



Unnat Bharat Abhiyan SRM Institute of Science & Technology
Department of Electronics and Communication Engineering
SRM Institute of Science and Technology
Kattankulathur -603 203
&
IEEE SRMIST Society on Social Implication of Technology
Student Branch Chapter

Report: SELP HELP GROUP WOMEN ENTREPRENEURS – PRODUCTS BUSINESS MARKETING



On 8th March 2024, the Department of ECE and IEEE SSIT (Society of Social Implication of Technology) affinity group of IEEE SRM SB organized a Rural Women Entrepreneur Meet on Women at SRMIST. The event aimed to create a platform for rural women entrepreneurs to come together, share their experiences, and discuss challenges and opportunities in their businesses. The event was attended by rural women entrepreneurs from different parts of the district. The attendees were from various fields such as textiles and food processing. The participants were from different age groups and backgrounds, which made the event more diverse and enriching.

The objectives of the Rural Women Entrepreneur Meet were as follows:

- To provide a platform for rural women entrepreneurs to share their experiences and challenges.
- To showcase successful rural women entrepreneurs as role models.

The Rural Women Entrepreneur Meet began with IEEE SSIT SRM students and Faculty advisor Dr. T. Deepa going to the stalls and talking to them. They spoke about their challenges, such as lack of access to finance and markets, and how they overcame them. They also shared their success stories and encouraged other women entrepreneurs to pursue their dreams. They also showcased their various items, such as handicrafts, textiles, food processing, etc. At last, pictures were taken of these amazing women.

The Rural Women Entrepreneur Meet was a great success. It provided a platform for rural women entrepreneurs to come together, share their experiences, and learn from each other. The event aimed to empower rural women through entrepreneurship and create a more inclusive and equitable society.

Time : 8:30am to 5pm

Venue : TP Lane

Date : 08/03/2024



