

**DEPARTMENT OF CHEMISTRY**  
**KAHM UNITY WOMEN'S COLLEGE, MANJERI**

**Syllabus for Certificate Course 2023-2024**

**CHE5CC14 – PREPARATION AND MARKETING OF CLEANSING AGENTS**

**Unit 1 : Introduction (4 hrs)**

Cleansing Agents: Introduction, Chemistry, synthesis and applications of cleansing agents, cleansing action, detergents and surfactants, washing action of detergents, types of detergents, eco-friendly detergents Types of surfactants-cationic and anionic surfactants. Introduction of natural and synthetic colour, perfume and essential oils.

**Unit 2 : Preparation of various house hold products (4 hrs)**

Soap oil, Washing soap, Detergents, Liquid blue, Dettol - Raw materials, their function, safety concern and Preparation, Hand Sanitizer, White Phenyl: Chemistry of disinfectants, Chemistry of Raw materials, Preparation description of White phenyl. Floor tile cleaner: Natural and synthetic, Raw materials, their function, safety concern and Preparation.

**Unit 3: Basic ideas of Marketing (6 hrs)**

Marketing- Meaning- Marketing Vs Selling- Functions of marketing-Features of modern marketing concept- Analyzing consumer behaviour - Market segmentation-Utility creation- New product Development- Branding- Labeling-promotion-Pricing- Product Life Cycle- Pricing strategies during the introduction stage of a product

**Unit 4: Practical session (18 hrs)**

Hands on training in the synthesis of Hand wash and its effective marketing.

**References:**

1. Manufacture of perfume cosmetics and detergents by Prasad Giri Raj
2. Industrial chemistry by B.K.Sharma
3. Flavours & Essential oils, Industries SBP Board
4. Perfumes soaps & cosmetics by Poucher.
5. Manufacture of perfumes, cosmetics and detergents by Giriraj Prasad
6. Manufacture of perfumes, cosmetics and detergents by Prasad.

7. A Text Book of Quantitative Inorganic Analysis Including Elementary Instrumental Analysis: A.I. Vogel (Third Ed.).
8. Vogel's text book of Qualitative Chemical Analysis (Longman ELBS Edition)
9. Vogel's text book of Quantitative Analysis (Longman ELBS Edition)
10. Philip Kotler, Kevin Lane Keller, "*Marketing Management*" (15e), Pearson India Education Services PvtLtd
11. V S Ramaswamy & S Namakumari, "*Marketing Management*" (Latest Edition)- McGraw Hill Education (India) Private Limited, NewDelhi
12. Small scale industries and house hold industries in developing economy by Shetty M.C.