

## E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE



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

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### **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.

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### 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**

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**Enclosures:**

**a. Permission letter:**

