



Nallamuthu Gounder Mahalingam College

(An Autonomous Institution, Affiliated to Bharathiar University)

90, Palghat Road, Pollachi -642001, Coimbatore, Tamil Nadu, India.

95th Rank in NIRF –2023 - Among Colleges in India.



Product Launch

(Sample)

S.No	Academic Year	Page No
1	2022 - 2023	2
2	2021 - 2022	20
3	2020 - 2021	27



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2022 – 2023

PG Department of Commerce with International Business - Nallamuthu Gounder Mahalingam College, Pollachi - 642001								
Innovation and Entrepreneurship - Launch Session Schedule - Batch 2022-23								
Group No	Reg. No.	Candidate Name	Product Line	Date of Launch	Moderator	Guest of Honour	Rapporteur	Signature
I	22-PI-01	GOWTHAM M	Organic Vision	07.11.22 02.00 p.m.	Ms. Kiruthika. D Prezi	Dr. M. Chithiraiselvan Assistant Professor of Commerce	Mr. B. Madhankumar Assistant Professor of Commerce IB	M. Gowtham
	22-PI-06	NAVEEN K						Mr. B. Madhankumar
	22-PI-15	INDHUREKHA R						Mr. B. Madhankumar
	22-PI-19	NANDHINI S						Mr. B. Madhankumar
II	22-PI-08	PRAKASHKUMAR P	Relax Face	08.11.22 11.00 a.m.	Mr. Ajay Kumar. K Canva	Mr. A. Pralathath Assistant Professor of Commerce CA	Mrs. P. Sudha Assistant Professor of Commerce IB	P. Prakash Kumar
	22-PI-13	DARSHANA K M						Mrs. P. Sudha
	22-PI-17	MALAVIKA D						Mrs. P. Sudha
	22-PI-18	MUTHUKANI M						Mrs. P. Sudha
III	22-PI-04	KAVIARASU P K	Dates Ketch	08.11.22 02.00 p.m.	Mr. Arun Prakash. A Prezi	Mr. T. Manikandan Asst Professor of Business Admn.	Mr. M. Prem Assistant Professor of Commerce IB	T. Manikandan
	22-PI-24	SUVETHA M						Mr. M. Prem
	22-PI-25	VEERANANTHITHA J						Mr. M. Prem
	22-PI-26	YUVASREE A						Mr. M. Prem
IV	22-PI-03	JAGADEESHWARAN T	Canjin Safex	09.11.22 11.00 a.m.	Ms. Karthikaiselvi. N Near Pod	Dr. P. Gurusamy Assistant Professor of Commerce - BPS	Dr. R. Gayathri Associate Professor of Commerce IB	T. Jagadeeshwaran
	22-PI-07	NAVEENKUMAR D						Dr. R. Gayathri
	22-PI-12	AMUTHAVALLI K						Dr. R. Gayathri
	22-PI-14	DHARUNIKA B						Dr. R. Gayathri
V	22-PI-09	PRASAD M	Herbo Relief	09.11.22 02.00 p.m.	Ms. Ishwarya. B Near Pod	Dr. D. Rajasekaran Assistant Professor of Commerce - PA	Dr. N. Ponsabariraj Assistant Professor of Commerce IB	M. Prasad
	22-PI-11	THIVAKAR K						Dr. N. Ponsabariraj
	22-PI-16	KAVIYA P						Dr. N. Ponsabariraj
	22-PI-20	PAVITHRA P						Dr. N. Ponsabariraj
VI	22-PI-05	LINGABOOPATHI M	Shamp Out	10.11.22 11.00 a.m.	Mr. S. Harish Canva	Dr. N. Giri Assistant Professor of Commerce	Ms. S. Pratheepa Assistant Professor of Commerce IB	M. Lingaboopathi
	22-PI-10	PREMKUMAR M						Ms. S. Pratheepa
	22-PI-21	SEETHASRI S						Ms. S. Pratheepa
	22-PI-22	SUBHA SHREE P						Ms. S. Pratheepa



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Group No	Reg. No.	Candidate Name	Product Line	Presentation	Moderator	Guest of Honour	Rapporteur	Date of Launch
I	22-PI-01	GOWTHAM M	Organic Vision	Prezi	Ms. Kiruthika. D	Dr. M. Chithiraiselvan Assistant Professor of Commerce	Mr. B. Madhankumar Assistant Professor of Commerce IB	07.11.22 02.00 p.m.
	22-PI-06	NAVEEN K						
	22-PI-15	INDHUREKHA R						
	22-PI-19	NANDHINI S						
II	22-PI-08	PRAKASHKUMAR P	Relax Face	Canva	Mr. Ajay Kumar. K	Mr. A. Prakalathan Assistant Professor of Commerce CA	Mrs. P. Sudha Assistant Professor of Commerce IB	08.11.22 11.00 a.m.
	22-PI-13	DARSHANA K M						
	22-PI-17	MALAVIKA D						
	22-PI-18	MUTHUKANI M						
III	22-PI-04	KAVIARASU P K	Dates Ketch	Prezi	Mr. Arun Prakash. A	Mr. T. Manikandan Asst Professor of Business Admn.	Mr. M. Prem Assistant Professor of Commerce IB	08.11.22 02.00 p.m.
	22-PI-24	SUVETHA M						
	22-PI-25	VEERANANTHITHA J						
	22-PI-26	YUVASREE A						
IV	22-PI-03	JAGADEESHWARAN T	Canjin Safex	Near Pod	Ms. Karthikaiselvi. N	Dr. P. Gurusamy Assistant Professor of Commerce - BPS	Dr. R. Gayathri Associate Professor of Commerce IB	09.11.22 11.00 a.m.
	22-PI-07	NAVEENKUMAR D						
	22-PI-12	AMUTHAVALLI K						
	22-PI-14	DHARUNIKA B						
V	22-PI-09	PRASAD M	Herbo Relief	Near Pod	Ms. Ishwarya. B	Dr. D. Rajasekaran Assistant Professor of Commerce - PA	Dr. N. Ponsabariraj Assistant Professor of Commerce IB	09.11.22 02.00 p.m.
	22-PI-11	THIVAKAR K						
	22-PI-16	KAVIYA P						
	22-PI-20	PAVITHRA P						
VI	22-PI-05	LINGABOOPATHI M	Shamp Out	Canva	Mr. S. Harish	Dr. N. Giri Assistant Professor of Commerce	Ms. S. Pratheepa Assistant Professor of Commerce IB	10.11.22 11.00 a.m.
	22-PI-10	PREMKUMAR M						
	22-PI-21	SEETHASRI S						
	22-PI-22	SUBHA SHREE P						

Date: 01.11.2022

Place: Pollachi

Dr. R. MUTHUKUMARAN
M.A., M.Phil., B.Ed., Ph.D.

PRINCIPAL

N.G.M. College, Pollachi - 642 001
Coimbatore District

Kind Attention Students: All the necessary elements - Product Samples, Marketing Strategy, Business Plans and Presentations are to be completed within 05.11.2022

Dr. O. VIGNESHI
M.B.A., M.Phil., M.A., M.Ed., Ph.D., PGDCA,
Asst. Professor & Head,
PG Department of Commerce (IB)
NGM College, Pollachi - 642 001



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Group No	Reg. No.	Candidate Name	Product Line	Date of Launch	Guest of Honour	Marks (50)	Rapporteur	Marks (50)
I	22-PI-01	GOWTHAM M	Organic Vision	07.11.22 02.00 p.m.	Dr. M. Chithiraiselvan Assistant Professor of Commerce	46	Mr. B. Madhankumar Assistant Professor of Commerce IB	46
	22-PI-06	NAVEEN K						
	22-PI-15	INDHUREKHA R						
	22-PI-19	NANDHINI S						
II	22-PI-08	PRAKASHKUMAR P	Relax Face	08.11.22 11.00 a.m.	Mr. A. Prakashan Assistant Professor of Commerce CA	50	Mrs. P. Sudha Assistant Professor of Commerce IB	48
	22-PI-13	DARSHANA K M						
	22-PI-17	MALAVIKA D						
	22-PI-18	MUTHUKANI M						
III	22-PI-04	KAVIARASU P K	Dates Kelch	08.11.22 02.00 p.m.	Mr. T. Manikandan Asst Professor of Business Admn.	50	Mr. M. Prem Assistant Professor of Commerce IB	50
	22-PI-24	SUVETHA M						
	22-PI-25	VEERANANTHITHA J						
	22-PI-26	YUVASREE A						
IV	22-PI-03	JAGADEESHWARAN T	Canjin Safex	09.11.22 11.00 a.m.	Dr. P. Gurusamy Assistant Professor of Commerce - BPS	48	Dr. R. Gayathri Associate Professor of Commerce IB	45
	22-PI-07	NAVEENKUMAR D						
	22-PI-12	AMUTHAVALLI K						
	22-PI-14	DHARUNIKA B						
V	22-PI-09	PRASAD M	Herbo Relief	09.11.22 02.00 p.m.	Dr. D. Rajasekaran Assistant Professor of Commerce - PA	34	Dr. N. Ponsabariraj Assistant Professor of Commerce IB	45
	22-PI-11	THIVAKAR K						
	22-PI-16	KAVIYA P						
	22-PI-20	PAVITHRA P						
VI	22-PI-05	LINGABOOPATHI M	Shamp Out	10.11.22 11.00 a.m.	Dr. N. Giri Assistant Professor of Commerce	33	Ms. S. Pratheepa Assistant Professor of Commerce IB	49
	22-PI-10	PREMKUMAR M						
	22-PI-21	SEETHASRI S						
	22-PI-22	SUBHA SHREE P						



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	22-PI-20	PAVITHRA P						
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	22-PI-21	SEETHASRI S						
	22-PI-22	SUBHA SHREE P						

Dr. G. VIGNESH
M.B., M.Phil., Ph.D., MBA., PGDHRM., PGDCA,
Associate Professor & Head
PG Department of Commerce (IB)
NGM College, Pollachi - 642 001.

Dr. R. MUTHUKUMARAN,
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PRINCIPAL
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Innovation and Entrepreneurship - 22PIB104 - Batch 2022 -23 - Internal Score Sheet					
Group No	Reg. No.	Candidate Name	Product Line	Date of Launch	Guest of Honour
I	22-PI-01	GOWTHAM M	Organic Vision	07.11.22 02.00. p.m.	Dr. M. Chithiraiselvan Assistant Professor of Commerce
	22-PI-06	NAVEEN K			
	22-PI-15	INDHUREKHA R			
	22-PI-19	NANDHINI S			
Details of Score with Splits					50 M
Pre-Launch Aesthetics - Invitation, Reception and MoC (5M)					5
Product Sense - Type of Product, Packaging and Innovation (15M)					14
Launch Gallery - Initiatives for Launch, Business Plan and Samples (10 M)					9
Team Work - Presentation, Answering Queries & Video Presentations (15)					13
Overall Score - Positioning and Market Launch (5M)					5
Total					46

Signature
07/11/2022

Innovation and Entrepreneurship - Launch Session Schedule - Batch 2022 -23					
Group No	Reg. No.	Candidate Name	Product Line	Date of Launch	Rapporteur
I	22-PI-01	GOWTHAM M	Organic Vision	07.11.22 02.00. p.m.	Mr. B. Madhankumar Assistant Professor of Commerce IB
	22-PI-06	NAVEEN K			
	22-PI-15	INDHUREKHA R			
	22-PI-19	NANDHINI S			
Details of Score with Splits					50 M
Pre-Launch Aesthetics - Invitation, Reception and MoC (5M)					4
Product Sense - Type of Product, Packaging and Innovation (15M)					15
Launch Gallery - Initiatives for Launch, Business Plan and Samples (10 M)					9
Team Work - Presentation, Answering Queries & Video Presentations (15)					13
Overall Score - Positioning and Market Launch (5M)					5
Total					46

B. M. V.
07/11/22
Signature

Average Commutation of Total Score (out of 50 M)				
Guest of Honour Score		Rapporteur Score		Total Score
Out of 50	Reduced to 25 (50/2) A	Out of 50	Reduced to 25 (50/2) B	Out of 50 M (A+B)
46	23	46	23	46

Dr. B. ROHINI
M.Com, IB, M.Phil, MBA, PGDCA, Ph.D.,
Assistant Professor
PG Department of Commerce with
International Business,
NGM College, Pollachi - 642 001

Dr. R. MUTHUKUMARAN
M.A, M.Phil, B.Ed, Ph.D.,
PRINCIPAL
A.C.M. College, Pollachi - 642 001
Coimbatore District

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Innovation and Entrepreneurship - 22PIB104 - Batch 2022 -23 - Internal Score Sheet

Group No	Reg. No.	Candidate Name	Product Line	Date of Launch	Guest of Honour
II	22-PI-08	PRAKASHKUMAR P	Relax Face	08.11.22 11.00 a.m.	Mr. A. Prakashan Assistant Professor of Commerce CA
	22-PI-13	DARSHANA K M			
	22-PI-17	MALAVIKA D			
	22-PI-18	MUTHUKANI M			
Details of Score with Splits					50 M
Pre-Launch Aesthetics - Invitation, Reception and MoC (5M)					05
Product Sense - Type of Product, Packaging and Innovation (15M)					15
Launch Gallery - Initiatives for Launch, Business Plan and Samples (10 M)					10
Team Work - Presentation, Answering Queries & Video Presentations (15)					15
Overall Score - Positioning and Market Launch (5M)					05
Total					50

[Signature]
Date: 08/11/22
Signature

Innovation and Entrepreneurship - Launch Session Schedule - Batch 2022 -23

Group No	Reg. No.	Candidate Name	Product Line	Date of Launch	Rapporteur
II	22-PI-08	PRAKASHKUMAR P	Relax Face	08.11.22 11.00 a.m.	Mrs. P. Sudha Assistant Professor of Commerce IB
	22-PI-13	DARSHANA K M			
	22-PI-17	MALAVIKA D			
	22-PI-18	MUTHUKANI M			

Details of Score with Splits

Pre-Launch Aesthetics - Invitation, Reception and MoC (5M)		5
Product Sense - Type of Product, Packaging and Innovation (15M)		15
Launch Gallery - Initiatives for Launch, Business Plan and Samples (10 M)		10
Team Work - Presentation, Answering Queries & Video Presentations (15)		13
Overall Score - Positioning and Market Launch (5M)		5
Total		48

[Signature]
Date: 08/11/22
Signature

Average Commutation of Total Score (out of 50 M)

Guest of Honour Score		Rapporteur Score		Total Score
Out of 50	Reduced to 25 (50/2) A	Out of 50	Reduced to 25 (50/2) B	Out of 50 M (A+B)
50	25	48	24	49

B. Rohini
Class I/C

Dr. B. ROHINI, M.Com., PGDCA, Ph.D.,
Assistant Professor

PG Department of Commerce with
Information Business,
NGM College, Pollachi - 642 001

[Signature]
Dr. B. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District

[Signature]
Dr. G. VIGNESH
M.A., M.Phil., Ph.D., MBA, PGDHRM, PGDCA,
Associate Professor & Head
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Group No	Reg. No.	Candidate Name	Product Line	Date of Launch	Guest of Honour
III	22-PI-04	KAVIARASU P K	Dates Ketch	08.11.22 02.00 p.m.	Mr. T. Manikandan Asst Professor of Business Admn.
	22-PI-24	SUVETHA M			
	22-PI-25	VEERANANTHITHA J			
	22-PI-26	YUVASREE A			
Details of Score with Splits					50 M
Pre-Launch Aesthetics - Invitation, Reception and MoC (5M)					5
Product Sense - Type of Product, Packaging and Innovation (15M)					15
Launch Gallery - Initiatives for Launch, Business Plan and Samples (10 M)					10
Team Work - Presentation, Answering Queries & Video Presentations (15)					15
Overall Score - Positioning and Market Launch (5M)					5
Total					50

[Signature]
Signature

Innovation and Entrepreneurship - Launch Session Schedule - Batch 2022 -23

Group No	Reg. No.	Candidate Name	Product Line	Date of Launch	Rapporteur
III	22-PI-04	KAVIARASU P K	Dates Ketch	08.11.22 02.00 p.m.	Mr. M. Prem Assistant Professor of Commerce IB
	22-PI-24	SUVETHA M			
	22-PI-25	VEERANANTHITHA J			
	22-PI-26	YUVASREE A			
Details of Score with Splits					50 M
Pre-Launch Aesthetics - Invitation, Reception and MoC (5M)					5
Product Sense - Type of Product, Packaging and Innovation (15M)					15
Launch Gallery - Initiatives for Launch, Business Plan and Samples (10 M)					10
Team Work - Presentation, Answering Queries & Video Presentations (15)					15
Overall Score - Positioning and Market Launch (5M)					5
Total					50

[Signature]
Signature

Average Commutation of Total Score (out of 50 M)

Guest of Honour Score		Rapporteur Score		Total Score
Out of 50	Reduced to 25 (50/2) A	Out of 50	Reduced to 25 (50/2) B	Out of 50 M (A+B)
50	25	50	25	50

B. Rohini
Class I/C

Dr. B. ROHINI, M.Com, B.A., M.P.H., MBA, PGDCA, Ph.D.,
Assistant Professor
PG Department of Commerce with
International Business,
NGM College, Pollachi - 642 001.

Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District

G. VIGNESH,
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	22-PI-07	NAVEENKUMAR D			
	22-PI-12	AMUTHAVALLI K			
	22-PI-14	DHARUNIKA B			
Details of Score with Splits					50 M
Pre-Launch Aesthetics - Invitation, Reception and MoC (5M)					05
Product Sense - Type of Product, Packaging and Innovation (15M)					14
Launch Gallery - Initiatives for Launch, Business Plan and Samples (10 M)					09
Team Work - Presentation, Answering Queries & Video Presentations (15)					15
Overall Score - Positioning and Market Launch (5M)					05
Total					48

P. M.
Signature 9/11/2022

Innovation and Entrepreneurship - Launch Session Schedule - Batch 2022 -23

Group No	Reg. No.	Candidate Name	Product Line	Date of Launch	Rapporteur
IV	22-PI-03	JAGADEESHWARAN T	Canjin Safex	09.11.22 11.00 a.m.	Dr. R. Gayathri Associate Professor of Commerce IB
	22-PI-07	NAVEENKUMAR D			
	22-PI-12	AMUTHAVALLI K			
	22-PI-14	DHARUNIKA B			

Details of Score with Splits					50 M
Pre-Launch Aesthetics - Invitation, Reception and MoC (5M)					5
Product Sense - Type of Product, Packaging and Innovation (15M)					13
Launch Gallery - Initiatives for Launch, Business Plan and Samples (10 M)					10
Team Work - Presentation, Answering Queries & Video Presentations (15)					12
Overall Score - Positioning and Market Launch (5M)					5
Total					45

R. Gayathri
Signature 9/11/22

Average Commutation of Total Score (out of 50 M)

Guest of Honour Score		Rapporteur Score		Total Score
Out of 50	Reduced to 25 (50/2) A	Out of 50	Reduced to 25 (50/2) B	Out of 50 M (A+B)
48	24	45	22.5	47

B. Ro L.
Class I/C

Dr. R. ROHINI, M.Com, B.A., M.Phil., MBA, PGDCA, P.D.D.
Assistant Professor
PG Department of Commerce with
International Business,
NGM College, Pollachi - 642 001

Dr. H. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., P.D.D.,
PRINCIPAL
C.M. College, Pollachi - 642 001
Coimbatore District

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Details of Score with Splits					50 M
Pre-Launch Aesthetics - Invitation, Reception and MoC (5M)					5
Product Sense - Type of Product, Packaging and Innovation (15M)					10
Launch Gallery - Initiatives for Launch, Business Plan and Samples (10 M)					6
Team Work - Presentation, Answering Queries & Video Presentations (15)					10
Overall Score - Positioning and Market Launch (5M)					3
Total					34

[Signature]
Signature

Innovation and Entrepreneurship - Launch Session Schedule - Batch 2022 -23

Group No	Reg. No.	Candidate Name	Product Line	Date of Launch	Rapporteur
V	22-PI-09	PRASAD M	Herbo Relief	09.11.22 02.00 p.m.	Dr. N. Ponsabariraj Assistant Professor of Commerce IB
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	22-PI-16	KAVIYA P			
	22-PI-20	PAVITHRA P			

Details of Score with Splits

Pre-Launch Aesthetics - Invitation, Reception and MoC (5M)		5
Product Sense - Type of Product, Packaging and Innovation (15M)		13
Launch Gallery - Initiatives for Launch, Business Plan and Samples (10 M)		10
Team Work - Presentation, Answering Queries & Video Presentations (15)		13
Overall Score - Positioning and Market Launch (5M)		5
Total		45

[Signature]
Signature

Average Commutation of Total Score (out of 50 M)

Guest of Honour Score		Rapporteur Score		Total Score
Out of 50	Reduced to 25 (50/2) A	Out of 50	Reduced to 25 (50/2) B	Out of 50 M (A+B)
34	17	45	22.5	40

[Signature]
Class I/C

Dr. B. ROHINI, M.Com IB, M.Phil, MBA, PGDCA, Ph.D.,
Assistant Professor
PG Department of Commerce with
International Business,
NGM College, Pollachi - 642 001.

Dr. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District

[Signature]
Dr. G. VIGNESH,
M.A., M.Phil., Ph.D., MBA, PGDHRM, PGDCA,
Associate Professor & Head
PG Department of Commerce (IB)
NGM College, Pollachi - 642 001.



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Innovation and Entrepreneurship - 22PIB104 - Batch 2022 -23 - Internal Score Sheet

Group No	Reg. No.	Candidate Name	Product Line	Date of Launch	Guest of Honour
VI	22-PI-05	LINGABOOPATHI M	Shamp Out	10.11.22 11.00 a.m.	Dr. N. Giri Assistant Professor of Commerce
	22-PI-10	PREMKUMAR M			
	22-PI-21	SEETHASRI S			
	22-PI-22	SUBHA SHREE P			
Details of Score with Splits					50 M
Pre-Launch Aesthetics - Invitation, Reception and MoC (5M)					04
Product Sense - Type of Product, Packaging and Innovation (15M)					10
Launch Gallery - Initiatives for Launch, Business Plan and Samples (10 M)					06
Team Work - Presentation, Answering Queries & Video Presentations (15)					10
Overall Score - Positioning and Market Launch (5M)					03
Total					33

N. Giri
10/11/22
Signature

Innovation and Entrepreneurship - Launch Session Schedule - Batch 2022 -23

Group No	Reg. No.	Candidate Name	Product Line	Date of Launch	Rapporteur
VI	22-PI-05	LINGABOOPATHI M	Shamp Out	10.11.22 11.00 a.m.	Ms. S. Pratheepa Assistant Professor of Commerce IB
	22-PI-10	PREMKUMAR M			
	22-PI-21	SEETHASRI S			
	22-PI-22	SUBHA SHREE P			

Details of Score with Splits		50 M
Pre-Launch Aesthetics - Invitation, Reception and MoC (5M)		5
Product Sense - Type of Product, Packaging and Innovation (15M)		14
Launch Gallery - Initiatives for Launch, Business Plan and Samples (10 M)		10
Team Work - Presentation, Answering Queries & Video Presentations (15)		15
Overall Score - Positioning and Market Launch (5M)		5
Total		49

S. Pratheepa
10/11/22
Signature

Average Commutation of Total Score (out of 50 M)

Guest of Honour Score		Rapporteur Score		Total Score
Out of 50	Reduced to 25 (50/2) A	Out of 50	Reduced to 25 (50/2) B	Out of 50 M (A+B)
33	16.5	49	24.5	41

B. R. K. L.
Class I/C

Dr. B. ROHINI, M.Com IB, M.Phil, MBA, PGDCA, Ph.D.,
Assistant Professor
PG-Department of Commerce with
International Business,
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Innovation and Entrepreneurship - 22PIB104 - Batch 2022 -23 - External Score Sheet					
Group No	Reg. No.	Candidate Name	Product Line	Date of Launch	External Examiner
I	22-PI-01	GOWTHAM M	Organic Vision	22.11.2022	K. Sathyaprasad
	22-PI-06	NAVEEN K			
	22-PI-15	INDHUREKHA R			
	22-PI-19	NANDHINI S			
Details of Score with Splits					50 M
Pre-Launch Aesthetics - Invitation, Reception and MoC (5M)					4
Product Sense - Type of Product, Packaging and Innovation (15M)					8
Launch Gallery - Initiatives for Launch, Business Plan and Samples (10 M)					9
Team Work - Presentation, Answering Queries & Video Presentations (15)					12
Overall Score - Positioning and Market Launch (5M)					3
Total					36

Innovation and Entrepreneurship - 22PIB104 - Batch 2022 -23 - External Score Sheet					
Group No	Reg. No.	Candidate Name	Product Line	Date of Launch	External Examiner
II	22-PI-08	PRAKASHKUMAR P	Relax Face	22.11.2022	K. Sathyaprasad
	22-PI-13	DARSHANA K M			
	22-PI-17	MALAVIKA D			
	22-PI-18	MUTHUKANI M			
Details of Score with Splits					50 M
Pre-Launch Aesthetics - Invitation, Reception and MoC (5M)					3
Product Sense - Type of Product, Packaging and Innovation (15M)					5
Launch Gallery - Initiatives for Launch, Business Plan and Samples (10 M)					8
Team Work - Presentation, Answering Queries & Video Presentations (15)					13
Overall Score - Positioning and Market Launch (5M)					3
Total					32

Innovation and Entrepreneurship - 22PIB104 - Batch 2022 -23 - External Score Sheet					
Group No	Reg. No.	Candidate Name	Product Line	Date of Launch	External Examiner
III	22-PI-04	KAVIARASU P K	Dates Ketch	22.11.2022	K. Sathyaprasad
	22-PI-24	SUVETHA M			
	22-PI-25	VEERANANTHITHA J			
	22-PI-26	YUVASREE A			
Details of Score with Splits					50 M
Pre-Launch Aesthetics - Invitation, Reception and MoC (5M)					3
Product Sense - Type of Product, Packaging and Innovation (15M)					9
Launch Gallery - Initiatives for Launch, Business Plan and Samples (10 M)					8
Team Work - Presentation, Answering Queries & Video Presentations (15)					12
Overall Score - Positioning and Market Launch (5M)					3
Total					35

Add 10 Marks for all group for Record

Dr. G. VIGNESH
M.B. M.Phil. Ph.D. MBA, PGDHRM, PGDCA.,
Associate Professor & Head
PG Department of Commerce (IB)
NGM College, Pollachi - 642 001.

Dr. K. SATHYAPRASAD, M.B.A., M.A., MBA, PGDCA Ph.D
Assistant Professor
Dept. of P.G. Commerce
Saraswathi Thyagaraja College (Autonomous)
Thirupattai, POLLACHI - 642 107

Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed, Ph.D.
PRINCIPAL
Pollachi - 642 001
Coimbatore District



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Innovation and Entrepreneurship - 22PIB104 - Batch 2022 -23 - External Score Sheet

Group No	Reg. No.	Candidate Name	Product Line	Date of Launch	External Examiner
IV	22-PI-03	JAGADEESHWARAN T	Canjin Safex	22.11.2022	K. Sathyaprasad
	22-PI-07	NAVEENKUMAR D			
	22-PI-12	AMUTHAVALLI K			
	22-PI-14	DHARUNIKA B			
Details of Score with Splits					50 M
Pre-Launch Aesthetics - Invitation, Reception and MoC (5M)					2
Product Sense - Type of Product, Packaging and Innovation (15M)					8
Launch Gallery - Initiatives for Launch, Business Plan and Samples (10 M)					9
Team Work - Presentation, Answering Queries & Video Presentations (15)					14
Overall Score - Positioning and Market Launch (5M)					3
Total					36

Innovation and Entrepreneurship - 22PIB104 - Batch 2022 -23 - External Score Sheet

Group No	Reg. No.	Candidate Name	Product Line	Date of Launch	External Examiner
V	22-PI-09	PRASAD M	Herbo Relief	22.11.2022	K. Sathyaprasad
	22-PI-11	THIVAKAR K			
	22-PI-16	KAVIYA P			
	22-PI-20	PAVITHRA P			
Details of Score with Splits					50 M
Pre-Launch Aesthetics - Invitation, Reception and MoC (5M)					3
Product Sense - Type of Product, Packaging and Innovation (15M)					8
Launch Gallery - Initiatives for Launch, Business Plan and Samples (10 M)					8
Team Work - Presentation, Answering Queries & Video Presentations (15)					11
Overall Score - Positioning and Market Launch (5M)					3
Total					33

Innovation and Entrepreneurship - 22PIB104 - Batch 2022 -23 - External Score Sheet

Group No	Reg. No.	Candidate Name	Product Line	Date of Launch	External Examiner
VI	22-PI-05	LINGABOOPATHI M	Shamp Out	22.11.2022	K. Sathyaprasad
	22-PI-10	PREMKUMAR M			
	22-PI-21	SEETHASRI S			
	22-PI-22	SUBHA SHREE P			
Details of Score with Splits					50 M
Pre-Launch Aesthetics - Invitation, Reception and MoC (5M)					4
Product Sense - Type of Product, Packaging and Innovation (15M)					8
Launch Gallery - Initiatives for Launch, Business Plan and Samples (10 M)					8
Team Work - Presentation, Answering Queries & Video Presentations (15)					12
Overall Score - Positioning and Market Launch (5M)					4
Total					36

Signature
 22/12/22
Dr. G. VIGNESH
 M.B.A., M.Phil., Ph.D., MBA, PGDHRM, PGDCA,
 Associate Professor & Head
 PG Department of Commerce (IB)
 NGM College, Pollachi - 642 001.

Add 10 marks for
 all group for
 Record.

Signature
Dr. R. MOTHUKUMARAN
 M.A., M.Phil., B.Ed., Ph.D.
 PRINCIPAL
 N.G.M. College, Pollachi - 642 001
 Coimbatore District

Signature
K. SATHYAPRASAD
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 Assistant Professor
 Dept of P G Commerce
 Saraswathi Thyagaraja College (Autonomous)
 Thippampatti, POLLACHI - 642 107



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Launching of the Product “Relax Face”

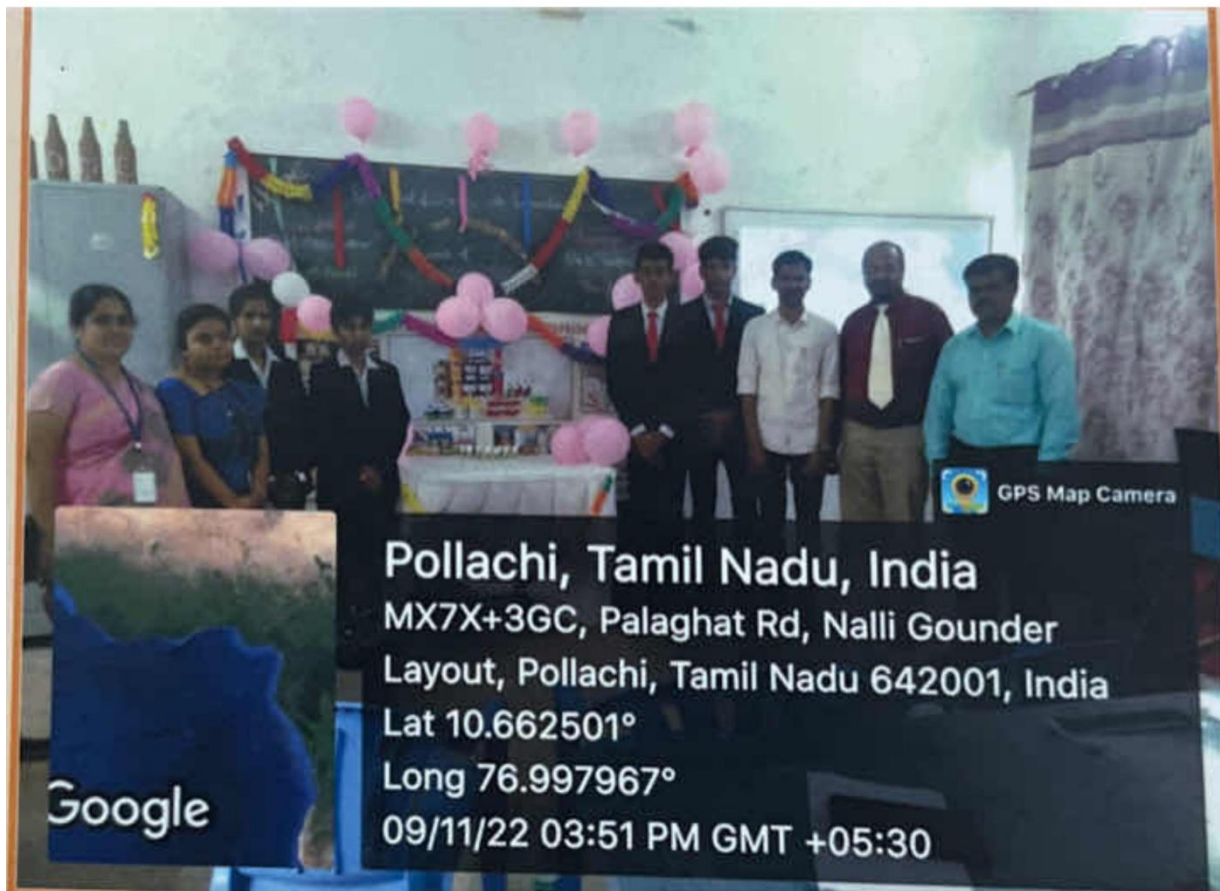


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Launching of the Product “Herbo Relief”



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Launching of the Product “Dates Ketch”

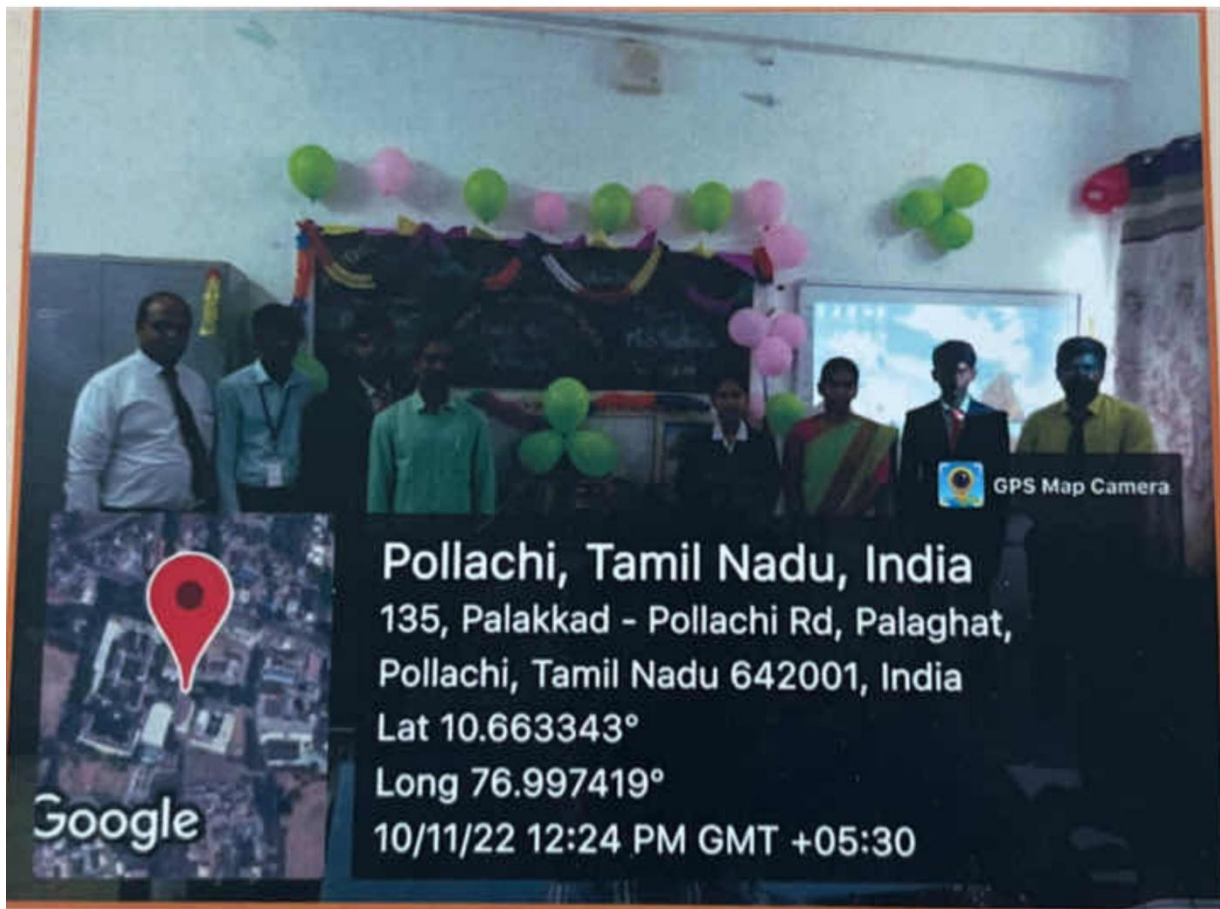


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Launching of the Product “Shamp Out”

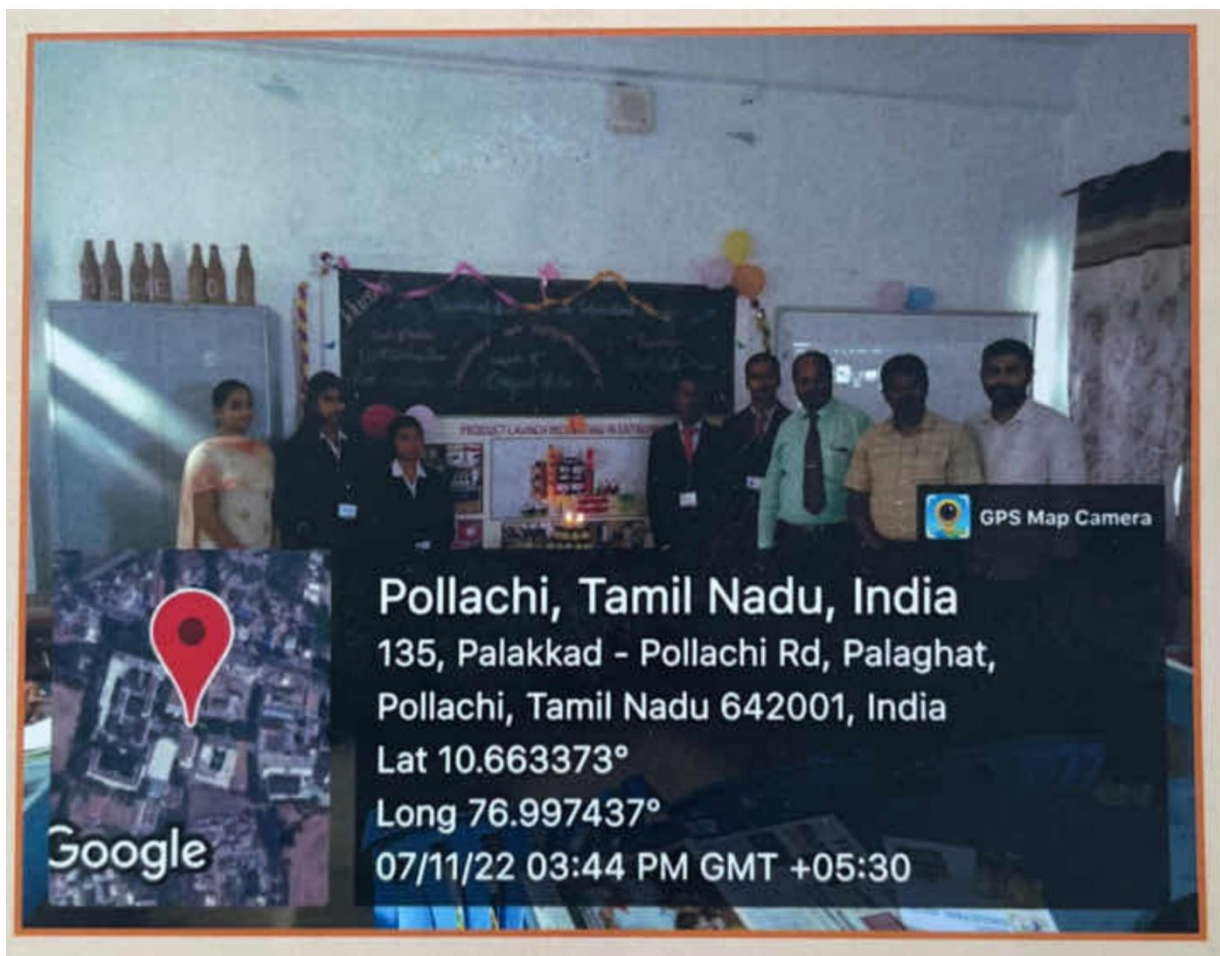


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Launching of the Product “Organic Vision”

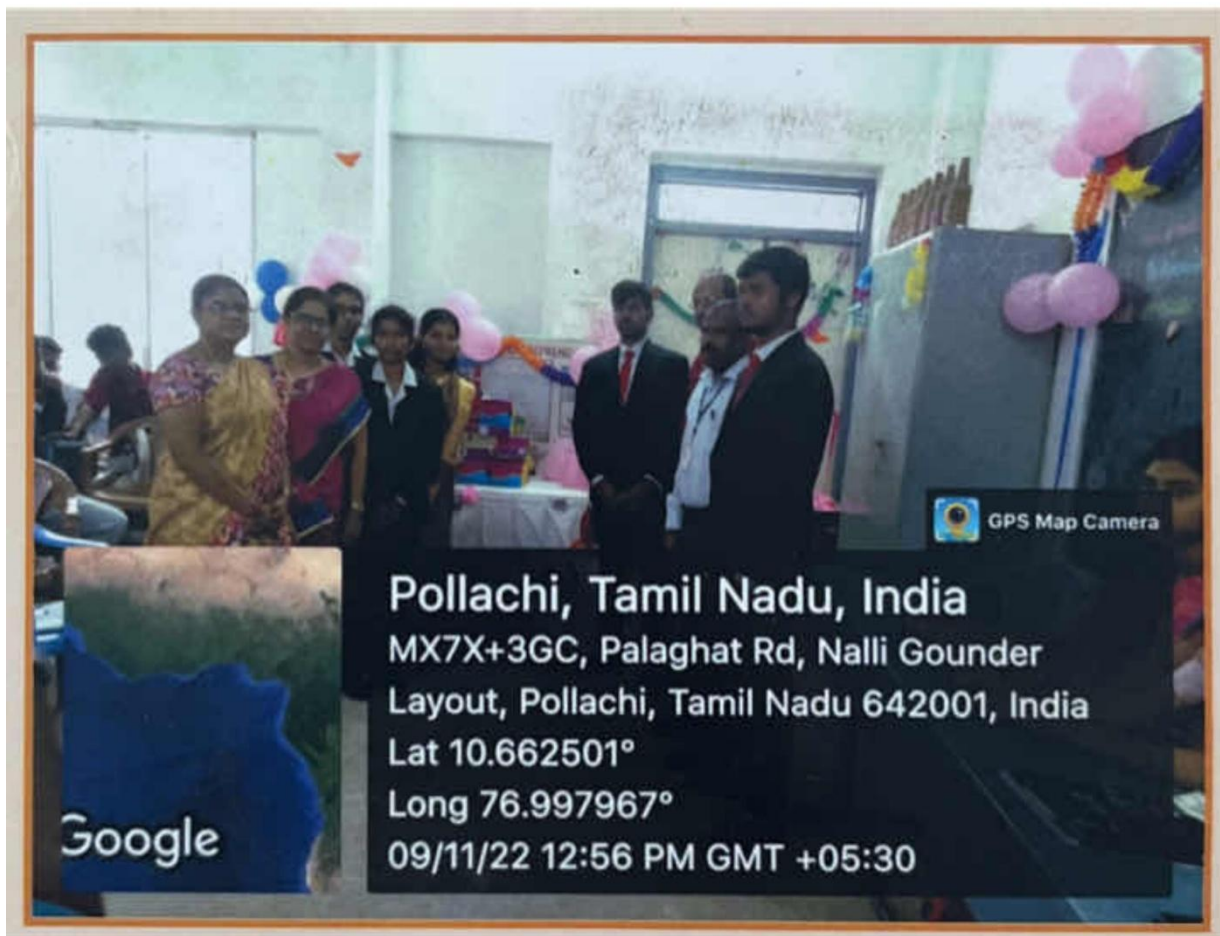


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Launching of the Product “Canjin Safex”



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2021 – 2022

Product Launch

13

BUSINESS PLAN - 21 PIB 104

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE, POLLACHI		
M.Com IB (2021-2022) - Innovation & Entrepreneurship Group		
Reg. No	Name of the Candidate	Group Number
21-PI-01	AJAY KUMAR. K	I FARMER FRESH NUTRAGOAT Launch Date - 23/12/21 Viva - 30/12/21
21-PI-07	LOGESH KUMAR. T	
21-PI-08	MADHU BALAJI. N	
21-PI-14	INDUPRIYA. M	
21-PI-18	KIRUTHIKA. D	
21-PI-02	ARUN PRAKASH. A	II BEAUTY BOUNTY'S NATURAL FUSION Launch Date - 21/12/21 Viva - 30/12/21
21-PI-10	PRAVEENKUMAR. U	
21-PI-16	ISHWARYA. D	
21-PI-20	NAVEENA. S	
21-PI-21	RAMYA. K	
21-PI-03	DHANABAL. S	III BB PRODUCTS BIO BENZOIN Launch Date - 22/12/21 Viva - 30/12/21
21-PI-11	SABARI VISHNU. A.D	
21-PI-12	SIVA SELVAN. S	
21-PI-17	KARTHIKAI SELVI. N	
21-PI-22	SANTHIYA. S	
21-PI-04	HARISH. S	IV PREMITIVE HERBS ORGANIC DHAL IDLY POWDER Launch Date - 22/12/21 Viva - 30/12/21
21-PI-09	NITHESH PRABHU. K	
21-PI-19	MEENAKSHI GAYATHRI. S	
21-PI-24	SRIVIJI. B	
21-PI-25	SWATHIKA. K	
21-PI-05	KARTHICK RAJA. A	V BEAT CEREALS PVT LTD ORGANIC PAPPAD Launch Date - 23/12/21 Viva - 30/12/21
21-PI-06	KARTHIKEYAN. R	
21-PI-13	VITHYA SEKAR. K.R	
21-PI-15	ISWARYA. B	
21-PI-23	SNEHA. E	

Dr. R. MUTHUKUMARAN,
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Coimbatore District

Dr. G. VIGNESH
M.B., M.Phil., Ph.D., MBA, PGDHRM, PGCCA,
Asst. Professor & Head
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NGM College, Pollachi - 642 001.

23/12/21



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NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS), POLLACHI					
M.Com IB (2021-2022) - Innovation & Entrepreneurship Marks Statement - 21PIB104					
Reg. No	Group Number	Assessors	PARAMETERS TO CHECK	Cumulative Marks	Internal Marks
21-PI-01	I FARMER FRESH NUTRAGOAT	Dr. R. ASHOK KUMAR AND Ms. C.S. VENNILA	Launch & Production Video	$\frac{37+30}{2}$	38 Rounded off to 38/50
21-PI-07			Team work & Product Design		
21-PI-08			Clarity on the Subject		
21-PI-14			Marketing & Advertising Skit		
21-PI-18			Q & A Session - Overall Work		
21-PI-02	II BEAUTY BOUNTY'S NATURAL FUSION	Mr. M. PREM AND Dr. B. ROHINI	Launch & Production Video	$\frac{50+50}{2}$	50/50
21-PI-10			Team work & Product Design		
21-PI-16			Clarity on the Subject		
21-PI-20			Marketing & Advertising Skit		
21-PI-21			Q & A Session - Overall Work		
21-PI-03	III BB PRODUCTS BIO BENZOIN	Mr. GANESH. P. ARUMUGAM AND Mr. B. MADHAN KUMAR	Launch & Production Video	$\frac{45+45}{2}$	45/50
21-PI-11			Team work & Product Design		
21-PI-12			Clarity on the Subject		
21-PI-17			Marketing & Advertising Skit		
21-PI-22			Q & A Session - Overall Work		
21-PI-04	IV PREMITIVE HERBS ORGANIC DHAL IDLY POWDER	Mr. PRABHAKARAN. R AND Dr. N. BHUVANESH KUMAR	Launch & Production Video	$\frac{40+49}{2}$	44.5 Rounded off to 45/50
21-PI-09			Team work & Product Design		
21-PI-19			Clarity on the Subject		
21-PI-24			Marketing & Advertising Skit		
21-PI-25			Q & A Session - Overall Work		
21-PI-05	V BEAT CEREALS PVT LTD ORGANIC PAPPAD	Dr. S. VIJAY KUMAR AND Dr. R. GAYATHRI	Launch & Production Video	$\frac{41+45}{2}$	43
21-PI-06			Team work & Product Design		
21-PI-13			Clarity on the Subject		
21-PI-15			Marketing & Advertising Skit		
21-PI-23			Q & A Session - Overall Work		

38+7
for
Annotation
45

Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District

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NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS), POLLACHI						
M.Com IB (2021-2022) - Innovation & Entrepreneurship Marks Statement - 21PIB104						
Reg. No	Group Number	Assessors	PARAMETERS TO CHECK	A1	A2	SIGNATURE
21-PI-01	I FARMER FRESH NUTRAGOAT	Dr. R. ASHOK KUMAR AND Ms C.S.VENNILA	Launch & Production Video	8	9	
21-PI-07			Team work & Product Design	7.5	7	
21-PI-08			Clarity on the Subject	6	7	
21-PI-14			Marketing & Advertising Skit	8.5	9	
21-PI-18			Q & A Session - Overall Work	7	7	
21-PI-02	II BEAUTY BOUNTY'S NATURAL FUSION	Mr. M. PREM AND Dr. B. ROHINI	Launch & Production Video	10	10	
21-PI-10			Team work & Product Design	10	10	
21-PI-16			Clarity on the Subject	10	10	
21-PI-20			Marketing & Advertising Skit	10	10	
21-PI-21			Q & A Session - Overall Work	10	10	
21-PI-03	III BB PRODUCTS BIO BENZOIN	Mr. GANESH. P. ARUMUGAM AND Mr. B. MADHAN KUMAR	Launch & Production Video	8	9	
21-PI-11			Team work & Product Design	10	10	
21-PI-12			Clarity on the Subject	9	8	
21-PI-17			Marketing & Advertising Skit	9	9	
21-PI-22			Q & A Session - Overall Work	9	9	
21-PI-04	IV PREMITIVE HERBS ORGANIC DHAL IDLY POWDER	Mr. PRABHAKARAN. R AND Dr. N. BHUVANESH KUMAR	Launch & Production Video	7.5	10	
21-PI-09			Team work & Product Design	10	9	
21-PI-19			Clarity on the Subject	8	10	
21-PI-24			Marketing & Advertising Skit	7	10	
21-PI-25			Q & A Session - Overall Work	7.5	10	
21-PI-05	V BEAT CEREALS PVT LTD ORGANIC PAPPADUM	Dr. S. VIJAY KUMAR AND Dr. R. GAYATHRI	Launch & Production Video	10	7	
21-PI-06			Team work & Product Design	10	9	
21-PI-13			Clarity on the Subject	9	8	
21-PI-15			Marketing & Advertising Skit	8	8	
21-PI-23			Q & A Session - Overall Work	8	9	

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Asst. Professor & Head
PG Department of Commerce (IB)
N.G.M. College, Pollachi - 642 001

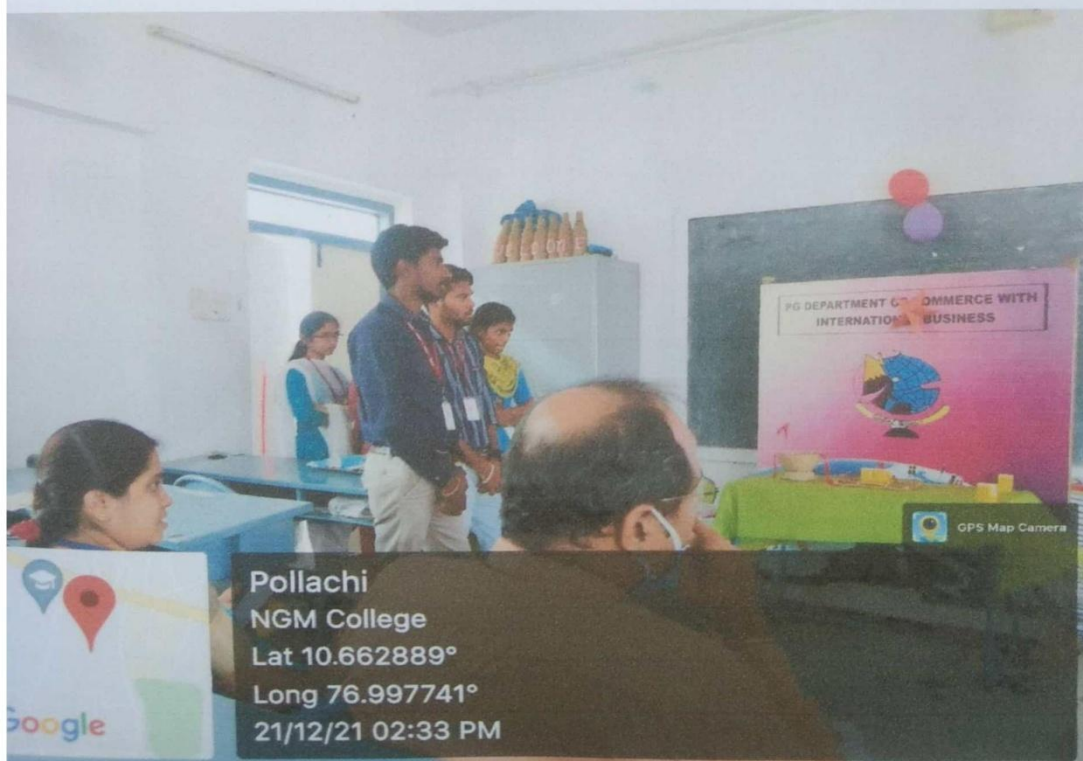


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Launching of the Product “Beauty Bounty’s Natural Fusion”

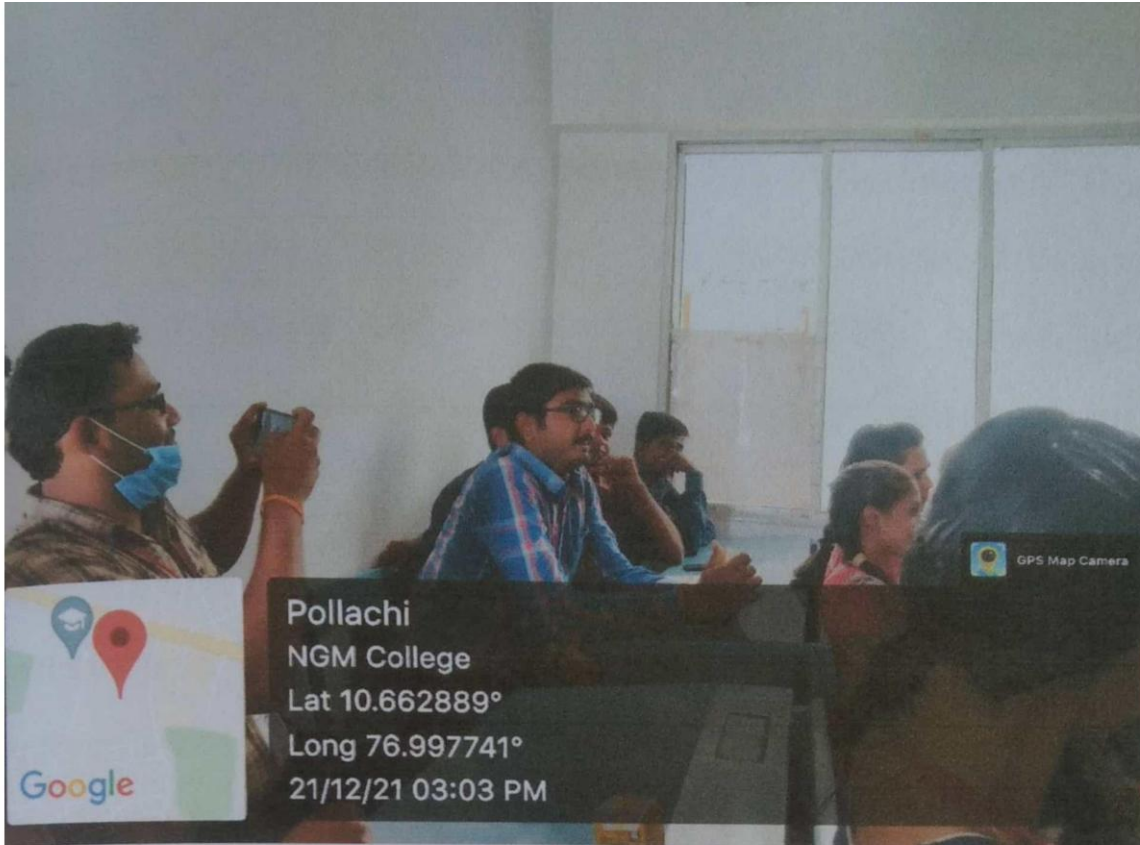


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Launching of the Product “Primitive Herbs Organic Dhal Idly Powder”

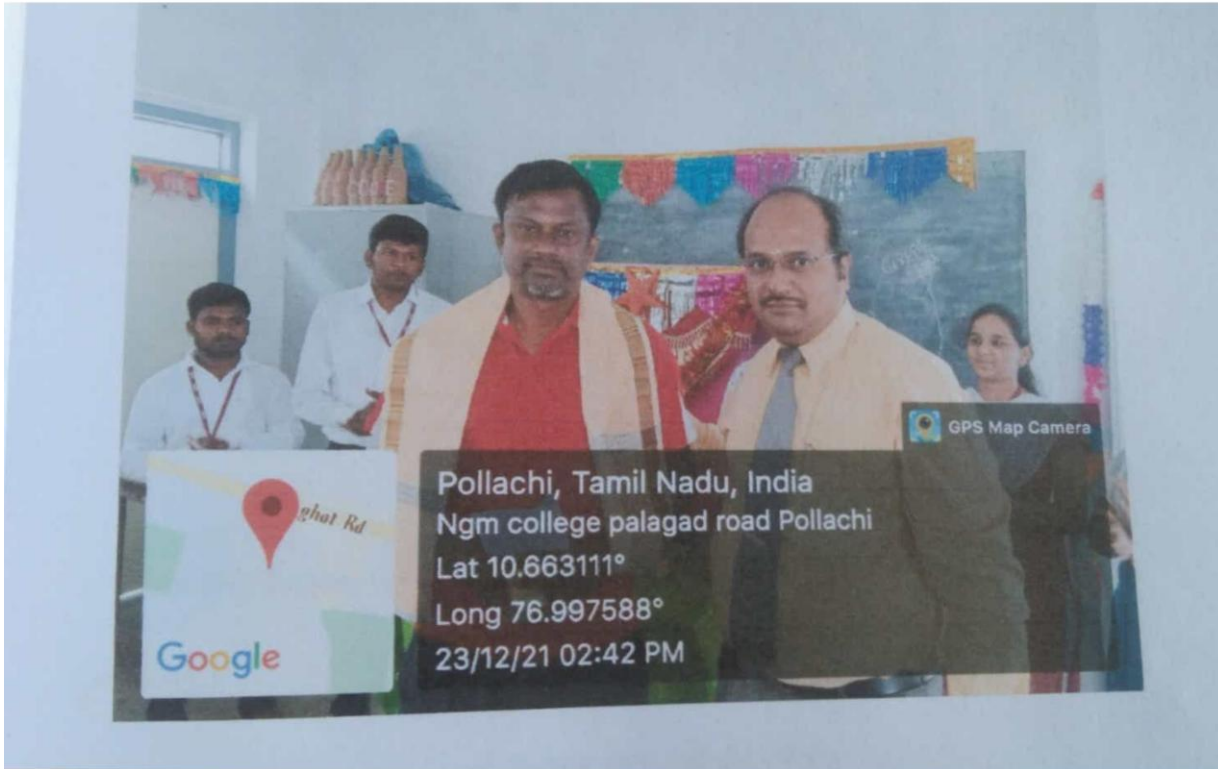


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Launching of the Product “Farmer Fresh Nutragoat”



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Launching of the Product “BB Products Bio Benzoin”



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2020 – 2021

Product Launch

N.G.M COLLEGE (AUTONOMOUS), POLLACHI		
M.Com IB (2020-2021) - Innovation & Entrepreneurship Group		
Reg. No	Name of the Candidate	Group Number
20-PI-01	ARUN PRAKASH A.	I Waffer Cup 73390 14245 <i>Pre Launch Date - 09/02</i> Launch Date - 12/02 Viva - 16/02/21
20-PI-15	PONRAJ K.	
20-PI-18	SATHRUKANA P.	
20-PI-29	SABAREESWARI N.	
20-PI-02	DINESH M.	II Organic ECO Friendly Soap 96775 02326 <i>Pre Launch Date - 09/02</i> Launch Date - 12/02 Viva - 16/02/21
20-PI-19	SIVASUBRAMANI K.	
20-PI-22	VISVESWARAN S.	
20-PI-26	FRANCELIN ROSE MYSTICA J.	
20-PI-03	GOKUL BHARATHI B.	III Natural Tea Bags 80127 81592 <i>Pre Launch Date - 09/02</i> Launch Date - 12/02 Viva - 16/02/21
20-PI-06	KARTHIK M.	
20-PI-11	MOHAN PRABHU M.	
20-PI-24	BHAVADHARANI N.	
20-PI-04	JEEVARAJ B.	IV Herbal Hair Oil 81100 39150 <i>Pre Launch Date - 09/02</i> Launch Date - 12/02 Viva - 16/02/21
20-PI-08	MADHU BALAJI N.	
20-PI-20	SUGUMANGURU E.	
20-PI-28	PRINCY C.	
20-PI-05	KARMEGASAMY S.	V Masala Coffee 70100 31907 <i>Pre Launch Date - 10/02</i> Launch Date - 12/02 Viva - 16/02/21
20-PI-10	MOHANKUMAR . R	
20-PI-14	PONGOBINATH S.	
20-PI-23	VITHYA SEKAR K.R.	
20-PI-30	SOWMIYA S.	VI Healthy Mix 70940 29641 <i>Pre Launch Date - 10/02</i> Launch Date - 12/02 Viva - 16/02/21
20-PI-09	MOHAMMED IMRAN A.	
20-PI-12	MOHAN PRASAD M.	
20-PI-21	SYED ASHEEK B.	
20-PI-27	PAVITHRA D.	VII Wet Tablet Tissue 63691 60297 <i>Pre Launch Date - 10/02</i> Launch Date - 12/02 Viva - 16/02/21
20-PI-13	NITHESHPRABHU K.	
20-PI-16	RAJKUMAR S.	
20-PI-17	SABARI VISHNU A.D.	
20-PI-25	BRINDHA P.	

Mr. PONGOBINATH S - Student Incharge, Mrs. T. BHAVANI - Class Incharge

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N.G.M COLLEGE (AUTONOMOUS), POLLACHI				
M.Com IB (2020-2021) - Innovation & Entrepreneurship Group				
Reg. No	Name of the Candidate	Group Number	Name of the Guest	Time Frame
20-PI-01	ARUN PRAKASH A.	I Waffer Cup 73390 14245 Launch Date - 12/02/21 Viva - 16/02/21	Mrs. A. Ananthi Prabha, Assistant Professor Commerce (Banking & Insurance)	Pre Launch Date - 09/02/2021 12.30 p.m. to 1.15 p.m. Venue - C211
20-PI-15	PONRAJ K.			
20-PI-18	SATHRUKANA P.			
20-PI-29	SABAREESWARI N.			
20-PI-02	DINESH M.	II Organic ECO Friendly Soap 96775 02326 Launch Date - 12/02/21 Viva - 16/02/21	Dr. R. Rakkimuthu, Assistant Professor & Head PG and Research Department of Botany	Pre Launch Date - 09/02/2021 10.15 a.m. to 11.00 a.m. Venue - C211
20-PI-19	SIVASUBRAMANI K.			
20-PI-22	VISVESWARAN S.			
20-PI-26	FRANCELIN ROSE MYSTICA J.			
20-PI-03	GOKUL BHARATHI B.	III Natural Tea Bags 80127 81592 Launch Date - 12/02/21 Viva - 16/02/21	Ms. K. Sabeena Farveen, Assistant Professor Commerce	Pre Launch Date - 09/02/2021 2.15 p.m. to 3.00 p.m. Venue - C211
20-PI-06	KARTHIK M.			
20-PI-11	MOHAN PRABHU M.			
20-PI-24	BHAVADHARANI N.			
20-PI-04	JEEVARAJ B.	IV Herbal Hair Oil 81100 39150 Launch Date - 12/02/21 Viva - 16/02/21	Mrs. V. Poornima, Assistant Professor Commerce (Banking & Insurance)	Pre Launch Date - 09/02/2021 11.15 a.m. to 12.00 noon. Venue - C211
20-PI-08	MADHU BALAJI N.			
20-PI-20	SUGUMANGURU E.			
20-PI-28	PRINCY C.			
Mr. PONGOBINATH S - Student Incharge, Product Launch - 63826 72962			Mrs.BHAVANI. T - Class Incharge	



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Reg. No	Name of the Candidate	Group Number	Name of the Guest	Time Frame
20-PI-05	KARMEGASAMY S.	V Masala Coffee 70100 31907 Launch Date - 12/02/21 Viva - 16/02/21	Dr. G. Akilandeswari, Associate Professor & Head Commerce (Finance)	Pre Launch Date - 10/02/2021 12.30 p.m. to 1.15 p.m. Venue - C211
20-PI-10	MOHANKUMAR . R			
20-PI-14	PONGOBINATH S.			
20-PI-23	VITHYA SEKAR K.R.			
20-PI-30	SOWMIYA S.			
20-PI-09	MOHAMMED IMRAN A.	VI Healthy Mix 70940 29641 Launch Date - 12/02/21 Viva - 16/02/21	Mrs. R. Amsaveni, Assistant Professor Commerce (Finance)	Pre Launch Date - 10/02/2021 2.15 p.m. to 3.00 p.m. Venue - C211
20-PI-12	MOHAN PRASAD M.			
20-PI-21	SYED ASHEEK B.			
20-PI-27	PAVITHRA D.			
20-PI-13	NITHESHPRABHU K.	VII Wet Tablet Tissue 63691 60297 Launch Date - 12/02/21 Viva - 16/02/21	Dr. M. Jeeva, Associate Professor & Head Commerce (Banking & Insurance)	Pre Launch Date - 10/02/2021 11.15 a.m. to 12.00 noon. Venue - C211
20-PI-16	RAJKUMAR S.			
20-PI-17	SABARI VISHNU A.D.			
20-PI-25	BRINDHA P.			
Mr. PONGOBINATH S - Student Incharge, Product Launch - 63826 72962			Mrs.BHAVANI. T - Class Incharge	

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N.G.M COLLEGE (AUTONOMOUS), POLLACHI				
M.Com IB (2020-2021) - Innovation & Entrepreneurship Group				
Reg. No	Scores for Parameters	Group Number	Name of the Guest	Time Frame
20-PI-01	Team Work - 9 /10	I Waffer Cup 09/02/2021	Mrs. A. Ananthi Prabha, Assistant Professor Commerce (Banking & Insurance)	Pre Launch Date - 09/02/2021 12.30 p.m. to 1.15 p.m. Venue - C211
20-PI-15	Product Design - 9 /10			
20-PI-18	Production Video - 8 /10			
20-PI-29	Marketing Sense - 9 /10			
	Total - 35 /40			
20-PI-02	Team Work - 10 /10	II Organic ECO Friendly Soap 09/02/2021	Dr. R. Rakkimuthu, Assistant Professor & Head PG and Research Department of Botany	Pre Launch Date - 09/02/2021 10.15 a.m. to 11.00 a.m. Venue - C211
20-PI-19	Product Design - 10 /10			
20-PI-22	Production Video - 10 /10			
20-PI-26	Marketing Sense - 8 /10			
	Total - 38 /40			
20-PI-03	Team Work - 8 /10	III Natural Tea Bags 07/02/2021	Ms. K. Sabeena Farveen, Assistant Professor Commerce	Pre Launch Date - 09/02/2021 2.15 p.m. to 3.00 p.m. Venue - C211
20-PI-06	Product Design - 8 /10			
20-PI-11	Production Video - 7 /10			
20-PI-24	Marketing Sense - 7 /10			
	Total - 30 /40			
20-PI-04	Team Work - 6 /10	IV Herbal Hair Oil 07/02/2021	Mrs. V. Poornima, Assistant Professor Commerce (Banking & Insurance)	Pre Launch Date - 09/02/2021 11.15 a.m. to 12.00 noon. Venue - C211
20-PI-08	Product Design - 6 /10			
20-PI-20	Production Video - 7 /10			
20-PI-28	Marketing Sense - 6 /10			
	Total - 26 /40			



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M.Com IB (2020-2021) - Innovation & Entrepreneurship Group				
Reg. No	Name of the Candidate	Group Number	Name of the Guest	Time Frame
20-PI-05	Team Work - 9/10	V Masala Coffee <i>G. Akilandeswari</i> 10/02/2021	Dr. G. Akilandeswari, Associate Professor & Head Commerce (Finance)	Pre Launch Date - 10/02/2021 12.30 p.m. to 1.15 p.m. Venue - C211
20-PI-10	Product Design - 9/10			
20-PI-14	Production Video - 9/10			
20-PI-23	Marketing Sense - 9/10			
20-PI-30				
	Total - 36/40			
20-PI-09	Team Work - 7/10	VI Healthy Mix <i>R. Amsaveni</i> 10/02/2021	Mrs. R. Amsaveni, Assistant Professor Commerce (Finance)	Pre Launch Date - 10/02/2021 2.15 p.m. to 3.00 p.m. Venue - C211
20-PI-12	Product Design - 8/10			
20-PI-21	Production Video - 7/10			
20-PI-27	Marketing Sense - 6/10			
	Total - 28/40			
20-PI-13	Team Work - 7/10	VII Wet Tablet Tissue <i>M. Jeeva</i> 10/02/2021	Dr. M. Jeeva, Associate Professor & Head Commerce (Banking & Insurance)	Pre Launch Date - 10/02/2021 11.15 a.m. to 12.00 noon. Venue - C211
20-PI-16	Product Design - 10/10			
20-PI-17	Production Video - 10/10			
20-PI-25	Marketing Sense - 10/10			
	Total - 37/40			

[Signature]
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M.Com IB (2020-2021) - Innovation & Entrepreneurship Group				
Reg. No	Scores for Parameters	Group Number	Name of the Guest	Time Frame
20-PI-01	Team Work & Product Design - 10 /10	I Waffer Cup <i>N.P.N.</i> 12/02/2021	Dr. N. Bhuvaneshkumar, Assistant Professor Commerce (International Business)	Launch Date - 12/02/2021 2.15 p.m. to 2.45 p.m. Venue - C211
20-PI-15				
20-PI-18	Videos - 10/10			
20-PI-29				
Total - 20/20				
20-PI-02	Team Work & Product Design - 10/10	II Organic ECO Friendly Soap <i>B.R.L.</i> 12/02/2021	Dr. B. Rohini, Assistant Professor Commerce (International Business)	Launch Date - 12/02/2021 3.00 p.m. to 3.30 p.m. Venue - C211
20-PI-19				
20-PI-22	Videos - 10/10			
20-PI-26				
Total - 20/20				
20-PI-03	Team Work & Product Design - 10 /10	III Natural Tea Bags <i>3.M.S.K.</i> 12/02/2021	Mr. B. Madhankumar, Assistant Professor Commerce (International Business)	Launch Date - 12/02/2021 11.45 a.m. to 12.15 p.m. Venue - C211
20-PI-06				
20-PI-11	Videos - 10 /10			
20-PI-24				
Total - 20/20				
20-PI-04	Team Work & Product Design - 10/10	IV Herbal Hair Oil <i>T.B.N.</i> 12/02/2021	Mrs. T. Bhavani, Assistant Professor Commerce (International Business)	Launch Date - 12/02/2021 11.00 a.m. to 11.30 a.m. Venue - C211
20-PI-08				
20-PI-20	Videos - 10/10			
20-PI-28				
Total - 20/20				



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Reg. No	Name of the Candidate	Group Number	Name of the Guest	Time Frame		
20-PI-05	Team Work & Product Design - 10 /10	V Masala Coffee	Mr. M. Prem, Assistant Professor Commerce (International Business)	Launch Date - 12/02/2021 12.30 p.m. to 1.00 p.m. Venue - C211		
20-PI-10						
20-PI-14	Videos - 9/10					
20-PI-23						
20-PI-30						
	Total - 19 /20					
20-PI-09	Team Work & Product Design - 10 /10	VI Healthy Mix	Dr. N. Bhuvaneshkumar, Assistant Professor Commerce (International Business)	Launch Date - 12/02/2021 10.15 a.m. to 10.45 a.m. Venue - C211		
20-PI-12						
20-PI-21	Videos - 10/10					
20-PI-27						
	Total - 20 /20					
20-PI-13	Team Work & Product Design - 8 /10	VII Wet Tablet Tissue			Mr. K. Chandrabose, Assistant Professor Commerce (International Business)	Launch Date - 12/02/2021 3.45 p.m. to 4.15 p.m. Venue - C211
20-PI-16						
20-PI-17	Videos - 10/10					
20-PI-25						
	Total - 18 /20					

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M.Com IB (2020-2021) - Innovation & Entrepreneurship Group			
Reg. No	Scores for Parameters	Group Number	Time Frame
20-PI-01	Team Work - 10 / 10	I Waffer Cup	 Dr.S.Balamurugan, M.Com.,(IB),MBA, PGDASCON, NET, Ph.D., Assistant Professor & Head, Dept. of Commerce International Business Government Arts & Science College, Avinashi - 641 654.
20-PI-15	Product Design - 10 / 10		
20-PI-18	Production Video - 10 / 10		
20-PI-29	Marketing Sense - 10 / 10		
	Total - 40 / 40		
20-PI-02	Team Work - 10 / 10	II Organic ECO Friendly Soap	 Dr.S.Balamurugan, M.Com.,(IB),MBA, PGDASCON, NET, Ph.D., Assistant Professor & Head, Dept. of Commerce International Business Government Arts & Science College, Avinashi - 641 654.
20-PI-19	Product Design - 10 / 10		
20-PI-22	Production Video - 10 / 10		
20-PI-26	Marketing Sense - 10 / 10		
	Total - 40 / 40		
20-PI-03	Team Work - 10 / 10	III Natural Tea Bags	 Dr.S.Balamurugan, M.Com.,(IB),MBA, PGDASCON, NET, Ph.D., Assistant Professor & Head, Dept. of Commerce International Business Government Arts & Science College, Avinashi - 641 654.
20-PI-06	Product Design - 10 / 10		
20-PI-11	Production Video - 10 / 10		
20-PI-24	Marketing Sense - 10 / 10		
	Total - 40 / 40		
20-PI-04	Team Work - 10 / 10	IV Herbal Hair Oil	 Dr.S.Balamurugan, M.Com.,(IB),MBA, PGDASCON, NET, Ph.D., Assistant Professor & Head, Dept. of Commerce International Business Government Arts & Science College, Avinashi - 641 654.
20-PI-08	Product Design - 10 / 10		
20-PI-20	Production Video - 10 / 10		
20-PI-28	Marketing Sense - 10 / 10		
	Total - 40 / 40		



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M.Com IB (2020-2021) - Innovation & Entrepreneurship Group			
Reg. No	Name of the Candidate	Group Number	Time Frame
20-PI-05	Team Work - 10 / 10	V Masala Coffee	 Dr.S.Balamurugan, M.Com.,(IB),MBA, PGDASCM, NET, Ph.D., Assistant Professor & Head, Dept. of Commerce International Business Government Arts & Science College, Avinashi - 641 654.
20-PI-10	Product Design - 5 / 10		
20-PI-14	Production Video - 10 / 10		
20-PI-23	Marketing Sense - 10 / 10		
20-PI-30			
	Total - 35 / 40		
20-PI-09	Team Work - 10 / 10	VI Healthy Mix	 Dr.S.Balamurugan, M.Com.,(IB),MBA, PGDASCM, NET, Ph.D., Assistant Professor & Head, Dept. of Commerce International Business Government Arts & Science College, Avinashi - 641 654.
20-PI-12	Product Design - 10 / 10		
20-PI-21	Production Video - 10 / 10		
20-PI-27	Marketing Sense - 10 / 10		
	Total - 40 / 40		
20-PI-13	Team Work - 10 / 10	VII Wet Tablet Tissue	 Dr.S.Balamurugan, M.Com.,(IB),MBA, PGDASCM, NET, Ph.D., Assistant Professor & Head, Dept. of Commerce International Business Government Arts & Science College, Avinashi - 641 654.
20-PI-16	Product Design - 5 / 10		
20-PI-17	Production Video - 10 / 10		
20-PI-25	Marketing Sense - 5 / 10		
	Total - 30 / 40		

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Launching of the Product “Waffer Cup”

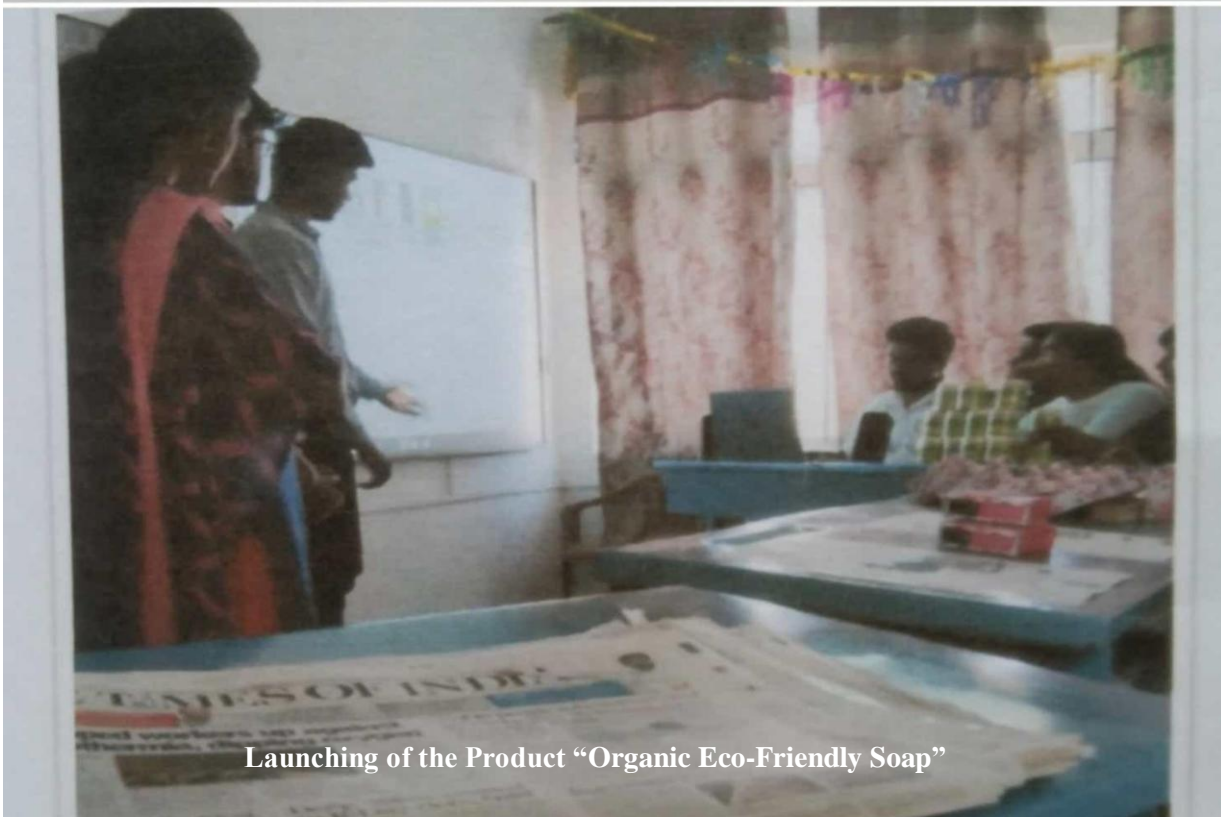


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Launching of the Product “Organic Eco-Friendly Soap”



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Launching of the Product “Masala Coffee”

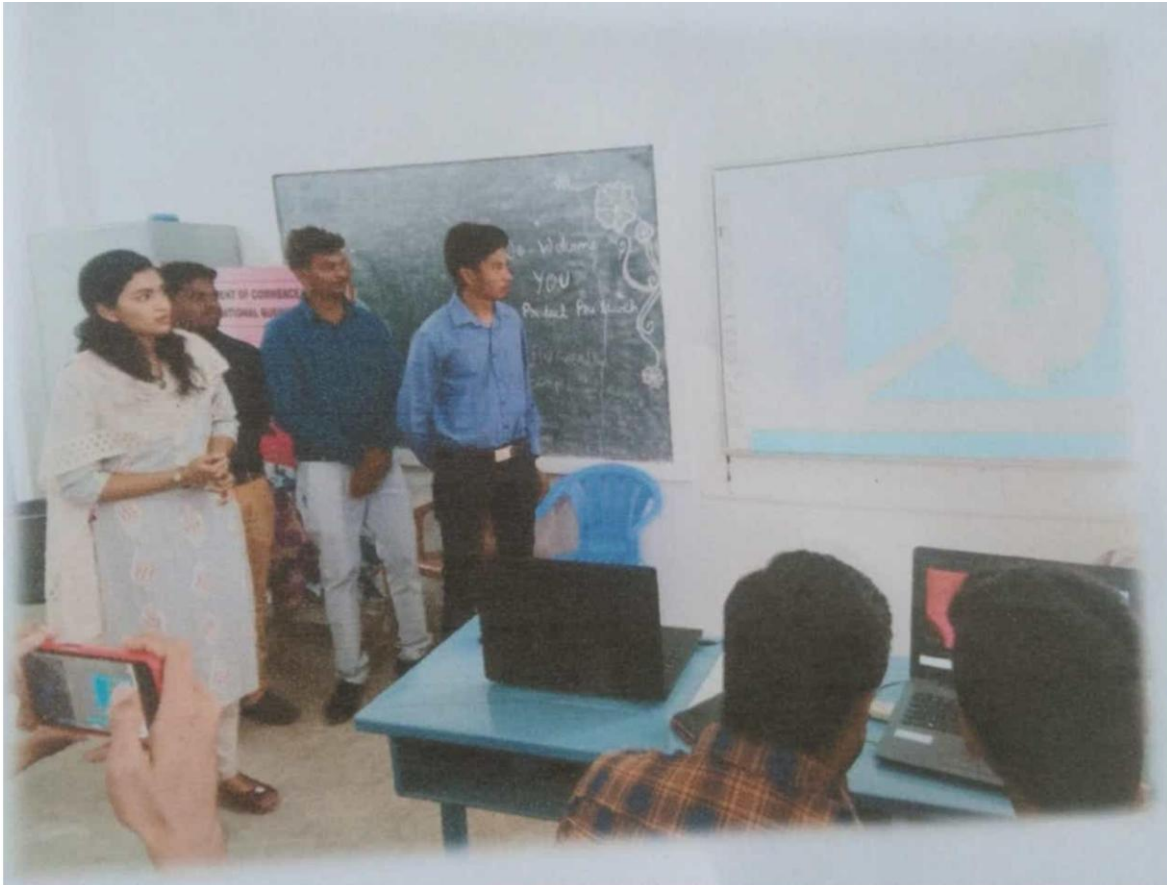


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Launching of the Product “Healthy Mix”