



**Bharath**  
INSTITUTE OF HIGHER EDUCATION AND RESEARCH  
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)  
ACCREDITED WITH 'A' GRADE BY NAAC

10/10/2021  
Chennai

From  
Dr S Praveen Kumar,  
Professor & Head,  
Department of Management Studies,  
Bharath Institute of Higher Education and Research,  
Chennai

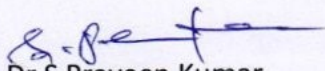
To  
The Dean Engineering  
Bharath Institute of Higher Education and Research,  
Chennai


**Sub: Permission to conduct value- added course: Certified program in consumer products and their small scale preparations- reg.,**

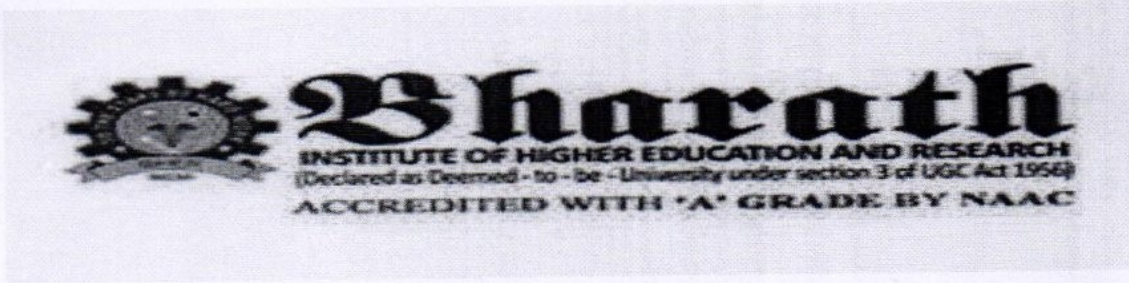
Respected Sir,

With reference to subject mentioned above, the department proposes to conduct a value-added course titled: **Certified program in consumer products and their small scale preparations** on 24/11/2021. We kindly solicit your kind permission to commence the program.

Warm Regards,

  
Dr S Praveen Kumar

  
DEAN- Engineering



10/10/2021

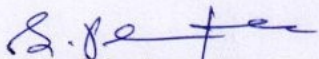
## School of Management Studies & Commerce

### Circular

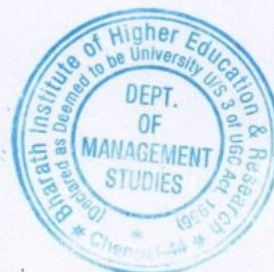
**Sub: Organising Value-added Course: Consumer Products And Their Small Scale Preparations - reg.,**

With reference to the above-mentioned subject, it is to bring it to your notice that School of Management Studies & Commerce, **Bharath Institute of Higher Education & Research** is organising "Value added course: Consumer Products And Their Small Scale Preparations". The Course content and registration form is enclosed below.

The application must reach the institution along with all the necessary documents as mentioned. The hard copy of the application should be sent to the institution by registered/speed post only to reach on or before 21<sup>st</sup> November 2021; application received after the mentioned date shall not be entertained under any circumstances.

  
Head of the Department

Encl: A copy of Syllabus & Registration form



## Bharath Institute of Higher Education &amp; Research

## School of Management Studies &amp; Commerce

## Participant List- 2021

Value Added Course: Certified program in consumer products and their  
small scale preparations

S.No	Register Number	Student Name	Signature
1	U15BA003	CASTRO S	
2	U15BA004	CHRISTY JOSEPH P	
3	U15BA005	DHINAKARAN P	
4	U15BA008	JOTHI B	
5	U15BA009	JOYEL T JOSE	
6	U15BA010	KEERTHIGA A	
7	U15BA011	KIRANKUMAR U	
8	U15BA012	KOWSHIK S	
9	U15BA013	LALITHA PRIYA P	
10	U15BA014	M. MEENA	
11	U15BA015	M. VIJAYA RAM	
12	U15BA016	MALSAWMDAWNOZUALA	
13	U15BA017	MANOJ PRABHAKAR S	
14	U15BA018	NAGOOR MEERAN S	
15	U15BA019	PRABAKARAN P	
16	U15BA020	RAJESH K	
17	U15BA022	RAJKUMAR C	
18	U15BA024	S. NARESH	
19	U15BA025	SAMSAD AHAMED	
20	U15BA027	SOWNDARYA D	
21	U15BA029	SURESH M	
22	U15BA030	THENMOZHI M	
23	U15BA031	YOGESHWARAN R	
24	U15BA032	NASIR MANZOOR PARAH	
25	U15BA033	THULASINGAM A	
26	U15BA036	ARUN KUMAR A	
27	U15BA038	MULAGOORI SREETHA	
28	U15BA039	MOHAN M	
29	U15BA042	G GOVARDHAN NAIDU	
30	U15BA043	D ADARSH	
31	U15BA044	BURRI RAJA	
32	U15BA045	ABRAHAMKARTHICK K	
33	U15BA046	AJAY DANIEL B	
34	U15BA047	GOKULA KRISHNAN R P	

**Bharath Institute of Higher Education & Research****School of Management studies and Commerce****Value Added Course: Certified Program in consumer Products and their Small Scale Preparations Course Duration:30 Hrs**

S.No	Date	TOPIC	Time	Hour
1	24-11-2021	Marketing Problem(s)-Consumer-Definition-	4.00-5.00 Pm	1
2	25-11-2021	Consumer Issues-Types of Consumer Problem	4.00-5.00 Pm	1
3	26-11-2021	Consumer Protection	4.00-5.00 Pm	1
4	28-11-2021	Government and Private	4.00-6.00 Pm	2
5	29-11-2021	Consumer redressal	4.00-5.00 Pm	1
6	30-11-2021	functioning of consumer courts- Consumer education and awareness	4.00-5.00 Pm	1
7	01-12-2021	Consumer Analysis	4.00-5.00 Pm	1
8	02-12-2021	Marketing objectives	4.00-6.00 Pm	2
9	03-12-2021	Target market- Marketing mix	4.00-5.00 Pm	1
10	05-12-2021	S.S.E. Feasibility and Market Development	4.00-5.00 Pm	1
11	06-12-2021	Location and choice of technology organization of S.S.E	4.00-5.00 Pm	1
12	07-12-2021	Financing the New enterprise	4.00-6.00 Pm	2
13	08-12-2021	ownership structure and organization structure	4.00-5.00 Pm	1
14	09-12-2021	Ideas and Opportunities	4.00-5.00 Pm	1
15	10-12-2021	Sources of new ideas- Problem solving approach for Decision Making	4.00-5.00 Pm	1
16	12-12-2021	Feasibility study on input requirements – Source and Criteria of financing	4.00-6.00 Pm	2
17	13-12-2021	Fixed and working capital assessment	4.00-5.00 Pm	1
18	14-12-2021	Human Resource Mobilization - Technical Assistance – Marketing Assistance	4.00-5.00 Pm	1
19	15-12-2021	Legal formalities and Growth Strategies – Documentation	4.00-5.00 Pm	1
20	16-12-2021	Critical aspects in the Financial, Marketing, Organization Plans	4.00-6.00 Pm	2
21	17-12-2021	Product launching	4.00-5.00 Pm	1
22	19-12-2021	Monitoring and Evaluation of Business	4.00-5.00 Pm	1
23	20-12-2021	Preventing Sickness	4.00-5.00 Pm	1
24	21-12-2021	Rehabilitation of Business Units.	4.00-6.00 Pm	2

# Course Feedback form

Date:

Course Title: *Consumer products and Small Scale Preparations*

Name: *Prakash*

RegNo: *015BA20*

Department: *BBA*

S.No	Particulars	1	2	3	4	5
<b>(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)</b>						
1.	objectives of the course clear to you				✓	
2.	The course contents met with your expectations				✓	
3.	The lecture sequence was well planned				✓	
4.	The lectures were clear and easy to understand					✓
5.	The teaching aids were effective				✓	
6.	The instructors encourage interaction and were helpful				✓	
7.	The level of the course				✓	
<b>(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)</b>						
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

Weakness of the course:

Strength of the course:

*Excellent*

*[Signature]*  
Signature

\*\*\* Thank you \*\*\*

# Course Feedback form

Date:

Course Title: *Consumer Products and Small Scale Preparations*

Name: *Castro*

RegNo: *U15BA003*

Department: *BBO*

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	objectives of the course clear to you			/		
2.	The course contents met with your expectations				/	
3.	The lecture sequence was well planned				/	
4.	The lectures were clear and easy to understand				/	
5.	The teaching aids were effective					/
6.	The instructors encourage interaction and were helpful				/	
7.	The level of the course					/
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

Weakness of the course:

Strength of the course:

*good seminar*

  
Signature

\*\*\* Thank you \*\*\*



# Bharath

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## SCHOOL OF MANAGEMENT STUDIES & COMMERCE

### CERTIFICATION OF PARTICIPATION

**DEEPAK RAJ M**

has participated in the Value-added course: **A short term courses on Consumer Products And Small Scale Preparations**, a unique and special programme held at **Bharath Institute of Higher Education & Research** on 21/12/2021



Mr. Ravi Mohan

COURSE CO-ORDINATOR

Dr S Praveen Kumar

HEAD OF THE DEPARTMENT



**Value added course: A short term courses on Consumer Products And Small Scale Preparations on 06-06-2022**

