

# DEPARTMENT OF B.VOC

## PROFESSIONAL ACCOUNTING AND TAXATION



DEPARTMENT OF PROFESSIONAL ACCOUNTING AND TAXATION  
EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTI

EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTI

Aided by Govt. of Kerala, Affiliated to University of Calicut

Join us for an exciting opportunity to develop innovative products. Kindly confirm your presence and participation at the earliest. We are here to assist you anytime.

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*"Where Trade Comes to Life"*

### A REPORT ON EXTENSION PROGRAMME

**Mercatorum**  
THE EXPOSITIO OF MERCATUS

**Faculty Coordinator**

Mohammed Asif K  
(9061022007)

**Student Coordinator**

Mohammed Salih C C  
(9656812021)

## MERCANDORUM

26 MARCH 2024

Date: 26/03/2024



DEPARTMENT OF PROFESSIONAL ACCOUNTING AND TAXATION  
 EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY



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# Mercatorum

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**Exciting news! We're hosting a program focused on empowering Micro, Small, and Medium Enterprises (MSMEs) through effective marketing strategies**



**OUR PROGRAM COVERS:**

- Market Research and Analysis
- Branding and Positioning
- Digital Marketing
- Sales and Distribution Channels
- Customer Relationship Management
- Funding and Resources

## Programme Schedule

THE EXPOSITIO OF MERCANTUS: MERCANDORUM

Date: 26th MARCH 2024

Time: 9.30 am

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- Welcome speech : Muhammed Asif N  
(Co-ordinator of MERCANTORUM)
- Presidential address : Moideen shafeeq K  
(Co-ordinator of B.Voc Department)
- Chief Guest : Dr. Hamza Anjumukkil  
(Founder of britco & bridco)
- Felicitation : Mrs.Houlath  
(IQAC Co-ordinator, EMEA college)
- : Mr. Abdul Jaleel M  
(Department of English)
- :Ms. Kamala Madathil  
(HOD of Commerce Department)
- Vote of thanks : Dr. Afsheena.P  
(HOD of Logistics management)



# Extension programme Report: The Expositio Mercatus Mercatorum

The B.Voc Professional Accounting and Taxation Department of EMEA College of Arts and Science conducted an extension program at Mahogany Park, EMEA College of Arts and Science, Kondotty, on March 26, 2024. The program, titled "The Expositio Mercatus Mercatorum: Where Trade Comes to Life," aimed to help participants understand the importance of buying and selling goods and services. It is particularly beneficial for small-scale industries and Kudumbashree groups in the nearby area.

**Overview:** The extension program aimed to help nearby production units and MSMEs understand how to buy and sell goods effectively and efficiently.

**Activities:** An exhibition showcased various products used in our daily lives. Companies that set up stalls at the expo included Fulva, Kudumbashree, Palliative Pilikkal, Ability Foundation for the Disabled, a soap company, and others. A sale of products manufactured by Micro, Small, and Medium Enterprises (MSMEs), Kudumbashree units, and palliative units was also conducted at the expo. The extension program mainly focused on:

**Job Creation:** Trade creates jobs by opening markets for businesses.

**Increased Production:** Access to larger markets encourages higher production levels.

**Variety:** Consumers gain access to a wider variety of goods and services.

**Innovation:** Exposure to new products and technologies fosters innovation.

**Efficiency:** Competition from foreign producers encourages domestic producers to become more efficient.

**Lower Prices:** Increased competition can lead to lower prices for consumers.



Mercatorum  
THE EXPOSITIO OF MERCATUS

Faculty Coordinator: Mohammed Asif K  
Student Coordinator: Mohammed Salim C C

26 MARCH 2024

## OBJECTIVES OF THE PROGRAMME

- **Compliance with Regulations:** Adhering to regulations helps avoid penalties, fines, and legal issues that can negatively impact a business.
- **Product Protection and Safety:** Proper packaging protects products from damage during transit and storage, ensuring they reach customers in optimal condition.



### THE EXPOSITIO OF MERCATUS Mercatorum '24 26 MARCH, 2024

"Where Trade Comes to Life"



Inauguration:  
**DR. HAMZA  
ANCHUMUKKIL**

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Additionally, accurate labelling provides essential information about usage, handling instructions, and potential hazards, enhancing consumer safety.

• **Brand Identity and Differentiation:** MSMEs need to understand how packaging design and labelling contribute to brand recognition and differentiation in competitive markets.

• **Supply Chain Efficiency:** Knowledge of packaging materials, sizes, and labeling requirements can streamline supply chain operations for MSMEs. Properly packaged and labeled products facilitate inventory management, warehousing, transportation, and logistics, reducing costs and enhancing efficiency.

• **Risk Management:** Properly packaged

and labeled products reduce the risk of liability and product recalls due to inadequate information or safety concerns. MSMEs can mitigate risks associated with product quality, safety, and compliance by investing in effective packaging and labeling practices.

- **Market Size and Growth:** Assess the current market size and historical growth rates.
- **Market Segmentation:** Break down the market into segments (e.g., by product type, region, customer type).
- **Supply Analysis:** Analyze production capacities, sources of supply, and key suppliers.
- **Demand Analysis:** Understand consumer behavior, preferences, and demand drivers.
- **Trade Routes:** Map out major trade routes and transportation methods.
- **Logistics Efficiency:** Evaluate the efficiency and challenges in logistics and supply chain management.
- **Economic Indicators:** Examine relevant economic indicators such as GDP growth, inflation, and exchange rates.
- **Political Environment:** Assess the impact of trade policies, tariffs, and international trade agreements.



## OUTCOME OF THE PROGRAMME

- **Improved Compliance:** MSMEs help businesses understand trade regulations, leading to better compliance with local, national, and international standards. This reduces the risk of legal issues, fines, and penalties, promoting a more secure business environment.
- **Enhanced Product Quality and Safety:** MSMEs can improve the quality and safety of their products. They help protect Kudumbashree products during transit and storage, while accurate labelling provides essential information to consumers, minimizing safety hazards and risks.
- **Increased Brand Recognition and Differentiation:** MSMEs learn how to optimize production, which contributes to product identity and differentiation. By implementing effective product design and marketing strategies, they can enhance brand recognition, attract consumers' attention, and differentiate themselves from competitors.
- **Boosted Sales and Market Presence:** A program focused on trade equips MSMEs with the knowledge to create packaging that resonates with consumers and effectively communicates product benefits. This can lead to increased sales, improved market presence, and enhanced competitiveness.
- **Streamlined Supply Chain Operations:** Understanding packaging materials, sizes, and labelling requirements helps MSMEs optimize supply chain operations. Properly packaged and labelled products facilitate inventory management, transportation, and logistics, leading to improved efficiency and cost savings.
- **Comprehensive Overview:** Gain a thorough understanding of the current state of the market, including market size, growth rates, and segmentation.
- **Consumer Behaviour:** Insights into consumer preferences, buying patterns, and demand drivers.
- **Historical Trends:** Recognition of long-term trends in the market.
- **Emerging Trends:** Identification of new and upcoming trends that could impact the market.
- **Cyclical Patterns:** Understanding cyclical patterns and seasonal variations in trade.
- **Efficiency Analysis:** Evaluation of the efficiency of current supply chains and logistics.
- **Improvement Opportunities:** Identification of areas for improvement in logistics and supply chain management.
- **Cost Savings:** Recommendations for cost-saving measures and strategies.
- **Economic Indicators:** Assessment of how economic factors such as GDP, inflation, and exchange rates affect trade.



## RANDOM SNAPS FROM THE PROGRAMME



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4WMR+HMG, Padinharathara, Karipur, Kerala 673647, India  
Lat 11.134098°  
Long 75.941783°  
26/03/24 11:49 AM GMT +05:30

Google

GPS Map Camera

Join us for an exciting



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4WMV+G8W, Padinharathara, Karipur, Kerala 673647, India  
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Long 75.943383°  
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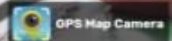
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4WMV+G8W, Padinharathara, Karipur, Kerala 673647, India  
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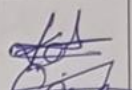
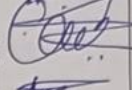
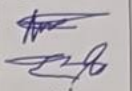
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## PARTICIPANTS' LIST

### LIST OF PARTICIPATING ORGANISATIONS IN MERCANDORUM 2024

S.NO	COMPANY	ADDRESS	MOBILE NO.	SIGN
1.	KUDUMBASREE	KUMMINIPARAMB	7736516679	
2.	PALLIATIV PULIKKAL	PULIKKAL	9947412076	
3.	ABILITY FOUNDATION FOR THE DISABLED	PULIKKAL	9526533661	
4.	FULVA	KOZHIKODE	9207398123	

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**INVOICE**  
**ABILITY BAIRUHA SELF HELP GROUP**  
Pulikkal, Valiyaparamba (PO), Malappuram, Kerala-673637  
Ph: 9207380422

Invoice No.612

Date : 26/03/2024

To: Student's Committee, EMEA Arts & Science College

Sl. No	Particulars	Quantity	Rate	Amount
1	UMBRELLA COLOUR	1	390	390.00
2	Paper Pen	77	10	770.00
3	Puttu Maker (Bamboo)	7	180	1,260.00
4	Cup	3	30	90.00
5	Cup	11	35	385.00
6	Cup	2	40	80.00
7	Cup	1	45	45.00
8	Flower Vase	1	100	100.00
9	Notebook	3	45	135.00
10	Prayer Dress (Jilbab)	3	300	900.00
11	Prayer Dress (Jilbab)	3	400	1,200.00
12	Prayer Dress	1	450	450.00
13	Pappad Stick	4	25	100.00
<b>TOTAL</b>				<b>5,905.00</b>

Rupees in words: Five Thousand Nine Hundred and Five Only

For Ability Bariuha Self Help Group

Sd/-

Authorised Signatory





## List of Students

S.NO	NAME	CLASS	SIGNATURE
1	FADIS P	B.VOC	
2	Fazi Basith	B.Voc	
3	Zahgeer B	"	
4	Farkan A	"	
5	RINBLAD K.C	"	
6	suvaise	"	
7	AMEEN	"	
8	Sabith	"	
9	Nabeel P.P	"	
10	wahid ahmmed	"	
11	Sayan K	"	
12	Salseel	"	
13	Sarif P.K	"	
14	Shabin	"	
15	shabana	"	
16	Sreedev. A	"	
17	Asstade	"	
18	FATHIMA Fida	"	
19	btenee fa	"	
20	Abithe N	B-com	
21	ANULA M	"	
22	Archana P.A	"	
23	Ambika K	"	
24	Mohassis G	"	
25	Asad .OK	"	



26	Hiba Fathima V-P	B-BA	V-P
27	Shina	"	Shina
28	Ajith O	"	<del>Ajith</del>
29	Buhasyat Rahman	B-com	<del>Buhasyat</del>
30	rooh	"	rooh
31	Lateeda P	"	P
32	Lethefullah I	"	I
33	Manned Arneer O P	"	<del>Manned</del>
34	Fahim M	"	<del>Fahim</del>
35	fazil O K	"	<del>fazil</del>
36	Muqthar	B-BA	<del>Muqthar</del>
37	Shibily TP	"	<del>Shibily</del>
38	Shubair C	"	<del>Shubair</del>
39	Muhammed Nisham	"	<del>Muhammed</del>
40	Muhammed Jinas TP	"	Jinas
41	Midlaj	"	<del>Midlaj</del>
42	Safal	"	Safal
43	Samin	BBA	<del>Samin</del>
44	Salvan Subair	B-com	<del>Salvan</del>
45	Sheel Shujas	B-com	<del>Sheel</del>
46	<del>CRIPITA</del>	BBA	<del>CRIPITA</del>
47	MUFEEEDA M	B-Voc	<del>MUFEEEDA</del>
48	RIVA HANA M	B-Voc	<del>RIVA HANA</del>
49	SHEREEF V-P	"	V-P
50	SNEHA	"	Sneha
51	Amira	B-com	<del>Amira</del>
52	Ajisha	BBA	<del>Ajisha</del>

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