

CELL/CLUB: ENTREPRENEURIAL CLUB & NSS PROGRAMME

ACTIVITY: EXTENSION SERVICE

YEAR : 2022-2023

ENTREPRENEURIAL CLUB & NSS PROGRAMME

| DATE | TIME | VENUE | MODE |
|------------------------|--------------------------------|--|---------|
| 10.01.2023 | 11:00 a.m. to 01:00 p.m. | Karuvannur Village, Madurai | Offline |
| Theme | | Women Empowerment | |
| Nature of the Activity | | Extension Service | |
| Title | | Awareness Programme on Rural Women's Entrepreneurship | |
| Convener | | Dr.(Mrs.) V.Pushpalatha Principal i/c EMGYWC | |
| Organisers | | Entrepreneurial Club and Skill Development Cell Coordinators: Dr.B. KavikaShree Assistant Professor of English Mrs.M.Muthupandi Assistant Professor of History Mrs.S.Divya Assistant Professor of BBA Mrs. B. Lalitha Subhanam Assistant Professor of Commerce | |
| | | E.M.G Yadava Women's College | |
| Resource Person | | Mr. Murugasan Tamil Nadu Skill Development Corporation Madurai Mrs.Selva Nayagai E-Carrer K.Puthur, Madurai | |
| Collaboration | | Academic Collaboration (MoU) Karuvannur Village Entrepreneurial Club, Skill Development Cell & NSS EMGYWC | |
| Participants | | Residence of Karuvannur Village | |

AWARENESS PROGRAMME ON "WOMEN'S ENTREPRENEURSHIP"

On 10.01.2024, E.M.G Yadava Women's College, in collaboration with the Entrepreneurial Club and NSS Coordinators, conducted an impactful awareness program on women entrepreneurship at Karuvannur Village, Madurai. The event aimed to bolster self-empowerment among rural women by introducing them to valuable ideas, techniques, and resources. The program featured two distinguished resource persons: **Mr. Murugasan** from the Tamil Nadu Skill Development Corporation and **Mrs. Selva Nayagai** from e-Career. Mr. Murugasan shared insights on skill development and financial support opportunities available through government schemes, while Mrs. Nayagai emphasized the importance of professional growth and provided practical advice on career advancement.

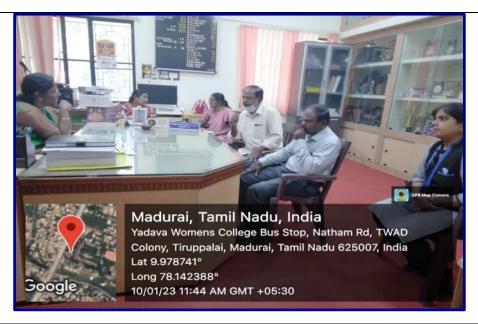
Objectives:

- Equip rural women with practical ideas and techniques to enhance their self-confidence and entrepreneurial skills.
- Offer targeted mentoring and explore financial support options to assist women entrepreneurs in launching and sustaining their ventures.
- Highlight opportunities for professional development to inspire and motivate rural women to pursue growth and success in their entrepreneurial endeavours.

Programme Outcome:

The program aims to empower rural women entrepreneurs by providing them with the necessary tools, resources, and knowledge to leverage both government and private sector schemes. Through comprehensive support and guidance, the initiative seeks to bolster their ability to generate and sustain successful businesses, thereby contributing to their economic independence and community development.

Photographs:





Entrepreneurial Club and NSS Coordinators, EMGYWC in association with the Tamil Nadu Skill Development Corporation organised an Extension Service on "Awareness Programme on Women Entrepreneurship" @ the adopted Village of Karuvannur, Madurai - 10.01.2023

Enclosures:

a. Permission letter:

