

A Brief report on  
Three-day programme on  
“Entrepreneurship Skill Development Programme  
for Unemployed Rural Women”  
(10-12, March, 2022)

**Organised by**



Subbalakshmi Lakshmipathy College of Science,  
TVR Nagar,  
Madurai-625022

**Funded by**



Rajiv Gandhi National Institute of Youth Development  
Sriperumbudur

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## **Preface and Acknowledgement**

Women entrepreneurs account for improved economic growth and stability within a country. Women entrepreneurs inspire other women to start businesses. This leads to more job creation for women which ultimately helps in reducing the gender gap in the workforce. When women become successful in a field, the next generation of women is more likely to emulate their success. Therefore, to ensure that open discussion, exchange of information and proper training is needed on positive development.

Subbalakshmi Lakshmipathi College of Science (SLCS), being an institution of national importance exclusively devoted on employability by offering number of job oriented courses. The three day Entrepreneurship training programme specially designed for Unemployed rural women of adopted villages of Unnat Bharat Abhiyan one of the flagship programme of Ministry of Human Resource Development. The programme was successful undoubtedly by meeting its objective with the active participation of participants and resource persons.

The success of the programme was jointly shared with Rajiv Gandhi National Institute of Youth and Development. Our association with Rajiv Gandhi National Institute of Youth and Development is highly notable and it is a great opportunity for us to extend our service to the nearby villages. A key highlight of this programme was pur

participants and resource persons who were actively being a core of this programme.

We record our notable thanks to respected Registrar, Rajiv Gandhi National Institute of Youth and Development, Sriperumbudur for extending this opportunity to us. We express our heartfelt gratitude to Prof.Vasanthi Rajendran for her plentiful support at all the times particularly for the inaugural session and for following the various sessions.

Dr.R.Sujatha

Principal

Subbalakshmi Lakshmipty College of Science

Madurai



## **1. Preamble**

The role of women in our society has changed drastically in the past few decades and that too for the better. Women are now occupying the corporate positions previously regarded as masculine and are outpacing their male counterparts in some areas. The gender stereotypes which were more prevalent in the society decades ago are slowly dissolving. But there is still a long way to go.

The Government of India has defined Women Entrepreneurs as “An enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women”.

Women constitute around half the total (48 percent) Indian population but their participation in the economic activities is only 25 percent.

By recognising the significance of Women Entrepreneurs, the Subbalakshmi Lakshmipathy College of Sciences, Madurai and Rajiv Gandhi National Institute of Youth Development, Sriperumbudur offered an exclusive three days training program in the title of “Entrepreneurship skill development program for Unemployed Rural Women”.

The aim of the program is to facilitate, equip and train them to move towards adopting a business. The program was conducted for a duration of three days from March 10 to 12, 2022. The program was an



attempt to provide useful inputs on different facets of starting a business.

## **2. Objectives of the Programme**

The objectives of the program are as under:

1. Promote female entrepreneurs in rural areas
2. Reduce the rate of unemployment women in rural areas through the incorporation of women into economic activity.
3. Promote entrepreneurship and develop networks of entrepreneurs where women would be the key to uphold and revitalize rural areas.
4. Empower women from rural environments with the information and tools

that will enhance their economic participation.

## **3. Target Group of the Programme**

The programme is exclusively conducted for unemployed rural women who are from the villages of Nedumadurai, Solankuruni and Soorakulam. Finally, 51 unemployed rural women who are interested in starting the business have participated.

## **4. Inaugural Function of the Programme**

The training on “Entrepreneurship skill development program for



Unemployed rural women” was inaugurated by Dr.R.Sujatha, Principal, Subbalakshmi Lkshmiathy College of Science, Madurai.

Dr.K.Archunan, Vice Principal, Subbalakshmi Lakshmiathy College of Science, Madurai addressed the participants and highlighted the significance of organising the course. He also mentioned the need and requirement of the hour.



Dr.Jegan Mohan, Secretary, Madurai Productivity Council, Madurai explained the objectives and expected outcomes of the program. He also quoted the benefits of

becoming an enterprenuer to the participants.



## 5. Topics Covered by the Resource Persons

The program was designed to fulfil the requirements of participants mainly to find ways to start business or to get business ideas. The details of the session are provided in annexure 1.

The first session was titled “Basics of business” and was handled by Dr.Jegan Mohan, Secretary, Madurai Productivity Council, Madurai. During his lecture, Dr.Jegan Mohan highlighted the importance of

economic growth with special reference to women becoming entrepreneurs. He explained the nature of business feasible in the rural areas, by the rural community and conveyed the standard points of women development and need for them to intervene in business.

The second session was also handled by Dr.Jegan Mohan, Secretary, Productivity Council, Madurai. An elaboration on the basic needs such as effective delegation and organising skills for starting and running a business was orated with special focus on women as entrepreneurs.

The third session was delivered by Dr.R.Sujatha, Principal, Subbalakshmi Lakshmipathy College of Science, Madurai. The address focused on main

constraints faced by women in the society with special attention on women entrepreneurs. The lecture accentuated societal ethics and the ways to balance work – life environment. Area of interest was acquired from the participants is to explore with the association of college.

The fourth session was handled by Dr.M.Subramaniyan, Head, Department of Master of Business Administration, Subbalakshmi Lakshmipathy College of Science, Madurai. It explored the current business opportunities and ideas that can be adopted by the women folk. He revealed various business opportunities which is most relevant to the villages.

The fifth session was addressed by Mr.Navendra Pandiyan,

Director, SNP Diary Productions, Madurai. He explored the prospect related to the diary products. He assisted and created a channel to sell their diary products at a wholesale price.

The sixth session is presented by Mr.Subramaniyan, District coordinator, MSME Madurai Branch, Madurai. He explained various business loan provided by the government and recommended the participants to prepare a proposal for loan in their aspiring business. This would facilitate the use of use of government schemes by the rural community.

The seventh session was addressed by Dr. Maruthamuthu, Assistant Professor, Government Arts college, Kadayanallur. It

revealed the registration process of a new business. He clearly explained the need and purpose of documentation.



The eighth session was also delivered by Dr. Maruthamuthu, Assistant Professor, Government Arts college, Kadayanallur. In this session he insisted the need for financial management. Components related to financial management was clearly conferred.

The ninth session was addressed by Ms.Yogavi, Master Trainee, Entrepreneurship Development Institute of India, Madurai on production Management. She

explained the basic principles of production management with exercise.



The tenth session was handled by Dr.M.Thilagavathi, Enterprise Support Associate, Entrepreneurship Development Institute of India, Madurai on Sales tricks and Techniques. She highlighted effective sales techniques which is highly suitable for retail. She explained 5 highly effective modern tricks with exercise.



The Eleventh session was delivered by Mrs.Kavitha Balaraman, Project Coordinator, Entrepreneurship Development Institute of India, Madurai on export opportunities and procedures. She clearly pointed the export opportunities which are specifically related to the rural areas.



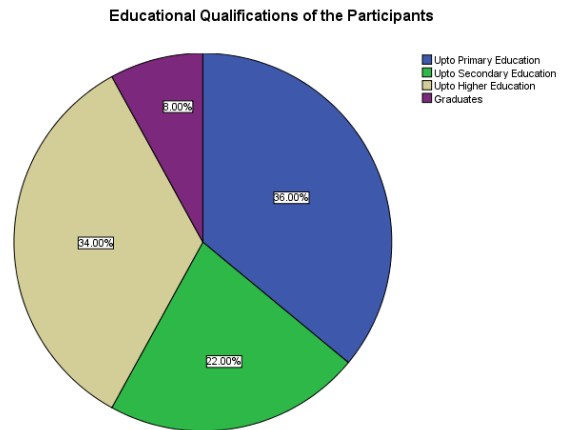
The last session was handled by Mrs.K.Saranya, Snegithi Millets under the guidance of Entrepreneurship Development Institute of India, Madurai to explore the success stories of women entrepreneur.



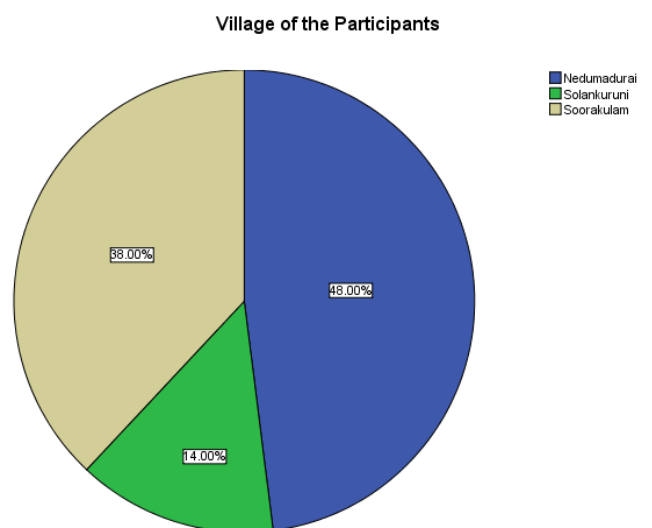
### Feed Back

Among the participants, 34 per cent had completed their secondary education and 8 per cent of the respondents had completed their

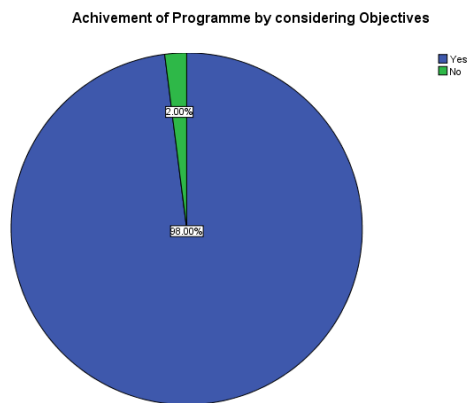
graduation.



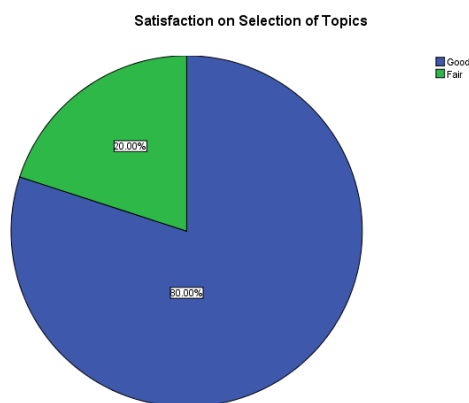
Among the total participants, 48 per cent were from Nedumadurai Village of Tirupparankundram Block, Madurai and 38 per cent of the participants were from Soorakulam.



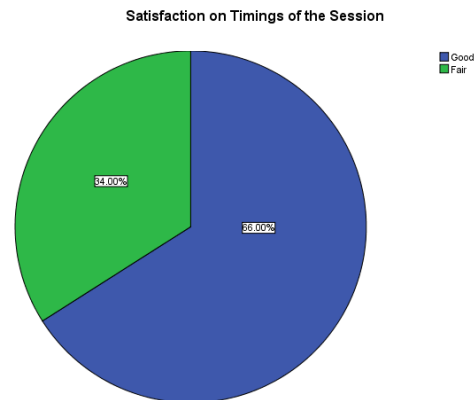
Among the total participants, 98 per cent acknowledged that the objectives of the program were achieved.



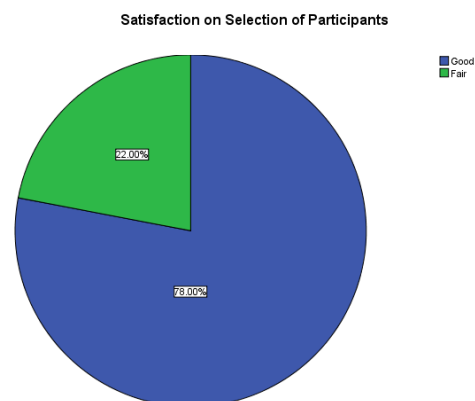
Among the total participants, 80 per cent were satisfied with the selection of topics.



Among the total participants, 66 per cent were satisfied with the time duration of the sessions.

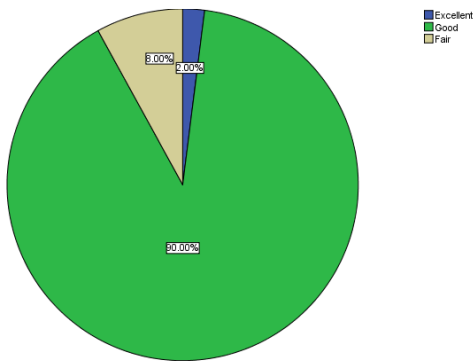


Among the total participants, 78 per cent were satisfied with the selection of participants.



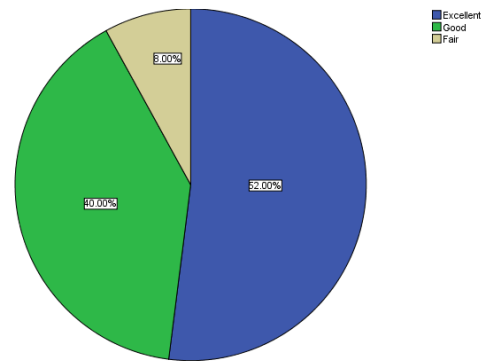
Among the total participants, 90 per cent were satisfied with the identification of resource persons.

Satisfaction on Identification of Resource Person



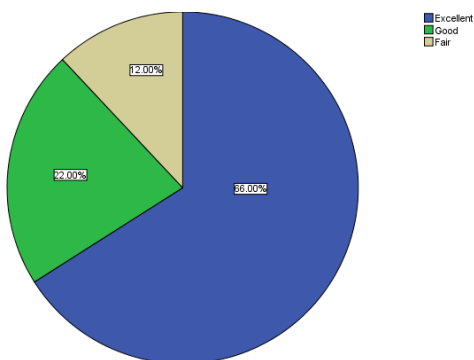
Among the total participants, 88 per cent were satisfied with the relevance of the programme.

Satisfaction on Coverage of the Content



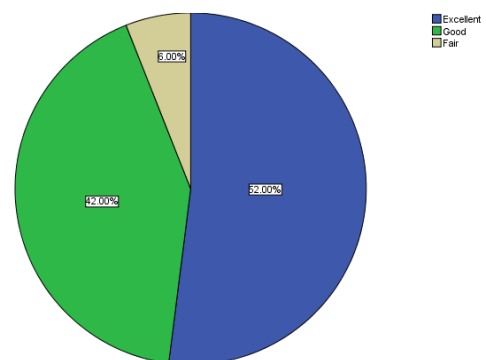
Among the total participants, 94 per cent were satisfied on the delivery and clarity of concepts.

Satisfaction on Relevance of the Programme



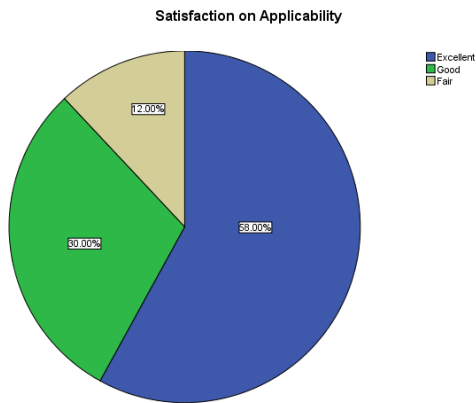
Among the total respondents, 92 per cent of them were satisfied with the coverage of content.

Satisfaction on Conceptual Clarity

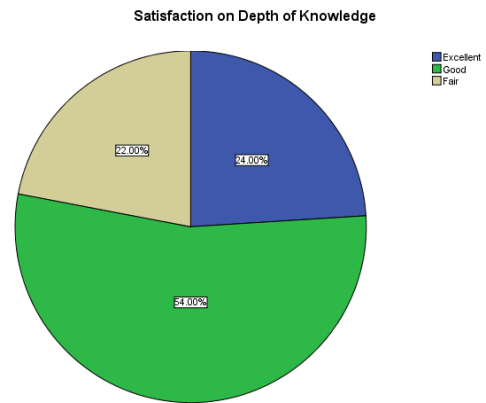


Among the total participants, 88 per cent were satisfied on the applicability of concepts.

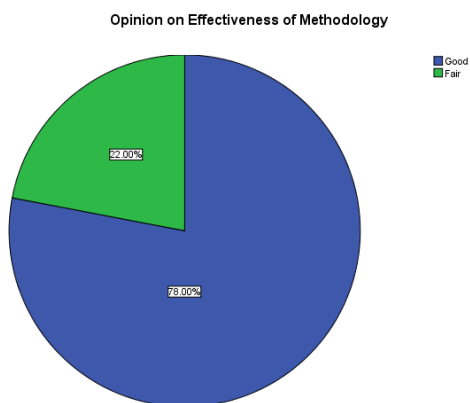




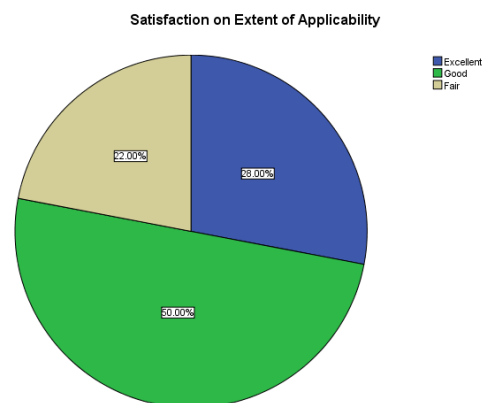
Among the total participants, 78 per cent were satisfied on the effectiveness of methodology.

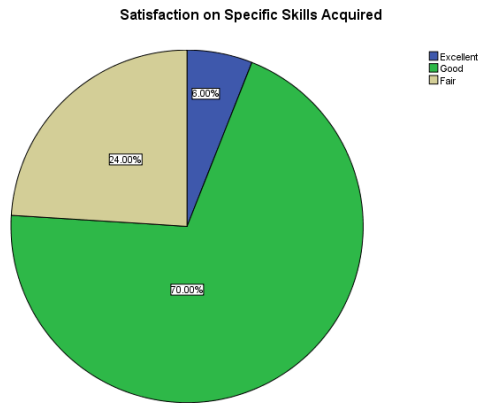


Among the total participants, 78 per cent were satisfied on the extent of applicability.

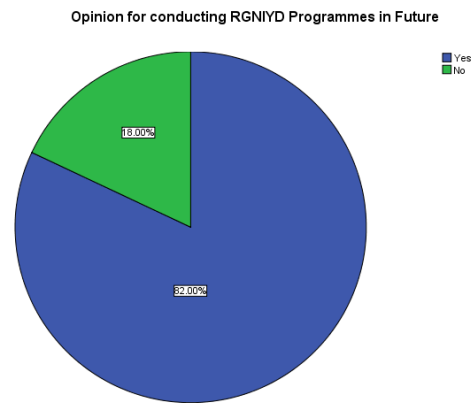


Among the total participants, 78 per cent were satisfied on the depth of knowledge.

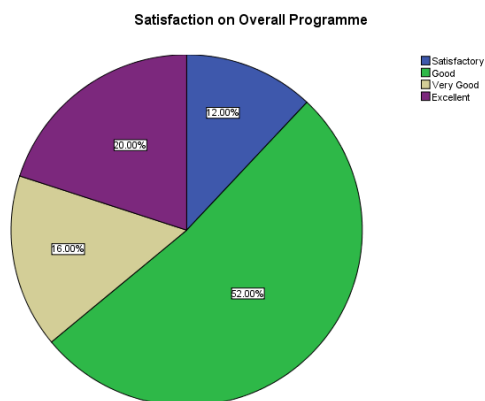




Among the total participants, 76 per cent were satisfied on the skills acquired.



82 per cent of the participants suggested continuing the same type of program in future.



Among the total participants, 84 per cent were totally satisfied.

## Program Schedule

No.	Date	Time	Session	Resource Person
1	10.03.2022	9.30-10.00	Inaugural Function	Dr.R.Sujatha, Principal, SLCS
2	10.03.2022	10.30- 11.30	Basics of Business	Dr.Jegan Mohan, Secretary, Madurai Productivity Council
3	10.03.2022	11.45- 12.45	Skills required for business	Dr.Jegan Mohan, Secretary, Madurai Productivity Council
4	10.03.2022	1.30-2.30	Balancing Work and Life	Dr.R.Sujatha, Principal, SLCS
5	10.03.2022	2.45-3.45	Current Business Opportunities	Dr.M.Subramaniyan, Hed, Department of MBA, SLCS.
6	11.03.2022	9.30-10.30	Government Schemes and opportunities for Diary Products	Mr.Navendra Pandyan ,Director, SNP Diary Products
7	11.03.2022	11.00- 12.30	How to Prepare business proposal	Mr.Subramanyan, District Coordinator, MSME Madurai Branch

8	11.03.2022	1.00-2.00	Regstration and Documenting Process	Dr.M.Maruthamuthu, Assistant Profesor, Government Arts College, Kadayanallur
9	11.03.2022	2.20-3.20	Finance Management	Dr.M.Maruthamuthu, Assistant Profesor, Government Arts College, Kadayanallur
10	12.03.2022	9.30-10.30	Production Management	Ms.Eyogavee, Master trainee, Entrepreneurship Development Institute of India
11	12.03.2022	11.00- 12.30	Sales tricks and techniques	Dr.Thilagavathi, Enterprise Associate, Entrepreneurship Development Institute of India
12	12.03.2022	1.00-2.00	Export opportunities and Procedures	Mrs.Kavitha, Coordinator, Entrepreneurship Development Institute of India

13	12.03.2022	2.20-3.20	Success Stories	Mrs.Saranya, Snegithi Millets, Entrepreneurship Development Institute of India
14	12.03.2022	3.20-3.40	Valedictory Function	Dr.R.Sujatha, Principal, SLCS