

UNIVERSITY OF MADRAS



HANDBOOK ON INTEGRATED COMMON REGULATIONS UNDER CBCS

**FOR THE UNDER-GRADUATE PROGRAMS OFFERED IN THE AFFILIATED ARTS AND
SCIENCE COLLEGES**

(FACULTY OF ARTS, SCIENCE, COMMERCE AND MANAGEMENT STUDIES)

B.A.,B.S.W., B.Sc., B.C.A., B.Com., and B.B.A.

B.Com (Hons)

**B.A., B.S.W., B. Sc., B. Com., and B.B.A. DEGREE PROGRAMMES
REGULATIONS**

1. DURATION OF THE PROGRAMME

- 1.1.** Three years (six semesters)
1.2. Each academic year shall be divided into two semesters. The odd semesters shall consist of the period from June to November of each year and the even semesters from December to April of each year.
1.3 There shall be not less than 90 working 'days for each semester.

2. ELIGIBILITY FOR ADMISSION

- 2.1.** The details of Eligibility for Admission specified in **ANNEXURE I**

3. CREDIT REQUIRMENTS AND ELIGIBILITY FOR AWARD OF DEGREE

- 3.1.** A Candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study in a College affiliated to the University for a period of not less than three academic years and passed the examinations of all the Six Semesters prescribed earning a minimum of **140 credits as per the distribution given in Regulation 4 for Part I, II, III, IV & V** and also fulfilled such other conditions as have been prescribed thereof.

4. COURSE OF STUDY, CREDITS AND SCHEME OF EXAMINATION

- 4.1.** The Course Components and Credit Distribution shall consist of the following: (Minimum Number of Credits to be obtained)

Course Component	Name of the Course	Credits allotted for Four Semester Language Papers *	Credits allotted for Two Semester Language Papers #
PART I	Tamil or Other Languages	12	06
PART II	English	12	06
PART III	Core Courses	60	72
	Allied Courses	20	20
	Project/ Three Elective Courses	15	15
PART IV	i. Basic Tamil/ Advanced Tamil/ NME	04	04
	ii. Soft Skill Courses	12	12
	iii. Environmental Studies	02	02
	iv. Value Education	02	02
PART V	Extension Activities	01	01
Total Credits		140	140

***Applicable for B.A. ,B.S.W.,and B.Sc. Degree Programms.**

Applicable for B.A. Labour Management, B. Music,B.Com,B.B.A., B.C.A., B.Sc. Hotel and Catering Management, B.Sc. Electronics and Communication Science, B.Sc. Information Technology, B.Sc. Nautical Science, M.Sc. Computer Science and Technology(5 year integrated) Degree Programms

Note: Autonomous Colleges Continue to follow the existing credits distribution of the above Scheme and have to flexibility of distribution of credits in Part III & IV.

4.2. DETAILS OF COURSE OF STUDY OF PARTS I – V

4.2.1. PART I: Tamil and Other Languages: Tamil or any one of the following Modern (Indian or Foreign) or Classical languages at the option of candidates and according to the syllabus and text-books prescribed from time to time:

a.Modern - Indian - Telugu, Kannada, Malayalam, Urdu & Hindi

Foreign - Chinese, French, German, Italian, Japanese & Russian

b.Classical – Sanskrit, Arabic & Persian

4.2.2.PART II: English: According to the syllabus and text-books prescribed from time to time

4.2.3. PART III:Core, Allied and Project/Three Elective Courses:As prescribed by the concerned Board of Studies

4.2.4. PART IV:

i. Basic Tamil/ Advanced Tamil/ NME:

a. Students who have not studied Tamil up to XII STD and have taken any Language other than Tamil in Part I shall take Basic Tamil comprising of Two Courses (level will be at 6th Standard).

b. Students who have studied Tamil up to XII STD and have taken any Language other than Tamil in Part I shall take Advanced Tamil comprising of Two Courses.

c. Students who have studied Tamil up to XII STD and also have taken Tamil in Part I shall take Non-Major Elective comprising of Two Courses.

ii.SoftSkill Courses

iii.Environmental Studies

iv.ValueEducation

4.2.5. PART V: Extension Activities:

Students shall be awarded a maximum of 1 Credit for Compulsory Extension Service. All the Students shall have to enrol for NSS /NCC/ NSO (Sports & Games) Rotract/ Youth Red Cross or any other Service Organizations in the College and shall have to put in compulsory minimum attendance of 40 hours which shall be duly certified by the Principal of the College before 31st March in a year. If a student lacks 40 hours attendance in the first year, he or she shall have to compensate the same during the subsequent years.

Those students who complete minimum attendance of 40 hours in one year will get 'half-a-credit and those who complete the attendance of 80 or more hours in Two Years will get 'one credit'. Literacy and Population Education and Field Work shall be compulsory components in the above extension service activities.

4.2.6. Scheme of Examinations and Syllabus of each programme as given separately in Annexure-II

5. INSTRUCTIONAL (TEACHING) HOURS(Not applicable for Autonomous Colleges)

5.1. For First, Second, Third and Fourth semesters:

Course	BA, BBA, BSW and B. Com	B. Sc and BCA without Practical	B. Sc and BCA with Practical
Language	4 + 2 hours *	4 + 2 hours *	4 + 2 hours *
English	4 + 2 hours @	4 + 2 hours @	4 + 2 hours @
Core Course I	5 hours	5 hours	5 hours Theory 3 hours Practical
Core Course II	5 hours	5 hours	-
Allied Course	6 hours	6 hours	5 hours Theory 3 hours Practical
Non-Major Elective Course	2 hours	2 hours	2 hours
Total	30 hours	30 hours	30 hours

*2 hours for Part IV Basic Tamil/ Advanced Tamil/ Non-Major Elective Courses
@ 2 hours for Soft Skills Courses.

5.2. For Fifth and Six Semesters:

Course	BA, BBA, BSW and B. Com	B. Sc and BCA
Core Course (each)	6 hours	6 hours
Elective Course (each)	5 hours	5 hours

6.REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER

- 6.1. Eligibility:**Students shall be eligible to go to subsequent semester only if they earn sufficient attendance as prescribed therefor by the Syndicate from time to time.
- 6.2. Attendance:**All Students must earn 75% and above of attendance for appearing for the University Examination. (Theory/Practical)
- 6.3. Condonation of shortage of attendance:** If a Student fails to earn the minimum attendance (Percentage stipulated), the Principals shall condone the shortage of attendance up to a maximum limit of 10% (i.e. between 65% and above and less than 75%) after collecting the prescribed fee of Rs.250/-each for Theory/Practical examination separately,(Theory Rs.250/- Per semester/Per Student: Practical Rs.250/- Per semester/Per Student) towards the condonation of shortage of attendance. Such fees collected and should be remitted to the University.
- 6.4.Non-eligibility for condonation of shortage of attendance:** Students who have secured less than 65 % but more than 50 %of attendance are NOT ELIGIBLE for condonation of shortage of attendance and such Students will not be permitted to appear for the regular examination, but will be allowed to proceed to the next year/next semester of the program and they may be permitted to take next University examination by paying theprescribed condonation fee of Rs.250/- each for Theory/Practical separately. Such fees shall be remitted to the University. Name of such Students should be forwarded to the University along with their attendance details in the prescribed format mentioning the category (3 copies)Year wise/Branch wise/Semester wisetogether with the fees collected from them, so as to enable them to get permission from the University and to attend the Theory/Practical examination subsequently without any difficulty.
- 6.5.Detained students for want of attendance:** Students who have earned less than 50% of attendanceshall be permitted to proceed to the next semester and to complete the Program of study. Such Students shall have to repeat the semester, which they have missed by rejoining after completion of final semester of the course, by paying the fee for the break of study as prescribed by the University from time to time.
- 6.6. Condonation of shortage of attendance for married women students:**In respect of married women students undergoing UG programs, the minimum attendance for condonation (Theory/Practical) shall be relaxed and prescribed as 55% instead of 65% if they conceive during their academic career. Medical certificate from the Doctor(D.G.O) attached to the Government Hospital and the prescribed fee of

Rs.250/-therefor together with the attendance details shall be forwarded to the university to consider the condonation of attendance mentioning the category.

6.7.Zero Percent (0%) Attendance: The Students, who have earned 0% of attendance, have to repeat the program (by rejoining) without proceeding to succeeding semester and they have to obtain prior permission from the University immediately to rejoin the program.

6.8. Transfer of Students and Credits:The strength of the credits system is that it permits inter Institutional transfer of students. By providing mobility, it enables individual students to develop their capabilities fully by permitting them to move from one Institution to another in accordance with their aptitude and abilities.

6.8.1.Transfer of Students is permitted from one Institution to another Institution for the same program with same nomenclature.

Provided, there is a vacancy in the respective program of Study in the Institution where the transfer is requested.

Provided the Student should have passed all the courses in the Institution from where the transfer is requested.

6.8.2.The marks obtained in the courses will be converted and grades will be assigned as per the University norms.

6.8.3. The transfer students are eligible for classification.

6.8.4.The transfer students are not eligible for Ranking, Prizes and Medals.

6.8.5. Students who want to go to foreign Universities upto two semesters or Project Work with the prior approval of the Departmental/College Committee are allowed to get transfer of credits and marks which will be converted into Grades as per the University norms and are eligible to get CGPA and Classification; they are not eligible for Ranking, Prizes and Medals.

7. EXAMINATION AND EVALUATION (Autonomous Colleges can modify these regulations and get it approval in their College Academic Council)

7.1.Register for all subjects:Students shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examination. For this purpose, Students shall register for all the arrear subjects of earlier semesters along with the current (subsequent) Semester Subjects.

7.2.Marks for Internal and End Semester Examinations for PART I, II, III, and IV

Category	Theory	Practical
Internal Assessment	25	40
Endsemester (University) Examination	75	60

7.3 Procedure for Awarding Internal Marks

Course	Particulars	Marks
Theory Papers	Tests (2 out of 3)	10
	Attendance	05
	Seminars	05
	Assignments	05
	Total	25
Practical Papers	Attendance	05
	Test best 2 out of 3	30
	Record	05
	Total	40
Project	Internal Marks (best 2 out of 3 presentations)	20
	Viva-Voce	20
	Project Report	60
	Total	100

7.4: (i) Awarding Marks for Attendance (out of 5)

Attendance below 60% = 0 marks, 61 % to 75% = 3 marks, 76 % to 90% = 4 marks and above 91%= 5 marks

(ii)Conducting Practical and Project Viva-voce Examination: ByInternal and External Examiners

7.5.Question Paper Pattern for End Semester (University) Examination

SECTION–A

(30 words)10 questions out of 12 questions

10 * 2 marks =20 marks

SECTION – B

(200 words) 5 questions out of 7 questions

5 * 5 marks = 25 marks

SECTION – C

(500 words) 3 questions out of 5 questions

3 * 10 marks = 30 marks

TOTAL = 75 marks

7.6. PASSING MINIMUM

- 7.6.1** There shall be no passing minimum for Internal.
- 7.6.2** For external examination, passing minimum shall be 40% [Forty Percentage] of the maximum marks prescribed for the paper for each Paper/Practical/Project and Viva-Voce.
- 7.6.3** In the aggregate [External/Internal] the passing minimum shall be of 40%.
- 7.6.4.** He/She shall be declared to have passed the whole examination, if he/she passes in all the papers and practical wherever prescribed as per the scheme of the examinations by earning 140 CREDITS in PartI, II, III, IV & V. He/she shall also fulfil the extension activities prescribed earning a minimum of 1 credit to qualify for the Degree.
- 7.7. INSTANT EXAMINATION:** Instant Examinations is conducted for the students who appeared in the final semester examinations. Eligible criteria for appearing in the Instant Examinations are as follows:
- 7.7.1. Eligibility:**A Student who is having arrear of only one theory paper in the current final semester examination of the UG Degree programme alone is eligible to appear for the Instant Examinations.
- 7.7.2 Non-eligibility for one arrear paper:** A Student who is having more than one arrear paper at the time of publication of results is not eligible to appear for the Instant Examinations.
- 7.7.3. Non-eligibility for arrear in other semester:** Student having arrear in any other semester is not eligible and a Student who is absent in the current appearance is also not eligible for appearing for the Instant Examinations and those Student who have arrear in Practical/Project are not eligible for the Instant Examinations.
- 7.7.4. Non-eligibility for those completed the program:** Students who have completed their Program duration but having arrears are not eligible to appear for Instant Examinations.
- 7.8. RETOTALLING, REVALUATION AND PHOTOCOPY OF THE ANSWER SCRIPTS:**
- 7.8.1. Re-totalling:** All UG Students who appeared for their Semester Examinations are eligible for applyingforre-totalling of their answer scripts.
- 7.8.2. Revaluation:** All current batch Students who have appeared for their Semester Examinations are eligible for Revaluation of their answer scripts. Passed out candidates are not eligible for Revaluation.

7.8.3. Photocopy of the answer scripts: Students who have applied for reevaluation can download their answer scripts from the University Website after fifteen days from the date of publication of the results.

8. CLASSIFICATION OF SUCCESSFUL STUDENTS

8.1. PART I TAMIL / OTHER LANGUAGES; PART II ENGLISH AND PART III CORE SUBJECTS, ALLIED, ELECTIVES COURSES AND PROJECT: Successful Students passing the Examinations for the Part I, Part II and Part III courses and securing the marks (a) 60 percent and above and (b) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the **FIRST and SECOND** class respectively; all other successful candidates shall be declared to have passed the examination in the **THIRD Class**.

9.MARKS AND GRADES: The following table shows the marks, grade points, letter grades and classification to indicate the performance of the Student:

RANGE OF MARKS	GRADE POINTS	LETTER GRADE	DESCRIPTION
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Average
40-49	4.0-4.9	C	Satisfactory
00-39	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

9.1. Computation of Grade Point Average (GPA) in a Semester, Cumulative Grade Point Average (CGPA) and Classification

GPA for a Semester: $= \sum C_i G_i \div \sum C_i$

That is, GPA is the sum of the multiplication of grade points by the credits of the courses divided by the sum of the credits of the courses in a semester.

CGPA for the entire programme: $= \sum_n \sum C_{ni} G_{ni} \div \sum_n \sum C_{ni}$

That is, CGPA is the sum of the multiplication of grade points by the credits of the entire programme divided by the sum of the credits of the courses of the entire programme

Where,

C_i = Credits earned for course i in any semester,

G_i = Grade Points obtained for course i in any semester

n = Semester in which such courses were credited.

9.2. Letter Grade and Class

CGPA	GRADE	CLASSIFICATION OF FINAL RESULT
9.5-10.0	O +	First Class - Exemplary *
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D + +	First Class with Distinction *
8.0 and above but below 8.5	D +	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A + +	First Class
6.5 and above but below 7.0	A +	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B +	Second Class
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C +	Third Class
4.0 and above but below 4.5	C	
0.0 and above but below 4.0	U	Re-appear

*The Students who have passed in the first appearance and within the prescribed semester of the UG Programme (Major, Allied and Elective courses only) are eligible.

10. RANKING

Students who pass all the examinations prescribed for the Program in the **FIRST APPEARANCE ITSELF ALONE** are eligible for Ranking / Distinction, provided in the case of Students who pass all the examinations prescribed for the Program with a break in the First Appearance due to the reasons as furnished in the Regulations 6 supra are only eligible for Classification.

11. CONCESSIONS FOR DIFFERENTLY-ABLED STUDENTS

11.1. Dyslexia students: For students who are mentally disabled, learning disability and mental retardation, who are slow learners, who are mentally impaired having learning disorder and seizure disorder and students who are spastic and cerebral Palsy, the following concessions shall be granted:

- i) Part I Foundation course Tamil or any other Language can be exempted.
- ii) One-third of the time of paper may be given as extra time in the examination.
- iii) Leniency in overlooking spelling mistakes, and
- iv) Amanuensis for all courses provided the request is duly certified by the Medical Board of the Government Hospital/ General Hospital/ District headquarters Hospitals and they shall be declared qualified for the degree if they pass the other examinations prescribed for the degree.

11.2.Hearing,Speaking Impaired & Mentally retarded:

For students who are hearing and speaking impaired and who are mentally challenged, the following concessions shall be granted:

- i) One Language paper either Part I Foundation course Tamil or any other Language or Part II English or its equivalent can be exempted
- ii) Part IV Non-Major Elective (NME) or Basic Tamil or Advanced Tamil can be exempted.

11.3.Visually Challenged students:

- i)Exempted from paying examination fees.
- ii) A scribe shall be arranged by the College and the scribe be paid as per the College decision.

12.MAXIMUM PERIOD FOR COMPLETION OF THE PROGRAMS TO QUALIFY FOR A DEGREE

12.1.A Student who for whatever reasons is not able to complete the program within the normal period (N) or the Minimum duration prescribed for the programme, may be allowed two years period beyond the normal period to clear the backlog to be qualified for the degree. (Time Span = N + 2 years for the completion of programme.)

12.2.In exceptional cases like major accidents and child birth an extension of one year be considered beyond maximum span of time(Time Span = N + 2 +1 years for the completion of programme).

12.3.Students qualifying during the extended period, shall not be eligible for **RANKING**.

Note:Autonomous Colleges have their freedom to modify any of the above regulations based on the UGC guidelines for Autonomous Colleges or guidelines of the Tamil Nadu State Council for Higher Education with the approval of the University.

**** **

ANNEXURE-I

Eligibility for Admission

A pass in the Higher Secondary Examinations (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an Examination accepted as equivalent thereof by the Syndicate of the University of Madras and the subjects specified below:

For all B.A., B.S.W and B.Music Degree Programs -Under Faculty of Arts

Sl. No	Program & Branch	Major Subjects Study in HSE(+2)
1	Applied Sanskrit	A pass in the Higher Secondary Examinations (Academic or Vocational Stream)
2	Business Economics	
3	Corporate Economics	
4	Criminology and Police Administration	
5	Defence and Strategic Studies	
6	Economics	
7	English	
8	Historical Studies	
9	History and Tourism	
10	Journalism	
11	Labour Management.	
12	Performing Arts	
13	Philosophy	
14	Political Science	
15	Public Administration	
16	Sanskrit	
17	Sociology	
18	Tamil	
19	Telugu	
20	Tourism and Travel Management	
21	B. Music	+2 under core Entrance test in Musical Aptitude
22	B. S.W. -Bachelor of Social Work	+2 with working Knowledge of Tamil

For all B.Sc. & B.C.A. Degree Programs –under Faculty of Science

Sl. No.	Program & Branch	Major subjects of study
1	Advanced Zoology and Biotechnology	Zoology as a major subject and Biology or Botany or Zoology (G.O. 157)
2	Biochemistry	Chemistry and Biology or Chemistry, Botany and Zoology or Biochemistry and Chemistry
3	Biotechnology	Any subjects
4	Chemistry	Chemistry and Mathematics or Biology or Botany or Zoology or Physics
5	Computer Science	Computer Science or Mathematics or Statistics or Business Mathematics
6	Digital Publishing	Computer Science or Mathematics
7	Electronic and Communication Science	Mathematics and Physics
8	Electronics Media	Any subject
9	Hotel and Catering Management	Any subject
10	Home Science - Clinical Nutrition and Dietetics	Chemistry and Biology
11	Home Science-Interior Design and Décor	Any subject
12	Home Science- Nutrition Food Service Management Dietetics	Chemistry and Biology
13	Information Technology	Mathematics or Statistics or Business Mathematics
14	Mathematics	Mathematics or Physics or Chemistry or Statistics or Computer Science
15	Mathematics Computer Applications	Mathematics or Physics or Chemistry or Statistics or Computer Science.
16	Microbiology	Biology or Botany or Zoology
17	Nautical Science	Physics, Chemistry and Maths with an aggregate minimum marks of 60 % with a minimum of marks of 50 % in each subject and with a minimum marks of 50 % in English and pass in the Entrance test conducted for this purpose (Those with IIT and JEE score are exempted from the entrance examination)
18	Plant Biology and Biotechnology	Chemistry as a major subject and Biology or Botany or Zoology (G.O. 157)
19	Physics	Mathematics and Physics
20	Physics with Computer Applications	Mathematics and Physics
21	Psychology	Any subject
22	Software Application	Mathematics or Physics
23	Statistics	Mathematics or Statistics or Business Statistics
24	Visual Communication	Any subjects
25	Zoology	Zoology as a major subject and Biology or Botany or Zoology (G.O. 157)

26	BCA	Computer Science or Mathematics or Statistics or Business Mathematics
27	BCA Lateral Entry	Pass in the 3 Year Diploma in CSE or EEE or ECE conducted by the DTE or an Examination accepted as equivalent thereof by the Syndicate of the University of Madras

For all B.Com Degree Programs – under Faculty of Commerce

Sl. No.	Program & Branch	Major subjects of study
1.	Accounting and Finance	Accountancy and Commerce
2.	Commerce	Accountancy and Commerce
3.	Bank Management	Accountancy and Commerce
4.	Computer Applications	Accountancy, Commerce and Computer Science
5.	Corporate Secretaryship	Accountancy and Commerce
6.	Cooperation	Any subject
7.	Information System Management	Accountancy, Commerce and Computer Science
8.	Marketing Management	Accountancy and Commerce
9.	B.Com Lateral Entry	Pass in the three years Diploma in Commercial Practices/Modern Office Practices by the DTE or an Examination accepted as equivalent thereof by the Syndicate of the University of Madras

For Bachelor of Business Administration Degree Program – under Faculty of Management

Sl. No.	Program & Branch	Major subjects of study
1	B.B.A	A pass in the Higher Secondary Examinations (Academic or Vocational Stream)

B. COM (HONS)

1. OBJECTIVES

The main objectives of the program as follows:

- i) To develop the conceptual and practical skills of the students aimed at the intellectual pursuit of knowledge of commercial sciences
- ii) To help understand methods and processes of commerce in every area of activity
- iii) To expose them to the areas of application of knowledge in business firms and industrial organizations, and
- iv) To enable them to acquire complete basic and intermediary practical knowledge of various commerce subjects with the sole purpose of making them self dependant and easily employable

2. ELIGIBILITY FOR ADMISSION

Candidates for admission to the first year of the degree of B. Com (Hons) Program shall be required to have passed Higher Secondary examination or its equivalent with an aggregate of 75 % marks in 'Commerce Group' consisting of papers such as Commerce, Accountancy and Business Mathematics.

3. ELIGIBILITY FOR THE AWARD OF DEGREE

A Candidate shall be eligible for the award of the B.Com. (Hons.) Degree only if he/she has undergone the prescribed course of study in a College affiliated to the University for a period of not less than three academic years, passed the examinations of all the six Semesters prescribed, earning 167 credits and also fulfilled such conditions as may have been prescribed thereof.

4. DURATION

The duration of the program shall be three years. (a) Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year the third and fourth semesters, and the third academic year as the fifth and sixth semesters (b) the odd semesters shall consist of the period from June to November of each year and the even semesters from December to April of each year. There shall be not less than 90 working days for each semester.

5. COURSE OF STUDY, CREDITS AND SCHEME OF EXAMINATION

5.1. The Course Components and Credit Distribution shall consist of the following (Minimum Number of Credits to be obtained)

Course Component	Name of the Course	Credits allotted for B.Com(Hons) Two Semester Language Papers
PART I	Tamil or Other Languages	06
PART II	English	06
PART III	Core Courses	124
	Project	08
	Internship	14
PART IV	ii. Basic Tamil/ Advanced Tamil/ NME	04
	ii. Environmental Studies	02
	iii. Value Education	02
PART V	Extension Activities	01
Total Credits		167

Note: Autonomous Colleges Continue to follow the existing credits distribution of the above Scheme and have to flexibility of distribution of credits in Part III & IV.

5.2. **DETAILS OF COURSE OF STUDY OF PARTS I – V:** Same regulations as contained in Regulation 4.2.1 to 4.2.6 of other UG programs.

5.3 **Learning Methodology:** In order to make possible effective learning, the following methodology is required to be followed by colleges offering the program:

- Class room teaching
- Case study
- Industry Learning through Internship
- Self-study

5.4 Internship

5.4.1 In order to pave way for industry-integrated learning and also to enable students to obtain better practical knowledge and hands-on experience, every student shall undergo Internship for a period of fourteen weeks as specified below:

- Two weeks of Internship at the end of the first, third and fifth Semesters
- Four weeks of Internship at the end of the second and fourth Semesters respectively

5.4.2.The Internship shall be practice oriented. The students shall have to go to the offices of the companies with which the MOU is signed by the college and shall receive On-job training on the diverse fields of activities of those companies.

5.5 Class strength:In order to ensure successfulness of the program, maximum class strength shall be 40 students.

5.6 Speciality: Subjects will be taught in all functional areas and hence there shall be NO specialty.

5.7.Criteria for affiliation

5.7.1.Affiliation shall be granted only to such colleges:

- Which could enter into B. Com (Hons)-specific MOUs with companies
- Which have a NAAC accreditation of at least 'B' grade
- Any other criteria which this University might decide in future

5.7.2.There shall be ONLY ONE SECTION of B. Com (Hons) Program for an institution at any given point of time and under no circumstances, affiliation shall be granted by this University for additional sections

5.8MOU with companies: Colleges that seek affiliation for the program shall have MOU with a minimum of 3 companies in the following sector for a sanctioned strength of 40 students in a class. Of the three companies, at least two companies must be listed companies.

- Companies in the banking sector
- Companies in the insurance sector
- Companies in the manufacturing sector
- Companies in the IT sector
- Chartered Accountancy (CA) firms with an annual turnover shall not be less Rs. 1 crore

5.9.Faculty composition: To ensure the success of the program and to realize the objective of the program, the composition of the faculty shall be as follows:

- 75 %: In-house Faculty
- 25 %: Faculty from MOU Companies

5.10.Review and corrective mechanism: The functioning of the B. Com (Hons) Program shall be reviewed every year by the Board of Studies, which shall consist of Chairmen of UG and PG Board of Studies and other members who shall be nominated by the Vice-Chancellor. The college concerned will be disaffiliated from offering the B. Com (Hons) Program in the event of non-adherence to the regulations of the program.

6. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER:

Same regulations as contained in Regulation 6.1 to 6.8.5 of other UG programs

7. EXAMINATION AND EVALUATION (Autonomous Colleges can modify these regulations and get it approval in their College Academic Council)

7.1. Register for all subjects: Students shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examination. For this purpose Students shall register for all the arrear subjects of earlier semesters along with the current (subsequent) Semester Subjects.

7.2. Marks for Internal and End Semester Examinations:

Category	Theory	Practical
Internal Assessment	25	40
Endsemester (University) Examination	75	60

7.3. The following procedure to be followed for Internal Marks

Course	Particulars	Marks
Theory Papers	Tests (2 out of 3)	10
	Attendance	05
	Seminars	05
	Assignments	05
	TOTAL	25
Practical	Attendance *	05
	Test best 2 out of 3	30
	Record	05
	TOTAL	40
Project	Internal Marks (best 2 out of 3 presentations)	20
	Viva-Voce	20
	Project Report	60
	Total	100

7.4: (i) Awarding Marks for Attendance (out of 5): Attendance

Attendance below 60% = 0 marks, 61 % to 75% = 3 marks, 76 % to 90% = 4 marks and above 91%= 5 marks.

(ii) **Conducting Practical Examination:** Internal and External Examiners

iii) **Conducting of 'Project evaluation and the viva-voce examination'** shall be done by the faculty from the premier institutions such as IIT, etc and by the 'Industry Experts' to be nominated by the University of Madras.

7.5. Question Paper Pattern for End Semester (University) Examination. (Theory)

Section A

Answer all the questions (10 x 2 Marks = 20 Marks) 10 questions to be asked at the rate of 2 questions from each unit of syllabus

Section B

Answer any FIVE questions (5 x 5 Marks = 25 Marks) 8 questions to be asked at the rate of at least 1 question and not more than 2 questions from each unit of syllabus

Section C

Two questions (2 x 15 Marks = 30 Marks) Two out of three questions to be answered. The first question shall be a 'case study and it shall be compulsorily to be answered

Note: For the papers mentioned below, the composition of question paper shall be 80% problems and 20% theory.

1. Financial Accounting – I
2. Financial Accounting - II
3. Corporate Accounting
4. Special accounts
5. Cost Accounts
6. Accounting for decision making
7. Financial Management
8. Income Tax Theory, Law and Practice

7.6. INSTANT EXAMINATION

Same regulations as contained in Regulation **7.7 to 7.7.4** of other UG programs.

7.7. RETOTALLING, REVALUATION AND PHOTOCOPY OF THE ANSWER SCRIPT:

Same regulations as contained in Regulation **7.8 to 7.8.3.** of other UG programs.

8. PASSING MINIMUM

8.1A candidate shall be declared to have passed: in each theory paper/ practical paper wherever prescribed if he or she secures a minimum of 50 % in languages, Non-major Elective, Environmental Studies and in each of the core papers as follows:

- a. There shall be no Passing Minimum for Internal.
- b. For External Examination, Passing Minimum shall be of 50% (Fifty Percentage) for languages, Non-major Elective, Environmental Studies and also for core subjects/Internship/Project and Viva-voce.

- c. In the aggregate (External + Internal) the passing minimum shall be of 50% (Fifty Percentage) for languages, Non-major Elective, Environmental Studies and also for core subjects/Internship /Project and Viva-voce.
- d. He/ She shall be declared to have passed the whole examination, if he/she passes in all the papers and practical wherever prescribed / as per the scheme of examinations by earning **167 CREDITS** in Parts-I, II, III, IV & V. He/she shall also fulfill the extension activities prescribed earning a minimum of 1 Credit to qualify for the B.Com. (Hons.) Degree.

9. CLASSIFICATION OF SUCCESSFUL CANDIDATES

9.1. PART I TAMIL/OTHER LANGUAGES AND PART II ENGLISH AND PART III CORE SUBJECTS, ALLIED SUBJECTS, AND PROJECT/ELECTIVES: Successful Students passing the examinations for Part-I, Part-II and Part-III Courses together and securing the marks (i) 60 percent and above (ii) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the **FIRST and SECOND** class respectively. Others, who secure 75% and above shall be declared to have passed in the **First class with Distinction**.

10. GRADING SYSTEM

10.1 Passing Minimum is 50% of the ESE (End Semester Examination) and also 50% of the maximum of that paper/course.

10.2 Minimum Credits to be earned:

Best 167 credits (Part-I & II - Languages, Part-III- Major, Electives, Allied, Part-IV Soft Skill and Part-V-Extension Activities)

10.3 Marks and Grades:

The following table shows the marks, grade points, letter grades and classification to indicate the performance of the Candidate:

RANGE OF MARKS	GRADE POINTS	LETTER GRADE	DESCRIPTION
90-100	9.0 to 10.0	O	Outstanding
80-89	8.0 to 8.9	D+	Excellent
75-79	7.5 to 7.9	D	Distinction
70-74	7.0 to 7.4	A+	Very Good
60-69	6.0 to 6.9	A	Good
50-59	5.0 to 5.9	B	Average
00-49	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

10.4 Computation of Grade Point Average (GPA) in a Semester, Cumulative Grade Point Average (CGPA) and Classification

GPA for a Semester: = $\sum CiGi / \sum Ci$

That is, GPA is the sum of the multiplication of grade points by the credits of the courses divided by the sum of the credits of the courses in a semester.

CGPA for the entire programme: = $\sum n \sum CiGni / \sum n \sum Ci$

That is, CGPA is the sum of the multiplication of grade points by the credits of the entire programme divided by the sum of the credits of the courses of the entire programme

Where, C_i = Credits earned for course i in any semester, G_i = Grade Point obtained for course i in any semester

n = Semester in which such courses were credited.

10.5. Letter Grade and Class

CGPA	GRADE	CLASSIFICATION
9.5 – 10.0	O +	First Class Exemplary *
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction *
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
0.0 and above but below 5.0	U	Re-appear

11. RANKING

Students who pass all the examinations prescribed for the Course in the **FIRST APPEARANCE ITSELF ALONE** are eligible for Ranking / Distinction; provided in the case of Students who pass all the examinations prescribed for the Course with a break in the First Appearance due to the reasons as furnished in the Regulations 6.5 supra are only eligible for Classification.

12. CONCESSIONS FOR DIFFERENTLY-ABLED STUDENTS

Same regulations as contained in Regulation **11.1 to 11.3** of other UG programs.

13. MAXIMUM PERIOD FOR COMPLETION OF THE PROGRAMS TO QUALIFY FOR A DEGREE

13.1. A Student who for whatever reasons is not able to complete the programs within the normal period (N) or the Minimum duration prescribed for the programme, may be allowed two years period beyond the normal period to clear the backlog to be qualified for the degree. (Time Span = N + 2 years for the completion of programme.)

13.2. In exceptional cases like major accidents and child birth an extension of one year be considered beyond maximum span of time (Time Span = N + 2 + 1 years for the completion of programme).

13.3. Students qualifying during the extended period, shall not be eligible for RANKING

Note: Autonomous Colleges have their freedom to modify any of the above regulations based on the UGC guidelines for Autonomous Colleges or guidelines of the Tamil Nadu State Council for Higher Education with the approval of the University.

SN.O'17

G. Vallabhaiah

PRINCIPAL,
DHARMAMURTHI RAO BAHADUR CALAYALA
CUNNAN CHETTY'S HINDU COLLEGE,
DHARMAMURTHI NAGAR,
PATTABIRAM, CHENNAI - 600 077.

Department of Historical Studies
Report on 33rd Parents – Teachers Meeting

Parents-teachers meeting was held on 15.04.2024 at Cunnan Auditorium. All the Parents were informed before the meeting. A total of 15 History students' parents/guardians attended this meeting. The meeting started at 11.00 am and went on to noon. Almost all parents who attended the General presentation session for overall progression, came and met the class coordinator to discuss their ward's progression. Most of the parents asked about their ward's progress in studies and how they can improve their skills. Parents enquired about their wards concerning the education and discipline in the class. They also keenly investigated the wards' semester results.

From the class coordinator's side, Parents were instructed to encourage students to avoid usage of mobile phones, to maintain attendance of students. Parents requested the department to conduct more programs on the lines of competitive examinations and employability skills enhancement. They also insisted on educational tours which help students to understand historical events in a better way.

Feedback forms were distributed to all the parents. Parents were asked to fill up the forms and encouragement was given to register their recommendations, grievances, and comments about their wards. It was a pleasant interaction between the teachers and the parents for the development of their wards, where they discussed the aspects which could contribute to the holistic development of their wards.



G. Kalinraj

PRINCIPAL,
DHARMAMURTHI RAO BARADUR CALAVALA CUNNAM
CHETTY'S HINDU COLLEGE
DHARMAMURTHI NAGAR, PATTAI RAM,
CHENNAI - 600 072.

From,
R.Balasubramanian
Associate Professor and Head
Department of English
Dharmamurthi Rao Bahadur Calavala
Cunnan Chetty's Hindu College
Pattabiram, Chennai-600072

Date: 15/04/2024



Ca
15/4/24
P
16/4/24

To,
The Principal,
Dharmamurthi Rao Bahadur Calavala
Cunnan Chetty's Hindu College
Pattabiram, Chennai-600072

Dear Madam,

Sub: Report on the Parent-Teacher Meet held on the 15th of April 2024.

The Parent-Teacher Meet was held on the 15th of April 2024 (Monday). The general meeting for all parents held in the Cunnan Auditorium which lasted around one and a half hours. This included the presentation by the Principal on the facilities provided in the college and the support given to the students. The observations, comments and suggestions of the parents are listed below:

- The parents are very happy that their wards are studying in an aided college which charges government mandated fee.
- They also appreciated the fact that the management has provided the students with free lunch (under the Dharmamurthi Nutritious Meal Scheme).
- The parents wanted the departments to give support to the students for entrance examinations like the TNPSC (Tamilnadu Public Service Commission). The Competitive Examination Cell is functioning actively in our institution and ensures that those students who aspire to sit for such examinations are provided adequate coaching.
- The provision of a water cooler and heater for drinking water and a roofed walkway for the students was welcomed by the parents.
- The functioning of the canteen was also appreciated. The fact that all items are nominally priced and thus are made affordable to the students got a special mention from the parents.

- The parents commented that the new feedback form was an improvement since they could express their opinion on a range of issues.
- Overall the parents felt that they felt safe sending their children to a secure and scholarly environment like the one available in our institution.
- There was a general feeling that the toilets could be maintained better. Efforts are being made by the administration towards this goal.

Thanking you

Yours Sincerely


R. Balasubramanian





PRINCIPAL,
DHARMAMURTHI RAO BAHADUR CALAVALA CUNNAM
CHETTY'S HINDU COLLEGE
DHARMAMURTHI NAGAR, PATTABIRAM,
CHENNAI - 600 072.



65/24-25
15/4/24

15/04/2024.

15/4/24

From
Mudduluru Suresh
Assistant Professor & Head,
Department of Telugu,
DRBCCC Hindu College.

To
The Principal
DRBCCC Hindu College
Pattabiram.

Through
The Convener, Parent - teacher meeting.

Respected Madam,
Sub: Parent- teacher meeting report - Reg.

I write to inform that department level parent- teacher meeting held at Telugu staff room. Seven parents were reported for the meet and all the staff members in the department were present the meeting and interact to parents. I enclosed the meeting report and feedback forms for kind your reference.

Thanking you,

Yours faithfully


MUDDULURU SURESH

Car
15/4/24

DEPARTMENT OF TELUGU

PARENT - TEACHER MEETING REPORT (Department level):

The Parent Teacher Meeting was conducted on Monday April 15th, 2024. The Department level meeting held on Telugu Staff room at 12.30 p.m., seven parents was reported for the meet out of twelve parents. All the Staff members in department were present on the meeting and interact to parents and discussed about the academic performance of the students like class attendance, marks in class tests, internal marks and overall discipline in the campus. Some Parents are requested us to arrange special Coaching for English Subject as their Children failed in the University Examinations. Few parents asked for hostel facility for their Wards as most of them come from long distance.

We assured to parents, we will discuss to Principal and Management on fulfill of your valuable suggestions.

We also received feedback from the parents of B.A. Telugu Students, Conclusion of the meeting at 12.30 p.m. followed by Vote of thanks to the parents given by Dr. Mudduluru Suresh, HOD, Department of Telugu.



We received following suggestions from the parents.

- Practical Training in Course related field.
- To conduct more Skill development programmes.
- To arrange more campus Interviews.
- To Organize Special programmes for competitive exams.



G. Valimurthy
PRINCIPAL,
DHARMAMURTHI RAO BAHADUR CALAVALA CUNNAM
CHETTY'S HINDU COLLEGE
DHARMAMURTHI NAGAR, PATTABIRAM,
CHENNAI - 800 072.

Ca
13/5/24

DRBCCC Hindu College
Department of Corporate Secretaryship
Report on parent Teachers Meeting held on 15.4.24

At the Cunnan Auditorium, a parent-teachers meeting took place on 15.4.24 at 10.30 a.m. Welcome address given by Dr.S.Veeramani. Principal Madam briefly describes the college activities in a centralized session, followed by feedback from the parents.

In the decentralized session parents meet the Department Staff to discuss student's educational experiences and see the progress of the students in their tests and attendance and general behavior. Around 42 parents met the department staff.

All parents show curiosity to examine their children's attendance during the meeting, as well as their grades on the class test and the revision test. Some ward's parents are illiterate; therefore they ask the staff to give additional assistance and support to boost their children's performance in the forthcoming class test and university exam.

Many parents do not know the leave taken by their wards; therefore they ask the college for a notice informing them of their children's absence on the same day itself. Parents requested that the professors hold two evaluations meetings at the beginning and midway of the semester.

To the utmost satisfaction of the parents, teachers gently and clearly addressed their questions and advised them to visit the department periodically to observe the pupils' progress.

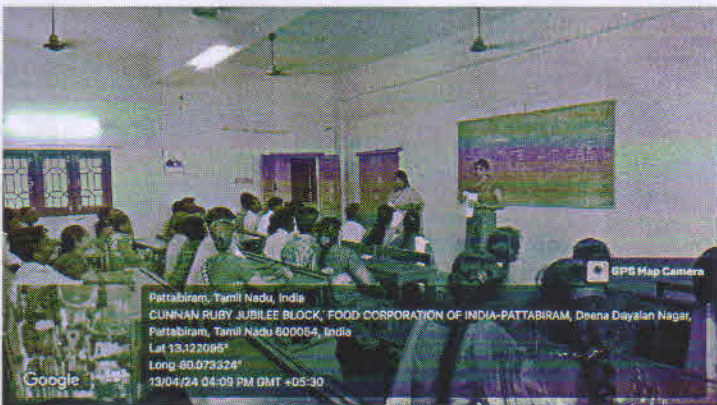


S. Veeramani
PRINCIPAL,
SHARMAMURTHI
DHALAVALA CUNNAM
COLLEGE
ATTABIRAM,
Dharmamurthi - 6072.

Report on 29th Parent – Teacher Meeting held on 13.04.2024

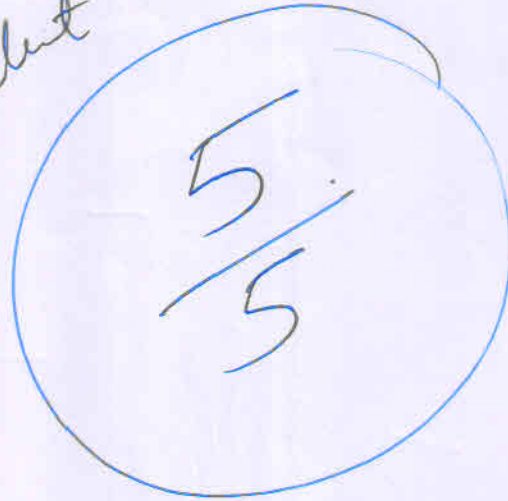
29th Parent – Teacher meeting was conducted on 13.04.2024 in the college campus. The meeting started with lighting of Kuthuvilakku by the dignitaries and parents. The convener Dr C.Manikantan welcomed the gathering. The Director Dr N.Rajendra Naidu gave the special address. The Principal Dr G.Kalvikkarasi presented a report on the college. Dr V.Sasikala, Head, Department of Computer Science gave the Vote of Thanks. About 800 parents attended the meeting.

The parents came with their grievances and suggestions. The Principal gave the replies. After the general meeting over the parents attended the department wise meeting in the respective departments. They were given feedback forms to fill about the activities held in the academic year 2023-24. A sumptuous tiffin with sweet and tea were served to the parents at the end.



G. Kalvikkarasi
PRINCIPAL,
DHARMAMURTHI RAO BHADUR CALAVALA CUNNAM
CHETTY'S HINDU COLLEGE
DHARMAMURTHI NAGAR, PATTABIRAM,
CHENNAI - 600 072.

Excellent



COSMOS SMART RO

Water purifier



G. Vasanthakumari
PRINCIPAL,
DHARMAMURTHI RAO BAHADUR GALAVALA CUNNAN
CHETTY'S HINDU COLLEGE
DHARMAMURTHI NAGAR, PATTABIRAM,
CHENNAI - 600 072.

TEAM MEMBERS:

Rakesh kumar
Tamilselvan
Vishal
Yokesh-D
Yogesh-M
Vijay Adithya
Sambath kumar
Surya
Dheeba

Executive Summary: Cosmos Smart RO

Introduction:

CosmosSmart RO is an innovative water purification system designed to provide safe and clean drinking water through advanced filtration technology and smart features. With a focus on marketing, finance, and operations, Cosmos aims to revolutionize the water purifier market.

Cosmos Smart RO employs a multi-faceted marketing approach, leveraging digital channels, influencer partnerships, and traditional advertising to reach its target audience. By highlighting the product's superior purification technology and smart features, Cosmos aims to position itself as a leader in the water purification industry.

Investments in research and development have enabled Cosmos to develop cutting-edge filtration technology while maintaining competitive pricing. The company's strategic pricing strategy aims to capture market share while ensuring profitability. Additionally, partnerships with financial institutions facilitate consumer financing options, expanding accessibility to a broader customer base.

Cosmos's operations are characterized by a commitment to quality and efficiency. Robust supply chain management ensures timely procurement of raw materials and components, minimizing production delays. Furthermore, streamlined manufacturing processes and stringent quality control measures uphold product excellence and customer satisfaction.

Cosmos Smart RO represents a convergence of innovation, affordability, and reliability in the water purification market. Through strategic marketing, sound financial management, and operational excellence, Cosmos is poised for sustained growth and market leadership in the years to come.

Mission Statement

Cosmos Smart RO is committed to enhancing the quality of life by providing access to safe and clean drinking water for every individual. Our philosophy revolves around innovation, sustainability, and customer-centricity. We believe in harnessing advanced technology to develop cutting-edge water purification solutions that are not only effective but also environmentally friendly. At cosmos, our mission is to revolutionize the way people access and consume water by offering innovative, affordable, and sustainable purification solutions. We strive to empower individuals and communities to lead healthier lives through access to clean drinking water, while also minimizing our environmental footprint. Through continuous innovation, exceptional customer service, and social responsibility, we aim to become a global leader in water purification technology, enriching lives one drop at a time.

Product and Service Description

Cosmos offers a range of advanced water purification products and services tailored to meet the diverse needs of consumers:

1. *Cosmos Smart RO Water Purifier:*

- It has the features of RO, UV, and UF filtration technology.
- It has features that include app connectivity for real-time monitoring the water level, filter replacement alerts, and remote control functionality.
- Benefits: Provides safe, clean drinking water with smart monitoring and control.
- Retail Price: Rs.350
- Estimated Monthly Sales: 2,000 units

2. *Cosmos UV Water Purifier:*

- A cost-effective solution for households with low TDS (Total Dissolved Solids) water sources.
- Utilizes UV technology to eliminate harmful microorganisms and bacteria.
- Benefits: Affordable yet effective water purification; ideal for areas with adequate water quality but requiring microbial disinfection.
- Retail Price: Rs.300
- Estimated Monthly Sales: 1,500 units

Customer Benefits:

- **Access to safe and clean drinking water:** Cosmos's advanced filtration technology removes impurities, contaminants, and microorganisms, ensuring the purity and safety of drinking water.
- **Convenience and peace of mind:** Smart features such as app connectivity enable users to monitor water quality, receive filter replacement alerts, and control the purifier remotely, enhancing convenience and peace of mind.
- **Cost-effective solutions:** Cosmos offers a range of products catering to different budgets and requirements, ensuring affordability without compromising on quality or performance.
- **Hassle-free maintenance:** The annual maintenance contract provides customers with comprehensive maintenance services, prolonging the lifespan and efficiency of their water purifiers while eliminating maintenance hassles.

Success Factors:

- 1. Innovative Technology:** Cosmos's incorporation of advanced filtration technology and smart features sets it apart from traditional water purifiers, appealing to tech-savvy consumers seeking convenience and efficiency.
- 2. Market Segmentation:** By offering a range of products at different price points, Cosmos can cater to a broader customer base, capturing market share across various segments.
- 3. Value Proposition:** The combination of superior water purification, smart features, and affordable pricing creates a compelling value proposition for consumers, driving demand and market success.

Competition Analysis

Direct Competitors:

-*Kent RO Systems:* Kent is a major player in the water purifier industry, offering a wide range of RO water purifiers with advanced features and technology similar to Cosmos.

- *Aquaguard:* Aquaguard, a brand under Eureka Forbes, is known for its diverse range of water purifiers, including RO, UV, and UF variants.

Indirect Competitors:

-*Bottled Water Brands:* Companies selling bottled water, such as Bisleri, compete indirectly with Cosmos by targeting the same consumer need for safe drinking water but in a different format.

-*Water Purification Tablets:* Products like water purification tablets and sachets cater to consumers seeking portable and convenient water purification solutions.

Competitive Advantages of cosmos:

- **Innovative Technology:** Cosmos distinguishes itself from competitors through its innovative filtration technology and smart features, offering superior performance and convenience to consumers.
- **Affordability:** Cosmos's products are priced competitively with quality. This affordability appeals to a broad types of consumers, including those with varying budgets.
- **Customer-Centric Approach:** It provides free support services such as installation assistance, maintenance contracts and responsive customer service. This focus on customer needs fosters loyalty and repeat business.
- **Brand Reputation:** Cosmos has built a strong brand reputation for reliability, quality, and innovation in the water purification industry. This positive brand image enhances consumer trust and confidence in choosing Cosmos over competitors.
- **Environmental Sustainability:** Cosmos's commitment to environmental sustainability, evidenced through initiatives like water conservation and eco-friendly manufacturing practices, resonates with environmentally conscious consumers seeking socially responsible brands.

Target Customer

Cosmos smart RO's target customer is the modern, health-conscious individual or household seeking convenient and reliable solutions for safe drinking water. This includes:

- 1. Tech-Savvy Consumers:** Individuals who value innovation and technology integration in their daily lives. They appreciate the smart features offered by cosmos's water purifiers, such as app connectivity for monitoring water quality and controlling purification settings remotely.
- 2. Families and Homeowners:** Households concerned about the quality of their drinking water and the health of their family members. Cosmos's advanced filtration technology ensures the removal of impurities, contaminants, and microorganisms, providing peace of mind regarding water safety.
- 3. Urban Dwellers:** Residents of urban areas facing water quality issues due to pollution, aging infrastructure, or high TDS levels. Cosmos's smart RO water purifiers are particularly suited for urban environments, effectively removing dissolved salts, heavy metals, and other harmful substances from the water supply.
- 4. Environmentally Conscious Consumers:** Individuals who prioritize sustainability and eco-friendliness in their purchasing decisions. Cosmos's commitment to environmental responsibility, evidenced through initiatives like water conservation and eco-friendly manufacturing practices, resonates with this segment.

Why Purchase Cosmos's Product and Service:

1. Superior Water Purification
2. Convenience and Smart Features
3. Affordability
4. Reliability and Trust
5. Comprehensive Support Services

Analysis of Potential Location

Location:

The ideal location for cosmos would be in a thriving urban area with a significant population density and a growing demand for water purification solutions. This could be a neighbourhood or commercial district in a larger city known for its tech-savvy population and environmental consciousness.

Type of Establishment:

Cosmos may opt for a free-standing building or a storefront in a commercial complex. This allows for visibility and accessibility to potential customers while providing adequate space for showcasing products and conducting business operations.

Hours of Operation:

Cosmos's business hours could typically be from 9:00 AM to 7:00 PM, Monday to Saturday, to accommodate working professionals and individuals visiting after work or on weekends. Flexible hours may be considered to cater to different customer preferences.

Parking Facilities:

The chosen location should ideally have ample parking facilities for both staff and customers. This could include dedicated parking spaces in front of the establishment or access to nearby parking lots or garages to ensure convenience for visitors.

Mass Transit Access:

Access to mass transit is essential for both staff and customers, especially in urban areas where car ownership may be lower. The location should be easily accessible by public transportation such as buses, trains, or subway lines, enhancing convenience and accessibility.

Safety of the Area:

Safety is a crucial consideration for any business location. Cosmos should choose an area with low crime rates and a reputation for safety to ensure the security of both staff and customers. This fosters a sense of trust and confidence in the business environment.

Proximity to Complimentary Businesses:

Cosmos may benefit from being near complimentary businesses such as home appliance stores, kitchenware shops, or health food stores. This creates synergies and opportunities for cross-promotion, attracting customers with related interests and needs while enhancing the overall shopping experience. Additionally, proximity to businesses with similar environmental or health-focused missions could further reinforce cosmos's brand positioning and attract a shared customer base.

Hiring Strategy

1. Recruitment Channels:

Cosmos will utilize a multi-channel approach to recruit staff members, including:

- **Online job boards:** Posting job openings on popular platforms such as LinkedIn, Indeed, and Glassdoor to reach a wide pool of potential candidates.
- **Company website:** Featuring job listings and career opportunities on cosmos's official website to attract candidates who are already familiar with the brand.
- **Recruitment agencies:** Partnering with reputable recruitment agencies specializing in the relevant industry to identify and recruit qualified candidates efficiently.
- **Networking:** Leveraging professional networks, industry events, and referrals from existing employees to tap into passive candidates and attract top talent.

2. Salary and Benefits:

Cosmos will offer competitive salaries and attractive benefits packages to attract and retain qualified staff members. These may include:

- **Competitive base salary:** Offering salaries in line with industry standards and reflective of candidates' experience, skills, and qualifications.
- **Performance-based incentives:** Providing opportunities for bonuses or incentives based on individual and team performance to motivate and reward employees for their contributions.
- **Comprehensive benefits:** Offering benefits such as health insurance, retirement plans, paid time off, and employee discounts on cosmos products to enhance the overall compensation package and support employee well-being.
- **Professional development opportunities:** Investing in employee growth and development through training programs, workshops, and opportunities for career advancement to foster a culture of continuous learning and skill enhancement.

- **Flexible work arrangements:** Considering options for remote work, flexible hours, or alternative work schedules to accommodate employees' diverse needs and promote work-life balance.

3. Positive Work Environment:

Cosmos will prioritize creating a positive work environment characterized by open communication, collaboration, and mutual respect. By fostering a culture of inclusivity, transparency, and employee empowerment, cosmos aims to attract top talent and cultivate a motivated and engaged workforce committed to the company's mission and success.

Marketing plan

Cosmos Product and Service Plan:

Products

1. Cosmos Smart RO Water Purifier:

- The flagship product of cosmos, the Smart RO Water Purifier, utilizes a combination of RO, UV, and UF filtration technologies to ensure the highest level of water purification.

- Features:

- Smart connectivity
- Multi-stage filtration
- Sleek design

- Benefits:

- Ensures safe and clean drinking water for the whole family.
- Offers convenience and peace of mind through smart monitoring and control features.

- Saves space with its compact and stylish design.

2. Cosmos UV Water Purifier:

- Ideal for areas with low TDS (Total Dissolved Solids) levels, the Livpure UV Water Purifier uses ultraviolet technology to eliminate harmful bacteria and microorganisms from the water supply.

- Features:

- UV purification
- Compact and wall-mountable design
- Low maintenance

- Benefits:

- Provides affordable and effective water purification solution for areas with relatively clean water sources.

- Easy to install and operate, making it ideal for households and small businesses.

- Requires minimal maintenance, reducing long-term costs and hassle.

Services

Cosmos Water Purifier Maintenance Services:

Cosmos offers free maintenance services for its water purifier.

Services include:

- Periodic filter replacements
- System checks

Benefits:

- Prolongs the lifespan of the water purifier and maintains its efficiency.
- Eliminates the hassle of scheduling maintenance and ensures timely service.
- Peace of mind with dedicated support and assistance from Cosmos's service team.

Overall, Cosmos's product and service offerings cater to the diverse needs of consumers, providing innovative and reliable solutions for safe drinking water in both residential and commercial settings.

Financial plan

Cosmos Income Statement (Hypothetical)

Particulars Amount (in ₹)

Gross Revenue	₹3,000,000
Returns/Refunds	₹50,000
Net Revenue	₹2,950,000
Cost of Goods Sold (COGS)	₹1,500,000
Gross Profit	₹1,450,000
Operating Expenses	
Rent/Mortgage	₹120,000
Utilities	₹50,000
Taxes	₹80,000
Insurance	₹30,000
Salaries	₹600,000
Advertising & Promotion	₹200,000
Other Operating Expenses	₹100,000
Total Operating Expenses	₹1,180,000
Net Income (Profit)	₹270,000



G. Srinivasan
PRINCIPAL,
DHARMAMURTHI RAO BAHADUR CALAVALA CUNNAM
CHETTY'S HINDU COLLEGE
DHARMAMURTHINAGAR, PATTABIRAM,
CHENNAI - 600 072.

PROJECT – PORTABLE THEATRE

COURSE OBJECTIVES:

The objectives of our portable theatre project are to create a **versatile platform** for theatrical productions, engage diverse audiences in non-traditional settings, and foster cultural connections within communities. By designing and implementing adaptable infrastructure and programming, we aim to provide immersive and accessible theatrical experiences that transcend conventional boundaries. Our goals include promoting creativity, inclusivity, and social engagement while maintaining a sustainable and financially viable business model. Through innovative performances, outreach initiatives, and ongoing self-analysis, we strive to enrich lives and inspire audiences wherever our portable theatre travels.

OUTCOME:

The outcomes of our portable theatre project are multifaceted and impactful. Through innovative design and adaptability, we successfully bring high-quality theatrical experiences to diverse communities, transcending traditional venue limitations. Our performances foster cultural enrichment, community engagement, and audience connection, creating memorable experiences that resonate with people of all ages and backgrounds. Moreover, our project promotes accessibility and inclusivity, **reaching audiences** in non-traditional spaces and accommodating diverse needs. By cultivating a love for the performing arts and fostering meaningful connections,

G. H. 5
5

List of members is
min.

our portable theatre project leaves a lasting legacy of creativity, inspiration, and social cohesion in every location it visits.

INTRODUCTION:

In the **heart** of rural communities, where access to cultural enrichment and entertainment options may be limited, the concept of portable theaters shines as a beacon of creativity and connectivity. These mobile hubs of artistic expression bring the vibrancy of the stage directly to village doorsteps, transforming open spaces into **bustling centers** of theatrical magic. With a blend of innovation and tradition, portable theaters offer a platform for local talents to shine while **captivating** audiences with a diverse array of performances. In this exploration, we delve into the transformative power of portable theaters in villages, illuminating their role in fostering community cohesion, promoting cultural exchange, and enriching lives through the **magic** of the performing arts.

EXECUTIVE SUMMARY:

Our portable theatre project aims to **revolutionize** the cultural landscape by bringing high-quality theatrical experiences directly to **communities** across diverse locations. Through innovative design and strategic planning, we will create a mobile platform capable of **staging** immersive performances in non-traditional venues, catering to audiences of all ages and backgrounds.

MARKETING STRATEGY:

Utilizing a combination of surveys and focus groups, we will conduct **primary research** to understand audience preferences and identify **target** demographics. Our marketing efforts will focus on promoting accessibility and inclusivity, highlighting the versatility and adaptability of our portable theatre concept.

Strategic partnerships with local organizations and targeted outreach initiatives will help us expand our reach and engage with diverse communities.

FINANCIAL PLAN:

With a focus on **cost-effectiveness** and sustainability, our financial plan outlines a balanced budget that allocates resources efficiently across production expenses, marketing efforts, and operational needs. Revenue streams will include ticket sales, sponsorships, and partnerships, with projections based on conservative estimates and contingency plans in place to mitigate risks.

OPERATIONS:

Our operations plan **prioritizes** efficiency and flexibility, with streamlined logistics and robust infrastructure to support seamless production and performance execution. A dedicated team of professionals will oversee every aspect of operations, from set design and technical operations to audience engagement and venue coordination, ensuring a consistently high-quality experience for both performers and spectators.

In **summary**, our portable theatre project represents an innovative approach to cultural enrichment, leveraging creativity, adaptability, and community engagement to redefine the boundaries of traditional theatre. With a comprehensive strategy encompassing marketing, finance, and operations, we are poised to deliver impactful and memorable theatrical experiences that transcend geographical limitations and inspire audiences wherever we go.

PHILOSOPHY:

At our portable theatre project, our philosophy revolves around accessibility, innovation, and community enrichment. We believe in bringing the transformative **power of live theatre** directly to diverse audiences, regardless of geographical or social barriers. Our **mission** is to create immersive and inclusive cultural experiences that foster connection, spark imagination, and celebrate the richness of **human expression**. Through dynamic performances in unconventional settings, we strive to inspire, educate, and entertain, while cultivating a sense of belonging and shared humanity among our audiences.

SERVICE DESCRIPTION:

Our portable theatre project offers a unique blend of high-quality theatrical productions delivered directly to diverse communities. Our main product is a fully equipped **mobile theatre** setup, including stage, lighting, sound systems, and seating arrangements, designed to transform any location into a vibrant cultural hub. Additionally, we provide a range of services, such as curated programming, technical support, and audience engagement activities, tailored to enhance the overall theatre-going experience. Customers benefit from the convenience and accessibility of **experiencing live performances** in their own neighborhoods, without the need to travel to traditional theatre venues. With our commitment to quality, creativity, and community engagement, we anticipate selling approximately **10** units of our portable theatre setup per month, along with an estimated **200** tickets per performance, resulting in a steady stream of revenue and sustained success in the market. Retail prices for our portable theatre setup start at **Rs.50,000**, with ticket prices ranging from **Rs.10 to 50** depending on the production and venue.

SECONDARY RESEARCH

GEOGRAPHIC DATA:

The geographic data for our portable theatre project reveals a diverse population residing in the area we aim to serve. With a total population of approximately **[700-900]** people, our target region encompasses a mix of urban, suburban, and

rural communities. This population includes individuals of varying ages, cultural backgrounds, and socioeconomic statuses, offering a rich tapestry of potential audience members for our portable theatre performances. By understanding the demographic makeup and distribution of residents within this area, we can strategically plan our outreach efforts and programming to ensure broad accessibility and engagement across the region.

DEMOGRAPHIC DATA:

The demographic data for our portable theatre project reveals a diverse audience profile that informs our business strategy. Across age groups, we observe significant interest, with a notable proportion of attendees falling within the **25-54 age** range, indicating a broad appeal across adult demographics. Gender distribution is relatively balanced, suggesting a gender-inclusive environment conducive to diverse programming. Income levels vary, with a substantial portion representing middle to upper-middle-income brackets, indicating potential for ticket sales and sponsorship opportunities. Marital status varies, with both single and married individuals comprising our audience base, highlighting the importance of offering flexible and inclusive programming suitable for various lifestyles. Family size varies, with a significant portion of attendees being either individuals or couples, as well as families with children, underscoring the need for family-friendly and multi-generational experiences. Overall, this demographic data underscores the broad appeal of our portable theatre project and guides our efforts to tailor programming and marketing strategies to meet the diverse needs and preferences of our audience.

PRIMARY RESEARCH

METHODS OF MARKETING:

For our portable theatre project, we will employ both **surveys** and focus groups as primary methods of marketing research. Surveys will allow us to gather quantitative data from a larger audience base, providing insights into demographics, preferences, and behaviors related to theatre attendance and interest in portable performances. Additionally, **focus groups** will offer qualitative insights and in-depth discussions with a smaller, more targeted group, allowing us to delve deeper into participants' thoughts, opinions, and suggestions regarding portable theatre experiences. By combining these methods, we aim to gather comprehensive feedback that will inform our marketing strategies and shape the development of our portable theatre initiative.

SURVEY QUESTIONS:

1. How frequently do you attend live theatre performances?
2. What factors influence your decision to attend a theatre performance?
3. Have you ever attended a portable theatre performance?
4. What types of performances would you be interested in seeing at a portable theatre?
5. What locations would you prefer for portable theatre performances?
6. How likely are you to attend a portable theatre performance in the future?
7. What additional amenities or features would enhance your portable theatre experience?
8. Any other comments or suggestions for improving portable theatre offerings?

COMPETITION:

As a new business owner entering the portable theatre market, it's crucial to conduct a thorough analysis of our competition to understand the landscape and identify opportunities for differentiation. Our competitors may include traditional theatre companies offering touring productions, event production companies specializing in outdoor entertainment, and community organizations

hosting local performances. By examining their strengths, weaknesses, and unique value propositions, we can identify gaps in the market and develop strategies to position our portable theatre project as a distinctive and appealing option for audiences. Factors such as production quality, programming diversity, pricing, accessibility, and community engagement initiatives will be key areas of focus in our **competitive analysis**, guiding our efforts to carve out a niche and establish a strong presence in the industry. Additionally, staying attuned to emerging trends and shifts in consumer preferences will be essential for maintaining a competitive edge and sustaining long-term success in the portable theatre market.

DIRECT COMPETITORS:

In the realm of portable theatre projects, there are a few direct competitors offering similar products and services. One notable competitor is **XYZ** Portable Productions, which specializes in providing mobile theatrical experiences for various events and venues. With a focus on versatility and technical expertise, XYZ offers a range of customizable solutions, including portable stages, lighting, and sound equipment, tailored to meet the specific needs of clients. Another competitor, **ABC** Mobile Theatre, distinguishes itself through its extensive repertoire of classic and contemporary productions, attracting audiences with high-quality performances delivered to unconventional locations. Both competitors share our goal of bringing the magic of live theatre to diverse audiences through innovative and adaptable solutions, presenting a formidable challenge in a competitive market landscape.

INDIRECT COMPETITORS:

In the realm of portable entertainment, our project faces indirect competition from businesses offering alternative leisure experiences that vie for a customer's disposable income. These could include streaming services, mobile gaming

platforms, and outdoor recreational activities such as concerts, movie nights, or sports events. While these competitors offer diverse forms of entertainment, they indirectly compete for the same pool of discretionary spending from consumers seeking **enjoyable** and engaging experiences outside the home. To distinguish ourselves, we emphasize the unique value proposition of live theatrical performances in unconventional settings, offering an immersive and culturally enriching experience that transcends traditional entertainment options. Through strategic marketing and innovative programming, we **aim** to capture audience interest and carve out a distinct niche within the competitive landscape of leisure and entertainment offerings.

MARKET SEGMENT ANALYSIS:

Based on our secondary data analysis, our target customers for the portable theatre project encompass a diverse range of individuals seeking unique and accessible cultural experiences. This includes **families** looking for educational and entertaining outings, young adults seeking innovative and immersive entertainment options, and seniors interested in engaging cultural activities. Our portable theatre appeals to these customers by offering a convenient and flexible platform to **enjoy** live performances in various locations, eliminating the barriers of traditional theatre venues and catering to a wide range of interests and demographics. Whether it's a captivating play, a lively musical, or an interactive experience, our target customers are drawn to the convenience, accessibility, and enriching **cultural** offerings of our portable theatre project.

ANALYSIS OF POTENTIAL LOCATION:

- ❖ Our portable theatre project is strategically located in the heart of a bustling neighborhood in a **mid-sized city**, known for its vibrant arts and culture scene. Rather than renting or purchasing a fixed property, we

operate as a mobile entity, utilizing various venues and outdoor spaces for our performances. This flexible approach allows us to bring theatrical experiences directly to our audience, eliminating the need for a permanent physical location.

- ❖ Our hours of operation **vary** depending on the scheduling of performances and events, with performances typically held in the evenings and on weekends to accommodate our audience's availability.
- ❖ Parking facilities for staff and customers vary depending on the specific **venue** chosen for each performance. We prioritize selecting venues with ample parking options nearby, including street parking, parking garages, and designated parking lots.
- ❖ In terms of mass transit access, many of our chosen venues are conveniently located near **public** transportation hubs, allowing both staff and customers easy access via buses, trains, or subway systems.
- ❖ Safety is a top priority for us, and we **carefully** evaluate the safety of each potential performance location. We prioritize venues and neighborhoods with low crime rates and well-lit, pedestrian-friendly streets to ensure the security and comfort of our staff and audience members.
- ❖ Additionally, we aim to strategically position ourselves near **complimentary businesses** such as restaurants, cafes, and retail shops. This allows us to capitalize on foot traffic and create synergistic partnerships, enhancing the overall experience for our audience members and fostering a sense of community within the neighborhood. By strategically selecting performance locations and considering factors such as safety, accessibility, and nearby amenities, we aim to create memorable and engaging theatrical experiences that resonate with our audience and contribute to the cultural vibrancy of the community.

ORGANIZATION AND PERSONNEL PLAN:

OWNERSHIP CHOICES

For the portable theatre project, we have chosen a **partnership** ownership structure. This decision was made to leverage the diverse skills, resources, and networks of multiple individuals or entities involved in the venture. By pooling together our collective expertise and resources, we can more effectively navigate the complexities of producing and managing portable theatre productions. Additionally, a partnership allows for shared decision-making and accountability among partners, fostering collaboration and synergy in realizing our shared vision for the project. This ownership choice aligns with our values of teamwork, inclusivity, and maximizing collective potential to achieve success.

PERSONNEL NEEDS

ORGANIZATIONAL STRUCTURE:

- ✓ **PROJECT DIRECTOR:** Responsible for overseeing the entire portable theatre project, including planning, execution, and evaluation. Reports to the Project Sponsor.
- ✓ **PRODUCTION MANAGER:** Manages day-to-day production operations, including scheduling, equipment procurement, and logistics coordination. Reports to the Project Director.
- ✓ **TECHNICAL DIRECTOR:** Oversees technical aspects of productions, including lighting, sound, and set design. Works closely with the Production Manager and reports to the Project Director.
- ✓ **MARKETING COORDINATOR:** Develops and implements marketing strategies to promote portable theatre performances. Collaborates with the Production Manager and reports to the Project Director.
- ✓ **COMMUNITY OUTREACH COORDINATOR:** Handles community engagement initiatives, including partnerships with local organizations

and outreach events. Collaborates with the Marketing Coordinator and reports to the Project Director.

- ✓ **FRONT-OF-HOUSE MANAGER:** Manages front-of-house operations during performances, including ticketing, ushering, and audience services. Reports to the Production Manager.
- ✓ **TECHNICAL CREW:** Responsible for setting up and operating technical equipment during performances. Reports to the Technical Director.
- ✓ **MARKETING ASSISTANTS:** Support the Marketing Coordinator in executing marketing campaigns and outreach efforts. Report to the Marketing Coordinator.

LOCATION DESCRIPTION:

Our portable theatre will be designed to be versatile and adaptable, capable of transforming various spaces into immersive theatrical experiences. The **core structure** will consist of a modular stage platform with integrated lighting and sound systems, allowing for quick setup and teardown. The stage area will be flanked by seating arrangements that can be configured to accommodate different audience sizes and preferences. Additionally, the venue will include **amenities** such as restroom facilities, concession stands, and designated areas for performers and crew. The exterior design will feature branding elements and signage to attract attention and create a welcoming atmosphere. Overall, the portable theatre location will prioritize functionality, comfort, and accessibility to ensure a memorable and enjoyable experience for all attendees.

HIRING STRATEGY:

To recruit staff members for our portable theatre project, we will employ a multi-faceted approach, including **online** job postings on relevant platforms, networking within the performing arts community, and leveraging connections with local educational institutions. We will prioritize candidates with experience in theatre production, technical proficiency, and a passion for community engagement. Competitive salaries commensurate with industry standards, along with benefits such as flexible scheduling, professional development opportunities, and a supportive work environment, will be offered to attract qualified staff. Additionally, we will emphasize the unique and rewarding aspects of working in a dynamic and innovative setting, where team members have the opportunity to contribute to **meaningful** cultural experiences and make a positive impact within diverse communities.

MARKETING PLAN:

Our portable theatre project aims to revolutionize the way people experience live entertainment by offering a unique and immersive theatrical experience that can be brought to any location. Our primary product is a fully-equipped mobile theatre setup, complete with state-of-the-art sound, lighting, and staging equipment, designed to transform diverse spaces into dynamic performance venues. In addition to traditional plays and musicals, we offer a wide range of interactive and multimedia performances tailored to engage audiences of all ages and interests. Our services include full production management, from concept development and casting to **logistics** and technical support, ensuring a seamless and memorable experience for both performers and spectators. With a commitment to accessibility and inclusivity, we provide flexible seating options, multilingual translations, and sensory-friendly performances to accommodate diverse audience needs. Whether it's a **pop-up** event in a park, a school assembly, or a corporate function, our portable theatre brings the magic

of live performance directly to our audiences, enriching communities and fostering cultural connections wherever we go.

PRICING POLICY:

- Our proposed pricing policy for the portable theatre project is designed to **balance** affordability with sustainability, ensuring accessibility for diverse audiences while covering operational expenses and generating revenue.
- We propose a markup that covers our **production costs** while remaining competitive in the market. This markup will be determined based on a thorough analysis of our expenses, including equipment, personnel, transportation, and venue rental fees.
- In relation to competitors, we aim to offer **competitive pricing** that is either on par with or slightly below similar offerings in the market.
- This approach allows us to **attract customers** while maintaining profitability and market share.
- To attract customers and generate buzz around our portable theatre project, we plan to offer **introductory discounts** or promotional offers during the initial launch phase. These discounts will incentivize new customers to experience our productions and help us build a loyal customer base.
- Our pricing strategy aligns with a balanced approach, focusing on both volume and prestige appeal. While we aim to drive profits through volume by attracting a wide audience base through competitive pricing and promotional offers, we also seek to establish a sense of prestige and

value associated with our brand through **high-quality productions** and exceptional customer experiences. This dual approach allows us to maximize both revenue and reputation in the long term.

PROMOTIONAL PLAN:

PERSONAL PROMOTION

Our personal selling efforts will primarily be led by a dedicated team of outreach coordinators and community liaisons. These individuals will engage directly with potential clients, such as event planners, school administrators, and community organizers, to showcase the unique benefits and offerings of our portable theatre services. Through **personalized** consultations, presentations, and networking events, our team will cultivate relationships and tailor our offerings to meet the specific needs and preferences of our target audience.

NON-PERSONAL PROMOTION

Our overall advertising strategy will leverage a mix of traditional and digital channels to reach a wide audience and generate **excitement** for our portable theatre project. This will include targeted social media campaigns across platforms such as Facebook, Instagram, and Twitter, highlighting upcoming performances, behind-the-scenes content, and audience testimonials. Additionally, we will utilize email marketing to communicate directly with subscribers and **offer** exclusive promotions and discounts. To further amplify our reach, we will collaborate with local media outlets to secure press coverage and feature articles about our innovative approach to theatre. In the **short term**, we will host promotional events such as pop-up performances in high-traffic areas, interactive workshops, and special preview nights to generate buzz and engage with potential audience members firsthand. By combining personal selling efforts with a strategic non-personal promotion plan, we aim to maximize visibility, drive ticket sales, and create lasting **enthusiasm** for our portable theatre project within the community.

PLACE:

1. The location for our portable theatre project will be **meticulously** chosen to accommodate diverse audiences and provide an immersive theatrical experience. The setup will include a versatile and adaptable structure, such as a mobile stage with collapsible seating arrangements, lighting rigs, and sound systems. The stage itself will be designed to fit various performance styles, from traditional plays to immersive experiences, and will be equipped with state-of-the-art technology to enhance audiovisual effects. Additionally, the surrounding area will be **transformed** into a welcoming and comfortable environment, with amenities such as food vendors, restrooms, and seating areas for pre-show gatherings and intermissions. Overall, the location will embody the essence of a traditional theatre while offering the flexibility and accessibility of a portable setup.

2. Our distribution plan for getting our portable theatre project into our customers' hands involves a combination of direct and indirect distribution channels. Direct distribution will involve setting up our portable theatre at various locations, such as parks, community centers, schools, and corporate events, where customers can attend performances on-site. We will also offer **online ticket** sales and reservations through our website to reach a broader audience and facilitate easy access to our productions. Additionally, we may partner with local event organizers, venue owners, and community organizations as intermediaries to help promote and host our performances, expanding our reach and visibility within different communities.

FINANCIAL PLAN:

INCOME STATEMENT

1. GROSS REVENUE:

Total ticket sales: ₹100,000

Less: Returns/refunds: ₹2,000

Net Gross Revenue: ₹98,000

2. COST OF GOODS SOLD:

Cost per production (including performers, production crew, equipment rental, and set materials): ₹40,000

Number of productions: 5

Total Cost of Goods Sold: ₹200,000

3. OPERATING EXPENSES:

- Rent/Mortgage: ₹3,000/month x 12 months = ₹36,000

- Utilities: ₹500/month x 12 months = ₹6,000

- Taxes: ₹10,000

- Insurance: ₹2,000

- Salaries: ₹50,000 (including administrative staff, technicians, and marketing team)

- Advertising & Promotion: ₹20,000

Total Operating Expenses: ₹124,000

NET INCOME (LOSS) BEFORE TAXES:

Net Gross Revenue: ₹98,000

Less: Cost of Goods Sold: ₹200,000

Less: Operating Expenses: ₹124,000

Net Income (Loss) before Taxes: - ₹226,000

This income statement provides a snapshot of the financial performance of the portable theatre project, taking into account **gross revenue, cost of goods sold, and operating expenses**. Despite generating revenue from ticket sales, the high cost of productions and operating expenses result in a net loss before taxes. Adjustments to production costs and operating expenses may be necessary to achieve profitability in future periods.

CONCLUSION:

In conclusion, the portable theatre project represents a dynamic and innovative approach to bringing **theatrical experiences** to diverse audiences in non-traditional settings. Through strategic planning, technical proficiency, and a commitment to community engagement, we have successfully created a platform that transcends **physical boundaries** and fosters cultural connections. By providing accessible and immersive performances tailored to the needs and interests of our audience, we have demonstrated the power of live theatre to inspire, entertain, and enrich lives. Moving forward, we remain dedicated to refining our approach, expanding our reach, and continuing to deliver **high-quality** theatrical experiences that leave a lasting impact on communities wherever we go.



G. Kalinay
PRINCIPAL,
DHARMAMURTHI RAO BAHADUR CALAYALA CUNNAN
CHETTY'S HINDU COLLEGE
DHARMAMURTHINAGAR, PAITABIRAM,
CHENNAI - 600 072.