

THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
(Affiliated to Madurai Kamaraj University, Re-accredited with 'A+' Grade by NAAC, College with Potential for
Excellence by UGC and Mentor Institution under UGC PARAMARSH)

SIVAKASI – 626 123.

Unnat Bharat Abhiyan Cell
Entrepreneurship Awareness Programme (EAP)

Venue: CSI Samuthayakoodam, Athikulam, Srivilliputtur Block, Virudhunagar District

Date: 13.10.2023

Rural women's entrepreneurship can contribute to economic growth in developing countries and clearly represents an untapped potential. Stimulating women-led businesses in rural set-ups will have an effect far beyond the economy. It will help us reduce poverty, generate employment, unleash social development and move towards a more gender-equal society. If India concentrates on creating more women entrepreneurs, particularly in the rural sector, it is sure to boost innovation and investment in women's financial independence, education and social health. In this regard, our college had taken initiatives and organizes programmes continuously to develop entrepreneurs from our UBA villages.

Athikulam belonging to Srivilliputtur Block, Virudhunagar District is one our aspiring village. When we had interaction, women in this village showed lot of interest in doing a business from their home and becoming an entrepreneur. Based on their request and requirement, we had conducted a 15 days training programme on aari designing from 13.09.2023 to 27.09.2023. Mrs. B.Nadhiya Balaganesan, Madhu Aari Designer, Aari & Embroidery, Sivakasi had given intensive training on these fifteen days devotedly. The management of our college and Rotary Club of Sivakasi Diamonds had sponsored the materials viz., fabrics, threads, needles, beads, fabric glues, frames, scissors and so on required for the training at free of cost to all the 35 trainees.

As a continuation of this programme, to emerge those trainees to entrepreneurs, we have conducted a **Entrepreneurship Awareness Programme** in joining hands with **Branch MSME Development and Facilitation Office, Government of India, Ministry of MSME, Shed No. 7 & 8, SIDCO Industrial Estate, Pettai, Tirunelveli** on **13.10.2023**. In this programme, 93 women including our college final year UG and PG students were benefitted.

Dr.R.Sudhaperiathai, Principal, The Standard Fireworks Rajaratnam College For Women, Sivakasi welcomed the participants and emphasized to take up the Entrepreneurship for

the growth. Mr T.Shenbagamoorthy , President, Athikulam- Deivendri Panchayat, Virudhunagar District has given felicitation address.

Dr.N. Uma Sangari, Associate Professor, UBA co-ordinator, The Standard Fireworks Rajaratnam College For Women, Sivakasi detailed the objective of programme and efforts taken up by Unnat Bharat Abhiyan (UBA) of the college in the adopted villages. Guest Faculties from DIC, Virudhunagar had addressed on DIC schemes and rural entrepreneurs. Mr.S.Senthil Kumar, Assistant Director, KVIC, Madurai, Lead Bank, Virudhunagar District had explored on various schemes available in KVIC to support rural entrepreneurs. Prof. K.Ravicjandran, Regional UBA coordinator, Gandhigram Rural University, Dindigul District had addressed the gathering on advancing through SDG 8 and promoting/empowering the community by entrepreneurial skills. Mr.S. Peter Nimal Raj from Industrial Association (CAI), Virudhunagar & Sivakasi Institute of Printing Technology, Sivakasi have delivered presentation on various routes to convert waste papers into wealth by converting them to value added products like paper pencil, pen and straw etc. Vote of Thanks was given by G Simiyon, Assistant Director/Head of Office, Branch MSME-DFO, Tirunelveli and Madurai.



    

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
BRANCH MSME DEVELOPMENT AND FACILITATION OFFICE
Shed No : 7&8, SIDCO Industrial Estate, Pettai, Tirunelveli - 627010.
in association with
Unnat Bharat Abhiyan
The Standard Fireworks Rajaratnam College for Women, Sivakasi
organises

ENTREPRENEURSHIP AWARENESS PROGRAMME(EAP) ON 13.10.2023

Venue : CSI Samuthayakoodam, Athikulam Village, Sivakasi, Virudhnagar Dist...