



DEPARTMENT : PHYSICS

ACTIVITY : CONSULTANCY PROGRAMME

YEAR : 2024-2025

DEPARTMENT OF PHYSICS

DATE	TIME	VENUE
23.10.2024	11:00 a.m.	Physics PG Lab E.M.G Yadava Women's College, Madurai.
Theme	Income Generation through Sales of Electric Lighter	
Nature of the Activity	Consultancy Programme	
Title	Sales of Electric lighter	
Convener	Mrs.M.Hemalatha Assistant Professor Physics, E.M.G. Yadava women's College, Madurai	
Collaborating Agencies	Yalli Marketing, Madurai.	
No. of Purchaser	Faculty - 6 Students - 33	

CONSULTANCY PROGRAMME ON "SALES OF ELECTRIC LIGHTER"

Objectives:

- To provide students with practical exposure to sales and marketing strategies through the promotion of electric lighters.
- To develop communication, customer handling, and persuasive skills essential for sales and service sectors.
- To enhance understanding of pricing, profit calculation, and basic business operations.
- To foster entrepreneurial skills, teamwork, and confidence through hands-on commercial experience.

Programme Outcome:

The key outcome of the programme was the successful sale of one electric lighter for an amount of Rs. 200. This transaction demonstrated the effective application of sales techniques, communication skills, and customer handling strategies learned during the activity.

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The experience provided students with real-time exposure to practical business operations, strengthening their confidence and understanding of basic marketing and profit concepts.

Outcome and Feedback:

The programme culminated in the successful sale of one electric lighter for an amount of Rs. 200. This transaction reflected the students' ability to effectively apply their theoretical knowledge and practical sales skills in a real-world setting.

Feedback from participants indicated that the activity significantly enhanced their communication skills, confidence, and understanding of basic commercial operations. Students appreciated the hands-on learning experience, which helped them gain insight into marketing strategies, customer interaction, and profit calculation.

Overall, the consultancy programme on the sale of electric lighters proved to be a meaningful initiative by the Department of Physics. It successfully bridged the gap between theoretical learning and practical application, and the positive response from students highlights the value of incorporating such experiential activities into the academic curriculum.

Photograph:



Consultancy Activity: The Department of Physics, EMGYWC in association with Yalli Marketing, Madurai, organised "Sales of Electric Lighter" - 23.10.2024

Department of Physics

Consultancy Programme (2024 - 2025)

2024 - 2025

Total Amount : 1720.00

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c. Nominal Roll of Participants

1. Student participants of EMGYWC:

Consultancy Programme on "Sales of Electric Lighter"- 23.10.2024		
S.No.	REGISTER NUMBER	NAME
1.	23PHY01	Archana.G
2.	23PHY03	Bhuvaneswari.B
3.	23PHY04	Bhuvaneswari.S
4.	23PHY05	Deepa Dharshini.D
5.	23PHY06	Jeyam.L
6.	23PHY07	Jeyarani.V
7.	23PHY09	Madhana.N
8.	23PHY10	Nishalini.T
9.	23PHY11	Priya.S
10.	23PHY12	Rega.G
11.	23PHY13	Renuga.G
12.	23PHY14	Ruthra.P
13.	23PHY15	Sakthidevi.M
14.	23PHY16	Santhini.P
15.	23PHY17	Shivali.T
16.	22PHY01	Abila.M
17.	22PHY02	Abirami.K
18.	22PHY03	Dharani Priya.P
19.	22PHY04	Fathima Begam.S
20.	22PHY05	Jayalakshmi.M
21.	22PHY06	Karuniya.M
22.	22PHY07	Pothiyalagi.V
23.	22PHY08	Pradeesha.C
24.	22PHY09	Sariga Banumathi.M
25.	22PHY10	Saritha.T
26.	24PHY01	Deepika S
27.	24PHY02	Durga Devi D
28.	24PHY03	Hema P
29.	24PHY04	Hema Sri A
30.	24PHY05	Jothika A
31.	24PHY06	Parameshwari T
32.	24PHY07	Rajalakshmi C
33.	24PHY08	Vinuthna Hasini R

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2. Staff participants of EMGYWC:

Consultancy Programme on "Sales of Electric Lighter"-23.10.2024		
S.No.	NAME	DESIGNATION WITH DEPARTMENT
1.	Mrs. R.Kayalvizhi	Head & Assistant Professor of Physics
2.	Ms.V.Radha Jayalakshmi	Assistant Professor of Physics
3.	Mrs.P.Revathi	Assistant Professor of Physics
4.	Mrs.M.R.Gurulakshmi	Assistant Professor of Physics
5.	Ms.E.Chris Monica	Assistant Professor of Physics
6.	Mrs.M.Hemalatha	Assistant Professor of Physics