



Estd: 1853

An Autonomous Institution
since 2000

GOVERNMENT COLLEGE (A)
RAJAHMUNDRY
DEPARTMENT OF COMMERCE

NATIONAL SEMINAR
WOMEN EMPOWRMENT THROUGH
ENTREPRENEURSHIP

10Th -11Th April 2023



TWO DAY NATIONAL SEMINAR ON Women Empowerment Through Entrepreneurship
On April 10 -11, 2023

Empowering Women Entrepreneurs



Organised by
Department of Commerce and Management Studies
GOVERNMENT COLLEGE(A) RAJAHMUNDRY
(Affiliated to Adikavi Nannaya University)
Rajahmohendravaram – 533105
East Godavari Dist., A.P., INDIA
INTERNAL QUALITY ASSURANCE CELL

MAIN THEME OF THE SEMINAR

Introduction:

Economic growth strategies across the world vary in their focus but the single unique factor identified and accepted by world economies is that the participation of women in economic activities is inevitable to accelerate economic growth. Inclusive and sustainable development undoubtedly requires the participation of half of the population engaged in non-economic activities. In 1974, the Committee on Status of Women in India recommended that only the active participation of women would ensure their integration into the mainstream economy.

World studies emphasize that in India, if 50 % of women join work force to play their role in economic activities, then India's growth rate can be boosted to 9% from 1.5% per year. Economic Empowerment of Women is crucial factor in reducing poverty and paving way for direct family prosperity, leading to the nation's prosperity. World Bank on its part ensures that projects sponsored by it are so structured as to foster economic growth through women's participation. Over the past 15 years three billion dollars (2012) has been invested by World Bank to support State Governments to empower rural women through Self Help Groups. Thus, 45 million rural women gained access to skills, markets, business development services, and entrepreneurship.

Women Empowerment:

Women's sense of self-worth; their right to have and to determine choices; their right to have access to opportunities and resources; their right to have power to control their own lives, both within and outside the home; and their ability to influence the direction of social change to create a more just social and economic order, nationally and internationally is termed as women empowerment.

Women's education, training, awareness raising, building self-confidence, expansion of choices, increased access and control over resources, and actions to transform the structures and institutions that reinforce and perpetuate gender discrimination and inequality are important tools for empowering women and girls to claim their rights.

Women Entrepreneurs: A woman entrepreneur includes a woman or a group of women who initiate, organize, and operate a business enterprise.

The Best Project No – 2 (2004) Publisher by the European Commission defines a female entrepreneur as a 'woman who has created a business in which she has a majority shareholding and who takes an active interest in the decision-making, risk-taking and day-to-day management. The typical women's businesses are mainly the extension of kitchen activities, i.e., the 3 Ps, viz. pickles, powder, and pappad. Owing to the various government schemes and efforts of various voluntary organisations like Mahila Mandals, the number of women entrepreneurs is growing at a slow pace. With the spread of education and awareness, women entrepreneurs have shifted from extended kitchen activities, i.e., 3Ps to the higher level of activities, i.e., 3Es, viz., Engineering, Electronics, and Energy. Although the number of such units is not large, it can be noted that women are putting up units to manufacture solar cookers (Gujarat), small foundries (Maharashtra), T.V. Capacitors (Odisha), and electronic ancillaries (Kerala).

Women are making their mark as businesswomen. Women entrepreneurs have been on the Indian business scene for quite some time now and have achieved remarkable success. However, their number in relation to the overall number of small-scale enterprises is still very small. Worldwide too, the trend is not very much different.

Objectives and Expected Outcomes of the Seminar :

- Explore the entrepreneurial traits inherent in women entrepreneurs.
- Unveil the Women entrepreneurship concepts, Prospects and Challenges.
- Women Entrepreneurship Development initiatives of Government and Non-Government Organizations.
- Focus on Potential areas of Entrepreneurship to Empower Women.

- Bring to light the significant contributions of women entrepreneurs.

Sub themes for Seminar

1. Factors influencing Women Entrepreneurship in India
2. Traits of women entrepreneurs in India
3. Impact of Self-Help Groups on Women Entrepreneurship.
4. Potentials of Self-Help Groups in promoting Women Entrepreneurship.
5. Associations for Women Entrepreneurships - role in encouraging and supporting women entrepreneurs.
6. Financial Institutions support to women entrepreneurs.
7. Indian Government Policies and programmes for Women Empowerment and development of Women Entrepreneurs in India.
8. Barriers in Development of Women Entrepreneurship in India.
9. Women Entrepreneurship – Prospects and Challenges.
10. Women Entrepreneurship - Gender Equity - Women Empowerment

The themes mentioned are only suggestive and the authors are free to present their view on any related topic.

About the College

Government College (A), Rajahmundry established in 1853 is the first and oldest government college in Andhra Pradesh. This was one of the three graded colleges maintained by Madras Presidency College. Government College (A), Rajahmundry was conferred Autonomous status in the year 2000. This College is the first ever Government College to be accredited with 'A+' Grade in the RAF 2017 by NAAC in the year 2020 with CGPA 3.38/4.00. In the 2016 college acquired this status of college with potential for

Excellence. Currently the college offers 52 UG programmes and 14 PG programmes. The college caters to the education needs of more than 6,000 Students. The college has grown from strength to strength over the past 169 years and marching ahead as a global educational institution.



About the Department of Commerce and Management Studies

The Department of Commerce established in 1930 initially offered B.Com (EM) and B.Com (TM) Programs. Since 1987 the Department has been offering Post Graduation Program (M.Com) in Commerce. From 2007 onwards the department began to offer B.Com (Computers Applications), B.Com Computers (TM) and B.Com (Banking, Insurance and Financial Services) were introduced in the academic year 2017-18. The Department started BBA (Bachelor of Business Administration) programme from the year 2018-19. The department is served by 25 faculty members with 6 Doctorates, 11 members qualified in NET/SLET. The faculty members have shown their credit in writing 25 books and also more than 80 Research publications in various referred national and international journals. The Department of Commerce has been organising National, International Seminars and Workshops to develop intellectual capital of the faculty and students.

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Commissioner of Collegiate Education, AP

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Vice Principal, Govt., College (A), Rajamahendravaram

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Lecturer in Commerce

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Lecturer in Commerce

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Lecturer in Commerce

Smt. B. SUJATHA

Lecturer in Commerce

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Sri R. Ramesh Kumar, Lecturer in Library Science

Instruction to authors :

The participants are requested to contribute original research articles, for the proposed publication and they are requested to submit full papers only. The Papers are reviewed by two experts in relevant areas. These papers would be published as separate proceedings with ISBN. Authors should submit their research work articles in soft copy in Time New Roman, Font 12 and Space 1.5 to the email id : nationalseminaronwete2023@gmail.com. After acceptance of the paper no correction / modifications will be entertained. Authors are requested to maintain utmost accuracy in their submission. Authors should take due care to avoid typographic, grammatical mistakes and plagiarism.

IMPORTANT DATES :

Abstract submission : 31-03-2023
Full Paper Submission : 03-04-2023

VENUE :

Dr. B R AMBEDKAR
SEMINAR Hall
GOVT. COLLEGE (A),
RAJAHMUNDRY

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Registration Fee:

Students : Rs. 100

Research scholars : Rs. 200

Faculty : Rs. 300

Publication fee (with ISBN) : Rs.500

(Only for selected papers)

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TWO-DAY NATIONAL SEMINAR ON WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP

10th & 11th APRIL - 2023

Organized by

DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES





GOVERNMENT COLLEGE (A) RAJAHMUNDRY



NAAC
3.38 / 4.00
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A+

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TWO DAY NATIONAL SEMINAR on WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP 10th -11th April, 2023

DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES

WELCOMES

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Dr. POLA BHASKAR, I.A.S.
Commissioner of Collegiate
Education (CCE), AP

PATRON



Dr. R. DAVID KUMAR
Joint Director, CCE, AP

CHAIRMAN



Dr. C. KRISHNA
Principal
Govt College (A) Rajahmundry

Resource Persons



S. TEKI
Professor, Department of Commerce
and Management,
Adikavi Nannaya University,
Rajahmundry



S. ANURAG MITTAL
Incharge - Skill Development
and Entrepreneurship cell,
Department of Commerce,
School of Open Learning,
University of Calicut,
Kerala, India



Dr. C. SUNANDA YADAV
Secretary, Research and
Develop. Center, Ph.D. Department,
Tilak Maharashtra Vasthapat,
Maharashtra



Dr. RUDRA
Chairman, Centre for
Skill Development,
Rajahmundry



Smt. N. SRI DEVI
Founder-Gen. Secretary &
Secretary, COWE India,
AP Sub Chapter - Rajahmundry



Smt. S. SUBHASINI
Project Director, ERDA,
Rajahmundry,
East Godavari District, AP



Smt. A. LALITHA
Kosana professor,
COWE India - AP Chapter



Smt. RADHIKA
President, COWE India,
AP Chapter

Program Sheet

Inauguration

WELCOMING THE GUESTS (10:00 - 10:05)

Smt. B. Sujatha
Lecturer in Commerce

LIGHTING THE LAMP

Distinguished guest on Dias
Prayer Song by R. Lalitha Sowmya
II B.Com AT

PRESIDENTIAL REMARKS (10:05 - 10:10)

Dr. C. Krishna
Principal

DEPARTMENT REPORT (10:10 - 10:15)

Sri P. V. V. Satyanarayana
In charge Department of Commerce

OVERVIEW OF THE SEMINAR (10:15-10:20)

Dr. A.A. Annapurna
Convenor

KEYNOTE ADDRESS (10:20 - 10:25)

Sri. Anurag Mittal
In charge Skill Development and Entrepreneurship Cell
University of Delhi North campus, Delhi

ADDRESS BY CHIEF GUEST (10:25-10:30)

Prof. S. Teki , Ph.D.
Prof. Department of Commerce and Management
Adikavi Nannaya University
Rajamahendravaram, Andhra Pradesh

PROGRAMME SCHEDULE

Day – 1 10/04/2023

Session	Time	Name of the Resource Person	Topic

10.00 to 10.30 - Inaugural Session			
Session - 1	10.30 – 11.30	Prof. Sunanda Yadav R&D Secretary, Tilak, Maharashtra University	Explore the Entrepreneurial traits inherent in Women Entrepreneurs
11.30 to 11.45 - TEA BREAK			
Session - 2	11.45 – 12.40	Prof. Anurag Mittal In-charge of Skill Development and Entrepreneurship Cell, University of Delhi	Women Entrepreneurship Development initiatives of Government
12.40 To 1.00 - Paper Presentations			
1.00 to 2.00 - LUNCH BREAK			
Session - 3	2.00 to 3.00	Mrs. A. Lalitha, National President, (COWE) (Confederation of Women Entrepreneurs) (NGO)	Women Entrepreneurship Development initiatives of Non Government Organizations
3.00 To 3.50 - Paper Presentations			
3.50 to 4.00 - TEA BREAK			
Session - 4	4.00 to 5.00	Radhika President, COWE, AP Chapter	Scope for Women Entrepreneurship in Andhra Pradesh

Day – 2 11/04/2023

Session	Time	Name of the Resource Person	Topic
Session -5	10.00 – 11.15	Dr. Rudra Founder, CSD	Unveil the Women Entrepreneurship Prospects and Challenges
11.15 to 11.30 - TEA BREAK			
11.30 to 12.00 - Paper Presentations			
Session - 6	12.00 – 1.00	S. Subhashini PD - DRDA	MSME – SHGs Support by Government
LUNCH BREAK 1.00 to 2.00			
Session - 7	2.00 to 3.15	N. Sri Devi Secretary, COWE, AP Chapter	Focus on Potential areas of Entrepreneurship to Empower Women
3.15 to 4.00 - Paper Presentations			
4.00 to 4.15 - TEA BREAK			
4.15 to 5.00 - Valedictory			



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3.38 / 4.00
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Welcome to
**RESOURCE PERSONS, DELEGATES
&
PARTICIPANTS TO THE
TWO-DAY NATIONAL SEMINAR
ON
WOMEN EMPOWERMENT THROUGH
ENTREPRENEURSHIP
10th & 11th April - 2023**

by
DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES

REPORT ON NATIONAL SEMINAR

ORGANISED BY

DEPARTMENT OF COMMERCE

10 & 11 APRIL, 2023

Day-1

The program started with inaugural session. **Smt. B. sujatha** lecturer in commerce welcomed all the Dignitaries onto the Dias. After that Program followed by lighting the lamp by distinguished guests on Dias. Prayer song sang by **R. Lalitha sowmya (II B.COM A&T)**. After that presidential remarks has been given by principal **Dr.C.Krishna Garu**. Followed by department report by the in charge of the department of Commerce **Sri.P.V.V.Satyanarayana**. After that overview of the seminar has been given **Dr. A. A. Annapurna** convener of the seminar. Afterwards the keynote address has been given by **sri. Anurag mittal (in charge skill development and entrepreneur cell, university of Delhi, North Compus, Dehi)**. After, chief guest **prof. S. Teki**, professor, Department of commerce and management, Adikavi Nannaya University, Rajahmundry, addressed the gathering. He spoke about the importance of a women in life.



After the Tea Break Profile of Sunanda yadav mam read by **T.Maniratnam**, Lecturer in Commerce.

Session-1

Session starts with **prof. Sunanda Yadav**, R & D secretary, Tilak, Maharashtra University. She explained about

- Historical perspective of Women Entrepreneurship
- Reality or treating of the women in the past
- First women entrepreneur in India – KALPAN Saroji – slum dog millionare
- She spoke about women entrepreneurs In MSMEs
- Role of Women in the Economy
- Leadership behavior types
- Session was very fruitful. All the participants has been enjoyed the session a lot.



Session -2

After the Lunch Break Next Session by **Mrs. A. LALITHA; NATIONAL PRESIDENT COWE (NGO):**

Talk on women entrepreneurship development initiatives of Non-Government organizations. She gave suggestions for women development.

She spoke about the following:

- Jum portal to promote product through lowest price (procurement policy)

Cowe- exhibitions

- ❖ virtual exhibitions.

Cowe – Conducting Seminars and Conferences

- ❖ Business Networking.
- ❖ They take up CSR projects.
- ❖ They started Day Care Centers for Working Women’s children.
- ❖ They have many MOUs with many industries.
- ❖ They give guidance and train them to become an entrepreneur.
- ❖ They also give financial support for the women who want to be an entrepreneur with an Idea.



After the tea break paper presentations given by the participants.

Session -3

- After the paper presentations interactive session by **prof. Anurag mittal**, In charge of skill development and entrepreneurship cell, university of Delhi.
- He spoke about women entrepreneurship Development Initiatives of government.
- He has given complete path to become an Entrepreneur.
- He has explained all the initiatives taking by the government for the entrepreneurs.
- The thing is that entrepreneurs should aware of the schemes of the government, and one should utilize it. Hence, He also spoke about the distinctive skills where an entrepreneur should possess.
- His session was very informative and useful to the participants.



Day-2

Session starts with Greetings:

Session-1 by Dr. RUDRA.

Profile of Dr. RUDRA read by Y. V. Haritha Lochana, Lecturer in Commerce.

He re-collected some incidents from previous decades like. In ancient times the role of Women and Men treated equally. But later on the scenario changed. Some social reformers like Kandukuri Veresalingam opposed the activities against women. In 18th century also Aryasamaj, Brahmasamaj were opposed the Negativity on women. Within next 25years (before 2047), we would be in developed nation. Through the women empowerment. And also he quoted that, even number of apps are being available now-a-days, to protect girls and women still they are feeling insecure because of the system negligency.

Entrepreneurship comes with innovation. He gave some ideas of innovation from students. One girl came up with an idea. She asked about Solar Power fans. One her name patent has been taken. One more student from I.B.Com. SRAVANI- came up with an idea about a girl drive Rapedo, women run bikes. With the Incubation of commerce department. GCRJY (Name of the company is SALVUS (The Nari Taxi)).One student came up with an idea that providing breakfast stalls for less price. Innovation helps to commit for new ideas. Entrepreneurship means, In simple words to find out problems & solutions for the problem.



Soon after the tea break next session started.

Session-2:- by N.Sridevi madam secretary, COWE, AP CHAPTER

She spoke about “focus on potential area of entrepreneurship of empower women”. She highlighted the qualities should be maintained by strong, discipline, commitment, multitasking, risk, bearing.

Ex:-Sudha Murthy (Infosys).

She identified some potential areas like :-w

- **Food business** is a growing business. Jam Jelly, Powders, Papads, Pickles, Cloud Kitchen, Kitchen on Wheels.
- **2023** is called as ‘ international millets year’

- **Clothing:** - Tailoring, Maggamworks, Designer Fabrics.
- **Shelter:-** interior designs.
- Jewellery making , Agarbathis, Jute bags beauty Chilin's, Sanitary Napkins, Coil Mats, Nursery, Event Managers, dtp, land scaping, yoga , pancha karma, laundry and dry wash, housekeeping etc.,.
- **And she gave one slogan from COWE.**

Coming together is a bringing
 Staying together is a progress
 Working together is a success.



After the Lunch Break

Session-3:-

Session is by **RADHIKA president, COWE, AP Chapter**. She spoke about the scope for Women Entrepreneurship in Andhra Pradesh. She interacted and made the students very motivated way she made all the students to speak out, if they had any entrepreneurial ideas. She also explained about the qualities which an entrepreneur can possess. Clarity, Confirmation & Confidence etc.,. Through Entrepreneurship any person able to be independent and have financial freedom. She also encourages student to come forward with an innovative ideas, and COWE will be available to support such students. She told that the training would be 15-30 days with very minimum fee.

After the session of Radhika Madam, paper presentation given by

Rama Durga Sirisha-ASD-Government Degree college for women (A) Kakinada.

Her topic is Women Entrepreneurship can bring Women Empowerment - ‘‘ a mean to promote gender equity’’.

Session -4:

After the Tea Break Next Session by S. Subhashini, PD-DRDA

Her topic is MSME, SHGs support by Government. She covered all the Government activities related to MSME-SHGs. State project monitoring unit. Zilla, Mandal, Village, SHG etc. Financial linkages. Bank linkages, Streenidhi, Unnathi, Women Entrepreneurs etc. Big impact projects SFURTI, MSME.

Identified food and non-food processing units:-

- | | | |
|---------------|--|---|
| 1. Chagallu | Unagatla | -Mango jelly, sweet pepper, palam jiggery, pickles. |
| 2. Nidadavolu | Pendyala | - sweet pepper. |
| 3. Kadiyam | Dulla, muramanda
Veeravasaram, pottilanka | - Handloom (Weavers). |

Marketing and Branding

Promoters of brand

Group of SHGs
FPO's, coops or
SPV of micro food
Processing enterprises

Level of Branding

cluster
District
State

Scope of convergence

1. The scheme can be implemented in convergence with any livelihood promotion scheme.
2. Scheme can be leveraged to nurture YSR Cheyutha beneficiaries.
3. She explained all the aspects in MSME and SHGs in AP Government.

Valedictory SPEECH

Valedictory speech by C.Krishna, Principal, Government Degree (A) College, Rajahmundry. He thanked the organization. He appreciated all the departments for organizing such a great event. He told that it's a great chance to listen from various Women Entrepreneurs. Not only informative but also motivational. Thanking NGOs, startup India etc.

Felicitation to the speakers by the Principal and the Department of Commerce.

Felicitation to the Principal, Seminar Convener, Coordinator and Organizing Secretary.

Feedback by students

Feedback has been given by the following students

1. E.Bhargavi--II B.Com(EMG) sec—1
2. Prasanna --II B.Com(EMC) sec—II
3. Tarak – II B.Com (BIFS)

Certificates Distribution to the paper presenters and Faculty Participants:

1. Durga Prasad
2. A .S. Laxmi Bramarambha
3. S.CH.Sivaji
4. Ch.Naga Srilakshmi
5. J.Vijay Praksh
6. Ramdurga sirisha reddy
7. B.Srinivasa rao
8. N.Jansi Rani
9. B.Laxmi

Certificates Distribution to the student Participants:

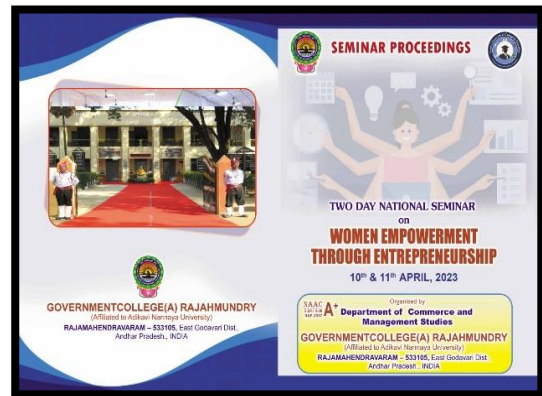
1. Sujitha II.M.Com
2. Chandupriya II.M.Com
3. Sulochana II.M.Com
4. K.Devi II.B.Com(EMC)
5. K.Gayathri II.B.Com(EMC)

Vote of thanks by Dr. A. A. Annapurna Convener of the Seminar

She thanked each and every member namely who involved in this seminar and made it a Grand Success.

PHOTO GALLERY





వ్యవస్థాపకుల అనుభవాలు విద్యార్థులకు ప్రయోజనం
● ముగిసిన మహిళా సాధికారత సదస్సు



సదస్సులో పాల్గొన్న వివిధ రంగాల ప్రముఖులు

రాజమహేంద్రవరం ఆర్కాడ్, ఏప్రిల్ 11: రాజమహేంద్రవరం ప్రభుత్వ ఆర్ట్స్ కళాశాలలో రెండు రోజులపాటు నిర్వహించిన వ్యవస్థాపన ద్వారా మహిళా సాధికారత సదస్సు మంగళవారం ముగిసింది. ఈ సందర్భంగా కళాశాల ప్రిన్సిపాల్ సి.కృష్ణ మాట్లాడుతూ వ్యాపారాలు చేస్తున్న మహిళా వ్యవస్థాపకులు తమ ఆనుభవాలను తెలియజేయడం ద్వారా విద్యార్థులు కూడా వ్యవస్థాపకులుగా రాణించడానికి ఉపయోగపడుతుందన్నారు. గ్రీన్ లీఫ్ సొల్యూషన్స్ సంస్థ వ్యవస్థాపకురాలు ఎన్.శ్రీదేవి మాట్లాడుతూ తమ సంస్థ హెర్బల్ ఉత్పత్తుల తయారీ, ప్యాకేజింగ్, మార్కెటింగ్ చేస్తున్న విధానాన్ని వివరిస్తూ ఆవగాహన కల్పించారు. జాతీయ మహిళా సమాఖ్య ఏపీ చాప్టర్ అధ్యక్షురాలు రాధిక మాట్లాడుతూ తమ సంస్థలో సమ్యులుగా చేరడం ద్వారా మహిళలకు ఆవసరమైన వ్యవస్థాపనకు సంబంధించిన నాయకత్వ లక్షణాలు, బావ వ్యక్తికరణ, నైపుణ్యాలపై ఆవగాహన పెర్చుడుతుందన్నారు. డీఆర్డీఏ వీడి సుబాషిణి మాట్లాడుతూ కేంద్ర, రాష్ట్ర ప్రభుత్వాలు మహిళల ఆర్థికాభివృద్ధికి చేపడుతున్న కార్యక్రమాలను వివరించారు. నైపుణ్యాభివృద్ధి సంస్థ అధ్యక్షురాలు రుద్ర మాట్లాడారు. కళాశాల వాణిజ్యశాస్త్ర విభాగం అధ్యక్షులలో జరిగిన ఈ సదస్సులో సమన్వయకర్తలు ఆస్తిపూర్వ వీవీవీ సత్యనారాయణ, వీవీ నరసారెడ్డి, అధ్యాపకులు వజ్రబలాభ, సత్యవతి, సుజాత, శంకరరెడ్డి, ఎంవై నాయుడు, వివిధ కళాశాలల అధ్యాపకులు, విద్యార్థులు పాల్గొన్నారు. పాల్గొన్న అధ్యాపకులు, విద్యార్థులకు సర్టిఫికెట్లు అందజేశారు.

ఆర్ట్స్ కళాశాలలో ముగిసిన జాతీయ సదస్సు

కుంబంబెడుపు(రాజమహేంద్రవరం సీటీ): ప్రభుత్వ ఆర్ట్స్ కళాశాలలో జరుగుతున్న మహిళా సాధికారత జాతీయ సదస్సు మంగళవారం ముగిసింది. దీనికి అధ్యక్షత వహించిన ప్రిన్సిపాల్ సీహెచ్ కృష్ణ మాట్లాడుతూ వ్యాపారం నిర్వహిస్తున్న వ్యవస్థాపకులు వాళ్ళ అనుభవాలు వివరించడం ద్వారా విద్యార్థులు వ్యాపారవేత్తలుగా రాణించడానికి ఉపయోగపడతాయన్నారు. నైపుణ్యాభివృద్ధి సంస్థ రాజమహేంద్రవరం అధ్యక్షుడు డాక్టర్ రుద్ర మాట్లాడుతూ వ్యాపారం నిర్వహించాలనే ఆలోచన వచ్చినప్పుడు దానిపై పూర్తి ఆవగాహన కలిగిఉండాలన్నారు. గ్రీన్ లీఫ్ సొల్యూషన్స్ సంస్థ వ్యవస్థాపకురాలు ఎన్.శ్రీదేవి మాట్లాడుతూ తమ సంస్థలో తయారు చేసే హెర్బల్ ఉత్పత్తుల మార్కెటింగ్ తదితర విషయాలు వివరించారు. జాతీయ నైపుణ్యాభివృద్ధి సంస్థ ఏపీ చాప్టర్ జాతీయ అధ్యక్షులు రాధిక మాట్లాడారు. డీఆర్డీఏ ప్రాజెక్టు డైరెక్టర్ ఎన్.సుబాషిణి మాట్లాడుతూ కేంద్ర, రాష్ట్ర ప్రభుత్వాలు మహిళలకు అందిస్తున్న పలు ఆవకాశాలను వివరించారు. కార్యక్రమంలో డాక్టర్ ఎం.ఆస్తిపూర్వ, వీవీవీ.సత్యనారాయణ, డాక్టర్ వీవీ.నరసారెడ్డి, డాక్టర్ పి.వజ్రబలాభ, సత్యవతి, సుజాత, శంకరరెడ్డి పాల్గొన్నారు.



మాట్లాడుతున్న ప్రిన్సిపాల్ సీహెచ్ కృష్ణ

ఆర్ట్స్ కళాశాలలో ముగిసిన జాతీయ సదస్సు

కుంబంబెడుపు(రాజమహేంద్రవరం సీటీ): ప్రభుత్వ ఆర్ట్స్ కళాశాలలో జరుగుతున్న మహిళా సాధికారత జాతీయ సదస్సు మంగళవారం ముగిసింది. దీనికి అధ్యక్షత వహించిన ప్రిన్సిపాల్ సీహెచ్ కృష్ణ మాట్లాడుతూ వ్యాపారం నిర్వహిస్తున్న వ్యవస్థాపకులు వాళ్ళ అనుభవాలు వివరించడం ద్వారా విద్యార్థులు వ్యాపారవేత్తలుగా రాణించడానికి ఉపయోగపడతాయన్నారు. నైపుణ్యాభివృద్ధి సంస్థ రాజమహేంద్రవరం అధ్యక్షుడు డాక్టర్ రుద్ర మాట్లాడుతూ వ్యాపారం నిర్వహించాలనే ఆలోచన వచ్చినప్పుడు దానిపై పూర్తి ఆవగాహన కలిగిఉండాలన్నారు. గ్రీన్ లీఫ్ సొల్యూషన్స్ సంస్థ వ్యవస్థాపకురాలు ఎన్.శ్రీదేవి మాట్లాడుతూ తమ సంస్థలో తయారు చేసే హెర్బల్ ఉత్పత్తుల మార్కెటింగ్ తదితర విషయాలు వివరించారు. జాతీయ నైపుణ్యాభివృద్ధి సంస్థ ఏపీ చాప్టర్ జాతీయ అధ్యక్షులు రాధిక మాట్లాడారు. డీఆర్డీఏ ప్రాజెక్టు డైరెక్టర్ ఎన్.సుబాషిణి మాట్లాడుతూ కేంద్ర, రాష్ట్ర ప్రభుత్వాలు మహిళలకు అందిస్తున్న పలు ఆవకాశాలను వివరించారు. కార్యక్రమంలో డాక్టర్ ఎం.ఆస్తిపూర్వ, వీవీవీ.సత్యనారాయణ, డాక్టర్ వీవీ.నరసారెడ్డి, డాక్టర్ పి.వజ్రబలాభ, సత్యవతి, సుజాత, శంకరరెడ్డి పాల్గొన్నారు.



మాట్లాడుతున్న ప్రిన్సిపాల్ సీహెచ్ కృష్ణ

వ్యవస్థాపకుల అనుభవాలు విద్యార్థులకు ప్రయోజనం
● ముగిసిన మహిళా సాధికారత సదస్సు



సదస్సులో పాల్గొన్న వివిధ రంగాల ప్రముఖులు

రాజమహేంద్రవరం ఆర్కాడ్, ఏప్రిల్ 11: రాజమహేంద్రవరం ప్రభుత్వ ఆర్ట్స్ కళాశాలలో రెండు రోజులపాటు నిర్వహించిన వ్యవస్థాపన ద్వారా మహిళా సాధికారత సదస్సు మంగళవారం ముగిసింది. ఈ సందర్భంగా కళాశాల ప్రిన్సిపాల్ సి.కృష్ణ మాట్లాడుతూ వ్యాపారాలు చేస్తున్న మహిళా వ్యవస్థాపకులు తమ ఆనుభవాలను తెలియజేయడం ద్వారా విద్యార్థులు కూడా వ్యవస్థాపకులుగా రాణించడానికి ఉపయోగపడుతుందన్నారు. గ్రీన్ లీఫ్ సొల్యూషన్స్ సంస్థ వ్యవస్థాపకురాలు ఎన్.శ్రీదేవి మాట్లాడుతూ తమ సంస్థ హెర్బల్ ఉత్పత్తుల తయారీ, ప్యాకేజింగ్, మార్కెటింగ్ చేస్తున్న విధానాన్ని వివరిస్తూ ఆవగాహన కల్పించారు. జాతీయ మహిళా సమాఖ్య ఏపీ చాప్టర్ అధ్యక్షురాలు రాధిక మాట్లాడుతూ తమ సంస్థలో సమ్యులుగా చేరడం ద్వారా మహిళలకు ఆవసరమైన వ్యవస్థాపనకు సంబంధించిన నాయకత్వ లక్షణాలు, బావ వ్యక్తికరణ, నైపుణ్యాలపై ఆవగాహన పెర్చుడుతుందన్నారు. డీఆర్డీఏ వీడి సుబాషిణి మాట్లాడుతూ కేంద్ర, రాష్ట్ర ప్రభుత్వాలు మహిళల ఆర్థికాభివృద్ధికి చేపడుతున్న కార్యక్రమాలను వివరించారు. నైపుణ్యాభివృద్ధి సంస్థ అధ్యక్షురాలు రుద్ర మాట్లాడారు. కళాశాల వాణిజ్యశాస్త్ర విభాగం అధ్యక్షులలో జరిగిన ఈ సదస్సులో సమన్వయకర్తలు ఆస్తిపూర్వ, వీవీవీ సత్యనారాయణ, వీవీ నరసారెడ్డి, అధ్యాపకులు వజ్రబలాభ, సత్యవతి, సుజాత, శంకరరెడ్డి, ఎంవై నాయుడు, వివిధ కళాశాలల అధ్యాపకులు, విద్యార్థులు పాల్గొన్నారు. పాల్గొన్న అధ్యాపకులు, విద్యార్థులకు సర్టిఫికెట్లు అందజేశారు.

FEEDBACK :

FEEDBACK													
S.No	Name of the Participant	Designation	Name of the Department	Name of the College/Institution/University	Place of the College/Institution/University	Mobile Number	The resource persons communication is	The information delivered is useful	The Audio-visual clarity	Hospitality - Food	Rate the overall deliberations made on women empowerment and Entrepreneurship	The organization of the seminar is	Any other Comment (if any).
1	Sarunus Akhila	Student	Commerce	Government College autonomous	Rajhmundry	966835742	EXCELLENT	Somewhat useful	EXCELLENT	POOR	2 for Good	Somewhat useful	No
2	Himabindu	Student	Commerce	Government college autonomous	Rajhmundry	95249338	EXCELLENT	Somewhat useful	EXCELLENT	GOOD	2 for Good	Somewhat useful	No comments
3	Santha Babitha	Student	Commerce	Autonomous college rajhmundry	High-tech bustop kambal cheruvu	819241989	GOOD	Useful	GOOD	EXCELLENT	2 for Good	Useful	This seminar is useful for every student
4	B vikrma	Student	Commerce	Government degree College (autonomous) rajhmundry	High - tech bus stop kombal cheruvu	957329139	GOOD	Useful	GOOD	GOOD	2 for Good	Useful	Good
5	Sankaran mani venkata srippano	Student	Commerce	Government college (A) Rajhmundry	Rajhmundry	799918648	EXCELLENT	Useful	EXCELLENT	GOOD	2 for Good	Useful	It's very useful session
6	Lakshya Tewartha	Student	Commerce	Government degree college (A)	Rajmahendravaram	030139113	EXCELLENT	Useful	EXCELLENT	EXCELLENT	3 for Excellent	Useful	Good
7	EDIBLU HARKA	Student	Commerce department	Government degree college autonomous Rajhmundry	Rajhmundry	949145100	EXCELLENT	Useful	GOOD	GOOD	2 for Good	Useful	It is very useful for women
8	P.sudha	Student	commerce	Govt degree college	Rajhmundry	963167947	EXCELLENT	Useful	EXCELLENT	EXCELLENT	3 for Excellent	Useful	Good
9	Heredith surry Daniel	Student	Commerce	Govt Autonomous college rajhmundry	Rajhmundry	034731547	EXCELLENT	Useful	EXCELLENT	EXCELLENT	3 for Excellent	Useful	Seminars are conducted at least once in a month it's very useful to the students it's wonderful opportunity
10	Palan Satya Sai Prasanna Lalitha	Student	Commerce and management	Govt degree college(A) Rajhmundry	Adruvi Namaya University	969944799	EXCELLENT	Useful	EXCELLENT	EXCELLENT	3 for Excellent	Useful	No
11	U Sri vijay kumar	Student	Commerce	Govt college autonomous	Rajhmundry	763249577	EXCELLENT	Useful	GOOD	EXCELLENT	3 for Excellent	Useful	Good
12	Kooya Tanuja	Student	Commerce Department	Government Degree college autonomous Rajhmundry	Rajhmundry	720732769	EXCELLENT	Useful	GOOD	GOOD	2 for Good	Useful	It is useful for women
13	G Hagi Durga Devi	Student	Commerce	Government Degree college (A)	Rajhmundry	03002162	EXCELLENT	Useful	EXCELLENT	EXCELLENT	3 for Excellent	Useful	Excellent performance of the useful speeches
14	permanabona dhana Laxmi baya sai sit	Student	Commerce and management Department	Government College autonomous	Adruvi Amaya University	94198577	EXCELLENT	Useful	GOOD	GOOD	3 for Excellent	Useful	No
15	KONA SA	Student	COMMERCE Department	Govt college autonomous rajhmundry (arts)	RAJAHMUNDRY	799250037	EXCELLENT	Useful	GOOD	EXCELLENT, GOOD	3 for Excellent	Useful	Seminar will be useful for students kindly understand
16	P.vasari	Student	Commerce department	Government Degree College (Autonomous)	Rajhmundry	819680547	EXCELLENT	Useful	EXCELLENT	EXCELLENT	3 for Excellent	Useful	This seminar is very useful in our future
17	Mohammad Aatif Ali	Student	Commerce	Government autonomous college	Rajhmundry	953747911	GOOD	Useful	GOOD	GOOD	2 for Good	Useful	Good

18	Rokkam subra satya symala deepthi	Student	Commerce	Government degree college autonomous	Rajamundry	8790131156	EXCELLENT	Useful	GOOD	EXCELLENT	3 for Excellent	Useful	This seminar motivation speech useful to mee for future business purpose so feel to listen this seminar
19	Ponnada. Vaishnavi	Student	Commerce Department	Government Autonomous college of Rajamundry	Rajamundry	7670995031	EXCELLENT	Useful	EXCELLEN T	GOOD	3 for Excellent	Useful	I request to conduct every year in this program it was very helpful to again knowledge and development our interpersonal skill.
20	Nathipom Dhanalakshmi	Student	Commerce	Government AUTONIMAS rajamandri	Rajamandri	9848352539	EXCELLENT	Useful	EXCELLEN T	EXCELLENT	3 for Excellent	Useful	Seminar is very useful to us
21	S. Ramatulasi	Student	Commerce	Government degree college (A) Rajamahendravaram	Rajamundry	9014418918	GOOD	Useful	GOOD	GOOD	3 for Excellent	Useful	Excellent
22	V.Mounika devi	Student	Commerces	Arts college	Rajamahendravaram	7842545269	EXCELLENT	Useful	EXCELLEN T	EXCELLENT	3 for Excellent	Useful	Seminar is a very useful
23	Allu pavithra yajha	Student	Mcom	Govt college arts riy	Rajamundry	7093392709	GOOD	Useful	GOOD	EXCELLENT, GOOD	3 for Excellent	Useful	Good experience for me for the first time I parctipate in this event im so glad for this tq
24	Ch.sameera	Student	M.com	Govt arts college	Rajamandri	9391634964	EXCELLENT	Useful	GOOD	EXCELLENT	3 for Excellent	Useful	This is very useful for us tq
25	RAYUDU PALLAVI	Student	Commerce	Government autonomous college, Rajamundry	Government autonomous college, Rajamundry	8106118554	EXCELLENT	Useful	GOOD	EXCELLENT	2 for Good	Useful	No
26	Kondla nagadevi	Student	Mcom	Govt arts clg	Rajamundry	7382129906	EXCELLENT	Useful	EXCELLEN T	GOOD	3 for Excellent	Useful	This is also useful
27	KITHURU DHANISTA DURGA KALYAN KUMAR	Student	Commerce	Government Autanos College	RAJAHMUNDY	8500502823	EXCELLENT	Useful	GOOD	EXCELLENT	3 for Excellent	Useful	Good program
28	YARRA MANIKANTA	Student	Commerce	Govt automos college rajamahendravaram	Adikavi Nannaya University	9951599251	EXCELLENT	Useful	EXCELLEN T	EXCELLENT	2 for Good	Useful	Good program
29	GUDURI VENKATA RAMANA	Student	department of commerce	Government College (A) Rajamundry	Government College (A) Rajamundry	7702040355	EXCELLENT	Useful	EXCELLEN T	EXCELLENT	3 for Excellent	Useful	all activities are good..
30	Nugalapu Priyanka	Student	Commerce	Govt college autonomous Rajamundry	Rajamundry	6302252804	EXCELLENT	Useful	EXCELLEN T	EXCELLENT, GOOD	3 for Excellent	Useful	Good program and it's very useful
31	AMBATI RATNAM RAJU	Student	Commerce	Government College Autonomous Rajamundry	Rajamundry	8179198159	GOOD	Useful	GOOD	GOOD	3 for Excellent	Useful	Good
32	Anchuri Rama durgaprasad	Student	Commerce	Govt autonomous college	Rajamandri	7660068826	EXCELLENT	Useful	EXCELLEN T	EXCELLENT	3 for Excellent	Useful	Good program and very useful
33	Karam Bhagya sri	Student	Commerce department	Government autonomous	Rajamundry	9398300702	EXCELLENT	Useful	GOOD	EXCELLENT	3 for Excellent	Useful	Good program
34	P. Renuka Devi	Student	Commerce	Govnment autonomouse clg	Rajamundry	8328083820	EXCELLENT	Useful	GOOD	GOOD	3 for Excellent	Useful	No
35	Dr.K.Vasudha	Assistant Professor	Biotechnology	Government College Autonomous	Rajamundry	9701235075	EXCELLENT	Useful	EXCELLEN T	EXCELLENT	3 for Excellent	Useful	This seminar provided opportunity to budding entrepreneurs to establish a successful enterprise

36	Konda nagadevi	Student	Commerce	Government autonomous college, rajhundry	Government autonomous college, rajhundry	7382129906	EXCELLENT	Useful	EXCELLENT	GOOD	3 for Excellent	Useful	This is very helpful
37	Masigiri Manikanta	Student	BA (EHP)	Government college Rajahmundry	Rajahmundry	9346133434	EXCELLENT	Useful	GOOD	EXCELLENT	3 for Excellent	Useful	This seminar was very productive and useful to students. But our college management is failed to convey the significance of this seminar to students and not properly gave the information about it to students. Most of the Students wrongly understood that this seminar will be given by themselves so they were not registered to this seminar. So finally I humbly request you to don't repeat this type of mistakes on further Seminars.
38	POTHULA SRINU BABU	Student	Commerce	Government autonomous college, Rajahmundry	Government autonomous college, Rajahmundry	9866510713	EXCELLENT	Useful	GOOD	GOOD	3 for Excellent	Useful	It is very useful for new entrepreneurs
39	S.sowjanya	Student	Commerce	Government autonomus college	Rajahmundry	9705784587	EXCELLENT	Useful	GOOD	EXCELLENT	3 for Excellent	Useful	Good
40	JAKKALA VIJAYA PRAKASH	Research Scholar	Commerce	SKVT GOVERNMENT DEGREE COLLEGE	Rajahmahendravaram	9640661777	GOOD	Useful	GOOD	GOOD	2 for Good	Useful	Conduct many more seminars.
41	S.sowjanya	Student	Commerce	Government autonomus college	Rajahmundry	9705784587	EXCELLENT	Useful	EXCELLENT	EXCELLENT	3 for Excellent	Useful	Good

Commerce National Seminar



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An Autonomous Institution
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Department of Commerce Organized by two day
National Seminar on Women Empowrment
Through Entrepreneurship on on 10th & 11th
April, 2023 in Dr. B. R. Ambedkar seminar hall,
Govt. College, Rajahmundry.

