

LFE:

**2018-2019**

The Third UG students of the Department of Business Administration, as part of their LIFE action program, invited few women business entrepreneurs to our college. A brief discussion with them was held to plan about their development of their business. The community people were very pleased with our students helping hand. The LIFE program was collaborated with

1. VAPS-TRAINING INSTITUTE, MADURAI,
2. MADURAI SMALL & MEDIUM ENTERPRISE



## ACTIVITIES OF THE STUDENTS IN DIFFERENT AREAS

<p>Anna Nagar, Mathuthavini Bus Stand, K.K.Nagar, Anupanadi Sellur, Iyer Bunglow, Thathaneri, Vilakatoon, Chokikulam,</p>	<p>A study on promotional aspects of porridge shops run by women entrepreneurs in madurai.</p> <p>A study on development opportunities for flower vendors at mattuthaveni bus stand in madurai.</p> <p>A study on budding women entrepreneurs striving to make their living- with special reference to mobility shops in and around AnnaNagar</p> <p>Prospects in marketing mix-a study among food processing self help groups, Dhan Foundation, madurai.</p> <p>A study on effectiveness of training and development towards women tailors in madurai city</p> <p>A study on marketing feasibility for aggressive selling of bamboo products produced by women entrepreneurs in Madurai</p> <p>A study on women entrepreneurs manufacturing bamboo products at thathaneri, Madurai</p> <p>A study on sustainable strategic developmet of sugarcane juice producing women entrepreneurs in and around vilakuthoon, Madurai</p>
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A study on marketing challenges faced by jute bag manufacturing women entrepreneurs in association with vaps training institute, madurai .

A study on the problems faced by women entrepreneurs engaged in nursery gardening

A study on factors affecting the development of small-scale catering services owned by women entrepreneurs at madurai city ”

A study on the socio economic factors influencing small scale women entrepreneurs in beauty services industry, in and around narimedu, madurai city”

A study on packaging and labelling of food products produced by women entrepreneurs in sellur area – madurai city.

A study on by-product development among women tailors at simmakal, madurai.

## MADURAI SMALL & MEDIUM ENTERPRISE-2018-19



## VAPS-TRAINING INSTITUTE, MADURAI



## LIFE OPEN HOUSE







**BUSINESS ADMINISTRATION**



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By Sam