



S.G.A. GOVERNMENT DEGREE COLLEGE (A)

(Re-Accredited with NAAC "A" Grade with CGPA 3.13)

Affiliated to Andhra University

YELLAMANCHILI, ANAKAPALLI DIST., ANDHRA PRADESH



State Level Work shop

Organized by

Department of Economics

Awareness

On

Development of

Entrepreneurship Skills

In Rural Area



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Report on Work shop

Departments of Economics had organized Workshop on “Awareness on entrepreneurship skills in Rural Areas” with emphasis to promote entrepreneurship skills among students on 12th July 2024. The workshop was focused on create awareness regarding entrepreneurship development skills particularly in rural areas by which reducing migration from rural to urban. Further it aimed to create demand for local resources which supports to accomplish balanced growth between rural and urban areas

Objectives of the Workshop

1. Raise awareness about benefits of entrepreneurship and encouraged skill groups in rural areas
2. Develop local economies by creating new businesses, which can lead to increased job opportunities
3. Provide alternative employment opportunities to reduce migration to urban areas
4. Encourage new business models adapted to rural needs.
5. Promote self-reliance by preparing individuals with the skills to start and manage their own businesses like Start ups
6. Strengthen community relations by enco uragement local entrepreneurship



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Chairman

Dr. P. Chandrasekhar

Principal

SGA Govt. Degree College, Yellamanchili



Organizing Secretary

Dr. B. Venkata Ramana

Lecturer in Economics

HOD. Department of Economics

SGA Govt. Degree College (A)

Yellamanchili, Anakapalle (Dt.)



Key Resource person

Dr. B. Sudhakara Rao

Lecturer in Economics

SRR&CVR Govt. Degree College (A)

Vijayawada, Krishna (Dt.)

RESOURCE PERSONS



Dr. K. Lakshmi Sirisha

Lecturer in Economics

Visakha GDC for women (A)

Visakhapatnam (Dist.)



Dr. B. Prabhakara Rao

Lecturer in Economics

Govt. College for Women (A)

Srikakulam (Dist)



Chiranjeevi Gurana

Lecturer in Economics

SGA Govt. Degree College (A)

Yellamanchili, Anakapalle (Dt.)



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Schedule of Workshop

Session	Topic	Time
Session - 1	Inaugural	2.00 to 2:30 PM
Session - 2	Entrepreneurship Skills for Rural Women	2.30 to 3:00 PM
Session - 3	Rural Entrepreneurship skills- Employment Generation	3.00 to 3:30 PM
	Tea Break	3.30 to 3:45 PM
Session - 4	Rural Entrepreneurship skills- Reduce Urban Migration	3.45 to 4:15 PM
Session - 5	Valedictory	4.15 to 4:45 PM



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Session 1: Inaugural Session: (2.00 PM to 2:30 PM)

The program started at 02:00 pm with the Welcoming of Guests and participants with Saraswati Vandana and lighting of Lamp. The welcome address was given by the Dr P.Chandra Sekhar Principal, SGA Government Degree College (A), and also highlighted the importance of uplifting the rural community through incorporating entrepreneurship skills youth in rural area.



Dr. B. Venkata Ramana Head of Department of Economics highlighted the importance and emphasized on the importance of entrepreneurship skills to sustain rural employment generation and contribution of the development of Nation. He enlightened the participants resource persons in this workshop. The students and staff were benefitted immensely from this workshop and motivated the students to develop entrepreneurship skills.



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Session-2: Topic- Entrepreneurship Skills for Rural Women

- **Dr. K. Lakshmi Sirisha, Lecturer in Economics, Visakha Degree college for Women(A), Visakhapatnam.**

The resource person, Dr. K. Lakshmi Sirisha, has given glimpse on Entrepreneurship Skills for Rural Women, importance and the organizations which are provide guidance and training for the rural women to develop the entrepreneurship skills...

Women entrepreneurs have huge potential to play a crucial role in an emerging economy like India taking advantage of globalization and a technology-driven ecosystem. Leaving behind the perils of the ongoing pandemic, women's entrepreneurship, in today's digital age, is a very important tool for development in rural areas. More and more women-led businesses will provide a substantial impetus to our economy. It will enable women from rural India to access the resources and knowledge they need in order to start their own businesses, access funding for their enterprises, and empower themselves through entrepreneurship.



There are organizations with communities of women entrepreneurs across India that allow women to share their ideas, collaborate on projects and connect with each other. These programs address the fundamental gaps women face in starting a business by providing industry-relevant knowledge and experiential learning and aim to address the underrepresentation of women in tech by providing you with skills that will help you succeed as an entrepreneur, including–

- ❖ Understanding how technology works
- ❖ Affordability & Access: Concerns for Rural Women Entrepreneurs
- ❖ Mentoring
- ❖ Business skills–Personal finance



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Session 3: Topic-Rural Entrepreneurship skills- Employment Generation

- Dr. B. Sudhakara Rao, Lecturer in economics,

SRR&CVR Govt. Degree college(A) Vijayawada.

The resource person, Dr. B. Sudhakara Rao, Lecturer in economics, has given emphasis on Rural Entrepreneurship skills- to generate employment opportunities in rural areas through sustainable non-farm sector industries. This can help address issues of poverty, unemployment, and migration from rural to urban areas by providing jobs and supplementing agricultural activities.



GPS Map Camera



Elamanchili, Andhra Pradesh, India
GVW3+4J8, Elamanchili, Kattupalem, Andhra Pradesh 531055, India
Lat 17.545286°
Long 82.854124°
12/07/24 01:46 PM GMT +05:30

By providing training in business management, financial literacy, and marketing, individuals are empowered to start their own ventures, thereby creating employment opportunities not only for themselves but also for others in the community.



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Session - 4: Topic: Rural Entrepreneurship skills- Reduce Urban Migration

- Dr. B. Prabhakara Rao

Lecturer in Economics

Govt. Degree College for Women (A), Srikakulam

The resource person, Dr. B. Prabhakara Rao, Lecturer in economics, has given emphasis on Rural entrepreneurs aim to stimulate economic growth, create employment, and improve living standards within their communities. By addressing local needs and promoting sustainable practices, rural entrepreneurship plays a vital role in reducing urban migration and fostering the overall development of rural-regions.



GPS Map Camera



Elamanchili, Andhra Pradesh, India

GVW3+4J8, Elamanchili, Kattupalem, Andhra Pradesh 531055, India

Lat 17.54527°

Long 82.854165°

12/07/24 01:33 PM GMT +05:30

It creates local job opportunities, diversifies rural economies, preserves local culture, and promotes sustainable development. By recognizing and supporting the potential of rural entrepreneurs.



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Session 5: Valedictory



The resource Person Chiranjeevi Gurana expressed his heartfelt gratitude to the Principal Dr. P.Chandra Sekhar all and esteemed Resources persons who were attended and make success the programme. He said that their expertise, insights and passion have enriched and inspired our students and faculty of GDC Yellamanchili concerning to rural entrepreneurship skills. Finally he concluded this workshop has significant impact on the career planning of the students particularly in “Rural Start Ups”.