

Women's Entrepreneurship Day 2023

Description of the Activity

Student Interaction with a Business woman on the occasion of Women's Entrepreneurship Day 2023 celebrated on November 19th every year. Ms Saritha, noted business woman in the town was invited for delivering the address and interacting with the students.

Date, Time and Venue

The program was held on 20.11.2023 at 3.30 PM in the college campus

Participants details and No. of attendees

This program is targeted to female students of the college of all groups. More than 70 students had attended the program

Objective

This program is aimed at creating awareness on entrepreneurial opportunities in the current business scenario and Women's Entrepreneurship Day Organization (WEDO) marked this day to celebrate the entrepreneurial spirit of women all over the day. Many surveys and research findings indicate that women's entrepreneurship is the key to social change and sustainable livelihoods of crores of people especially in developing countries. To make the students aware of such an important aspect of learning, this program was conducted.

Details of Resource persons/ Presenters/ Guests

- Ms Saritha, Noted Business woman in Pithapuram, having experience in bullion trade
- Department faculty members

Details of collaborating agencies

Commerce Department with the assistance of staff of the college

Brief summary of the proceedings

The program was inaugurated by Dr P Subhashini, Principal of the college and she addressed the students to learn from the experience of the guest speaker. Later Ms Saritha, the guest speaker had relieved a very informative address to them stressing the need for courage, confidence and competence to succeed in business. She cited many examples of challenges in her journey as business woman and how she overcame such challenges. She emphasized on leveraging the technology is a key element of success in ever changing business landscape. She provided guidance on how to use the social media for success in business. Later Mr M Srinivasa Rao, Lecturer in Commerce had summarized the learning from the address and this

followed by Q&A session with the guest. Students have asked queries regarding their business ideas and available resources.

Outcome

The program resulted in increased awareness among the students to find a business opportunity and the ways to pursue it in their lives. Many students actively engaged themselves in the program and the valuable experience sharing by the guest is really put a remarkable impression in the minds of the students and this is clearly exhibited in their words after the program.

Summary of feedback

Feedback is taken from the students after the end of the program and nearly 90% of the participants found it most useful and relevant to their lives. Students are encouraged to bring in more ideas for conducting programs in the college.

Pictures/ News clips

