

# **LIFE PROGRAM**

## **2017-2018**

**LFE, The Life Frontier Engagement**, a community based action, research and experimental learning serves to be a viable form of education in which student engage in activities that address human and community needs. It evinces the four principles:

- Engagement
- Reflection
- Reciprocity
- Public dissemination

It assists the students to apply their management knowledge practically by providing their service to the community. The LIFE activity collaborated with:

1. DHAN FOUNDATION, MADURAI
2. HUTS& ROCKSAND GLEEMAN CONSULTANCY GROUPS,  
MADURAI
3. PRIYA TAILORING & EMBROIDERY INSTITUTE
4. SUCHITRA EXIM
5. SAI GRACE ARTS AND CRAFTS

Sl. No.	Project title	Action plan
1.	<i>ping small sized beauty parlours with competitive advantages edging branded establishments</i>	<ol style="list-style-type: none"> <li>1.Creating an online guideline pool for registration of beauty parlour</li> <li>2.Promoting a home based parlour for its unique service offering</li> </ol>
2.	A study on the product development on the aspect of the Flower Vendors of Mattuthavani Flower Market.	<ol style="list-style-type: none"> <li>1.Free training was given to 13 flower vendors of 2.Mattuthavani Flower Market which was appreciated by 3.Aanadha vikatan and The New Indian Express dated on February 9th.</li> </ol>
3.	Prospects in Marketing mix: a study among the women entrepreneurs associated with self help group women entrepreneurs, DHAN foundation, Madurai	<ol style="list-style-type: none"> <li>1.Informal Awareness on GST</li> <li>2. Provided Sample Paper bags</li> <li>3.Designed business cards</li> </ol>

4.	A study on budding women entrepreneurs striving to make their living	<ol style="list-style-type: none"> <li>1. License to the street vendors</li> <li>2. designing of menu card and providing name to the shop</li> <li>3. Training workshop was conducted to the women entrepreneurs for creating awareness to them</li> <li>4. Enhancing the shop appearance by painting the vehicle</li> </ol>
5	A study on market feasibility of aggressive selling of bamboo products in Thathaneri	<ol style="list-style-type: none"> <li>1. <i>Workshop for community people, conducted on 25/02/2018, in Thathaneri, Madurai</i></li> <li>2. <i>Decorate a simple design basket using artificial flowers, enamel paints, satin ribbons, acrylic dust powder, pearls</i></li> </ol>
6.	A study on effectiveness of training and development towards women tailors.	<i>Gave training to the community people like jarodoshi, and designing work</i>

7.	A study on product development aspects of idly vendors	<ol style="list-style-type: none"> <li>1. Change in the physical environment by providing seating arrangements.</li> <li>2. Awareness about the license provided by the government to the street vendors.</li> <li>3. Add more varieties in the product line such as dosa etc.</li> </ol>
8.	A study on marketing mix related to Idly/Dosa, batter produced by the Women entrepreneurs in Madurai region	<ol style="list-style-type: none"> <li>1.Placards</li> <li>2.Posters</li> <li>3.Printed pamphlets</li> <li>4.Banking schemes</li> </ol>

9.	A study on the promotional aspects of porridge shops run by women entrepreneurs in Madurai	<p><i>1.Promotional activities such as feedback from the customers and call out were kept</i></p> <p><i>2.Add different side-dishes on consecutive days</i></p> <p>3.Workshop on how to make oil-free pickle and its benefits were explained</p> <p>4. Awareness about the Government scheme available to the women entrepreneurs</p>
10.	A study on development opportunities of women flower vendors at M.G.R bus stand, Madurai.	<p>1.Conducted a workshop on Bridal flower veni making, Flower weaving, Flower brooch and Flower batch pillai</p> <p>2.Workshop to the women flower vendors about the Mudra Yojna Scheme</p>

**PROSPECTS IN MARKETING MIX: A STUDY AMONG THE  
WOMEN ENTREPRENEURS ASSOCIATED WITH  
SELF-HELP GROUP WOMEN ENTREPRENEUR, DHAN  
FOUNDATION, MADURAI**





**HUTS& ROCKSAND GLEEMAN CONSULTANCY GROUPS,  
MADURAI – 2017-18**



**SUCHITRA EXIM- 2017-18**



## SAI GRACE ARTS AND CRAFTS- 2017-18



**PRIYA TAILORING & EMBROIDERY Institute: 2017-18**

# ACTION PLAN

