

BEST PRACTICES IN SNGCE

1. Title of the Practice

“One Home One Women Entrepreneur”
In Collaboration with
Aikaranad Gramapanchayat , Ernakulam

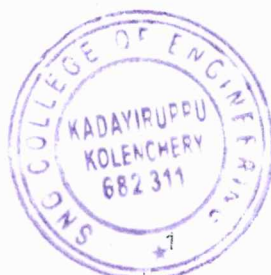
2. Objectives of the Practice

The major objective of this program to empower women in rural areas by enabling women to start their own start-ups up business ventures

- To identify and improve the entrepreneurship skills of household women
- Improve the women in the Aikaranad Gramapanchayat through adequate training sessions.
- Introduce Kerala industry and commercial policies and provide support services forgetting financial assistance to aspiring entrepreneurs.
- Provide opportunity to share experiences of successful entrepreneurs.
- To train interested women in digital marketing to reach out customers through social media
- SNGCE with the expertise available in the Department of Management Studies is providing support services in product development, identification, and market research.

3. The Context

- The proposed project aims to develop business management skills in women entrepreneurs and increase their participation in the Indian economy. The unique aspect of this project is the focus on household women and mothers who may have limited access to resources and training. SNGCE with the expertise available in the Department of Management Studies is providing support services in product development, identification, and market research. However, the project faces some constraints and limitations. The selection of the right women for the entrepreneurship development program can be challenging. Proper training is required to ensure that the quality of women entrepreneurs is up to the mark. Assistance in product selection for a new venture is also essential. Suitable organizational arrangements for



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technology and selection of equipment and machinery need to be in place. Women entrepreneurs should be provided with full assistance, not only for preparing the project report but also for financial arrangements. Adequate information regarding various rules and regulations related to the setting-up of a new industrial venture and help in registration and licensing work is required. Adequate information regarding other marketing products is also necessary.


To overcome these challenges, the proposed execution strategy involves three phases: initiation, development, and support. The initiation phase aims to create awareness about women's entrepreneurial opportunities in different fields. The development phase involves training programs to develop motivation and management skills in women entrepreneurs. The support phase provides counselling, encouragement, and infrastructural support to women entrepreneurs for establishing and running their enterprises.

4. The practice

The SNGCE has undertaken the following activities to ensure proper support service to the women entrepreneurs. All these activities are being organised involving students of the management departments. This strategy has provided opportunities for the students to get exposed to the challenges faced by start-up initiatives. It is also pertinent to mention here that this project is not a one time activity. The SNGCE continues this project every year involving fresh set of students and interested women entrepreneurs each academic year. Thus this project helps all the student of the department of management studies to continuously get to know and practically face the challenges that they face when they want to start a business.

- Selecting the right women for entrepreneurship development programs.
- Providing proper training to improve the quality of women entrepreneurs.
- Assisting in product selection for new ventures.
- Arranging suitable organizations for technology, equipment, and machinery.
- Providing full assistance to women entrepreneurs in preparing project reports and financial arrangements.
- We in SNGCE have provided information on rules and regulations related to setting up a new industrial venture and assist in registration and licensing through the help of the Thaluk Industry Development officer.




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- Providing adequate information about other similar products in the market so that selected women can take sufficient steps to address competition.
- Provided business counselling through google meet, weekly once for women entrepreneurs to clarify their doubts and issues.
- Arranged Hands-on experience training sessions in Digital Marketing.
- Aided with the exhibition cum sales of Women's entrepreneurial concepts and products.

5. Evidence of Success


The proposal outlines clear objectives, challenges, and proposals for developing business management skills in women and promoting entrepreneurship in the region.

The objectives of the proposal are to identify the skills of household women and mothers, improve their weaknesses through training sessions, introduce commercial policies and financial assistance for aspiring entrepreneurs, and provide hands-on experiences and support services for product development and market research. And through this proposal out of 25 women entrepreneurs, 14 of them successfully implemented their business idea. The proposal also acknowledges the challenges of selecting the right women for entrepreneurship programs, providing proper training, selecting suitable organizational arrangements, and offering full assistance for financial arrangements, registration, licensing, and marketing.

To execute this proposal, the initiation phase will create awareness of women's entrepreneurial opportunities, the development phase will provide training programs and assistance in executing ideas, and the support phase will offer counselling encouragement, and infrastructural support for establishing and running enterprises. The program components include orientation meetings, small business fundamentals, developing a business plan, individual coaching and group meetings, and the completion of a written business plan.

This unique project enabled 14 women to successfully implement their business ideas with the support of the college. It is abundantly evident that this project has become a grant success and this approach is a comprehensive plan to promote women's entrepreneurship skills and to develop business management skills in the region. By integrating government projects and involving students in supporting the establishment of new entrepreneurship, this project has the potential to make a significant impact in the community. In the coming years




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the college will further strengthen this project by reaching out to neighbouring panchayaths. Projects of this kind of SNGCE stand out as proof of fulfilling its social commitment

6. Problems Encountered and Resources Required

This project aims to provide training and support to women entrepreneurs in the neighbouring panchayats for next 5 years and develop an eco-system in this part of the state so that the women will be self supporting by enhancing their earning power and income level. This project improves business management skills of women and increases their participation in the business world. However, there are several challenges that we had to overcome for successfully implement the project.

Firstly, selecting the right women for entrepreneurship development programs may be challenging. The project needs to identify women who are interested in starting their own businesses and have the potential to become successful entrepreneurs.

Secondly, proper training is required to improve the management skills of women entrepreneurs. This involves developing their skills in various areas such as marketing, product selection, and financial management.

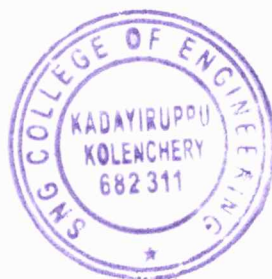
Thirdly, the project needs to effectively support in product selection for new ventures. This involves helping women entrepreneurs identify viable business opportunities and providing guidance on how to pursue them.

Fourthly, the project needs to establish suitable organizational arrangements for technology and the selection of equipment and machinery. This involves providing access to the necessary tools and resources to enable women entrepreneurs to start and run their businesses successfully.

Fifthly, the project needs to provide financial assistance to women entrepreneurs to help them start their businesses. This includes providing assistance in preparing project reports and securing funding from various sources.

Lastly, the project needs to provide adequate information to women entrepreneurs regarding various rules and regulations connected with setting up a new industrial venture and help with registration and licensing work.

To successfully implement the project, the resources required include trained trainers, suitable infrastructure, financial resources, and administrative support. The Department of



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Management Studies can be the nodal agency for providing the necessary support services in product development, identification, and market research.

It is very important to mention that the project has been a success only because of the continuous support given by the officials in the Grama Panchayath particularly that of the Honourable Panchayath President, the industry advisor attached to the Panchayath office and several leaders and opinion makers in the Panchayath. We take this opportunity to express our gratitude towards all the industry officials of the industry office and Panchayath, and the ward members and opinion leaders in the Aikkaranad Gramapanchayath.




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