.10}O$	3.2487	5.2010	47.5382	1.6009	3.59
$Zn_{0.88}Mg_{0.12}O$	3.2478	5.1981	47.4839	1.6005	3.69
$Zn_{0.85}Mg_{0.15}O$	3.2511	5.2076	47.6685	1.6018	3.43

*a, b, and c are in Å,  $\alpha = \beta = 90^\circ$  and  $\gamma = 120^\circ$ , (D is in nm)*



**Fig. 4:** FT-IR absorbance spectrum of Zn<sub>1-x</sub>Mg<sub>x</sub>O ( $x = 0, 0.04, 0.08, 0.12, 0.10$  and  $0.15$ ) nanoparticles.