



# FATIMA COLLEGE

(Autonomous)

*Affiliated to Madurai Kamaraj University*  
*Re-Accredited with 'A++' by NAAC (Cycle - IV)*  
Mary Land, Madurai - 625018, Tamil Nad



**Fatima college**  
(Autonomous)

Re-accredited with "A++" by NAAC (Cycle IV)  
Maryland, Madurai - 625018

***Department of***  
***Business Administration***

value added crash course

***MICRO SMALL***  
***MEDIUM***  
***ENTERPRISES***

## VALUE ADDED CRASH COURSE

### II BBA

For those who joined in 2020 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	20UGVAUI	MSME (MICRO SMALL MEDIUM ENTERPRISES)	LECUTER	4	2

### COURSE DESCRIPTION

It emphasizes on the personality of the student by mastering interpersonal skills, creative skills and public speaking. It promotes communication skills with peer group, subordinates, superior, clients and customers in a organization.

### COURSE OBJECTIVES

This course is designed to impart the fundamental knowledge for establishing the small Business operations.

#### UNIT I SMALL BUSINESS- AN INTRODUCTION (8HRS)

Nature , characteristics, relation between small & large scale business, small business as a seedbed of entrepreneurship , growth of small sector in India, problems of small scale industries.

#### UNIT II - IDENTIFICATION OF PROJECT AND ESTABLISHING A SMALL SCALE ENTERPRISES (5HRS)

Sources of business ideas, identifying a business opportunity, steps in identification of business opportunity.

Project identification, selection of product, project formulation, product feasibility, market survey.

Selection of product, selection of site, legal consideration, basic start up problems.

### **UNIT III – INSTITUTIONAL FINANCE TO MSME**

**(5HRS)**

Introduction, IFCI, ICICI, LIC, UTI, IDBI, SIDBI, NSIC, Basic procedure industries should follow while borrowing loans from the various institution.

### **UNIT IV- SOCIAL RESPONSIBILITY & BUSINESS ETHICS**

**(5HRS)**

Meaning of social responsibility, definition , evolution, social responsibility in the present context

Business ethics meaning, application of ethics to business.

### **UNIT V- SKILL COMPONENTS**

**(7HRS)**

Training the student to make a product for establishing the small business operation.

### **UNIT VI- DYNAMICS**

Project financing , Indian small scale industrialists.

### **TEXT BOOKS:**

1. C. B. GAUPTA & N.P. Srinivasan – Entrepreneurship development in India, Sultan Chand 2015.
2. S. Anil Kumar, S.C. Poornima – Entrepreneurship development – New Age International Publishers, 2017

### **REFERENCES**

P. Saravanavel – Entrepreneurship Development- ESS PEE KAY Pub, 2017

### **Digital open educational resources:**

[www.basic-learning.com/ecocommerce/soft-skills-training-materials.asp](http://www.basic-learning.com/ecocommerce/soft-skills-training-materials.asp)

## COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1.Small Business – An Introduction</b>				
1.1	Nature, Characteristics relation between small and large scale Business	2	Lecture	Black Board
1.2	Small Business A seedbed of entrepreneurship	1	Lecture	Black Board
1.3	growth of small sector in india ,	2	Lecture	Black Board
1.4	problems of small Industries	3	Lecture	Black Board
<b>Unit II - Identification of projects and establishing a small scale industries</b>				
2.1	Sources of business ideas, identifying a business opportunity, Steps in identifying a business opportunity	2	Lecture	Black Board
2.2	Project identification , selection of product ,project formulation ,product feasibility and market survey	2	Lecture	Black Board
2.3	selection of product, selection of site ,legal consideration , basic startup problems	1	Lecture	Black Board
<b>Unit III- Institutional Finance to MSME</b>				
3.1	Introduction – IFCI,ICICI,	1	Lecture	Black Board
3.2	LIC,UTI,IDBI,SIDBI, NSIC,	2	Lecture	Black Board
3.3	basic procedure industries should follow while barrowing loans from various institution	2	Lecture	Black Board
<b>Unit IV - Social Responsibility and Business Ethics</b>				

4.1	Meaning of social responsibility- Definition	1	Lecture	Black Board
4.2	Evolution of social responsibility in the present context	2	Lecture	Black Board
4.3	Business ethics meaning , Application of ethics to business	2	Lecture	Black Board
<b>Unit V- Skill Components</b>				
5.1	Training the student to make a product for establishing small business	7	Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessme nt
	Session -wise Average  5 Mks.	Better of W1, W2  5 Mks	M1+M2  5+5=10 Mks.	MID- SEM TEST  15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA

Scholastic **35**

Non Scholastic **5**

**40**

### EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	10	15	5	5	40	60	100

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	To Impart the fundamental knowledge on small scale business operations	K1 &K2	PSO4,PSO7 & PSO 8
CO 2	To create and promote the communication skills among the peer group	K1& K4	PSO4,PSO 7& PSO 8
CO 3	To Emphasize the personality of the student by mastering the interpersonal skills	K1, K2 & K4	PSO4,PSO 7&PSO 8
CO 4	To create a smooth relation with the subordinates and customers	K1&K3	PSO4,PSO7 & PSO 8
CO 5	To Train the students to start with the small scale Business	K1 & K3	PSO4,PSO 7 & PSO 8

## COURSE OUTCOMES

On the successful completion of the course, students will be able to:

### Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	2	1	1	3	1	1	3	3
CO2	2	1	1	3	1	1	3	3
CO3	2	1	1	3	1	1	3	3
CO4	2	1	1	3	1	1	3	3
CO5	2	1	1	3	1	1	3	3

### Mapping COs with Pos

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	1	3	3	2
CO2	3	3	2	1	3	3	2
CO3	3	3	2	1	3	3	2
CO4	3	3	2	1	3	3	2
CO5	3	3	2	1	3	3	2

### COURSE DESIGNER:

Staff Name Dr. P.RUBY LEELA

Forwarded By  
Dr.M.Meenachi



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## DEPARTMENT OF BUSINESS ADMINISTRATION

### Value added Courses - Course Teacher Name list

S. No.	Course Title with Course Code	Course Teacher	No. of Hours Taken
1	MICRO SMALL AND MEDIUM ENTERPRISES	Mrs.R.Abinaya	30 Hours

Signature of the HOD with Seal

Head

Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18



வரிசை எண்	பெயர்	தேதி														தேதி																	மாதத்தில் வேலை நாட்கள்	மாணவர் வருகை நாட்கள்	மாணவர் சராசரி வருகை	குறிப்பு					
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31									
	BBA II yr	13/10	15/10	20/10	21/10	22/10	23/10	24/10	25/10	26/10	27/10	28/10	29/10	30/10	31/10	1/11	2/11	3/11	4/11	5/11	6/11	7/11	8/11	9/11	10/11	11/11	12/11	13/11	14/11	15/11	16/11	17/11									
	2023B03 Abinaya. M	/	/	/	a	a	/	1/1	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B06 Ashwathy. J	/	/	/	a	a	/	a	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B09 Bhavana. S	/	a	/	/	/	a	/	/	a	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B10 Manant. M	/	a	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B13 Pharan. S	/	/	/	/	/	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B15 Mayapah. S	/	/	/	a	/	/	/	/	a	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B16 Divya. B	/	/	/	/	/	/	/	/	a	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B17 Divya Shree. T	/	/	/	/	a	/	a	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B19 Mayathini. M	/	a	/	/	a	a	a	/	a	/	a	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B20 Mayathini. S	/	/	/	/	/	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B21 Harinitha. M	/	/	/	a	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B23 Hema Ishwarya. N	/	/	a	a	a	a	a	/	a	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B24 Tharitha. M. P	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B26 Munisha Devi. S	/	/	/	a	a	/	/	/	/	a	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B27 Muthu Meena. A	/	/	/	/	/	/	/	/	a	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B28 Naga Kann. R	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B30 Nandhini. M	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B34 Papitha. S	/	/	/	/	/	/	/	/	a	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B37 Poothina. T	/	/	/	/	/	/	/	/	/	a	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B48 Priya Chandhini. B	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B50 Niranjana Devi. S	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B53 Sandhyaathi. K	/	/	a	/	a	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B59 Tharitha. S	/	/	a	/	/	/	a	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
	2023B65 Parameshwari. M	a	a	/	/	a	/	a	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/							
தினம் வந்தவர்கள்	காலை																																								
	ஆண் வருகை																																								
	பெண் வருகை																																								
	ஆசிரியர் கையொழுத்து	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary	Dr. R. Smeeta Mary								
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	ஆண் வருகை																																								
	பெண் வருகை																																								
	ஆசிரியர் கையொழுத்து																																								

checked by

Dr. R. Smeeta Mary

(Dr. R. Smeeta Mary)


20/2/24.

checked by  
Dr. R. Smeeta Mary  
(Dr. R. Smeeta Mary)

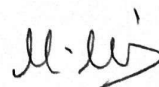
DEPARTMENT OF BUSINESS ADMINISTRATION  
COURSE CODE : 20UGVAU1  
COURSE TITLE: MICRO SMALL MEDIUM ENTERPRISE

Students Name List – (2023-24)

S.NO	Register Number	Name
1.	2022BB02	Abinaya.M
2.	2022BB06	Ashwathy.J
3.	2022BB09	Bhuvana.S
4.	2022BB10	Dharani.M
5.	2022BB13	Dharani.S
6.	2022BB15	Dhayapari.S
7.	2022BB16	Divya.B
8.	2022BB17	DivyaShree.T
9.	2022BB21	Harinitha.M
10.	2022BB24	Ismitha.M.P
11.	2022BB36	MunishaDevi.S
12.	2022BB37	MuthuMeena.A
13.	2022BB40	Nandhini.M
14.	2022BB47	Poornima.T
15.	2022BB48	Priyadharshini.B
16.	2022BB38	Nagakanni.R
17.	2022BB50	NiranjanaDevi.S
18.	2022BB20	Gayathri.S
19.	2022BB19	Gayathri.M
20.	2022BB23	HemaIshwarya.N
21.	2022BB53	Saraswathi.K
22.	2022BB58	Tharani.S
23.	2022BB45	Parameshwari.M
24.	2022BB43	Papitha.S



Signature of the Course Teacher



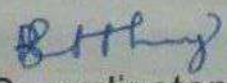
Signature of HOD

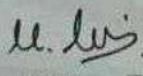



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This is to certify that Ms. ABINAYA.M  
has successfully completed the Crash Course  
Course on Micro Small Medium Enterprises offered by  
Department of Business Administration during the academic year  
2023 - 2024 and has been awarded Distinction / First / Second class.

  
Co-ordinator

  
Head of the Department

  
Principal

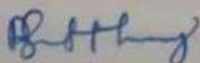


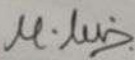



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This is to certify that Ms. ASHWATHY J  
has successfully completed the Crash Course  
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Co-ordinator

  
Head of the Department

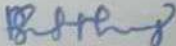
  
Principal

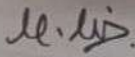


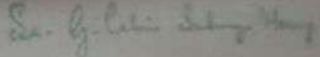
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This is to certify that Ms. BHAVANA.S  
has successfully completed the Crash Course  
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Co-ordinator

  
Head of the Department

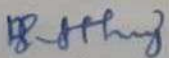
  
Principal

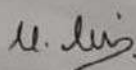


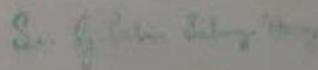
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This is to certify that Ms. DAARANI. M  
has successfully completed the Crash Course  
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Co-ordinator

  
Head of the Department

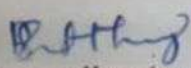
  
Principal

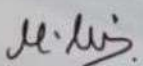


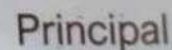
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This is to certify that Ms. DHARANI. S  
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Head of the Department

  
Principal

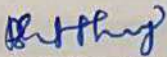


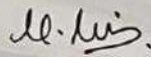


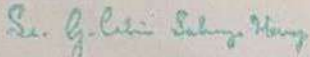
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MARY LAND, MADURAI- 625 018

This is to certify that Ms. DHAYA PARI.S  
has successfully completed the Crash Course  
Course on Micro Small Medium Enterprises offered by  
Department of Business Administration during the academic year  
2023-2024 and has been awarded Distinction / First / Second class.

  
Co-ordinator

  
Head of the Department

  
Principal

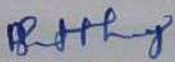


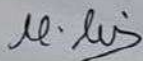



## FATIMA COLLEGE (AUTONOMOUS)

AFFILIATED TO MADURAI KAMARAJ UNIVERSITY  
RE-ACCREDITED WITH 'A++' BY NAAC (CYCLE-IV)  
MARY LAND MADURAI - 625 018

This is to certify that Ms. DIVYA B  
has successfully completed the Crash Course  
Course on Micro Small Medium Enterprises offered by  
Department of Business Administration during the academic year  
2023-2024 and has been awarded Distinction / First / Second class.

  
Co-ordinator

  
Head of the Department

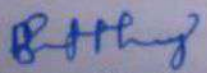
  
Principal

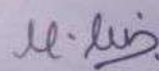



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RE-ACCREDITED WITH 'A++' BY NAAC(CYCLE-IV)  
MARY LAND, MADURAI- 625 018

This is to certify that Ms. DIVYA SHREE .T  
has successfully completed the Crash Course  
Course on Micro Small Medium Enterprises offered by  
Department of Business Administration during the academic year  
2023-2024 and has been awarded Distinction / First / Second class.

  
Co-ordinator

  
Head of the Department


  
Principal

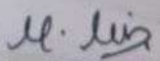


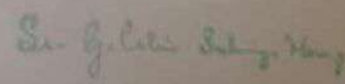
## FATIMA COLLEGE (AUTONOMOUS)

AFFILIATED TO MADURAI KAMARAJ UNIVERSITY  
RE-ACCREDITED WITH 'A++' BY NAAC(CYCLE-IV)  
MARY LAND, MADURAI- 625 018

This is to certify that Ms. HARINITHA. M  
has successfully completed the Crash Course  
Course on Micro Small Medium Enterprises offered by  
Department of Business Administration during the academic year  
2023-2024 and has been awarded Distinction / First / Second class.

  
Co-ordinator

  
Head of the Department

  
Principal

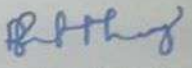


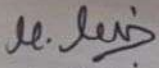


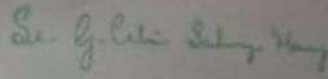
# FATIMA COLLEGE (AUTONOMOUS)

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RE-ACCREDITED WITH 'A++' BY NAAC(CYCLE-IV)  
MARY LAND, MADURAI- 625 018

This is to certify that Ms. ISHMITHA. M. P  
has successfully completed the Crash Course  
Course on Micro Small Medium Enterprises offered by  
Department of Business Administration during the academic year  
2023-2024 and has been awarded Distinction / First / Second class.

  
Co-ordinator

  
Head of the Department

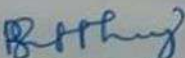
  
Principal

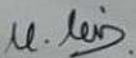


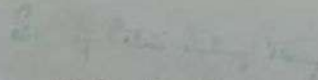
# FATIMA COLLEGE (AUTONOMOUS)

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RE-ACCREDITED WITH 'A++' BY NAAC(CYCLE-IV)  
MARY LAND, MADURAI- 625 018

This is to certify that Ms. MUNISHA DEVI . S  
has successfully completed the Crash Course  
Course on Micro Small Medium Enterprises offered by  
Department of Business Administration during the academic year  
2023 - 2024 and has been awarded Distinction / First / Second class.

  
Co-ordinator

  
Head of the Department

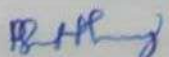
  
Principal

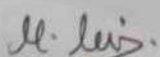



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RE-ACCREDITED WITH 'A++' BY NAAC (CYCLE-IV)  
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This is to certify that Ms. MUTHUMEENA.A  
has successfully completed the Crash Course  
Course on Micro Small Medium Enterprises offered by  
Department of Business Administration during the academic year  
2023-2024 and has been awarded Distinction / First / Second class.

  
Co-ordinator

  
Head of the Department

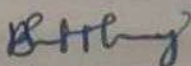
  
Principal

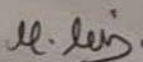



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This is to certify that Ms. NANDHINI. M  
has successfully completed the Crash Course  
Course on Micro Small Medium Enterprises offered by  
Department of Business Administration during the academic year  
2023-2024 and has been awarded Distinction / <sup>✓</sup>First / Second class.

  
Co-ordinator

  
Head of the Department

  
Principal

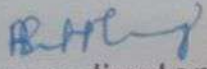


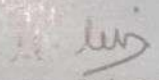


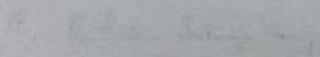
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RE-ACCREDITED WITH 'A++' BY NAAC(CYCLE-IV)  
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This is to certify that Ms. POORNIMA.T  
has successfully completed the Crash Course  
Course on Micro Small Medium Enterprises offered by  
Department of Business Administration during the academic year  
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Co-ordinator

  
Head of the Department

  
Principal

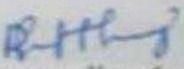


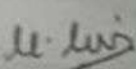


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RE-ACCREDITED WITH 'A++' BY NAAC (CYCLE-IV)  
MARY LAND, MADURAI- 625 018

This is to certify that Ms. PRIYADHARSHINI. B  
has successfully completed the Crash Course  
Course on Micro Small Medium Enterprises offered by  
Department of Business Administration during the academic year  
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Co-ordinator

  
Head of the Department


Principal

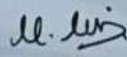



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RE-ACCREDITED WITH 'A++' BY NAAC (CYCLE-IV)  
MARY LAND, MADURAI - 625 018

This is to certify that Ms. NAGIAKANNI. R  
has successfully completed the Crash Course  
Course on Micro Small Medium Enterprises offered by  
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Co-ordinator

  
Head of the Department

  
Principal



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This is to certify that Ms. NIRANJANA DEVI. S  
has successfully completed the Crash Course  
Course on Micro Small Medium Enterprises offered by  
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2023-2024 and has been awarded Distinction / First / Second class.

B. S. S.  
Co-ordinator

H. S.  
Head of the Department

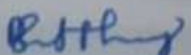
S. J. S.  
Principal

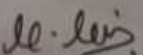



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MARY LAND, MADURAI- 625 018

This is to certify that Ms. GIAYATHRI. S  
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Co-ordinator

  
Head of the Department

  
Principal



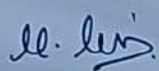



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Co-ordinator

  
Head of the Department

  
Principal