



Hindusthan College of Engineering and Technology

An Autonomous Institution, Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai

Accredited by NBA (AERO, AUTO, CIVIL, CSE, ECE, EEE, IT, MECH, MECHATRONICS)

Accredited by NAAC with 'A++' Grade with CGPA of 3.69 out of 4 in Cycle 2

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DEPARTMENT OF MANAGEMENT SCIENCES (MBA)

Details of Consultancy projects

S.No	Date	Name of the Faculty	Project Title	Funding agency	Duration	Amount/ Consultancy charge	Status
Academic Year: 2020 - 2021							
1.	21.12.2020	Dr.M.Bhuvaneswari Professor	A study on customer perception towards property developers and their promotional patterns	Agham Land Developers (P) Ltd, Coimbatore.	6 Months	₹2,60,000.00	Completed
2.	30.11.2020	Ms.K.Hemashree Assistant Professor	A study on customer satisfaction	Hotel Sangeetha's, Pudukkottai.	3 Months	₹1,50,000.00	Completed
Academic Year: 2021 - 2022							
1	12.09.2021	Mrs.V.Kanimozhi Assistant Professor	Analysis of Customer Buying Behaviour	Sri Karunambigai Traders, Coimbatore	6 Months	₹3,50,000.00	Completed

S.No	Date	Name of the Faculty	Project Title	Funding agency	Duration	Amount/ Consultancy charge	Status
2	11.10.2021	Mrs.V.Kanimozhi Assistant Professor	Identification of challenges faced by Retail jewellers in the digitalization of their order processing operations.	Logimax Technologies Pvt Ltd, Coimbatore.	3 Months	₹22,420.00	Completed
3	2.10.2021	Dr.S.Kamalaravanan Professor	Analysis of clients Satisfaction level	Logimax Technologies Pvt Ltd,Coimbatore	3 Months	₹12,980.00	Completed
4	13.10.2021	Dr.M.Bhuvaneswari Professor	Higher productivity through emotional intelligence	Logimax Technologies Pvt Ltd, Coimbatore	3 Months	₹14,160.00	Completed
5	21.12.2021	Dr.S.Kamalaravanan Professor	Impact of brand awareness & product attributes in purchase intention of dairy products in Salem	Adithya Marketing, Salem.	9 Months	₹3,87,000.00	Completed
6	16.02.2022	Ms.J.Annie Christy Beulah , Assistant Professor	A study on marketing analysis towards coir products, Pollachi	PravanCoirs, Pollachi.	9 Months	₹3,60,000.00	Completed

S.No	Date	Name of the Faculty	Project Title	Funding agency	Duration	Amount/ Consultancy charge	Status
Academic Year: 2022 - 2023							
1	20.11.2022	Dr.K.Samuvel - Professor Dr.M.Bhuvaneswari - Professor Ms.Jenish Bharthi P – Assistant Professor	Ideation, Mapping and implementation of retail processes and functions for upcoming High end super market to be established at suburbs of Salem City.	Sri Vinayaga Enterprises, Salem.	3 Months	₹2,47,500.00	Completed
2	30.03.2023	Dr.S.Kamalaravanan Professor Dr.V.Kanimozhi Assistant Professor	Feasibility study for setting up a Highway Fine Dining restaurant at Pudukottai –A survey with special reference to commuters on National Highway 336.	Hotel Sri Annapurna, Pudukottai.	2 Months	₹2,36,000.00	Completed
3.	05.02.2023	Dr.V.Kaarthikheyan, Professor Dr. K. Nithyavathi Associate Professor	Creating a logistics infrastructure using in house and third party logistics platform for Sampoornam Hosieries, Tirupur	Sampoornam Hosieries, Tirupur.	3 Months	₹2,56,000.00	Completed

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4.	14.03.2023	Dr.A.Jayanthi Associate Professor Mr.A.Prasanth Assistant Professor Mr.R,Manoj Assistant Professor	Creation and optimization of Dealer network and Channel Management systems for Manakkadu Masala, Salem	Manakkadu Masala, Salem.	3 Months	₹2,12,300.00	Completed
Total						₹ 25,08,360	