
**DEPARTMENT OF BUSINESS
ADMINISTRATION**

LiFE Frontier Engagement (2019-20)

TEAM 1 - Marketing Strategy for Sustainability of Eco-friendly Products (Bamboo Products and Cloth Bags) in Madurai.



Women entrepreneurs in the process of making bamboo products.



Finished Bamboo products.



Students with the Women Entrepreneurs involved in the making of Bamboo Products.

TEAM 2 -A Study On Usage Of Earthen Pots Amidst The Technological Changes
With Reference To Women Entrepreneurs In Madurai.



Setting up of the Earthen Pots and Earthenware stall and store with a workshop.



Stall put up in Vajra Apartments.

TEAM 3 - A Study on Marketing Strategies for health and hygiene products produced by Women Entrepreneurs in Madurai.



Workshop conducted for the Women Entrepreneurs involved In the making of Sanitary Napkin.



The Guide and the students with the Women Entrepreneurs.

TEAM 4 - A Study On Marketing Challenges Faced By Women Entrepreneurs Dealing With Carbonated Beverage In Madurai City.



Setting up of new stall with the Women Entrepreneur.



Students with the Women Entrepreneur.

TEAM 5 - A study on challenges faced by women entrepreneurs running idli shop in Madurai city.



Setting up of the idli stall and suggesting more innovative ideas for the stall.



Students with the idly shop owner.

TEAM 6 - A Study on encouragement of women entrepreneurs in the district of Mallaipatty near Lady Doak College Satellite campus, Madurai.



Workshop held on making and packaging of soaps.

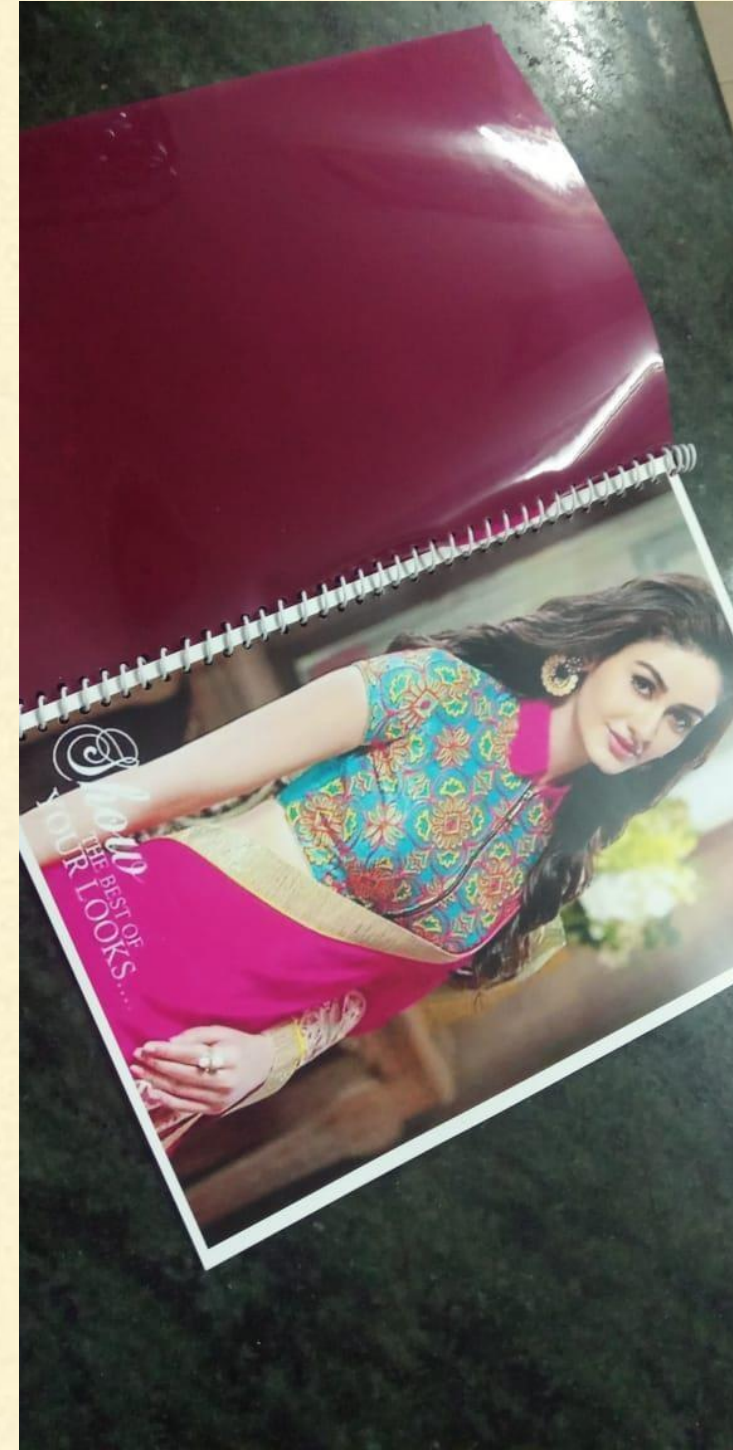
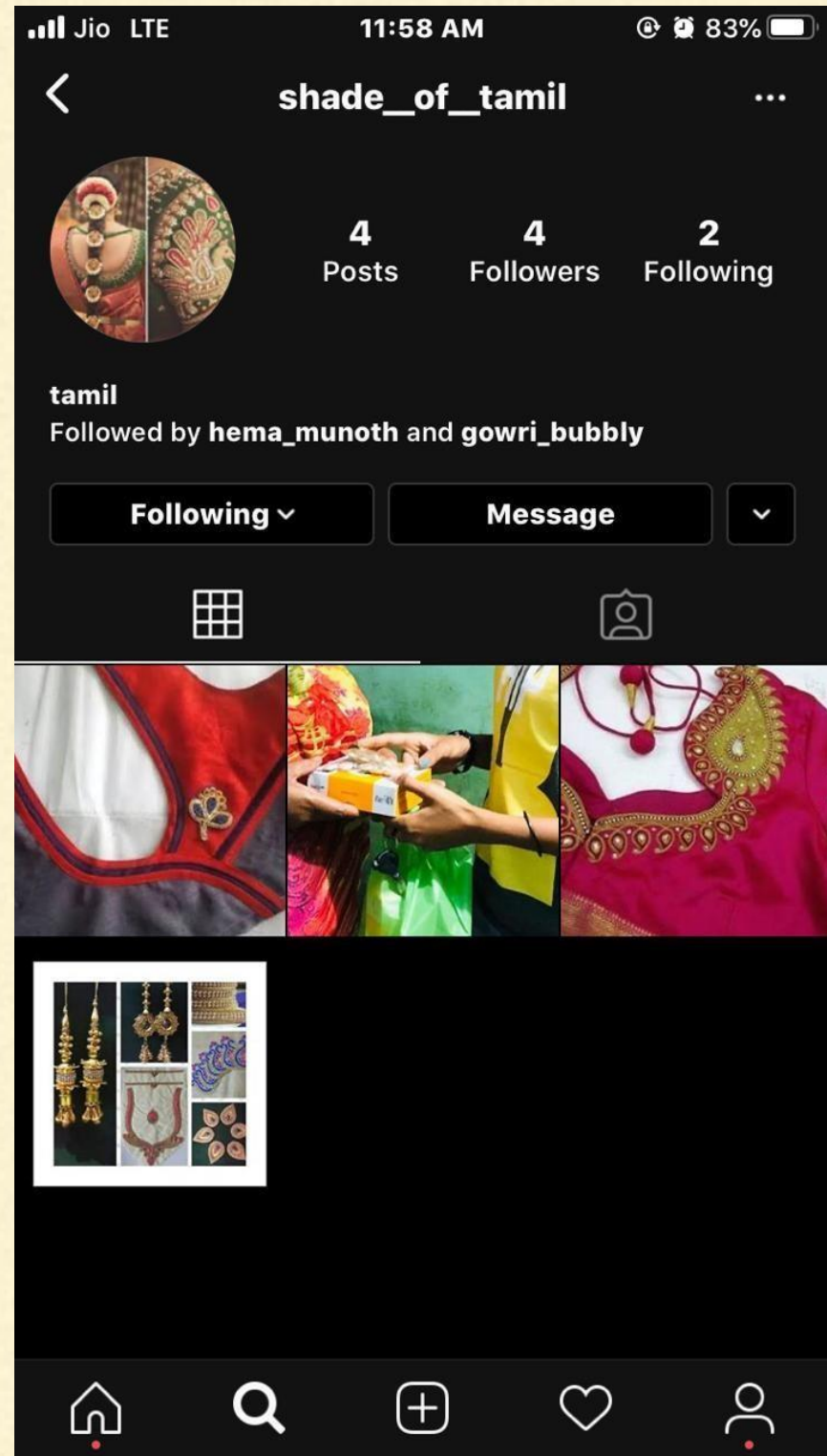


Soap Making Workshops held for the women living in Mallaipatty.

TEAM 7 – A study on the challenges faced by Women tailoring Entrepreneurs.



Women Tailors + Entrepreneurs



Marketing strategies and techniques adopted.