



Holy Cross Home Science College, Thoothukudi.

Unnat Bharat Abhiyan

AISHE CODE: C-41174



**EXPLORING RURAL REALITIES: CHARTING THE PATH FOR
IMPLEMENTATION OF GOVERNMENT SCHEMES IN UBA VILLAGES: A
MEETING OF STAKEHOLDERS IN DEVELOPMENT**

22nd September, 2023

A meeting of Stakeholders in Development was organized at Ammanpuram Gram Panchayat, Tiruchendur Block, Thoothukudi District at 2.30 pm on 22. 09.2023. The total population of this village is 1885, and majority of the population belong to scheduled caste and scheduled tribe communities. Agriculture and allied activities is the main occupation of the population. The focus of this meeting was to chart the path for implementing Government Schemes especially the schemes of Ministry of Micro, Small and Medium Enterprises, Government of India to promote rural entrepreneurs and enterprises in Ammanpuram Gram Panchayat. UBA Team Members from Holy Cross Home Science College, Thoothukudi, and student volunteers organized this programme.

In her welcome address, Dr. N. N. Krishnaveni explained the purpose of meeting and welcomed rural youths and women to participate in the meeting actively. She encouraged the members of women SHGs to explore the possibilities for jointly promoting rural enterprises. Prof. K. Ravichandran, Regional Coordinator, UBA, stated that the objective of this meeting was to connect the dots, i.e., to establish the linkage between the needs of rural youth and women and Government schemes for promoting rural entrepreneurs and enterprises in Ammanpuram Gram Panchayat.

Miss G. Jerina Bubby, Assistant Director, Branch MSME - DFO, Tirunelveli, (Ministry of MSME, Government of India) briefly explained MSME Schemes and encouraged the women to become entrepreneurs. Also, she shared the experiences of successful women entrepreneurs. Mr. S. Senthil kumar, Assistant Director, KVIC, Divisional Office, Madurai (Ministry of MSME, Government of India), explained KVIC Schemes. Mr. S. Senthil Kumar especially called the attention the villagers on the implementation of the Prime Minister Employment Generation Programme and its eligibility criteria and types of business to be

promoted, i.e., service and manufacturing business and the details regarding loan/subsidy and documents required to access the Schemes of KVIC. Prof. K. Ravichandran requested every individual participant to express the support or the facilities required for promoting rural enterprises. Mr.S.Gnanraj, President Gram Panchayat, members of SHGs, and village youth said their demand for assistance under various schemes. After detailed discussions on various aspects of employment generation in Ammanpuram Gram Panchayat and access to finance for promoting rural enterprises, sixteen participants expressed their need for seeking financial support for expanding existing businesses, encouraging new businesses, and promoting group enterprises.

Dr. N.N. Krishnaveni, UBA Coordinator, was requested to document the needs of the youth and women and submit all the documents to the Officials of MSME – DFO Tirunelveli and KVIC – Madurai on or before 27.9.2023 for further process. At the end of the meeting, Dr.K. Bhagavathy Thangam, UBA Executive Member, Holy Cross Home Science College, proposed a vote of Thanks, and the meeting ended at 5. P. M.

