

THIAGARAJAR SCHOOL OF MANAGEMENT

Research Project Details

Sino.	Name of the Principal Investigator/ Co Investigator (if applicable)	Title of the Project	Nature of the Project	Name of the Funding agency	Type (Government/Non-Government)	Department of Principal Investigator/ Co Investigator	Year of Award	Funds provided (INR in lakhs)	Duration of the project
1	Dr. Rameshkumar J, Dr. N.Manjula & Dr. Saraswathi	Training needs and Customer Satisfaction of HPCL customers	Research & Consultancy	HPCL Dealers	Non - Government	Management	2017-18	0.225	1 Year
2	Dr. N.Manjula & Dr. Shilesh Rastogi	Customer Awareness and Knowledge towards Velammal Hospital	Research Project	Velammal Hospitals	Non - Government	Management	2017-18	7.1395	8 months
3	Dr. Sathyakumar, Dr. Malay Biswas, Dr. Mutharasi, Dr. Saraswathi, Dr. Niveditha	Understanding the training needs for Hi-Tech Arai employees	Research & Consultancy	HiTech Arai	Non - Government	Management	2017-18	0.36	9 months
4	Dr. Saraswathi	Employee Training Needs in Apollo hospitals	Research & Consultancy	Apollo	Non - Government	Management	2017-18	0.21	1 year
5	Dr. M. Selvakshmi, Dr. B. Janarthanan	A study on the business prospects of a pharmacy outlet in Jathinduram Area	Research Project	Arumugam Medicals	Non - Government	Management	2018-19	0.35	7 Weeks
6	Dr. Nataraj	Developing a reprinting mechanism to provide analytical reports on sales, cost of production, profitability and other parameters	Research & Consultancy	Mailiga Asafotida Company	Non - Government	Management	2020-21	0.260	7 months
7	Prof. Ramesh Kumar J, Dr. Sivaprasam; Dr. Manjula N	Bridging Competencies and Barriers: Role of training and Development Agencies in promoting women entrepreneurship in Tamilnadu	Research Project	ICSSR	Government	Management	2021-22	3.5	12 Months
8	Dr. Nachiketas, Dr. Selvakshmi, Dr. Nataraj, Dr. Mathazagan	Go-to-New Market Strategy for Srikrishna Nagai Mailigai Pvt. Ltd.	Research Project	Sri Krishna Nagai Mailigai	Non - Government	Management	2021-22	1.808	8 months
9	Dr. Nachiketas, Dr. Selvakshmi, Dr. Nataraj	Market potential for PVC bags	Research Project	PVC Karur Startup- Mr. Subramanian	Non - Government	Management	2021-22	0.060	9 months
10	Dr. Ramesh, Dr. Sivaprasam	Livelihood, Economic and Industrial Outlook: A Ground Survey	Research Project	Vedanta Resources Limited - sterile copper	Non - Government	Management	2021-22	1.500	10 months
11	Dr. Manjula N	Impact of the introduction of the E-tailers such as Udaan and Jio Mart on the distributors	Research Project	The Peninsular Export Company	Non - Government	Management	2021-22	0.450	1 year

Research Projects

2017 – 2018

- 1. HPCL Dealers – Dr. N. Manjula, Dr. J. Ramesh
Kumar & Dr. Saraswathi*
- 2. Hi-Tech Arai Ltd. – Dr. J. Sathyakumar, Dr. Malay
Biswas, Dr. P. Mutharasi, Dr. Saraswathi & Dr.
Nivethitha*



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2017-2018

This constitutes a proposal tendered by Thiagarajar School of Management (TSM), Madurai to conduct customer focused training for sales personnel of Ramajeyam Agencies, HPCL dealer, Theni.

I INTRODUCTION

Ramajeyam Agencies has solicited a proposal to conduct training for their personnel at their retail outlet in Theni.

Objective:

- Employee motivation, team building, Goal setting
- Customer service & feedback
- Customer retention programs
- Audit of performance in areas of training
- Inputs to dealers in areas of financial discipline, marketing, digitization

We are grateful and appreciate Ramajeyam Agencies, Theni interest in this regard. Our proposal outlines our comprehensive approach to training the personnel at the outlet.

II PROJECT TEAM

A. GENERAL

1. Name and address of Head Office: Ramajeyam Agencies

Thiagarajar School of Management,

Pambanswamy Nagar,

Thirupparankundram, Madurai - 625005

+91 0452 2484099 / 2486900 / 2485013 / 2485014

2. Team Members : Dr.N.Manjula, Dr.Ramesh

III PROJECT METHODOLOGY

PURPOSE

1. The purpose of the project is to conduct a training for Personnel at retail outlet of Ramajeyam Agencies.

OUR APPROACH

Phase I – Opinion Assessment

I.1 Project start-up

As soon as we receive your authorization to proceed, we will set up a meeting between ourselves and your designated representatives. The purpose of this meeting will be to:

Principal



1. Confirm the work program
2. Finalize the (consulting) contract
3. Obtain any background information, existing resource material and list of key people to be contacted and/or interviewed.
4. Understand the SOP.
5. Agree on meetings, reporting requirements and project billings

1.2 Initial orientation and planning

The objectives of this work element are:

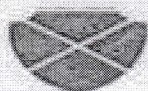
1. To allow us to review readily available material and plan the scope and depth of our research, interviews and field work to produce the results expected within the available time and budget.
2. To have an orientation meeting with your designated representative to reach agreement on the direction of the project.
3. Among the matters considered will be:
 - a. the scope of the engagement to ensure a common understanding of what is to be included in, and possibly excluded from, the project;
 - b. the proposed plan and timing for conducting the project and co-ordination with you;
 - c. lines of communication for purposes of direct enquiries and reporting during the engagement;
 - d. any possible special instructions with respect to the engagement;
 - e. significant recent developments;
 - f. overview of current status;
 - g. Gap analysis
 - h. Issues encountered to date.

A. Conduct customer focused training for sales personnel

- a) One to one meeting with the sales personnel, understanding the employees
 - a. Understand the vision of Ramajeyam Agencies
 - b. Appreciating the importance of customers
 - c. Goal setting
- b) Compare with Industry benchmark and identify the Gap.
- c) Based on the Gap Analysis suggest a suitable Action Plan.
- d) Customer service & feedback
- e) Customer retention programs

B. Briefing dealers about Interpersonal Effectiveness, Financial fundas, Marketing mantras& digitalization and Service Operations.

2.0 Reporting



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Once we have completed the above tasks, we will discuss our draft report with you to ensure its completeness and accuracy. Any revisions will be made as necessary. We will be available to discuss and make revisions should it be further necessary.

2.1 On-going assistance

We will be available for consultation and advice on an on-going basis throughout, and after completion of, the project.

IV PROJECT SCHEDULE & COMMERCIALS

Assuming we are given approval to proceed with the project by August 1st, 2017, we would schedule completion dates as follows: January, 2018.

PROFESSIONAL FEES AND EXPENSES

S.No.	Travel per month	Human Hours estimated	Professional Charges per Hour	Amount in INR
1	Twice	5 hours * 12 visit	INR 1,500	90000.00
	Tax @ applicable rate			

*Actual rate as applicable will be charged.


A. Payment: All payments are to be made in favor of "Thiagarajar School of Management" Madurai.

Note: * Does not include tax. Tax have to be paid extra at the applicable rate.

- 15 days before the commencement of the consultancy - 25%
- 15 days after start of consultancy service - 25%
- After completion of report presentation 100 sessions of the course - 50%

Chairperson-MDP & Consultancy

Director


Principal
Thiagarajar School of Management
Madurai-625 005

THIAGARAJAR SCHOOL OF MANAGEMENT, MADURAI
TRAINING PROPOSAL FOR Hi-Tech Arai Private Ltd - MADURAI IN GENERAL MANAGEMENT

09 November 2017

Background Note: Thiagarajar School of Management approached, Hi-Tech Arai Private Ltd, Madurai to impart a training programme in selected areas of Human Resources Management (Human touch points for their employees). After interactions with the management, TSM designed two programs addressing the needs of employees of Hi-Tech Arai Private Ltd.

The following proposal is submitted for finalization.

- I. **Training objectives:** This programme is designed to enhance the participant's personal and interpersonal effectiveness.
 - a. Develop a critical appreciation of concepts related to Talent management and Employee Engagement, and insights into organizational process and policy action advancing the objective of talent management and employee engagement.
 - b. Help the participants develop and practice the skills related to performance counseling, feedback, coaching, and so on necessary for engaging talent.
 - c. Help the participants gain insights into their own interpersonal and emotional make up in dealing with their subordinates.
 - d. The individual - how and why people respond or react to change.
 - e. The organization - how change initiatives are formulated and implemented within the organization in response to strategic objectives and environmental influences.
 - f. The change agent and their role in organizations.
 - g. The focus will be on the key skills involved in managing change. These skills revolve around communication, conflict resolution, negotiation, team skills, networking and process skills.
 - h. Helping the participants analyze the antecedents and consequences of work-life conflict. Making the participants understand the challenges associated with managing professional life and personal life.
 - i. Enhancing self-awareness and developing capabilities to maintain a healthy work-life balance. Developing strategies to integrate work into overall life issues effectively.

- II. **Training Scope:** The programme intends to address, but may not be limited to, the following topics:
 - Work Life Balance

Training Methods:

- Triggering discussions wherever possible to sensitize the participants in the concepts of management and apply them.
- Training will be delivered through the use of interactive methods. These will include: = Self-assessment inventories and psychometric tests, = Case studies = Group discussion = Role play = Lecture and Experiential exercises.

- III. **Target Participants:** 20 participants.

- IV. **Training Venue:** The training will be conducted in Hi Tech Arai Private Ltd, Madurai.

- V. **Program dates & Training Hours:** 22.01.2017, 06.01.2018(9.30 a.m. to 5.30 p.m.)

A. TERMS: Break up of Professional Charges

Description	Amount (INR)
Faculty Honorarium (8 hours @ Rs 4000/-)	32000.00
Incidental Materials)	1,500.00
Conveyance	1,500.00
Certificates	1,000.00
	<hr/> 35,500.00
GST as applicable.	

- B. **Payment:** All payments are to be made in favor of "Thiagarajar School of Management" Madurai.
 - 15 days before the commencement of the MDP - 25%
 - After completion of MDP within 7 days - 75%

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Resource Persons:



Dr. J Sathyakumar, M. Com, MA, MBA, PhD

Prof Sathyakumar has over 25 years of experience in the corporate sector and 10 years in academics. Prior to joining TSM he has occupied senior position in SPIC group of companies. His research interest includes Human Resource Management and Occupational Psychology. He also published several research papers and reports in the areas of his expertise in international and national journals and conferences. He has conducted management developed programs for Loyal Textiles, SPIC group of companies, TVS Group and Indian Postal Department.



**Dr. Malay Biswas, PhD D (North Maharashtra University), M.P.A.(DAVV), B.Com. (Hons.)
Calcutta University**

Biswas Ph.D., is currently working as Associate Professor (Organizational Behavior/Human Resource Management) at the Thiagarajar School of Management, Madurai. Earlier he worked as Assistant Professor at the Indian Institute of Management (IIM), Rohtak (2011-2017) and earlier worked as Dean - Management Studies and Senior Faculty Member at the Institute of Hotel Management, Aurangabad, Maharashtra (2003-2011). He worked with the Taj Hotels Resorts and Palaces in their various human resource functions before choosing to be an academic (1993-2003). He has over 24 years of experience in the hospitality industry and teaching. He has conducted management developed programs for Asian Paints, Canara Bank, Peerless, Indian Oil Corporation, Life Insurance Corporation of India, State Bank of India and Taj Group of Hotels. Dr Biswas published textbook titled HR in Hospitality Industry (Oxford Publication). He also published several research papers and reports in the areas of his expertise in international and national journals and conferences.



Prof. P Mutharasi, BA (Eng. Lit), MBA, PhD

Prof Mutharasi teaches Organizational Behavior, Human Resource Management and its elective courses. She has 11 years of teaching experience and her doctoral research is in the area of Organizational Behavior - focusing on Organizational Citizenship Behavior and Organizational Climate. She has conducted General management programs for Head Masters under the Rashtriya Madhyamik Shiksha Abhiyan. She has trained employees of India Post in the Central Government Project Arrow in areas like Change Management, Conflict management and Inter personal effectiveness. She has conducted training programmes in her area of expertise for TVS Group of Companies, HPCL, Apollo Hospitals and also for undergraduate students of colleges in and around Madurai.



Dr. Nivethitha S, MBA, PhD (Joint program - IIT-M and University of Passau, Germany)

Dr. Nivethitha S has completed her PhD (Joint Doctoral Degree Program) in OB/HR from IIT Madras, India and University of Passau, Germany. She has teaching experience in India and Germany. Her teaching interests include Organizational Behaviour, Human Resource Management and International Human Resource Management. She has published in peer-reviewed international journals. Her research interests include HRM practices, Psychological Contract, Organizational Identification and Employee Turnover.



Dr. R. Saraswathy, MBA (NIT Trichy), PhD (NIT Trichy), BAI (IIMB)

Dr. Saraswathy has over 18 years' experience in academics/research and industry. She is a compassionate, yet SLA driven educator who believes in nurturing an environment conducive to high-quality learning, allowing students to explore, feat and hone their latent skills. She teaches courses on Organizational Behavior, Human Resource Management, Talent Management, HR Analytics, Learning & Development and Entrepreneurship Development. Her research interests include Employer Branding, Human Capital Development & Talent Management, Women in Management and Entrepreneurship. She has published and presented her research in international peer-reviewed journals and conferences. She has designed and delivered sessions on Leadership Development, Team Dynamics, Change Management, Interpersonal Effectiveness, Career Management and Work Life Balance for diverse MNCs and PSU. Currently, she is working on evaluating effectiveness of CSR initiatives, Management of emotions in the work place, Human Capital Management, Talent Management, Employer Branding, Employee Wellness, and HR Analytics.


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Research Projects

2018 – 2019

- 1. Arumugam Medicals – Dr. M Selvalakshmi & Dr, B
Janarthanan*

Arumugam Medicals

2018-2019

A study on the business prospects of a Pharmacy outlet in Jaihindpuram Area

Dr. M. Selvalakshmi, Dr. B. Janarthanan

Thiagarajar School of Management, Madurai

1. Introduction:

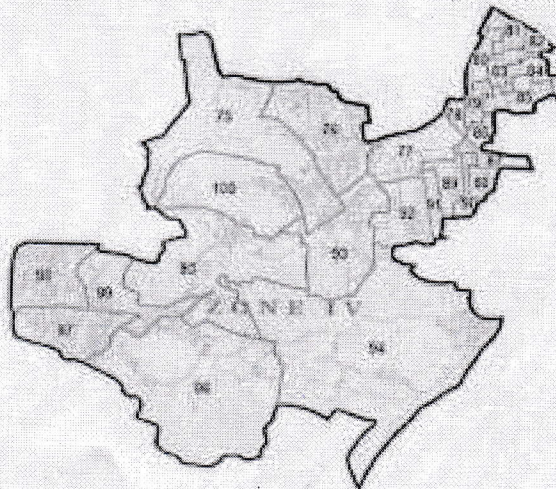
The current study is proposed to be done to examine the business prospects of opening a pharmacy outlet (as a chain of Arumugam Medicals) in the area of Jaihindpuram.

2. About the area:

The business prospects for the above study are to be understood from the Catchment area of TVS Nagar, Jeeva Nagar, Bharathiyar Street, Subramaniapuram, Jaihindpuram and Solai Alagapuram and nearby Area. These areas will essentially be covered under the wards 87-93 and the voting population from the area according to 2011 statistics is as follows(Source: Madurai Corporation)

Ward no	Area	Total voters
WD-87	Subramaniapuram	9274
WD-88	Solai Azhagapuram	15541
WD-89	Jaihindpuram	10329
WD-90	Veerakali Amman Kovil	8773
WD-91	Thennaharam	10141
WD-92	Kovalan Nagar	10324
WD-93	T.V.S.Nagar	9450

The areas come under the Corporation Zone 4 (area: 36.7 sq.km) as in the following map:



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3. Research Objective and Variables under study

Objective is to understand the business prospects of a Pharmacy outlet in Jaihindpuram Area

In order to understand the market more specifically in the Pharmacy business, the study has to be done among the three stakeholders

1. Doctors

1. Educational background/Specialization of doctors
2. Clinics/Hospitals they are associated and its details (No of beds/year of inception etc.)
3. Location and Address
4. Time of availability/Practice
5. Pharmacy support from

2. Pharmacies:

1. Years of Existence
2. Doctors supported
3. about their customers

3. Prospective customers:

1. Demographic Profile
2. Purchase behaviour
3. Catchment area
4. Factors of importance for choice of a medical store

4. Methodology:

To meet the research, an exploratory research design with survey methodology is proposed. Though, this kind of study requires a huge sample to meet the objective at a good confidence interval, due to time constraint and sensitivity of the study, the sample size can be restricted to 400 numbers. Sample identification and data collection will be through quota sampling method for doctors/ Pharmacies, and with customers, it will be drawn in proportion to the total number of voters in each of the wards in the catchment area.

In the proposed study, the following techniques may be used for analysis

1. MANOVA to identify different behaviour pattern among the respondents in terms of age, profession, income level, etc.
2. Percentage Analysis for different variables/questions
3. Mean ranking Analysis

5. Technicality and Consulting Requirements

Timeline of the Study

1. Literature review and Problem formulation : 1 week
2. Questionnaire Preparation and validation : 1 week
3. Data Collection : 3 weeks

- | | |
|--|---------|
| 4. Analysis | 1 week |
| 5. Initial findings and recommendation | 1 week |
| Total | 7 weeks |

The following Faculty hour allocated as per above research design

Table: 1: Faculty Hour Allocation for the study

S.No.	Activity	Faculty Hours
1	Questionnaire and Methodology Design	5
2	Field work allocation and monitoring	8 (students)
3	Analysis	5
4	Report Writing	4
	Total	14

As per the TSM MDP policy guidelines, the following Consulting charges are applicable for the proposed study.


Table: 2: Consultancy Charges

S.No.	Activity	Amount(in Rs)
1	For Data Collection (@30 Sample size - 400)	12000
2	Miscellaneous	5000
3	Faculty Consulting Hours	20000
	Total*	37000

*Service tax will be charged as applicable (present rate- 7%)

Payment Schedule

With order	- 25%
Upon submission of report	-75%
Total	-100%


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ANNEXURE

Study among customers

- i. Age:
- ii. Gender:
- iii. Occupation:
- iv. Family Size:
- v. Household income(annual)
- vi. Frequency of purchase:
 - a. Once in 15 days/ Once a month/ Once in three months/ Once in six months/ Others
- vii. Sources to Buy Medicine:
 - a. Personally visit medical stores
 - b. Personally order medicines over the internet
 - c. Place orders for medicine over telephone call
 - d. Someone else visits medical stores
 - e. Someone else orders medicines over the internet
 - f. Someone else places orders for medicine over a telephone call
- viii. Buying medicines for Chronic disease such as Diabetes, BP, Thyroid etc
 - a. Yes/No
- ix. Monthly Expenditure Incurred Over Medicine (in INR)
 - a. Less than 1,000
 - b. 1,001 to 2,500
 - c. 2,501 to 5,000
 - d. 5,001 to 10,000
 - e. 10,001 to 20,000
 - f. More than 20,000
- x. What is the distance of the medical store from your house?
 - a. More than 10 kms
 - b. 5.1 to 10 kms
 - c. 3.1-5 kms
 - d. 2.1- 3 kms
 - e. 1-2 kms
 - f. Within 1 km
- xi. How do you go the medical store?
 - a. Car
 - b. 2 Wheeler
 - c. Auto rickshaw/ cab
 - d. Walk
- xii. How much time will it take to reach the store from your house?
 - a. More than 90 minutes
 - b. 61-90 minutes
 - c. 31-60 minutes
 - d. 16-30 minutes
 - e. 11-15 minutes
 - f. 5-10 minutes
 - g. Less than 5 minutes

xiii. Rate your degree of importance attached to the following features in procuring medicines on the following 4 point scale:

1. Not at all important
2. Less important
2. Important
3. Very important

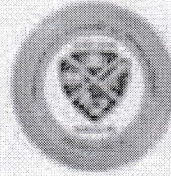
S.No.	Features	Level of Importance			
		1	2	3	4
1	Visit Multiple Pharmacies				
2	Discount on medicines purchased				
3	Availability of Qualified Pharmacist				
4	Counselling on Administration of Medicines				
5	Sale of Medicines without Prescription				
6	Giving Proper Bill for Medicines				
7	Home Delivery of Medicines				
8	Substitute /Alternative Medicine				
9	Price Difference on Substitute/Alternative Medicine offered				
10	All Required Medicines at One Store / Website				
11	Better Price				
12	Choice of Delivery Time and Location				
13	Quality of Medicines				

Research Projects

2020 – 2021

1. Malliga Asafoetida – Dr. B. Nataraj

2020-2021



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SCHOOL OF MANAGEMENT
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Consultancy Agreement for Malligha Asafoetida Company, Madurai.

Prepared for:

Mr. Rajavel Kandasamy, Managing Director, Malligha
Asafoetida Company Ltd., Madurai.

Prepared By:

Dr. Nataraj Balasubramanian, Faculty, Thiagarajar
School of Management, Madurai.

Date: 5th June, 2021.


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PROJECT BACKGROUND

Malligha Asafoetida Company (MAC) is a leading Manufacturer & Exporter of Compounded Asafoetida (Ferula Asafoetida) since 1996. They manufacture best quality asafoetida with good manufacturing practices on food safety management with a state of an Art manufacturing facility to deliver right quality varieties of asafoetida products.

MAC wanted to have a Management Information System and comprehensive analytical reports in order to make data driven managerial decisions. The organisation aspires to have an automated analytical tool to do business in a scientific manner.

Thiagarajar School of Management (TSM) has 59 years of legacy in education and producing world class management graduates. Apart from its contribution towards education, TSM is also involved in Executive Development Programs and Consultancy Assignments. TSM has a great vision in supporting the Small and Medium Scale Business through its consultancy assignments. TSM has committed to provide analytical solutions for the business requirements of MAC.

OBJECTIVES OF THE PROJECT:

- *To provide a comprehensive analytical tool that will help Malligha Asafoetida Company in making data driven decision*
- *To provide standard analytical reports about MAC's sales, cost of production, profitability and other important decision parameters on daily basis, monthly basis and for given period of time.*

Deliverables by Thiagarajar School of Management (TSM):

1. Product wise cost value on daily basis, monthly basis and for given period of time
2. Overall cost of production on daily basis, monthly basis and for given period of time
3. Profitability of the Finished product based on sale quantity and rank order of the product on the basis of Profitability.
4. Product wise profitability for the given period
5. Comprehensive stock maintenance report of Raw Materials, Semi-Finished, Finished and Packing Materials.

6. Opening stock, Inward/Purchase/Production, outward/consumption/sales, Closing stock

7. Impact of Inventories in case of rare events such as

- a) Conversion of one Finished Good into other Finished Good,
- b) Conversion of one Semi Finished Good into other Semi Finished Good,
- c) Finished Goods given as free samples, Sales Return,
- d) Conversion of one Packing Material into other Packing Material,
- e) Stock neutralization and its corresponding reflection in cost of good computation.

8. Management Information System (MIS) Report

- a) Customer wise, Area wise, Product wise MIS reports on Profit Analysis
- b) Segment wise and product group wise Profitability analysis.

9. Necessary and required modifications in Bill of Materials (BOM) and respective changes in Semi-Finished Goods, Finished Goods and Packing Materials in response to the market needs.

Dr. Nataraj, Faculty, Thiagarajar School of Management, Madurai will be the faculty co-ordinator for the proposed consultancy agreement.

Responsibilities of Malligha Asafoetida Company (MAC), Madurai:

- 1. To provide required and relevant data and all other possible values, inputs and information to be recorded from Tally software to Microsoft Excel on daily basis.
- 2. Single Point of Contact (SPOC) whom the student or faculty of TSM shall contact on timely basis.
- 3. Standard Consultancy Agreement to be signed by the concerned authority in MAC.
- 4. A description of all of the tasks that the Client is expected to complete, the personnel the Client is expected to provide, or other responsibilities that the Client is expected to fulfil.

PROJECT PLAN IN TERMS OF DAYS:

S.No.	Study Area	No. of days for Faculty	No. of days for Student	Methodology
1	Understanding the requirements of MAC and Preliminary diagnosis of the problem	1	NIL	Advisory Role

2	Planning for initial assignments and submitting proposal to MAC and developing a consulting contract.	1	NIL	Project Planning
3	Deploying/ Delegating the roles and explaining the deliverables to the student	1	1	Delegation and explanation
4	Migrating the student to the MAC team	0	1	Handing over human resource to MAC
5	Delivering the Analytical requirements of the Client as per the objectives and deliverables	0	20	Performance of Analytical Assignment
6	Fact Checking by faculty about accuracy of the work done on weekly basis	4	4	Fact Checking, controlling and mitigation planning
7	Final closure before handing over the product to MAC	3	3	Final Closure.
Total Man days		10	29	

*Note: Man day- A Minimum of 6 hours a day.

BUDGET

Estimated Costs	Effort and Time (Man Days)	Rate per Man Day	Total
Faculty	10	NA	Rs.10,000
Student	29	Rs.500	Rs. 14,500
Administrative Overheads and Miscellaneous Expenses			Rs.3,000
Estimated Budget			Rs.27,500
20% Discount for First Consultancy Assignment			Rs.22,000
GST			Rs.3,960
Total			Rs. 25,960.

Time Sheet

S.No	Total weeks involved	1	2	3	4	5	6	7	8	9	10	11	12
Month		June				July				August			
Week		1	2	3	4	1	2	3	4	1	2	3	4
Activity													
1	Understanding the requirements of MAC and Preliminary diagnosis of the problem												
2	Planning for initial assignments and submitting proposal to MAC and developing a consulting contract.												
4	Deploying/ Delegating the roles and explaining the deliverables to the												
5	Migrating the student to the MAC												
6	Delivering the Analytical requirements of the Client as per the												
7	Fact Checking by faculty about accuracy of the work done on												
8	Final closure before handing over the product to MAC												

Signature for TSM

Signature for MAC

Terms of Payment:

Amount to be Paid	Rs.8,567/- on 15 th June 2021.	Rs.8,567/- on 15 th July 2021	Rs.8,826 on 15 th August 2021
Particulars	33% of the total estimate Rs.25,960/-	33% of the total estimate Rs.25,960/-	34% of the total estimate Rs.25,960/-
Deliverables	Detailed Plan of deliverables and contract agreement	Delivering rough cut analytical tools for MAC	Fact Checking and Final Closure of contract
Acceptance	Faculty and Feedback from MAC's Single Point of Contact.	Faculty and Feedback from MAC's Single Point of Contact.	Faculty and Feedback from MAC's Single Point of Contact

The cheque should be issued in the name of "Thiagarajar School of Management", Madurai.

For and on behalf of Malligha Asafoetida Company, Madurai.

Mr. Rajavel Kandasamy,
Managing Director,
Malligha Asafoetida Company,
Madurai

Signature with date

For and on behalf of TSM

Dr. Selvalakshmi,
Principal,
Thiagarajar School of Management
Madurai.

Signature with date

Witnesses:

1. Mr. Thangapandian,
Internal Auditor
Malligha Asafoetida Company,
Madurai

Signature with date



2. Dr. Nataraj Balasubramanian,
Faculty,
Thiagarajar School of Management
Madurai.

Signature with date

Principal


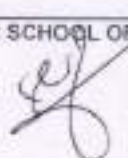
Thiagarajar School of Management

INVOICE

THIAGARAJAR SCHOOL OF MANAGEMENT PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI - 625 005 GSTIN/UIN: 33AAATM4917G2ZK State Name : Tamil Nadu. Code : 33 E-Mail : accounts@tam.ac.in		Invoice No. TSMVGS-00046/21-22	Dated 18/9/2021		
Buyer Mafigha Asafelida Company 89/2A2, Masthanpatti Road, Andankottaram MADURAI - 625020 GSTIN/UIN: 33AAEFM6538R1ZP State Name : Tamil Nadu. Code : 33		Delivery Note Supplier's Ref Buyer's Order No. Despatch Document No. Despatched through	Mode/Terms of Payment NEFT / RTGS / DD Other Reference(s) Dated Delivery Note Date Destination		
Terms of Delivery					
Sl	Particulars	HSN/SAC	Quantity	Rate	Amount
No.					
1	Consultancy Fees(37% of Rs 25960)				7,480.00
					7,480.00
					673.00
					673.00
					8,826.00
					8,826.00
Amount Chargeable (in words) Indian Rupees Eight Thousand eight hundred and twenty six only Company's PAN: AAATM4917G Bank Details: Account Name: Thiagarajar School of Management Bank Name: The Federal Bank Limited Account Number: 20940200000175 IFSC: FDR0002094					for THIAGARAJAR SCHOOL OF MANAGEMENT   Authorized Signatory

This is a Computer Generated Invoice

INVOICE

THIAGARAJAR SCHOOL OF MANAGEMENT PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in		Invoice No. TSM/GST-00016/21-22	Dated 16-06-2021		
Buyer Malligha Asafoetida Company 89/2A2, Masthanpatti Road, Andarkotteram MADURAI - 625020 GSTIN/UIN: 33AAEFM6538R1ZP State Name : Tamil Nadu, Code : 33		Delivery Note	Mode/Terms of Payment NEFT / RTGS / DD		
		Supplier's Ref.	Other Reference(s)		
		Buyer's Order No.	Dated		
		Despatch Document No.	Delivery Note Date		
		Despatched through	Destination		
Terms of Delivery					
SI	Particulars	HSN/SAC	Quantit	Rate	Amount
No.					
1					
	Consultancy Fees(33% of Rs 25960)				7,260.00
					7,260.00
	CGST 9%				653.40
	SGST 9%				653.40
	Invoice Amount				8,566.80
	Rounding Off				0.20
	Total Invoice Amount				8,567.00
Amount Chargeable (in words)				E & O.E	
Indian Rupees Eight Thosuang Five hundred and sixty seven only					
Company's PAN		AAATM4917G			
Bank Details:		for THIAGARAJAR SCHOOL OF MANAGEMENT			
Account Name: Thiagarajar School of Management					
Bank Name: The Federal Bank Limited					
Account Number: 20940200000175		Authorised Signatory			
IFSC: -FDRL0002094					

This is a Computer Generated Invoice

Research Projects

2021 – 2022

- 1. ICSSR – Dr. J Ramesh Kumar, Dr. N Manjula & Dr. P Sivapragasam*
- 2. Sri Krishna Nagai Maligai – Dr. Nachiketas, Dr. M. Selvalakshmi, Dr. B. Nataraj & Dr. Mathiazagan*
- 3. PVC Karur Start-up - Dr. Nachiketas, Dr. M. Selvalakshmi & Dr. B. Nataraj*
- 4. Vedanta Resources Ltd. - Dr. J Ramesh Kumar & Dr. P Sivapragasam*
- 5. The Peninsular Export Company – Dr. N Manjula*



Revathy Vishwanath
Deputy Director
RP Division in-charge
Tel #011-26716690
E-mail: rpsicssr@gmail.com

Indian Council of Social Science Research
(Ministry of Education)
JNU Institutional Area, Aruna Asaf Ali Marg
New Delhi 110067
Website: www.icssr.org

SANCTION ORDER

F.No. 02/127/2021-22/ICSSR/RP/MN

Dated: 25-03-2022

The Principal
Thiagarajar School of Management
Pramban Swanay Nagar
Thirupparankundram
Madurai, Tamil Nadu 625005

Subject: Sanction of Minor Project entitled "Bridging Competencies and Barriers: Role of Training and Development Agencies in Promoting Women Entrepreneurship in Tamil Nadu to Dr. Ramesh Kumar, Assistant Professor, Thiagarajar School of Management, Madurai, Tamil Nadu 625005.

Dear Madam,

1. The Indian Council of Social Science Research (ICSSR) considered the above Research Programme project submitted by Dr. Ramesh Kumar, Assistant Professor, Thiagarajar School of Management, Madurai, Tamil Nadu 625005, Co-Project Directors of the study are: 1. Dr. Manjula Nagarajan, Associate Professor, Thiagarajar School of Management, Madurai, Tamil Nadu 625005, 2. Dr. P. Sivapragaxam, Assistant Professor, Thiagarajar School of Management, Madurai, Tamil Nadu 625005.
2. The study, as proposed by the researcher, is to be located at and financially administered by your institution as per the guidelines of this award.
3. The ICSSR has sanctioned a grant-in-aid of Rs.3,50,000 (Rupees Three Lakh Fifty Thousand only) for the above research project and the grant will be released as follows:

First instalment @40%:	Rs. 1,40,000/-
Second instalment @20%:	Rs. 70,000/-
Third instalment @10%:	Rs. 35,000/-
Fourth instalment @10%:	Rs. 35,000/-
Final instalment @15%:	Rs. 52,500/-
Publication Grant* @5-6%:	Rs. 17,500/-
Total	Rs. 3,50,000/-
Overhead charges over and above 5% or maximum Rs.1,00,000 :	Rs.17,500/-**

(* to be retained by the ICSSR. ICSSR would publish it subject to the recommendation by the expert and relevant Committees for the purpose, from the overall budget, so to be retained by the ICSSR).

**will be released on successful completion of project after evaluation.

(The break-up budget approved by the ICSSR of Rs. 3,50,000/- is enclosed.)


4. The First instalment of the approved grant-in-aid will be released after receiving the grant-in-aid bill duly filled in, stamped and signed by the Project Director as well as the affiliating organization. (GIB already received).
5. In case, the study involves survey research, the finalized schedules/questionnaires (2 copies) designed to elicit information should be sent to the ICSSR as per the following schedule:
 - a) If the schedule /questionnaire for eliciting information is as per standard questionnaire, these will have to be sent to ICSSR immediately,
 - b) If the schedule /questionnaire for eliciting information are to be designed afresh keeping in view the requirements of the project, these will have to be sent to the ICSSR within a period of six months in any case.

Principal

6. **The Second instalment** will be released after receiving a satisfactory six/nine/ twelve months Progress Report (depending on the duration of the programme), simple statement of account of first instalment, published peer reviewed journal, along with grant-in-aid bill towards the second instalment.
7. **The Third instalment** will be released after receiving second Progress Report (depending on the duration of the programme), simple statement of accounts of the second instalment, along with grant-in-aid bill towards the third instalment.
8. **The fourth instalment** will be released after receiving book length Final Report in soft copy (both word and PDF format), Executive Summary of Final Report in soft copy (both word and PDF format), 500 words abstract of the Final Report in soft copy, research papers published in peer reviewed journals duly acknowledging ICSSR, similarity index score sheet, simple statement of accounts of third instalment along with grant-in-aid bill towards the fourth instalment. Project Director is required to submit hard copies of the Final Report only after the confirmation from the ICSSR after incorporating the suggested changes. Such data or information relating to the research project as may be asked for by the ICSSR for preservation in its Data Archives should be given by the scholar.
9. **The publication grant** will be retained by the ICSSR & will be spent by the ICSSR Publication Division if the Final report is found publishable by an Expert Committee constituted by the ICSSR.
10. The scholar shall acknowledge support of ICSSR in all publications resulting from the project output (Research Paper, Books, Articles, Reports, etc.) and should submit a copy of the same to the ICSSR during its course and after completion.
11. **Final instalment** will be issued after receipt of recommendation of the expert for acceptance of the Final Report, Audited statement of accounts (AC) in prescribed format with utilization certificate (UC) in GFR-12A form for the entire approved project amount duly signed by the Finance Officer/Registrar /Director of the affiliating Institution, verification of all documents and decision on retaining of equipment and books etc. The institutions of which the accounts are not audited by CAG/AG, their utilisation certificate will be signed by the Finance Officer and a chartered accountant.
12. The Overhead Charges to the affiliating institution will be released after the Final Report has been accepted and documents verified by the ICSSR. The ICSSR reserves the right to change the affiliation if it is found that the affiliating institute is not co-operating with the scholar and it is not facilitating timely completion of the study.
13. The Project Director will ensure that the expenditure incurred by him conforms to the approved budget heads and relevant rules. Audited Statement of accounts with Utilization Certificate in GFR of 12A form is for the entire project amount approved for the project.
14. The University/Institution of affiliation will provide to the scholar office accommodation including furniture, library and research facilities and messengerial services. For this, the ICSSR shall pay to the University/Institution of affiliation **overhead charges @5% over and above or maximum Rs.1,00,000** of the total expenditure incurred on the project only after successful completion of the project.
15. The Contingency Grant may be utilized for research and office assistance, books, stationary, computer cost, research assistance and the field work expenses of Project Director, Co-Project Directors and research personnel connected with the research work.
16. The overhead charges to the affiliating institution over and above @ 5% or maximum Rs.1,00,000 will be released only after successful completion of the project after evaluation. The accounts and the Utilization Certificate will be signed by the Finance Officer/Registrar/Principal/Director in the case of accounts of the institution are audited by CAG/AG. Otherwise, they need to be signed by the Finance Officer and the Chartered Account.
17. The Director of the research project will be **Dr. Ramesh Kumar**, who will be responsible for its completion within **12 Months** from the date of commencement of the project, which is **17 March 2022**, as intimated by the scholar.
18. In case, the Project Director does not submit the periodic / final project report as per schedule with adequate justification, the scholar may be debarred from availing all future financial assistance from ICSSR.
19. All grants from ICSSR are subject to the general provision of GFR 2017.
20. The Project Director will ensure that the expenditure incurred by him conforms to the approved budget heads. The grant-in-aid is subject to all the conditions laid down in the **Indian Council of Social Science Research (ICSSR) Research Projects available in the ICSSR website www.icssr.org**

Ramesh Kumar

21. The expenditure on this account is debatable to the Budget Head-ICSSR [Scheme Code 0877]; OH 31.09 Research Projects.
22. All project instalments will be transferred through Public Finance Management System (PFMS) and ICSSR shall implement the EAT module for ensuring transparency of expenditure at all levels and to ensure that there is no parking of funds.
23. As per MoE (Ministry of Education) instruction, the amount of grant sanctioned herein is to be utilized by the end of the project duration. Any amount of the grant remaining unspent shall be refunded to the ICSSR immediately after the expiry of the duration of the project. If the grantee fails to utilize the grant for the purpose for which the same has been sanctioned/or fails to submit the audited statement of expenditure within the stipulated period, the grantee will be required to refund the amount of the grant with interest thereon @ 10% per annum.
24. Any instalment release is subject to availability of grant, and satisfactory progress report of the scholar. Mere award of the study does not entitle the scholar for the release of any of the instalments.


Yours faithfully,
(Revathy Vishwanath)

For MEMBER-SECRETARY

Encl: as above.

Copy to:

1. Dr. Ramesh Kumar
Assistant Professor
Thiagarajar School of Management
Pramban Swamy Nagar
Thirupparankundram
Madurai, Tamil Nadu 625005

2. Dr. Manjula Nagarajan
Associate Professor
Thiagarajar School of Management
Pramban Swamy Nagar
Thirupparankundram
Madurai, Tamil Nadu 625005


3. Dr. P. Sivapragasani
Assistant Professor
Thiagarajar School of Management
Pramban Swamy Nagar
Thirupparankundram
Madurai, Tamil Nadu 625005

3. Finance Branch, ICSSR, New Delhi

4. Record file


(Revathy Vishwanath)

For MEMBER-SECRETARY


Principal
Thiagarajar School of Management
Madurai-625 005

Title: "Bridging Competencies and Barriers: Role of Training and Development Agencies in Promoting Women Entrepreneurship in Tamil Nadu".

By: Dr. Ramesh Kumar

S.No	Heads of Expenditure	Value (Rs.)
1	Project Director/Co-PD	
2	Research Staff: Full time/part time/Hired services	Not exceeding 45% of the total budget.
3	Field work	Not exceeding 35%
4	Equipment and study material	Not exceeding 12%
5	Contingency	Not exceeding 5%
6	Publication of report -	approx.5-7%
	Grand Total	ICSSR will finally make it 100%
	Affiliating Institutional overheads over and above the grand total	(Affiliating Institutional overheads @ 5% of the approved budget, subject to a maximum upper limit of Rs.1,00,000/-)

* The five percent (5-7%) publication amount will be spent by the ICSSR Publication Division if the Final report is found publishable by an Expert Committee constituted by the ICSSR.

➤ **Remuneration and Emoluments of Project Staff**

(a) Project staff could be engaged by the Project Director on a full/ part-time basis during the research work and the duration/consolidated monthly emoluments of their employment may be decided by the project director within the limits of the sanctioned financial allocation and as per the ICSSR rules (b) Research Associate @Rs.20, 000/- p.m. (Qualification - Post graduate in any social science discipline with minimum 55% marks and NET/SLET /M.Phil/Ph.D)(c)\Research Assistant @Rs.16, 000/- p.m.(Qualification-Ph.D./M.Phil./ Post graduate in social science discipline with minimum 55% marks)(d) Field Investigator @ Rs.15, 000/-p.m. (not exceeding 6 months) (Qualification- Post graduate in any social science discipline with minimum 55% marks)(e).Retrospective payment for work already done is not permissible.

➤ **Re-appropriation:** The Project Investigator may with the permission of the Institution, re-appropriate expenditure from one sub-head to another, subject to a maximum of 5-7 % of the particular budget heads. If the study necessitates re-appropriation beyond 7%, it may be done only after the approval of the ICSSR.

➤ **Selection of Research Staff** should be done through an advertisement and a selection committee consisting of (1) Project Director; (2) One outside Expert (other than the institute where the project is located); (3) a nominee of the Vice Chancellor/Head of the Institution and (4) Head of the Department/Dean of relevant faculty duly approved by the competent authority.

➤ **For all field work related expenses** of Project Director, Co-Director and project personnel, rules pertaining to affiliating institutes shall be followed.

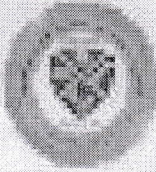
➤ **All equipment and books** purchased out of the project fund shall be the property of the affiliating institutions. On completion of the study, the Project Director shall submit an undertaking in this regard. The ICSSR, however, reserves the right to take charge of equipment and books, if it thinks it fit in a case.

➤ **Purchase of equipment/ assets** for the research Project is permissible only if it is originally proposed and approved by the ICSSR and does not exceed the permissible amount.

➤ The scholar should acknowledge the support of ICSSR in all publications resulting from the programme output (Research Paper, Books, Articles, Reports, etc.) and should submit a copy of the same to the ICSSR during its course and even after completion.

Ramesh

2021-2022



THIAGARAJAR
SCHOOL OF MANAGEMENT
(AUTONOMOUS)

07 August 2021

To

Managing Director

Sri Krishna Nagai Maligai

West Masi Street, Madurai

Dear Sir,

Sub: Consultancy proposal for Go-to-new Market

We are pleased to submit our detailed consultancy proposal with the timelines for your consideration. We assure you of our best service.

Hope to hear from you soon.

Warm regards,

Lakshminarasimhan

COO, TSMCOEI



SKNM Go-To-Market Consultancy Proposal


Principal
Thiagarajar School of Management
Madurai-625 005



THIAGARAJAR
SCHOOL OF MANAGEMENT
(AUTONOMOUS)

Client Name – Sri Krishna Nagai Maligai Pvt. Ltd
(SKNM)

Project Proposal: Go-to-new Market Strategy for
SKNM.

Prepared for: Chairman and Managing Director, SKNM

Prepared by: TSMCOEI

Date: 07.08.2021

Background

Sri Krishna Nagai Maligai

A leading jewelry brand in Madurai, over decades is a family promoted business since 1980s. They have grown consistently over the last 30 years and gained the goodwill of the customers through its consistent quality delivery. The unique brand salience of SKNM are its personalized services, fine collection of antique jewelry, contemporary designs of fast-moving jewelry and on-time delivery of ordered items. They have grown from a single retail outlet to 3 at present, serving Madurai customers, they also have online shopping facility. The management team has been customer-centric, also, their acquired wisdom in inventory management by stocking best-selling and fast-moving items have been their unique ingredients for success.

1.0 The Issue & Challenges

SKNM is in the cusp of seeing rapid growth due to expected large purchases after few years of lull due to Covid and due to Government focus on retailing BIS hallmarking jewelry. Further their consistent customer growth over the last few years have thrown an opportunity for the brand to grow not just in Madurai but in the nearby towns and cities. SKNM is looking at opening few more retail shops in new geographies and this leads to the need of understanding the market scientifically, to discover strategies in

their quest for spread with lower risk and greater success. SKNM is looking to enter a new chapter in its development.

2.0 Risks and Opportunities

In the coming years, growth in gems and jewelry sector would largely be contributed by the development of large retailers/ brands. Established brands are guiding the organized market and are opening opportunities to grow. Increasing penetration of organized players provide variety, in terms of product and design. As per government statistics online sales which accounts for 1-2% of fine jewelry segment now will grow to 5% by 2025. With government relaxation of restrictions of gold imports is likely to provide the fillip to the industry and propel growth of jewelry export market.

With SKNM right vision to grow both in spread and topline will call for calculated risks, which can be mitigated with scientific approach and modern business tools and knowledge. Some of the area which would need focus are

2.1 Scientific survey(s) and collection of data which would support the spread.

2.2 To keep up with the changing world order on digital transformation of business and data-driven decision making, SKNM while arriving at their strategies to face the new world looks at growth driven strategical inputs in this area of online commerce and data analytics.

2.3 Rapid growth needs decentralization of operations and bringing in systems and process to manage the day-to-day operations while the owners focus on providing clarity, accelerate performance & strategic growth.

2.4 Develop their team, bring in ownership and competency and compartmentalize functions to bring accountability. Deploy best of customer acquiring and retention strategies, data driven customer classification & focus, customer loyalty & repurchase.

2.5 The final leg to the challenge is the wisdom that the owners have acquired over years in purchase and stocking of fast-moving materials need to be captured as an AI tool as they move forward on their rapid growth strategy. Right purchase and stocking decision is critical to reduce the inventory cycle time and increase the cash cycle.

SKNM with its able leadership is poised for taking up the challenges and set its foot in the next growth and development cycle.

3.0 About TSMCOEI

Thiagarajar School of Management (TSM) with its new focus group called TSMCOEI (Thiagarajar School of Management's Centre of Excellence and Innovation), with a vision to provide the best of business academia talent to the growth of businesses in and around Madurai, has the right talent to provide SKNM with consultation and strategy for their growth needs. TSMCOEI with erudite faculty in almost all domains with their constant research acumen have made them the best leaders while coming to provide contemporary solutions to business problems. Added to this the excellent students force, helps in implementation of the strategy devised by the faculty team and brings synergy to the client in quick adaptation on the recommendations of the consultancy group.

We have seen success in handling clients from food industry to furniture industry and our clients have grown and seen their objectives come true with the support of TSMCOEI team.

4.0 TSMCOEI Our Point Of view

For Vision	<p>Develop a business case for each initiative to be able to make informed trade offs</p> <p>Move from "Indication Development" to "Customer Centric Product Development"</p> <p>Set a clear strategic vision, it leads to better program design and better choice of levers</p>
For Process	<p>Create a detailed operational model design and analyze the implications of the required changes</p> <p>In depth understanding of the "As-Is" process</p>
People and Organization	<p>Create a clear and compelling vision i.e. a "burning platform" and align the organization around the changes required</p> <p>Unwavering executive commitment to success of transformation program</p>

5.0 Proposed Project Approach

While we fully understand the need of SKNM's growth strategy, we'd like to take up the consultancy in logical phases as given below.

Phase 1 "Go to New Market" – The objective of this phase is to construct, conduct customer survey and competition analysis survey for the 2 new markets and provide strategy for spread.

Phase 2 "Data driven success" - The objective of this phase is to identify the gap in the current data management and suggest tools and strategies based on the data analytics decision making for success.

Phase 3 "Decentralization through System, Process & Team "– The objective of this phase is to establish functions, draw systems and process , build the team and fix KPI and review systems.

Phase 4 "Customer Relationship Management" – The objective of this phase is to bring strong workable strategies in building customer loyalty, repurchase and growth of the customer base by deploying best of customer relationship management practices.

Phase 5 "Capture the purchase wisdom" – The objective of this phase will be to bring an AI tool-based strategy and *neural network* to capture the wisdom of the owners in making the right purchases which helps in reducing the inventory cycle.

Proposal for Phase 1 “Go To New Market”

1.1.0 Each phase will be headed by key lead persons and as of now, **this proposal is for Phase 1 only** and will be led by Prof. Nachiketas Nandakumar, Ph.D.

Contact information: nachiketas@tsm.ac.in

1.2.0 Scope of Phase One – “Go to New Market”

SKNM market entry strategy with Consumer Profiling, Sales Potential, Competition study & benchmarking. Consumer profiling will identify target customer segment, buying pattern and product focus.

Sales Potentials study will bring clear knowledge on market potential, SKNM market penetration strategies & a quick ballpark number on sales forecast (1 year).

Competition analysis will provide deep insights into the product category best sold, strength and weakness of key players in the market, marketing strategies used by the key players, locality, customer foot fall and size of the showroom.

Benchmarking of product /service and process will provide information on SKNM's points of parity and differentiation with their competitors to identify competitive advantage positions.

1.3.0 Stages in Phase 1 : The go to new market phase is divided into the following stages and the markets that would be studied will be **Rajapalayam and Theni.**

Stage 1: Getting ready with data: Working on identifying data on all 2 geographies on demographics and industry relevant markers.

Stage 2: Constructing Tools for survey: Understanding from the client on the key factors that need to be studied, preparing a scientific questionnaire(s), training student to rollout in all the 3 domains – customer, competition, and product. Working on the sample size and designing a plan to approach the survey.

Stage 3: Data collection: Collect data and draw inference from the same, scientifically from customer surveys.

Stage 4: Mystery Shopping and competition survey 1: Collect data on the shops to be visited, Design the data points to be collected, field strategy to be followed and administering of survey on small gold smiths.

Stage 5: Mystery Shopping and competition survey 2: with the trigger points from survey 1 undertake a second one with more inputs on location, product, and key competition.

Stage 6: Reading the data: Understand the data collected and arriving at a meaningful insight.

Stage 7: Preparing a Strategy: Work on preparing priority strategies for each area and presenting it to the customer

1.4.0 Customer Value Proposition: SKNM is looking at growing its Top line by 30% by these 2 expansions and its customer base to increase organically by 1.2X in the first year to 2X in the 3rd year. Increased brand visibility and higher sales are the end objective of this proposal.

1.5.0 Staffing & Payment for Phase 1 "Go to new Market" : Our team is proposed to consist of the following team composition: 1 Lead consultant and 2 trained students. Their man-days and timeline are shown in appendix.

1.6.0 Deliverables: The project will have 3 deliverables

1. Initial survey document proof to the client
2. Customer study data and inference
3. Competition analysis and data & Strategies for launch of new outlet.

1.7.0 Acceptance: Each deliverable will be presented to the client for acceptance and if there are any minor modifications needed it could be proposed and accepted. Each delivery needs to be accepted by the client.

1.8.0 Timeline: Based on the scope of the work, it has been divided in to stages and the time required for each stage is calculated and presented in the timeline graph, appendix 1.

1.9.0 Fee

- a. The project will be delivered for a fee of Rs. 92,000 (Rupees Ninety-Two Thousand Only). Exclusive of GST, currently @18%, or as applicable. The cost is based on the current time estimate provided in appendix 2.
- b. If there is any escalation of time due to change in statement of work, the cost will be reworked based on the actual time. Currently 64 man-days of student engagement time and 15 consulting period of lead consultant time is worked out based on the scope of work. Fee are provided at the lowest possible rates of Rs.500/= (Rupees Five hundred only) per man-day for student engagement and Rs.4000/ (rupees four thousand only) per consultant period, considering the long-term association.
- c. The above fee is exclusive of gift / incentivization of survey respondents. It is proposed that each respondent would be incentivized with a gift worth anywhere between 50 ~ 100 rupees, estimating to 15,000 - 30,000 rupees for 300 respondents. We would recommend SKNM to provide their regular gifts given to customers to be used here.

- d. Any venue, equipment and out of (primary work location) travel costs will be borne by the client on actuals.
- e. The boarding and lodging cost for level 1 student intern will be Rs.2000/ day/ for 2 students. The travel cost to outstation and the local travel will be charged on actuals.
- f. **Cost Estimates:** There are estimates based on available information today, however actuals might differ slightly based on change in statement of work and actual cost wherever applicable.

Sl no	Cost Elements	Value (Rupees)
1	Student Engagement	32,000
2	Lead Consultant Support	60,000
3	Travel out station	12,000
4	Survey gifts	30,000
5	Boarding & Lodging	33,000
6	Miscellaneous expenses (photocopy / communication)	5,000
	Total	1,72,000

1.10.0 Payments

- a. Billing will take place according to the following schedule:
 Advance: 20% of the total fee
 On delivery 2: 40% of the total fee
 On delivery 3: 40% of the total fee
- b. Reimbursement of travel, boarding and lodging will be presented to you for payment 2/3 times in the course of the project.
- c. Payment is due within 10 days of billing.

d. Payment should be made to (Name and bank details)

Name: - Thiagarajar school of management, Bank:-Central bank of India

A/c no:-3229795188: IFSC:-CBIN0280914 : BRANCH: - MADURAI Main

1.11.0 Validity: This proposal is valid for a period of 30 days from the date hereof.

Please let us know if we have left any questions unanswered and if there is any more information, we can provide please let us know. Our team is available to answer question via phone or email and we would be happy to provide necessary support as you deem fit. Hope you consider our proposal and provide us with an opportunity to serve you.

With warm regards



Lakshminarasimhan

COO, TSMCOEI

ln@tsm.ac.in

9894061013

Accepted:

Signature:

Client Name:

Seal:

Enclosed: Costing sheet and Time sheet.

Appendix 1

Proposed Consultancy Timesheet Project Name: Go-to-New Market Strategy Client Name: Sri Krishna Nigai Maligai



Activity/Assignment	Duration
Overall Work	
Step 1: Getting ready with data	
Step 2: Understanding South for survey	
Step 3a: Data collection at Thani	
Step 3b: Data collection at Rajapalayam	
Step 4a: Mystery Shopping and competition survey 1 at Thani	
Step 4b: Mystery Shopping and competition survey 1 at Rajapalayam	
Step 5a: Mystery Shopping and competition survey 2 at Thani	
Step 5b: Mystery Shopping and competition survey 2 at Rajapalayam	
Final Presentation	
Step 6: Handing the data	
Step 7: Preparing a Strategy	

Appendix 2

Proposed Consultancy Cost Breakdown Project Name: Go-to-New Market Strategy Client Name: Sri Krishna Nagal Maligal


Milestone description	LEVEL1: Student			LEVEL2: Faculty Consultant		
	Manpower	Days	Total_Mandays	Consultant	Period	Total_Employing Period
Ground Work	A	B	A*B	C	D	C*D
Stage 1: Ground work and secondary data study	2	5	10	1	2	2
Stage 2: Constructing Tools for survey	2	2	4	1	4	4
Stage 3a: Data collection at Themi	2	5	10			
Stage 3b: Data collection at Rajapalayam	2	5	10			
Stage 4a: Mystery Shopping and competition survey 1 at Themi	2	3	6			
Stage 4b: Mystery Shopping and competition survey 1 at Rajapalayam	2	3	6			
Stage 5a: Mystery Shopping and competition survey 2 at Themi	2	3	6			
Stage 5b: Mystery Shopping and competition survey 2 at Rajapalayam	2	3	6			
Final Presentation						
Stage 6: Reading the data	2	3	6	1	3	3
Stage 7: Preparing a Strategy				3	2	6
Total Student Engagement Time			64			
Total Student Faculty Consultant Engagement Time			15			

INVOICE

THIAGARAJAR SCHOOL OF MANAGEMENT PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI. - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in		Invoice No TSM/GST-00082/21-22		Dated 30-12-2021	
Buyer Sri Krishna Nagai Maligai (Madurai) Pvt Ltd No 61, South Avani Moola Street, Near Vengala Kadai Street Madurai-625001 GSTIN/UIN:33AAMCS0459A1ZO State Name : Tamil Nadu, Code : 33		Delivery Note		Mode/Terms of Payment NEFT / RTGS / DD	
		Supplier's Ref.		Other Reference(s)	
		Buyer's Order No.		Dated	
		Despatch Document No.		Delivery Note Date	
		Despatched through		Destination	
Terms of Delivery					
Sl No.	Particulars	HSN/SAC	Quant	Rate	Amount
1					
	Advance for execution of go to market consultancy services (40% of Rs.92000)				36,800.00
					36,800.00
	CGST 9%				3,312.00
	SGST 9%				3,312.00
	Invoice Amount				43,424.00
	Rounding Off				-
	Total Invoice Amount				43,424.00
Amount Chargeable (in words) E & O.E Indian Rupees Forty three thousand four hundred twenty four only					
Company's PAN : AAATM4917G Bank Details: Account Name: Thiagarajar School of Management Bank Name : Central Bank Of India Account Number: 3229795188 IFSC : CBIN0280914		for THIAGARAJAR SCHOOL OF MANAGEMENT   Authorised Signator			


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INVOICE

THIAGARAJAR SCHOOL OF MANAGEMENT PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI - 625 005 GSTIN/UIN: 33AAATM4917G2ZR State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in		Invoice No.	TSM/GST-00031/21-22		Dated	16/8/2021	
		Delivery Note			Mode/Terms of Payment	NEFT / RTGS / DD	
		Supplier's Ref.			Other Reference(s)		
		Buyer's Order No.			Dated		
Buyer Sri Krishna Nagai Maligai (Madurai) Pvt Ltd No 81, South Avani Moola Street, Near Vengala Kadai Street Madurai-625001 GSTIN/UIN:33AAMCS0459A1ZO State Name : Tamil Nadu, Code : 33		Despatch Document No.			Delivery Note Date		
		Despatched through			Destination		
Terms of Delivery							
Sl	Particulars	HSN/SAC	Quantity	Rate	Amount		
No.							
1							
	Advance for execution of go to market consultancy services				18,400.00		
					18,400.00		
	CGST 9%				1,656.00		
	SGST 9%				1,656.00		
	Invoice Amount				21,712.00		
	Rounding Off				-		
	Total Invoice Amount				21,712.00		
Amount Chargeable (in words)						E & O.E	
Indian Rupees Twenty one thousand Seven hundred twelve only							
Company's PAN : AAATM4917G		for THIAGARAJAR SCHOOL OF MANAGEMENT					
Bank Details:							
Account Name: Thiagarajar School of Management							
Bank Name: Central Bank Of India							
Account Number: 3229795188							
IFSC: -CBIN0280914		Authorized Signatory					

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INVOICE

THIAGARAJAR SCHOOL OF MANAGEMENT PAMBANSWAMY NAGAR, THIRUPPARANKUNDAM MADURAI - 625 005 GSTIN/UIN: 33AAATM4917G22R State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in		Invoice No		Dated	
		TSM/GST-00069/21-22		27-11-2021	
		Delivery Note		Mode/Terms of Payment	
		Supplier's Ref.		Other Reference(s)	
Buyer Sri Krishna Nagai Maligai (Madurai) Pvt Ltd No 81, South Avani Moola Street, Near Vengala Kadai Street Madurai-625001 GSTIN/UIN: 33AAMCS0459A1ZO State Name : Tamil Nadu, Code : 33		Buyer's Order No.		Dated	
		Despatch Document No.		Delivery Note Date	
		Despatched through		Destination	
		Terms of Delivery			
Sl No.	Particulars	HSN/SAC	Quantity	Rate	Amount
1	Advance for execution of go to market consultancy services				36,800.00
	Travel				11,185.00
	Boarding and Lodging				30,000.00
	Gift				4,800.00
	Miscellaneous (RTPCR+ Photocopy)				18,300.00
					1,01,085.00
	CGST 9%				9,097.65
	SGST 9%				9,097.65
	Invoice Amount				1,19,280.30
	Rounding Off				0.30
	Total Invoice Amount				1,19,280.00
Amount Chargeable (in words) E & O E					
Indian Rupees One lakhs Nineteen thousand two hundred eighty only					
Company's PAN : AAATM4917G		for THIAGARAJAR SCHOOL OF MANAGEMENT			
Bank Details:					
Account Name: Thiagarajar School of Management					
Bank Name: Central Bank Of India					
Account Number: 3229795188					
IFSC : CBIN0260914		Authorized Signatory			

This is a Computer Generated Invoice

23 February 2022


To
Mr. Subramanian
Managing Director
PVC Private Limited
Karur.


Dear Sir,

Sub: Consultancy proposal for Market Research.

We are pleased to submit our detailed consultancy proposal with the timelines for your consideration. We assure you of our best service.

Warm regards,


Dr.Selvalakshmi,
Principal,
Thiagarajar School of Management,
Madurai- 625005.


Principal
Thiagarajar School of Management
Madurai-625 005





Client Name – Mr.Subramanian

Project Proposal: Market Research Study for Mr. Subramanian



Prepared for: Mr. Subramanian

Prepared by: Dr. Nataraj, Assistant Professor, TSM

Date: 23.02.2022

Background

Mr. Subramanian is planning for a startup venture planning to launch their operations in Karur District, Tamil Nadu. Mr. Subramanian, the Managing Director of PVC private limited has a great vision in helping the people and making the company in to a successful business venture in a sustainable manner. He would like to have a scientific approach in estimating the market size and understanding the potential of the market. The expert team in TSM has the capability to deliver the requirements of PVC.

PVC bags are used by garment and home furnishing textile industries for packaging. PVC bags are made of poly vinyl material which can be recycled.

PVC bags are manufactured with a process called PVC welding. Raw materials for PVC bags will be procured as a roll and it is being welded at the customized sizes with the help of high frequency welding machine.

There are two types of machinery for welding PVC, the first one being manually operated with foot pedal

The second one is hydraulic operated semi-automated machine in which the bags will be pressed with pre- fabricated dies using hydraulic arrangement.

The advantages of using hydraulic machines are

- a) Durability of the PVC bags
- b) Production Speed
- c) Uniformity



A startup venture has planned to use semi-automated machine for manufacturing PVC bags. Such startup venture should have a detailed market study before launching the production unit in an industrial district in Tamil Nadu. Since the business is mainly driven from B2B customers, the startup venture headed by Mr. Subramanian, would like to have a methodological approach in forecasting the demand and product profiling.

About TSM

Thiagarajar School of Management (TSM), with a vision to provide the best of business academia talent to the growth of businesses in and around Madurai, has the right talent to provide Meera Kunj with consultation and strategy for their growth needs. TSM with erudite faculty in almost all domains with their constant research acumen have made them the best leaders while coming to provide contemporary solutions to business problems. Added to this the excellent students force, helps in implementation of the strategy devised by the faculty team and brings synergy to the client in quick adaptation on the recommendations of the consultancy group.

We have seen success in handling clients from food industry to furniture industry and our clients have grown and seen their objectives come true with the support of TSM team.

Market Study Proposal

The market study proposal will have a detailed analysis, that includes estimating the market size for PVC bags in Business to Business customers. Analyzing the competitors, Market share analysis of existing players, pricing strategies for a start up venture, Product Profiling and Go to market strategies for the startup venture.



Scope of Market Research Study

The scope of the consultancy includes market research strategy with Customer Profiling, brand consciousness study & benchmarking. Consumer profiling will identify target customer segment, buying pattern and product focus. Perception mapping and product mapping will provide deep insights into the product category best sold, strength and weakness of key players in the market, marketing strategies used by the key players, locality. Point of differentiation and Point of parity analysis.

Deliverables

1. Market Size Estimation
2. Customer Profiling
3. Competitor Analysis
4. Market Share analysis
5. Perception Mapping
6. Product Category Analysis

Proposed Market Research

While we fully understand the need of growth strategy, we would like to take up the consultancy in logical stages given below. The market research study will be led by Dr. Selvalakshmi, Dr. Nachiketas and Dr. Nataraj.

Point of Contact: Dr. Selvalakshmi

Email id: selvalakshmi@tsm.ac.in

Mobile: 9843351013

The market research phase is divided into the following stages and market study will happen in **Karur District**.



Stage 1: Getting ready with data: Working on identifying customer demographics and industry relevant markers. Collecting the secondary data and preparing for the further stages.

Stage 2: Constructing Tools for survey: Understanding from the client on the key factors that need to be studied, preparing a scientific questionnaire(s), training student to rollout in all the identified domains –

1. Textile Firm owners/ Textile firm Packaging In charge
2. PVC Bag Manufacturers
3. Traders

Working on the sample size and designing a plan to approach the survey.

Stage 3: Data collection: Collect data and draw inference from the same, scientifically from textile firm owners, PVC bag manufacturers and traders.

Stage 4: Reading the data: Understand the data collected and arriving at a meaningful insight.

Stage 5: Preparing a Strategy: Work on preparing priority strategies for each area and presenting it to the customer which includes customer perception report, influencers' perception report, client preparation and results evaluation.

STAFFING:

Our team is proposed to consist of the following team composition: 1 Lead consultant and 4 trained students. Their man-days and timeline are shown in appendix.



Project Fee

The project will be delivered for a consulting fee of **Rs. 63,000 (Sixty-Three Thousand only)**. This includes the student engagement charges, faculty engagement charges and miscellaneous expenses as shown in Table 1. Travelling expenses, survey gifts and miscellaneous expenses will be charged at actuals. The amount is exclusive of GST, currently @18%, or as applicable. The cost is based on the current time estimate provided in appendix 2.

If there is any escalation of time due to change in statement of work, the cost will be reworked based on the actual time. Currently man-days of student engagement time and consulting period of lead consultant time is worked out based on the scope of work. Fee are provided at the lowest possible rates of Rs.500/= (Rupees Five hundred only) per man-day for student engagement and Rs.4000/ (rupees four thousand only) per consultant period, considering the long-term association.

The above fee is exclusive of gift / incentivization of survey respondents. It is proposed that each respondent would be incentivized with a gift worth anywhere between 50 ~ 60 rupees.

Any venue, equipment and out of (primary work location) travel costs will be borne by the client on actuals. The travel cost to outstation and the local travel will be charged on actuals.

Cost Estimates: There are estimates based on available information today, however actuals might differ slightly based on change in statement of work and actual cost wherever applicable.



Table 1: Table showing Cost Elements involved in the project

S.No	Cost Element	Value in Rupees
1	Faculty Engagement	52,000
2	Student Engagement	11,000
3	Travelling, boarding, and lodging Expenses (Approx.)	5,000
4	Survey Gifts (Estimated at Rs.50 for 60 Respondents)	3,000
5	Miscellaneous Expenses (Photocopy/ Communication, etc.,)	5,000
	Total	76,000

ACCEPTANCE: Each deliverable will be presented to the client for acceptance and if there are any minor modifications needed it could be proposed and accepted. Each delivery needs to be accepted by the client.

PAYMENTS

Billing will take place according to the following Schedule

Stages of Fee Payment	Details	Percentage of Allocation	Amount in INR
Acceptance of Proposal	Advance	10% of total fee	6,300
Delivery 1	Results of Pilot Study	30% of total fee	18,900
Delivery 2	Data Analysis, Interpretation and Final Presentation	60 % of total fee	37,800
Total			63,000

Reimbursement of travel, survey gifts, and other miscellaneous expenses will be presented to Mr.Subramanian for payment during the project for clearance. The mentioned amounts are exclusive of GST. Payment is due within 10 days of billing.



Payment should be made to

Name: - Thiagarajar school of management,

Bank:-Central bank of India

A/c no:-3229795188.

IFSC:-CBIN0280914

BRANCH: - Madurai Main

Validity: This proposal is valid for a period of 30 days from the date hereof.

Our team is available to answer question via phone or email and we would be happy to provide necessary support as you deem fit. Hope you consider our proposal and provide us with an opportunity to serve you.

With warm regards,

Accepted

Dr. Selvalakshmi. M

Principal

Thiagarajar School of Management

Madurai.

principal@tsm.ac.in

9843351013

Mr. Subramaninan



Principal

**Thiagarajar School of Management
Madurai-625 005**



Appendix 1

		Students			Faculty		
Milestone Deception		Manpower	Days	Total Mandays	Consultant	Days	Total Consulting Days
Ground Work					1	3	3
Constructing Tools					1	2	2
Pilot Testing		2	2	4			
Revisiting The survey tool					1	1	1
Data Collection					1	3	3
	Textile firm/ Packing In charge	2	3	6			
	PVC Bag Manufacturers	2	3	6			
	Traders	2	3	6			
Analysis and Interpretation					1	3	3
Final Presentation					1	1	1
				22			13
		Cost Per Man Day	Total Cost				
Total Student Engagement Time	22	500	11000				
			0				
Total Faculty Engagement Time	13	4000	52000				
			63000				




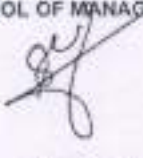
Appendix 2

	April				May				June			
	1	2	3	4	1	2	3	4	1	2	3	4
Milestone Deception												
Ground Work												
Constructing Tools												
Pilot Testing												
Revisiting The survey tool												
Data Collection												
Textile firm/ Packing Incharge												
PVC Bag Manufacturers												
Traders												
Analysis and Interpretation												
Final Presentation												



2021-2022

INVOICE

THIAGARAJAR SCHOOL OF MANAGEMENT PAMBANSWAMY NAGAR, THIRUPPARANKUNDRAM MADURAI - 625 005 GSTIN/UIN: 33AAATM4917G22R State Name : Tamil Nadu, Code : 33 E-Mail : accounts@tsm.ac.in		Invoice No TSM/GST-00129/21-22	Dated 15-3-22		
Buyer R.SUBRAMANIAN No.31 Mahilampoo Street Guru Nagar, Tiruppalai Madurai 14, Tamilnadu.9150455930.jrsabbu@gmail.com GSTIN/UIN: State Name : Tamil Nadu, Code :		Delivery Note Mode/Terms of Payment NEFT / RTGS / DO	Supplier's Ref Other Reference(s)		
		Buyer's Order No.	Dated		
		Despatch Document No.	Delivery Note Date		
		Despatched through	Destination		
Terms of Delivery					
Sl No.	Particulars	HSN/SAC	Quantity	Rate	Amount
1	Consultancy proposal for undertaking Market Research -initial advance				5,985.00
					5,985.00
	CGST 9%				-
	SGST 9%				-
	Invoice Amount				5,985.00
	Rounding Off				-
	Total Invoice Amount				5,985.00
Amount Chargeable (in words) Indian Rupees Five thousand Nine Hundred and Eighty Five only					E & O E
Company's PAN : AAATM4917G Bank Details: Account Name: Thiagarajar School of Management Bank Name : Central Bank Of India Account Number: 3229795188 IFSC: -CBIN0280914		for THIAGARAJAR SCHOOL OF MANAGEMENT   Authorised Signatory			

This is a Computer Generated Invoice

25th March 2022

To

Head - Public Relations,

Sterlite Copper, Vedanta Limited,


Thoothukudi

Dear Sir,

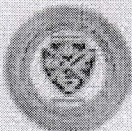
Sub: Proposal for Undertaking Ground Survey & Reporting

We are pleased to submit our detailed proposal with timeline for your consideration. We assure you of our best service.

Warm regards,


RAMESH KUMAR

Thiagarajar School of Management,
Madurai- 625005,




Principal
Thiagarajar School of Management
Madurai-625 005

Vedanta Resources Limited – Sterlite Copper

Proposal for Ground Survey



Prepared for: Vedanta Resources Limited

Prepared by: Dr. J. Ramesh Kumar

Date: 25.03.2022

1. Background

Vedanta Resources Limited - Sterlite Copper has solicited a proposal to support ground survey, data analysis and report of findings from the team of Thiagarajar School of Management (Autonomous), Madurai, henceforth referred as TSM Madurai.

This proposal is tendered by TSM Madurai to conduct a research-based consulting for Vedanta Resources Limited - Sterlite Copper.

2. Objectives

1. Stakeholder discussion to understand the needs and requirements.
2. Support in developing the Interview Schedule for ground survey.
3. Training the enumerators and data entry personnel.
4. Data Analysis and presentation of findings as a detailed report.

3. Scope of work

The team from TSM will work with the team of Vedanta Resources Limited – Sterlite Copper in setting up the ground survey by developing and fine-tuning interview schedules to be administered in the ground survey. Based on the data collected and shared, the project team of TSM will undertake appropriate qualitative and quantitative analysis and presentation of findings in a detailed manner to Vedanta Resources Limited – Sterlite Copper, with a pre-submission presentation and submission of a final report in a bounded form.

4. About TSM

Thiagarajar School of Management (TSM) began with the aim to impart professional education to managers who had a burning desire to scale up their career potential with better managerial skills. TSM endeavours to live up to its Vision of being "a leading academic institution of choice amongst management students, faculty and employers alike." The Institute has multi-dimensional strengths, straddling different areas and activities, such as infrastructure, faculty and academics, internal processes, student profile & activities, and placements & corporate relations that facilitate in achieving the vision.

5. Project Lead & Co Lead

1. **Dr. P. Sivapragasam**

Assistant Professor

Thiagarajar School of Management, Madurai

+91 9884348588

sivapragasam@tsm.ac.in

2. **Dr. J. Ramesh Kumar**

Assistant Professor

Thiagarajar School of Management, Madurai

+91 9952226064

rameshkumarj@tsm.ac.in

6. Proposed Ground Survey & Timeline

While we fully understand the need of growth strategy, we would like to take up the consultancy in logical stages given below.



7. Project Fee

The project shall be carried out for a consulting fee of Rs.1.5 Lakhs. The other engagement charges like training and other expenses must be considered exclusive of the consulting fee. The amount is also exclusive of GST @ 18%.

The cost is based on the current estimate provided in project timelines. Any escalation of time due to change in the scope of the research shall be changed based on discussion and mutual consent.

8. Acceptance

Each deliverable will be presented to the Sterlite team for acceptance. Any modification needed could be presented by the Sterlite team.

9. Payments

Billing will take place according to the following schedule

	Stages	Payment Head	% of fee	Amount (INR)
1	Project Acceptance	Advance	50%	Rs. 75,000 + GST
2	Discussion of Preliminary Findings	II Installment	25%	Rs. 37,500 + GST
3	Final Report Submission	III Installment	25%	Rs. 37,500+GST

Payment should be made for

Thiagarajar School of Management

Central Bank of India

A/C No: 3229795188

IFSC: CBIN0280914

Validity: This proposal is valid for a period of 30 days from the date hereof.

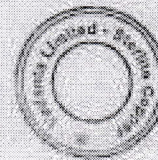
Our team is available to answer question via phone or email and we would be happy to provide necessary support as it may seem fit and contributing to the purpose of this assignment. Hope you consider our proposal and looking forward to an opportunity to work with you for now and in the near future.


With warm regards,


RAMESH KUMAR

Accepted


H. K. Srinivasan

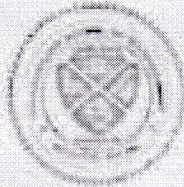



Principal

Thiagarajar School of Management
Madurai-625 005

Thillais Masala

2021-2022



THIAGARAJAR SCHOOL OF MANAGEMENT

Thiagarajar College affiliated to Madurai Kamaraj University
Accredited by NAAC with 'A' Grade

Established in 1957
Parthasarathy Street,
Thiagarajarpet, Madurai - 625 005
Tamil Nadu, India
Tel : +91 432 248 4011
Tel : +91 432 248 4902
URL : www.tsm.ac.in

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding is signed between Thiagarajar school of Management, Madurai and The Peninsular Export Company, Virudhunagar, Tamil Nadu.

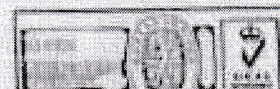
Synopsis:

Mr. Jaisinh, the Managing Partner of the brand Thillais Masalas of Peninsular Export company, wanted to understand the impact of the introduction of the E-tailers such as UDAAN and JIO MART on the distributors. The perception existed that the retailers and wholesalers would soon shift to the digital purchases and opt for deliveries at doorsteps. Hence the purchase intentions of the wholesalers and retailers and the opinions of the distributors and small and medium enterprises about the E-tailers are to be studied through a survey. Thiagarajar school of Management was requested to do the same and hence proposal herewith is submitted.

The context or the need for the study:

The local kirana stores tend to sell every product from pin to pen and salt to soap. According to the statistics there are 13 million kirana stores that account for 80 per cent of the country's \$900 billion retail market in India. Till the advent of the big B's such as Reliance JIO Mart or Udaan in the B2B market space, the distributors were having a good time and fortune in the Distribution channel management. But now their survival has become a question mark due to the Big B's. The Big B's are able to supply on time with partner oriented apps and they have facilitated Apps by which the orders that are placed through Partner app are delivered quicker than the traditional distributors. The kirana shop owners are mainly attracted to its discounts which sometimes go as deep as 20-25 per cent.

Post Pandemic there's a big transition evidenced in the channel operations. There's a shift of the consumer buying behaviour to the e-commerce platforms (B2C markets) and at present a huge shift in the B2B markets are also sensed in the Distribution Management. The present scenario clarifies that distributors are tending to loose business and they have a tussle with the FMCG companies big or small that they are loosing their business because of the entry of the HUGE WHOLESALERS such as JIO MART or UDAAN Or the METRO Cash and carry. The small and medium enterprises hence are sandwiched between the situations and hence are trapped and



Principal
Thiagarajar School of Management
Madurai - 625 005



THIAGARAJAR SCHOOL OF MANAGEMENT

(An Autonomous College affiliated to Madurai Kamaraj University)
Accredited by NAAC with A Grade

Established in 1962
Pamban Swamy Nagar,
Thirupparankundram,
Madurai - 625 005,
Tamil Nadu, India.
Tel : + 91 452 248 4000
Tel : + 91 452 248 4000
URL : www.tam.ac.in

facing lot of issues. The Big FMCG companies tie up with these Big Wholesalers because they get good volume business and the money rotation is altogether a different ball game. But the Small and medium enterprises (SMEs or the regional players) get struck because these SMEs tend to depend too much on the distributors to reach out to the retailers and thereby to the end users. When the distributors tend to loose business there's a fear or a challenge of the disintermediation of these channel stakeholders and hence the SMEs who are dependant on them too face issues.

If we pull over our lens on the economics of the income distribution and the theory of Equality taking a base principle of the economist Dr. Thomas Picketty we notice that the kind of the business scenarios that are evolving post covid seemed to be lop sided and questions the equality and the income distribution for the benefit of the society in large. We see the Pareto's distribution being executed and slowly dominating in the channel Management. On one side Big Corporates such as JIO MART tend to dominate in the whole of the market trying to become richer and richer and on the other side there are many distributors whose income and sustainable business models covering larger part of the society becomes a question mark. Large income in the hands of few higgies is a threat to the development of the society and it leads to inequality of the distribution of income. Hence a large income for larger communities should be focused upon. Hence this study focusses on understanding the distribution scenario as such in the channel Management. This study tries to understand various perspectives of the retailers, the distributors and the SMEs which are the regional players in the market and try to suggest a model wherein the benefits are looked upon for all the stakeholders in the society in large.

The objectives of the study:

1. To understand the retailers purchase intention from the distributors post pandemic.
2. To explore what factors that impact the purchase intention of the retailers from the distributors?
3. To understand the issues or the challenges faced by the distributors post pandemic.
4. To understand the issues and challenges of the SMEs in the channel Management Post Pandemic.
5. To explore solutions to the Latent Post pandemic disintermediation challenges.





THIAGARAJAR SCHOOL OF MANAGEMENT

(An Autonomous College affiliated to Madurai Kamaraj University)
Accredited by AACSB with 5 stars

Established in 1962
Panbani Swamy Nagar,
Thrippurankundram,
Madurai - 625 005
Tamil Nadu, India.
Tel : +91 452 243 1099
Tel : +91 452 243 0900
URL : www.tsm.ac.in

Methodology:

The study requires a detailed survey with the retailers and an indepth interview with the distributors and the SMEs. The study can be piloted in Madurai initially. The study is proposed to cover four southern districts of Tamil Nadu such as Madurai, Virudhunagar, Dindigul and Theni.

Sampling framework :

Sample Units	Sample size	Geographical Area of sampling
Retailers	300	Theni, Madurai, Dindigul and Virudhunagar
Distributors	28	Theni, Madurai, Dindigul and Virudhunagar
Wholesalers	28	Theni, Madurai, Dindigul and Virudhunagar
Small and Medium Enterprises	28	Theni, Madurai, Dindigul and Virudhunagar

Sampling Design :

The study proposes to use proportionate stratified random sampling particularly to study the retailers as one of the respondents of the study. The retailers are divided into different strata based on their geographical locations. Hence the four different strata are the retailers from Madurai, Dindigul, Theni and Virudhunagar districts of Southern Tamil Nadu.

Name of the District	Size of the population	Sample size (No. of retailers)	Distributors	Wholesalers	SMEs
Theni	12,45,899	45	4	4	4
Dindigul	21,59,775	77	7	7	7
Madurai	30,38,252	108	10	10	10
Virudhunagar	19,42,288	70	7	7	7
Total	83,86,214	300	28	28	28

Method of Data Collection:

There are four types of respondents proposed for this study namely Distributors, wholesalers, Retailers, and Small and medium enterprises.





THIAGARAJAR SCHOOL OF MANAGEMENT

(An Autonomous College affiliated to Madurai Kamaraj University)
Accredited by NAAC with W Grade

Established in 1952
Ponduram Swamy Nagar,
Thangapavandam,
Madurai - 625 005.
Tamil Nadu, India
Tel : + 91 452 248 4099
Tel : + 91 452 248 4000
URL : www.tsm.ac.in

The primary data would be collected through a structured questionnaire among the Retailers. The data would be collected through an in depth interview with the distributors, wholesalers and the small and medium enterprises. The total no. of students involved are 29 1 year PGDM students of Thiagarajar School of Management under the guidance of Dr. Manjula Nagarajan, Thiagarajar School of Management and Dr. Pushparaj, Madurai Kamaraj University.

Tools for Analysis:

Appropriate statistical tools would be used to analyse the data. Both quantitative and qualitative research tools are proposed to be used.

Estimated time period for data collection and the Duration of the project :

The estimated duration for the data collection of the proposed study is two weeks with the help of 29 students from First year PGDM Programme of Thiagarajar School of Management, Madurai. The study is to be organised in the last week of February, 2022 and the report to be submitted on or before 10th March, 2022.

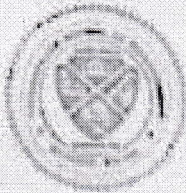
BUDGET PROPOSED FOR THE STUDY

BUDGET ESTIMATION

S.No	Type of expense	Description	Proposed Estimate (Rs)
1.	Man power expenses*	Retailers 300 Nos. @ 50 per sample respondent	15,000/-
		Wholesalers 28 Nos @ 300 per sample respondent	8,400/-
		Distributors 28 Nos@300 per sample respondent	8,400/-
		Small and Medium Enterprises 28 Nos@ 300 per sample respondent	8,400/-
2.	Stationeries and other contingency expenses Data Analysis and interpretation and report printing charges	Questionnaire typing, printing charges and other miscellaneous expenses Statistical tools application and effort estimation Preparation of Report Printing of the final report	4,800/-
Total Estimation			Rs.45,000/-
The Manpower expenses is estimated based on the costs incurred to collect the data			

Note: GST 18% Extra





THIAGARAJAR SCHOOL OF MANAGEMENT

(An Autonomous College affiliated to Madurai Kamaraj University)
Accredited by NAAC with A Grade

Established in 1962
Peninsular Export House,
Thiagarajar Street,
Madurai - 625 005.
Tamil Nadu, India
Tel : +91 452 248 4059
Tel : +91 952 248 4500
URL : www.tsm.ac.in

Payment Details:

The full payment to be made via NEFT / RTGS on or before 10th March, 2022

The Bank details are as follows:

Account Holder Name: Thiagarajar School of Management

Account Number : 3229795188

IFSC : CBIN0280614

Account Type : Current A/c

Branch & Address : Madurai Main Branch, Madurai

Signature of the Parties concerned in agreement of the above content:


Dr. N. Manjula


Associate Professor,

For Thiagarajar School of Management

Madurai

Date: 01.03.2022

Station: Madurai


Mr. A. P. J. Basini Vaerkar

Managing Partner

For Peninsular Export Company

Virudhunagar


Principal
Thiagarajar School of Management
Madurai-625 005

