



SRI RAMACHANDRA
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Category - I Deemed to be University) Porur, Chennai

SRI RAMACHANDRA FACULTY OF MANAGEMENT SCIENCES

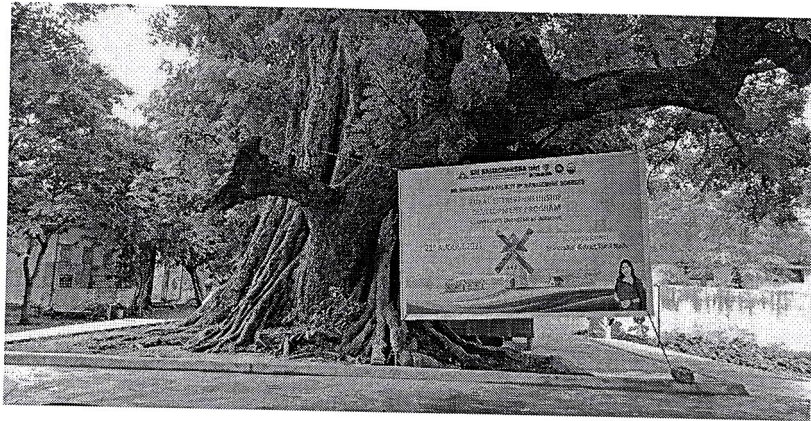
**RURAL ENTREPRENEURSHIP DEVELOPMENT PROGRAM:
A COMMUNITY ENGAGEMENT INITIATIVE
On 21/08/2021**

TIMELINE OF THE EVENTS

TIMINGS	PROGRAM	SPEAKER
10:00-10:15	Inaugural address MC	Ms.Harini Ms.Rashmi
10:15-10:30	Covid awareness	Mr.Balaji
10:30 to 10.45	Vaccination awareness	Dr. Sangeeth raj
10:45to 11:00	Guest speech - Women empowerment	Ms. Vasanthi Shankar Beautician
11:00 to 11:30	Skit on Menstrual and Sanitary awareness	Ms.Kanishka.P and team
11:30 to 11:45	Guest speech – Waste management	Dr. Haribalaji
11:45-12:00	Small scale business model	Ms. Kanishka.P
12:00 to 12:15	Vote of Thanks	Ms. Dhanushya

INTRODUCTION

Many rural communities are struggling to maintain economic and social vitality in the face of massive economic and demographic changes. Some communities have focused efforts on creating and growing entrepreneurs to revitalize sagging economies. One way university retailing and hospitality programs can contribute to rural economic development efforts is to introduce students to entrepreneurial opportunities in rural and small towns. So our SRIHER MBA students initiated a rural development program emphasizing on the women to start their own career and to build a relationship with the committee.



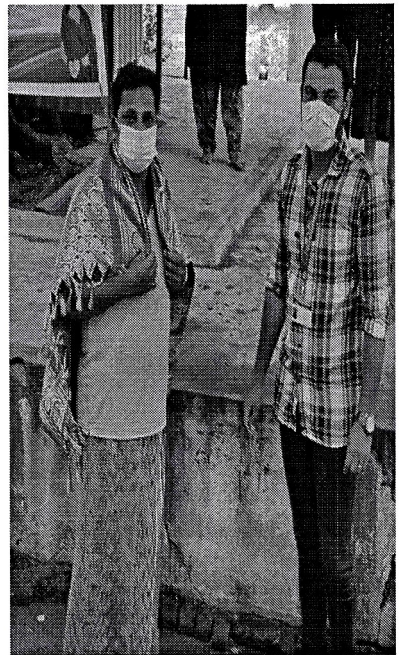
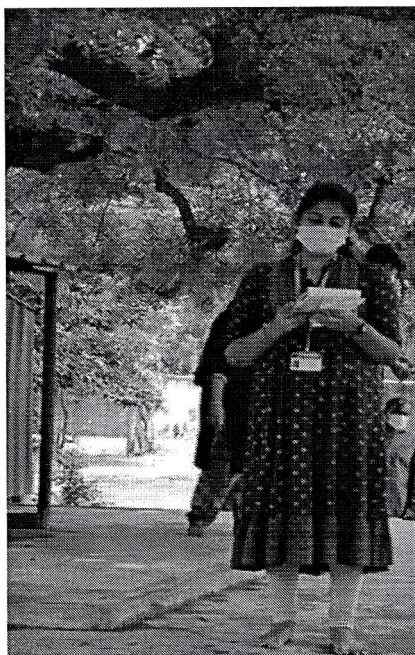
Academic Year*	2020-21
Quarter – I/II/III/IV*	Quarter IV
Program Type* – Workshop/Leadership Talk/Motivation Speech/Field Visit/Other	Field visit outreach programme

Program Theme – IPR/R&D and Innovation/Entrepreneurship/Startup/Design Thinking and Critical Thinking/Incubation and Pre Incubation	entrepreneurship
Duration of activity (in mins)*	9:30 AM - 03:00 PM
Start date (in days)*	21 .08.2021
End date (in days)*	21.08.2021
Number of Student Participants*	37
Number of Faculty Participants*	5
Number of External Participants, if any	

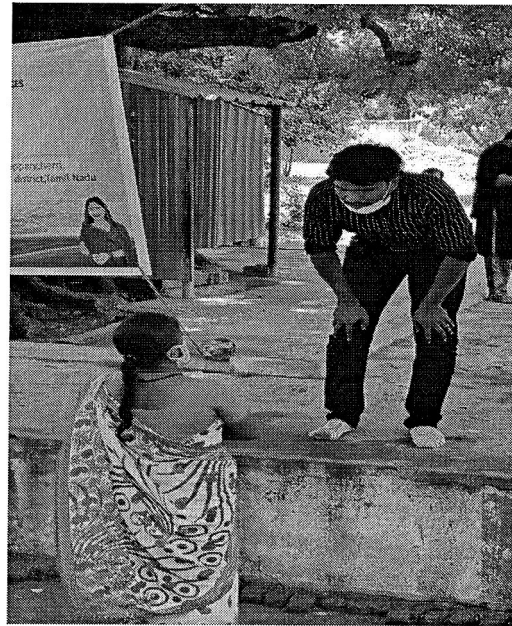
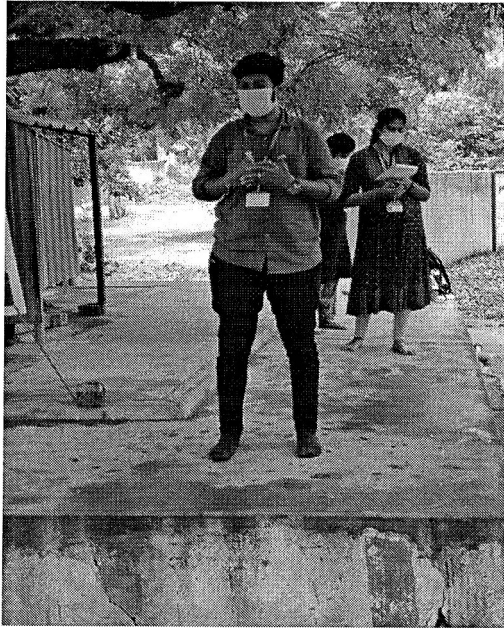
Expenditure amount, if any	
Mode of session delivery	Offline
Remark	Good
Objective (100 of 100 left)	The Rural Entrepreneurship Development Programme aims to develop entrepreneurial and activity-oriented skills among the unemployed rural women willing to create small or micro-enterprises by assisting students of SRIHER involved in the conducting of Entrepreneurship Development Programs.

Benefit in terms of learning /skill/knowledge obtained* (150 of 150 left)	<ul style="list-style-type: none"> ● Building community/university partnerships ● Engaging students in learning activities ● Service-learning partnerships provide opportunities for collaboration, resource generation, and new ideas for struggling rural communities and businesses
Star performer – Student name	Mr. Manikandan Entrepreneurship Cell coordinator, SRFMS
Star performer – Faculty name	Dr. A. Bhoomadevi Associate professor , SRFMS

The event was started by Ms. Harini of MBA 1st year with her Charming voice and welcomed the women of the village , students and faculty members. Followed by felicitating the panjayat president of the village by our student Mr Manikandan and Mr Nobin karthick.



Then an awareness speech about Covid was given by our MBA student Mr. Balaji. After



that awareness about covid vaccine was given by Dr Sangeeth raj MBA 1st year student.

GUEST: Ms Vasanthi Shankar, Beautician

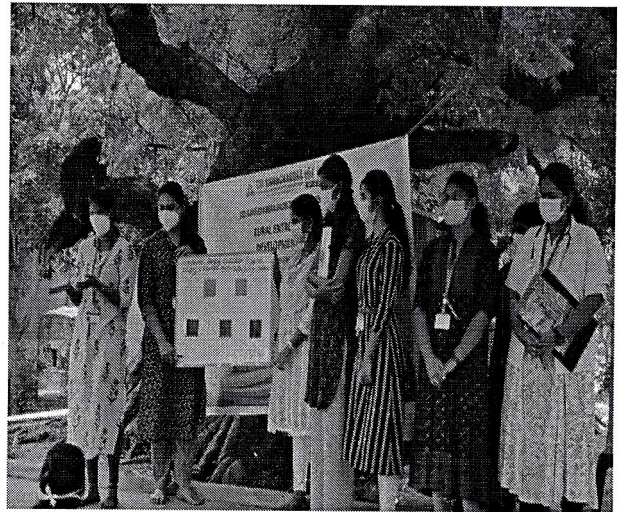
GUEST INTRODUCTION: Ms Rashmi K

Mrs. Vasanthi Shankar empowered us about women empowerment and encouraged the women to start their own business which was something from her personal experience to create an impact on the women in the village. She also agreed to provide beautician course for those women who are interested.

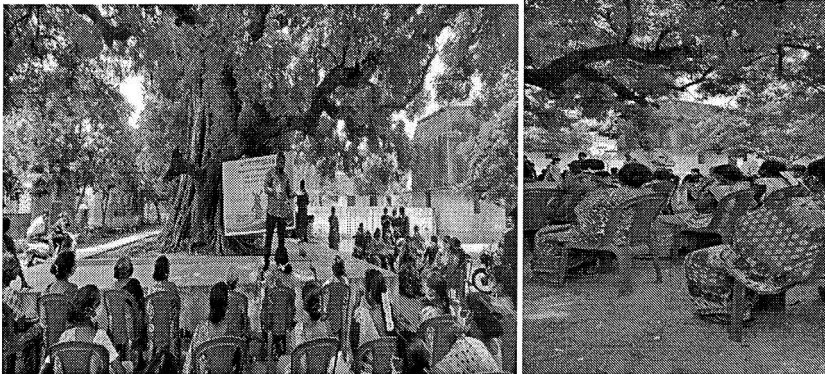


Then awareness about PCOD, periods, and how to wash our hands was educated through skit by our students. The participants for the skit are:

- 1) Rashmi
- 2) Vaitheeswari
- 3) Keran shinny
- 4) Durga priya
- 5) Nandhini
- 6) Pricy
- 7) Harini
- 8) Kanishka
- 9) Pavithra B

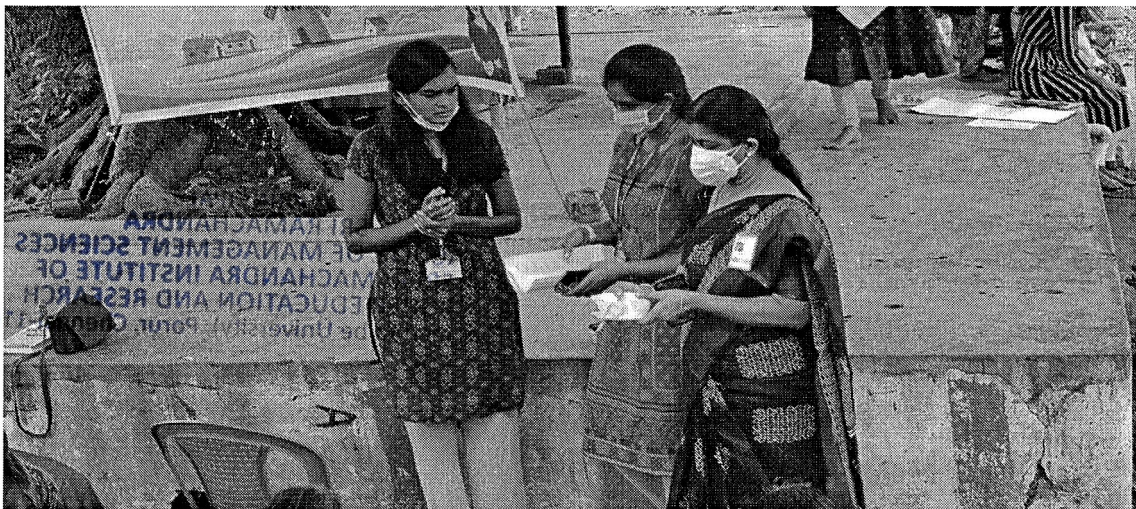


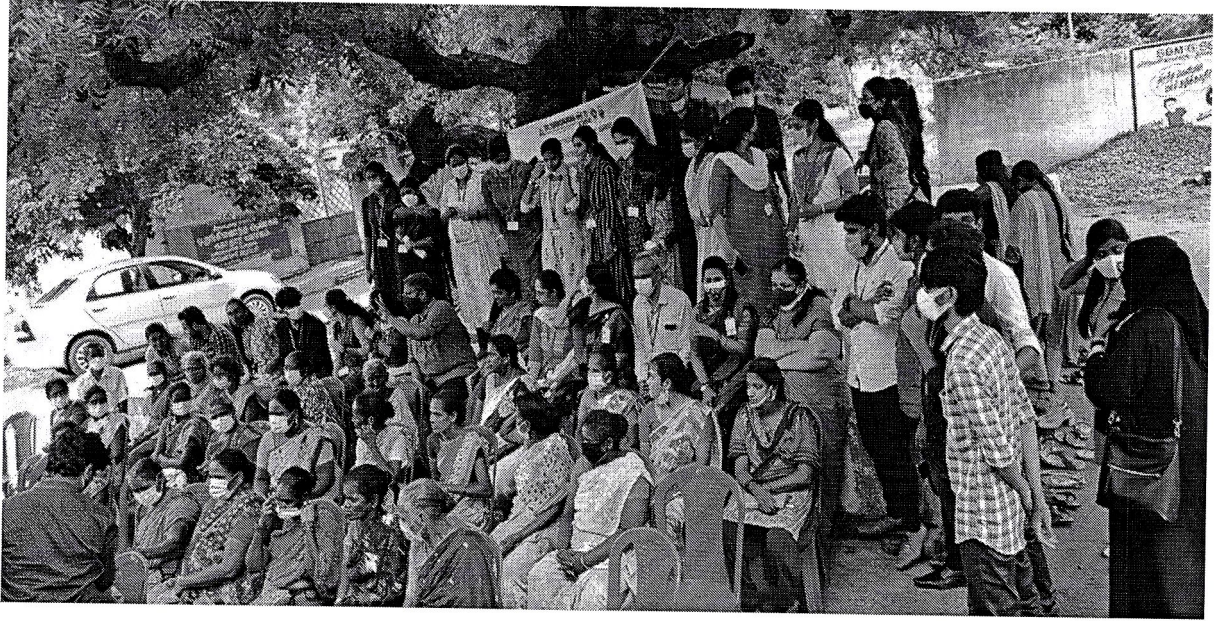
Then our alumni Dr. Haribalaji enlightened the community with a small massage activity to make them brisk and also said how to dispose of degradable waste and non biodegradable waste. Dr. Shankar, Professor of EHE department talked about usage and disposal of mask to the community.



After that the final enlightenment was given by Ms. Dhanushya and Ms. Kanishka who taught the community on making of paper cups with the help of waste paper to the women as a self-employment opportunity so that they can help their family and the community as well for additional income along with our faculty Dr. A. Bhoomadevi.

And the whole session ended with a vote of thanks which was given by Ms Dhanushya MBA 1st year.





Jay

**PRINCIPAL
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