



DEPARTMENT : BUSINESS ADMINISTRATION

ACTIVITY : CONSULTANCY PROGRAMME

YEAR : 2022-2023

DEPARTMENT OF BUSINESS ADMINISTRATION

DATE	TIME	VENUE
01.03.2023	10:00 a.m. to 11:00 a.m.	Department of BBA E.M.G. Yadava Women's College
Theme		Promoting Professional Growth: Income generation through Book Sale
Nature of the Activity		Consultancy Programme
Title		Book Sale (Title of the Book "Counselling")
Convener		Dr.T.Sathiya Sheila Head, Assistant Professor of BBA EMGYWC
No. of Book sold		Student Buyers - 21

Consultancy Programme

Objectives:

The main goals were to provide students with abilities in income generation and entrepreneurial endeavors.

Outcome:

Upon successful completion of the program:

Participants acquired crucial skills such as promoting products, devising pricing strategies, and utilizing effective sales techniques. They acquired firsthand experience in conducting a book sale, which improved their grasp of business operations and entrepreneurial methods.

Feedback:

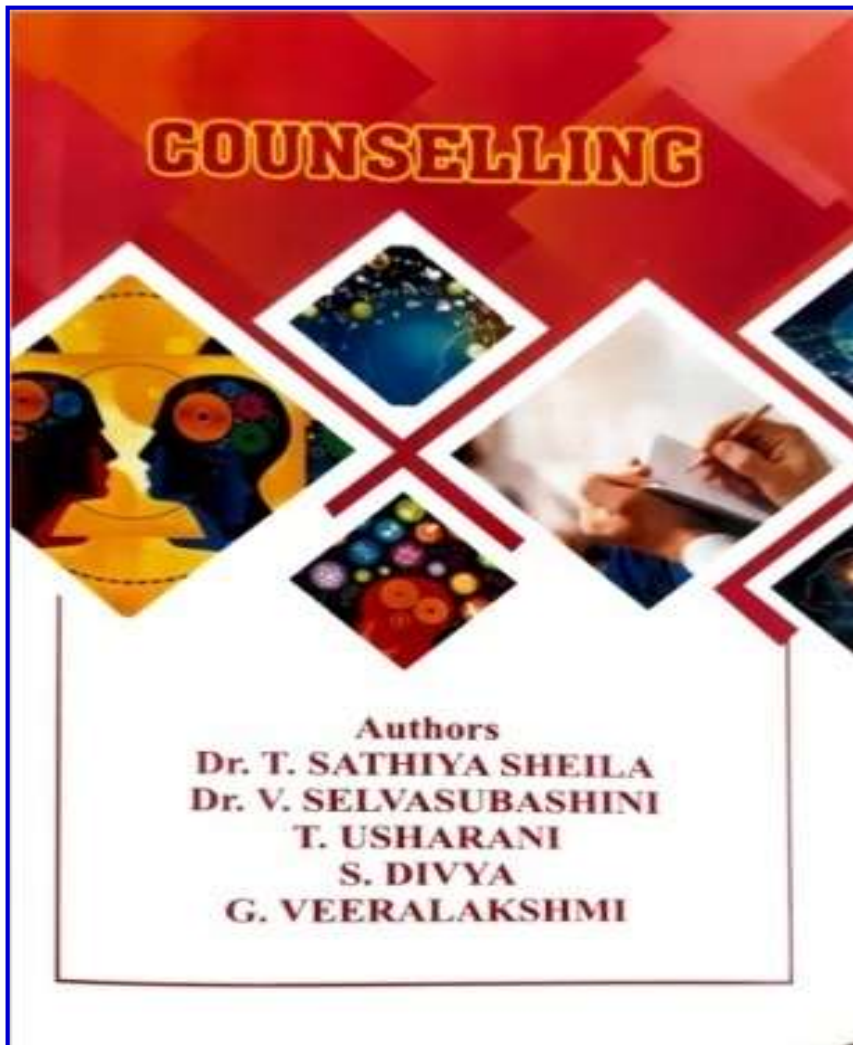
Student's emphasized significant enhancements in their marketing and sales abilities, with many expressing confidence in applying these skills to future entrepreneurial pursuits. The program effectively integrated theoretical knowledge with practical application, deepening their comprehension of business principles and motivating them to explore entrepreneurial prospects.

Photographs:



Consultancy Activity: Income Generated by the Department of BBA, EMGYWC, through Sale of the Book entitled "Counselling" - 01.03.2023

BOOK:



Enclosures:

a. Nominal Roll of Participants:

1. Student participants:

 E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014. (An Autonomous Institution – Affiliated to Madurai Kamaraj University) Re-accredited (3 rd Cycle) with Grade A* and CGPA 3.51 by NAAC			
Consultancy Activity: Sale of the Book - 01.03.2023			
S.No.	REGISTER NUMBER	NAME	DEPARTMENT
1	21BBA01	Aarthi.A	BBA
2	21BBA03	Anupriyadharshini.S	BBA
3	21BBA04	Dhalal Asmi.R	BBA
4	21BBA05	Durgadevi.S	BBA
5	21BBA06	Gayathri.M	BBA
6	21BBA07	Gokulrani.S	BBA
7	21BBA08	Hemalatha.M	BBA
8	21BBA09	Ishwarya.T	BBA
9	21BBA11	Lavanya.K	BBA
10	21BBA12	Madhumitha.K	BBA
11	21BBA13	Parkavi.B	BBA
12	21BBA14	Pavithra.S	BBA
13	21BBA15	Ponsaranya.C	BBA
14	21BBA16	Preethi.S	BBA
15	21BBA17	Reshma.M	BBA
16	21BBA18	Shivaranjani.P	BBA
17	21BBA19	Sivapriya.M	BBA
18	21BBA20	Sujitha.K	BBA
19	21BBA21	Veenus Williyam.A	BBA
20	21BBA22	Vishnupriya	BBA
21	21BBA23	Yogalakshmi.B	BBA

Coordinator: Mrs. S. Divya


Head of the Department


Principal
PRINCIPAL I/C
E.M.G. YADAVA WOMEN'S COLLEGE
MADURAI-625 014