



Dindigul, Tamil Nadu, India  
 7WXG+7M3, Dindigul, Tamil Nadu 624303, India  
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 10:53 AM GMT +05:30



## Entrepreneurship Awareness Programme

(Kottaipatti, Kalikampatti Panchayat, Athoor Block,  
 Dindigul District)

*Reported by*  
**Prof.K.Ravichandran**  
 Regional Coordinator  
 Unnat Bharat Abhiyan  
 The Gandhigram Rural Institute  
 (Deemed to be University)  
 Gandhigram, Tamil Nadu  
 drkravichandrangu@gmail.com



## Entrepreneurship Awareness Programme, Kottaipatti, Kalikkampatti Gram Panchayat, Dindigul District

### Report

One day Entrepreneurship Awareness Programme was jointly organized by Micro, Small and Medium Enterprises, DFO Madurai (Ministry of MSME, Government of India) and Unnat Bharat Abhiyan (UBA), The Gandhigram Rural Institute (Deemed to be University) Gandhigram at Government Primary School, Kottaipatti, Kalikampatti Panchayat, Athoor Block,

Dindigul District on 29.09.23.

Forty-eight farmers from

Kalikampatti Panchayat and fifty-

four final-year students from

various Departments of

Gandhigram Rural Institute

participated in this awareness

camp. Initially, when the UBA

team of GRI visited the village for



the field visit, they realized that the farmers needed technological, financial, and

entrepreneurial guidance to promote rural enterprises and improve their per capita income.

UBA initiated a quadrangular meeting with the support of by Micro, Small and Medium

Enterprises, DFO Madurai. Officials from MSME, DFO, Madurai & Tirunelveli, District

Industries Centre, Lead Banks, State Bank of India, Spices Board, Successful Entrepreneurs,

Gram Panchayat, and UBA Team

Members of GRI participated in

the meeting and discussed with

rural youth and women on the

promotion of rural enterprises.

Prof.K.Ravichandran, Regional

Coordinator, UBA, welcomed the

gathering. Shri.G.Simiyon,

Assistant Director & Head, DFO,

MSME Madurai, delivered the

special address and explained the



schemes for entrepreneurs. Smt.S.Gomathy, President Kalikampatti Panchayat, in her presidential address, stressed the need for forming a Common Facility Centre for farmers in the Panchayat and assured to render all the support to establish this Centre at Kalikampatti. Dr.L.Rathakrishnan, Registrar i/c, The Gandhigram Rural Institute, in his chief guest address, appreciated the efforts of UBA and Gram Panchayat in coordinating with MSME, DFO, Madurai and encouraged to promote farm-based products and assured that UBA, GRI will provide all the technical support in processing fruits and vegetables and in their entrepreneurial activities. Shri. G. Arunachalam, Divisional Manager, Lead Bank Office, Canara Bank, Dindigul, explained various of types of loan facilities and motivated the villagers and students to avail themselves of these loans. Mr.Vijaya Raghavan, SBI Divisional Manager, discussed about MSME, and how it helps to develop the GDP of our country. Mr. S. Ramesh Kumar, District Resource Person, District Industrial Centre, explained about the process of availing benefits under various schemes and clarified the doubts of the participants. Mr.Rajkumar Alagarsamy, Founder – TGS, Sirumalai Herbal Care Pvt Ltd., Dindigul, shared his success story in rural enterprises with the participants. Mr.S.Senthil Kumaran, Assistant Director, Spices Board (Ministry of Commerce and Industry, Government of India) Bodinayakkanur, explained about value addition of spices and opportunities available for promoting rural enterprises.

Mrs.R. Uma Chandrika, Assistant Director, MSME, Madurai, who organized this awareness programme, motivated the villagers to take up entrepreneurial activities, enquired about their needs and training requirements and assured them of providing handhold support in developing as entrepreneurs. Dr. Kavitha Maithily, Coordinator, UBA,



Mrs.R. Uma Chandrika, Assistant Director, MSME

proposed a vote of thanks. Along with this awareness programme, Udyam Registration Campaign was held at the school on the same day. Dr. M. Muthukumar and Er. B. Sangeethavani, Executive member of UBA, coordinated the programme. Twenty-five villagers did their Udyam registration with needed documents. This one-day programme stimulated the young minds and villagers to take up entrepreneurial activity and informed them about entrepreneurial opportunities and loan facilities.



Smt.S.Gomathy, President Kalikampatti Panchayat



Dindigul, Tamil Nadu, India  
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Lat 10.29814°  
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Shri. G. Arunachalam, LDM, Canara Bank



Dr.L.Radhakrishnan, Registrar i/c, GRI



Mr.S.Senthil Kumaran, Assistant Director, Spices Board, Bodinayakanur



Udayam Registration at Kottaipatti village