

ONE HOME-ONE WOMAN ENTREPRENEUR

Govt. of Kerala announced the year 2022-2023 as an entrepreneurial year and the Government is aiming to develop one lakh entrepreneurs. Keeping in mind the importance of entrepreneurship, the **Department of Management Studies, Sree Narayana Gurukulam College of Engineering** in association with **Aikaranadu Gramapanchayat** launched a massive project to train and develop women entrepreneurs in the panchayath. The inauguration of this project is scheduled to be held on 29 September 2022 10:30 AM at the PG Seminar Hall.



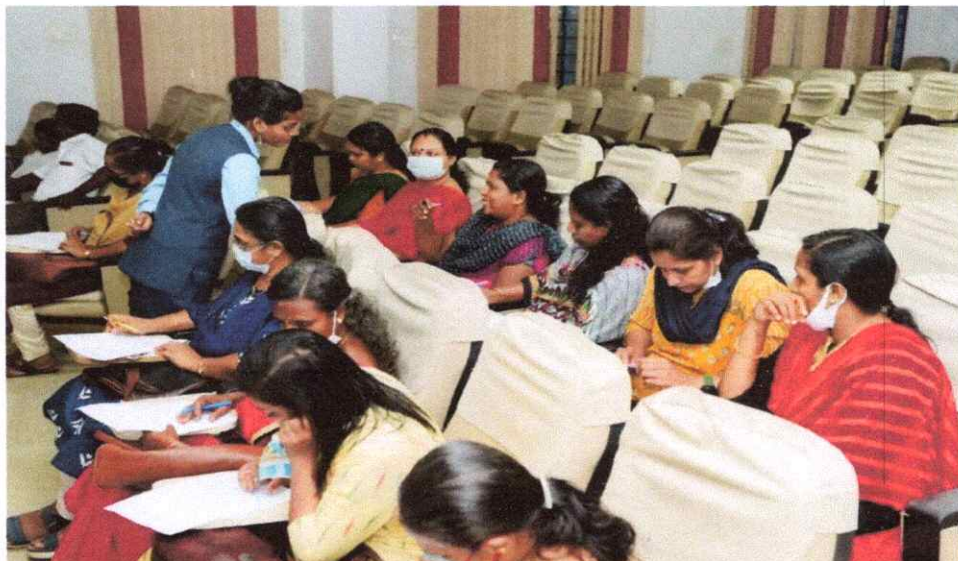
A. Huss

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Kadayiruppu, Kolenchery-682 311

Dr. Rajeswari R, Co-ordinator of the Project & Mr. Sojin Varghese, District Incharge Intern, Aikaranadu Grama Panchayath interacts with Women Entrepreneurs



Students Interacted with Women Entrepreneurs



R. Huse

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**TRAINING ON
PACKAGING, LABELLING, AND BRANDING OF THE PRODUCT**

A collaborative initiative was undertaken between Aikaranadu Grama Panchayath and the Department of Management Studies, SNGCE College to provide training on Packaging, Labelling and Branding of the product for women entrepreneurs in Aikaranadu Grama Panchayath on 10/10/2022. Dr Rajeswari R, Assistant Professor of MBA, was the event's lead organizer. The objective of the training was to equip the participants with the necessary knowledge and skills to effectively package, label, and brand their products for the market.

The training covered various topics such as the importance of packaging and labelling, types of packaging materials, packaging design and branding and legal requirements for labelling.

The training session was attended by students, entrepreneurs, and local community members.

The training was highly interactive, with participants actively engaging in discussions and hands-on activities.

Overall, the training on packaging, labelling, and branding was a great success, and the participants gained valuable knowledge and skills to help them effectively market their products and grow their businesses.

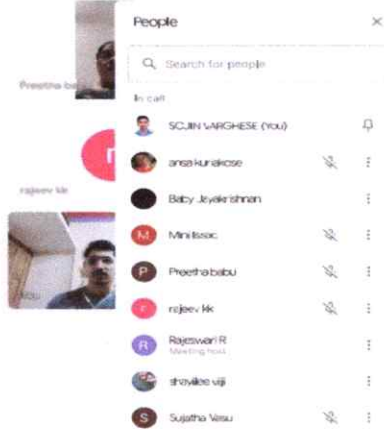



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10/10/22, 10:59 PM



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POTENTIAL BENEFITS FOR STUDENTS

1. **Real-world experience:** By participating in an outreach program, students can gain practical experience working with real women entrepreneurs and helping them solve real-world problems. This experience can be highly valuable in preparing students for future careers in business, entrepreneurship, or related fields.
2. **Networking opportunities:** Students who participate in an outreach program for women entrepreneurs can connect with a wide range of business professionals, including other students, mentors, and successful entrepreneurs. These connections can be valuable for building relationships and opening doors to future career opportunities.
3. **Skill development:** Outreach programs for women entrepreneurs typically require a wide range of skills, including communication, problem-solving, marketing, and project management. By participating in such programs, students can develop and hone these skills, which can help them in their future careers.
4. **Impactful work:** Conducting an outreach program for women entrepreneurs can be a rewarding and impactful experience for students. They can feel a sense of satisfaction in knowing that their work is making a difference in the lives of women entrepreneurs and helping to support their businesses.
5. **Increased cultural competency:** Working with women entrepreneurs from diverse backgrounds can help students develop greater cultural competency and sensitivity. This can be an important skill in today's globalized business environment, where understanding and respecting different cultures and perspectives is essential for success.



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SWARAM EXPO 2023

EXHIBITION CUM SALE OF PRODUCTS MADE BY WOMEN ENTREPRENEURS
IN AIKARANAD GRAMA PANCHAYATH

ON
WOMEN'S DAY

DEPARTMENT OF MANAGEMENT STUDIES
IN COLLABORATION WITH
AIKARANAD GRAMAPANCHAYATH
ORGANIZES

SWARAM EXPO 2023

ഓരോ സാക്ഷരനും ഓരോ സ്ത്രീകളുടെ
സ്വന്തം ആകൃഷ്ടത വിപണിയാക്കുന്നത്

EXHIBITION CUM SALE
OF PRODUCTS
MADE BY WOMEN ENTREPRENEURS
IN AIKARANAD GRAMA PANCHAYATH

ON WOMEN'S DAY IN CONNECTION WITH
ONE HOME WOMAN ENTREPRENEUR

INAUGURATION
SMT. DEENA DEEPAK
PANCHAYAT PRESIDENT, AIKARANAD

DATE: 08 MARCH 2023
INAUGURATION: 10:00 A.M - 11:00 A.M
EXHIBITION CUM SALE: 11:00 A.M - 03.30 P.M
VENUE: PG BLOCK, SNGCE



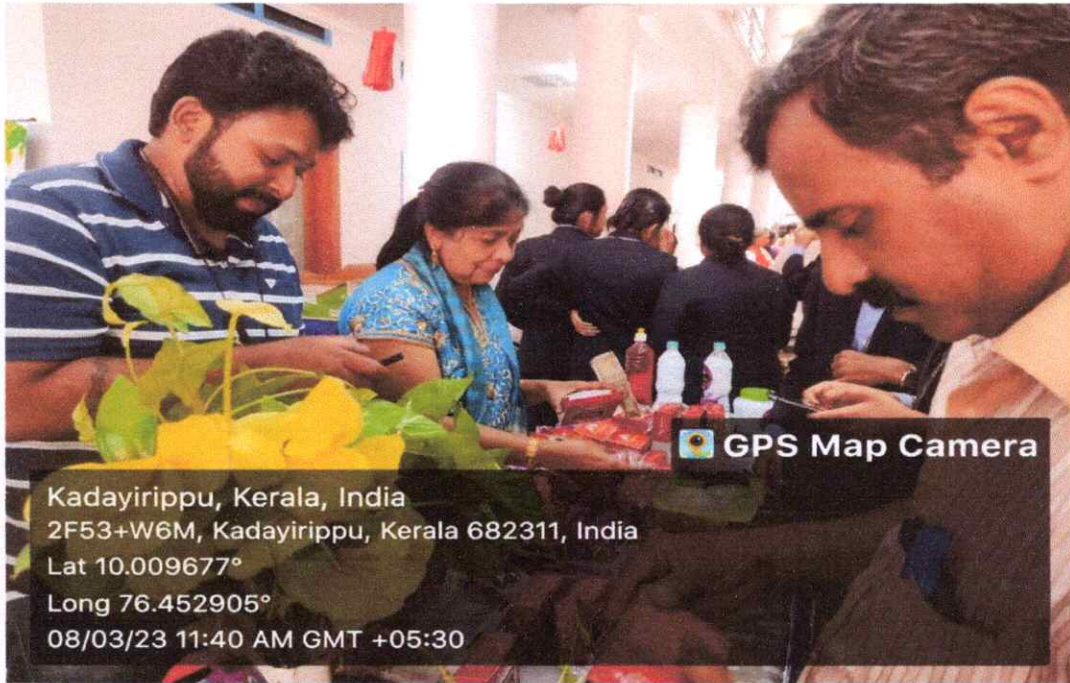
SNGCE Sree Narayana Gurukulam College of Engineering
Kadayiruppu P.O., Kolenchery, Ernakulam dist., Kerala, Pin-682 311
Approved by AICTE & Affiliated to APJ Abdul Kalam Technological University

On March 8th, 2023, in connection with women's day celebrations the Department of Management Studies SNGCE organized an event " SWARAM EXPO 2023 ", an exhibition cum sales of products made by women entrepreneurs in Aikaranad Grama Panchayat,




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SWARAM EXPO 2023 was a huge success as it initiated a great platform for many women entrepreneurs to introduce, exhibit and sell their products. A total of 17 Women Entrepreneurs participated in the Exhibition and the products ranged from food items to clothing and chemical-free cosmetic products to handicraft materials. The event helped the students to understand and evaluate the challenges and potential risks of being an independent entrepreneur in this competitive world through interactive sessions and experience sharing.



Exhibition cum sales at various stalls




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DIGITAL MARKETING HANDS-ON TRAINING FOR WOMEN

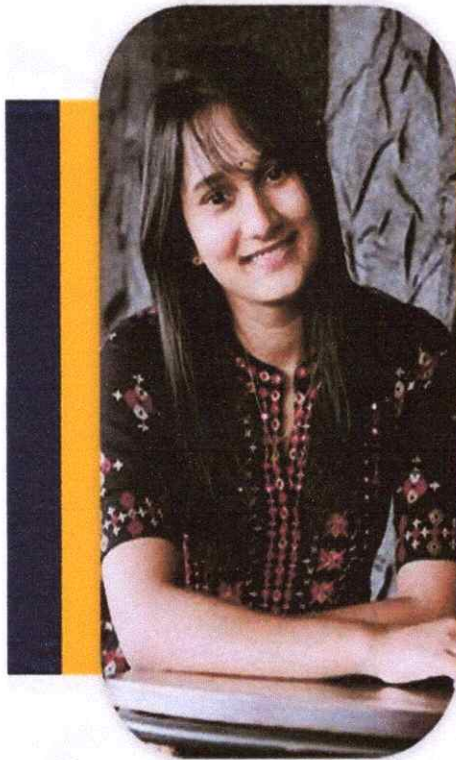
ENTREPRENEURS IN AIKARANADU GRAMA PANCHAYATH

DEPARTMENT OF MANAGEMENT STUDIES

IN COLLABORATION WITH

AIKARANADU GRAMAPANCHAYATH

ORGANIZES



Digital

MARKETING
HANDS ON TRAINING

FOR WOMEN ENTREPRENEURS
IN AIKARANADU GRAMAPANCHAYATH

IN CONNECTION WITH

ONE HOME
WOMAN ENTREPRENEUR

TRAINER

Semil Theresa Joy

CEO & FOUNDER OF ADSHELL TECHNOLOGIES

04 FEBRUARY 2023

10:00 AM - 11:30 AM



Sree Narayana Gurukulam College of Engineering

Kadayiruppu P.O., Kolenchery, Ernakulam dist., Kerala, Pin-682 311

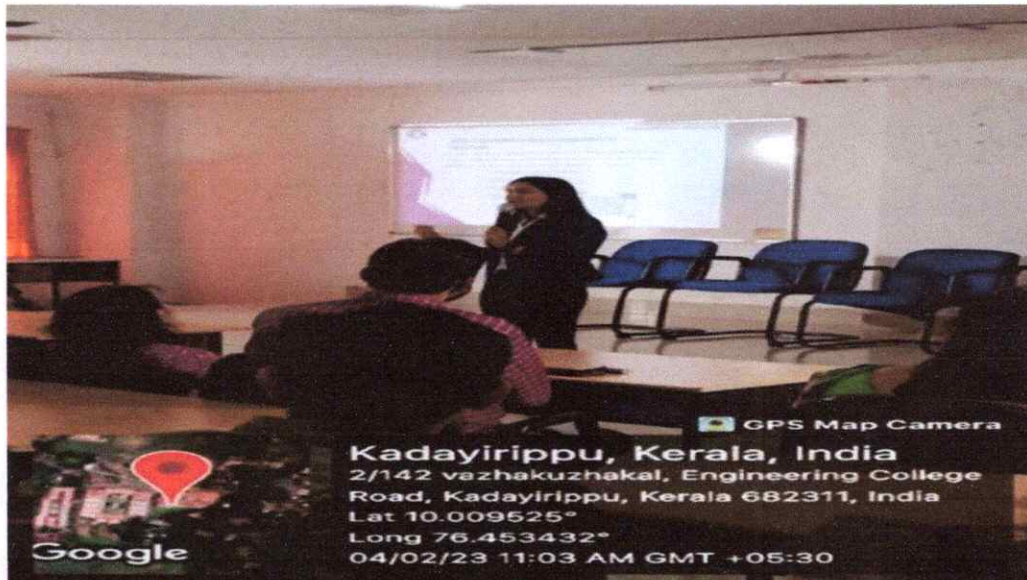
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MBA-department of Sree Narayana Gurukulam College of Engineering, Kadayirippu and Aikaranadpa Panchayat jointly conducted a training program in digital marketing as part of the Women Self-Employment Project called Oru Veedu, Oru Samrambhaka on 4th February 2023. Semil Theresa Joy, CEO of Adshell Technologies, led the training.



R. Anand

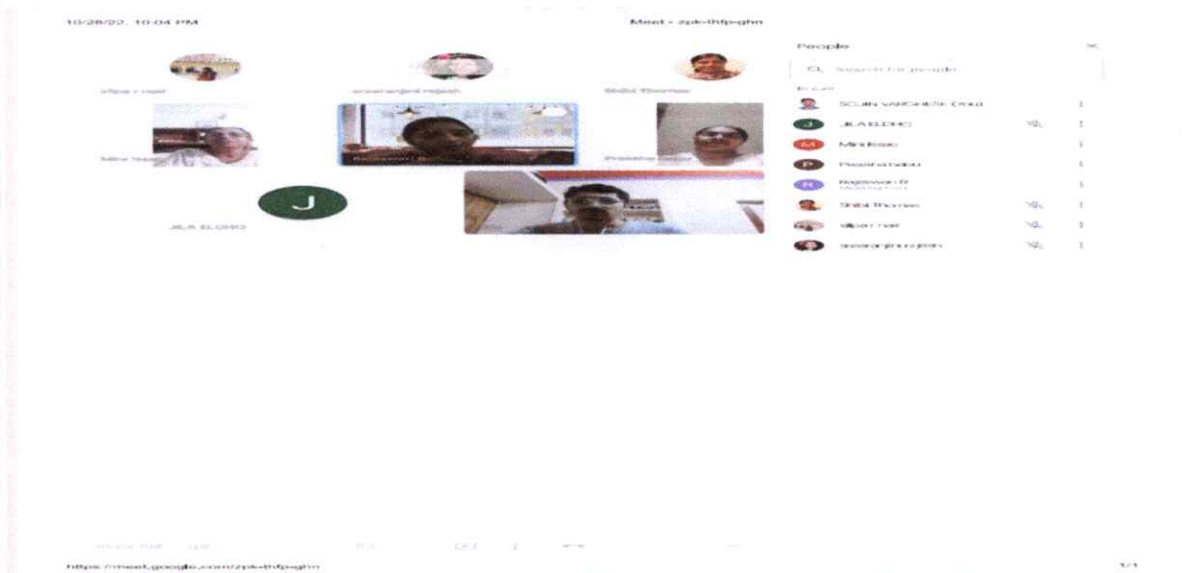
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TRAINING ON MARKETING STRATEGIES FOR WOMEN ENTREPRENEURS

A collaborative initiative was undertaken between Aikaranadu Grama Panchayath and the Department of Management Studies, SNGCE College to provide marketing strategies training for women entrepreneurs in Aikaranadu Grama Panchayath on 28/10/2022. Dr. Rajeswari R, Assistant Professor of MBA, was the event's lead organizer. The objective of the training was to empower women entrepreneurs with the necessary knowledge and skills to effectively market their products and grow their businesses.

The training covered various topics such as the importance of marketing, understanding the target audience, developing a marketing plan, identifying the right marketing channels, creating compelling marketing messages, and measuring the effectiveness of marketing efforts.

The training was attended by women entrepreneurs from various industries, including handicrafts, food processing, and textile. The participants actively participated in the training, sharing their experiences and learning from each other.



Overall, the training on marketing strategies for women entrepreneurs was a great success, and the participants gained valuable knowledge and skills that help them to effectively market their products and grow their businesses. The collaborative initiative between the Panchayath and the



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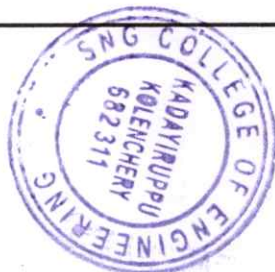
college provided a platform for women entrepreneurs to network and learn from each other, which will help to foster growth and development in the local community.


The outcomes of the program, including increased confidence, improved marketing skills, expanded network, increased sales, and empowerment of women entrepreneurs, highlight the importance of investing in marketing strategies training for women entrepreneurs as a collaborative initiative between local government and academic institutions.

These programs contribute to the personal and professional development of students, empowering them to make a positive impact in their communities and beyond.

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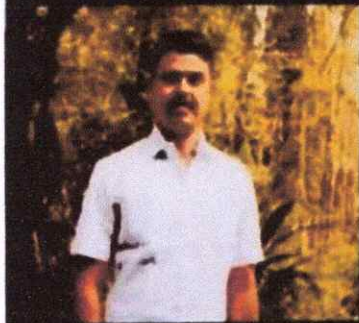
HEALTH BENEFITS OF VALUE-ADDED AGRICULTURAL PRODUCTS



DEPARTMENT OF
MANAGEMENT
STUDIES

SEMINAR
ON

HEALTH BENEFITS OF VALUE-ADDED
AGRICULTURAL PRODUCTS



Resource Person

MR JERIN JOSE

CEO

GREEN SIGNATURE ORGANICS

DATE : 04/10/2022

VENUE:PG BLOCK

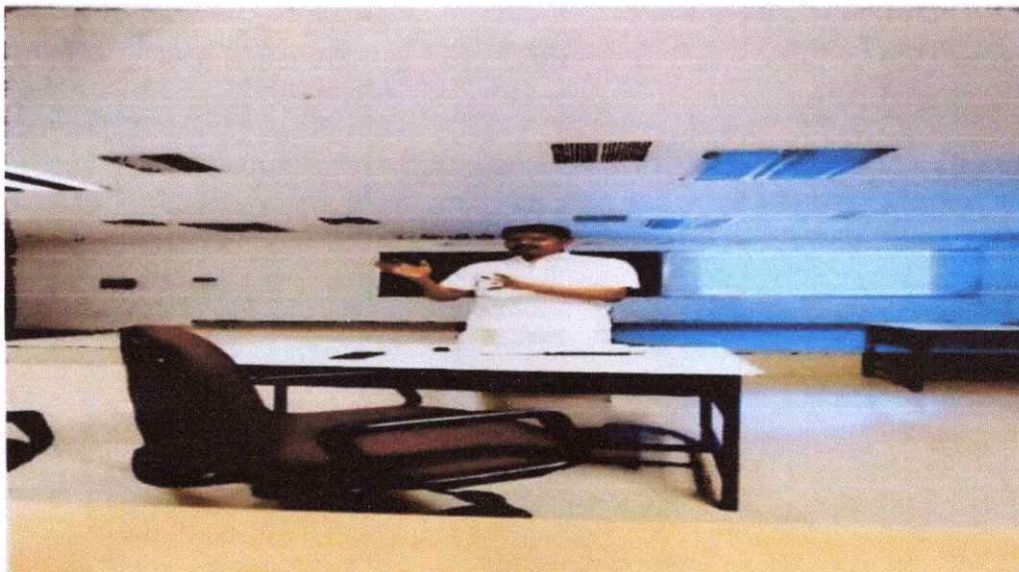
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The Department of MBA ,SNGCE organized a seminar on “**Health Benefits of Value-Added Agricultural Products**”on 4th October 2022.Entrepreneurship development and industry interaction was the main focus of the seminar .Mr.Jerin Jose CEO, Green Signature Organics handled the session. After the seminar ,the students who are doing interships with Green Signature Organics presented the progress of their work



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PRODUCTION AND MARKETING OF THE VALUE-ADDED AGRICULTURAL PRODUCTS

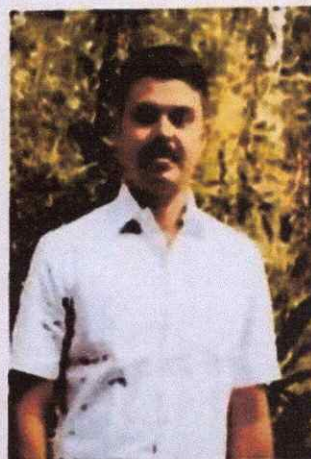


DEPARTMENT OF
MANAGEMENT
STUDIES

SEMINAR

ON

**PRODUCTION &
MARKETING OF THE
VALUE- ADDED
AGRICULTURAL
PRODUCTS**



RESOURCE PERSON

MR JERIN JOSE
CEO

GREEN SIGNATURE ORGANICS

DATE :11/07/2022
VENUE:MBA CLASS ROOM
TIME :10 AM - 01 PM



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The students of MBA SNGCE were provided training on the topic of Production and Marketing of value-added agricultural products on 11th July 2022, with a specific focus on superfoods and their marketing and positioning. The training was done by Mr. Jerin Jose, CEO of Green Signature Organics. GSO is one of the leading value added food producers and a key player in the Agri-sector in Kerala. The training aimed to provide knowledge and skills on how to develop and market value-added agricultural products.



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