



SRM Institute of Science and Technology
(Deemed to be University u/s 3 of UGC Act, 1956)
College of Engineering and Technology
School of Electrical and Electronics
Department of Electronics and Communication Engineering

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING
AND
UNNAT BHARAT ABHIYAN SRMIST

Jointly Organized

**Entrepreneurship Development Training on Rural Products making Business Ideas and Opportunities
for Self-help Group Women at Orathur Village, Kanchipuram District, TN.**

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**Entrepreneurship Development Training on Rural Products Making
Business Ideas and Opportunities for Self-Help Group
Women at Orathur Village, Kanchipuram District, Tamil Nadu.**

Date: 27, 28 & 29, November 2024 | **Time:** 10.00 AM
Venue: Panchayat Office Building, Orathur, Kanchipuram District, TN.

Accreditation logos: NAAC A++, UGC Category I with 12B Status, NIRF 12th Ranked University (2024), QS (2025) World Ranking one among 46 Indian Universities, THE (2024) World Ranking one among 51 Indian Universities, CS 4 Star Rated Globally (VERY GOOD), SHANGHAI RANKING (2024) World Ranking Ranked 5-7 in Indian Universities.





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Entrepreneurship Development Training on Rural Products Making
Business Ideas and Opportunities for Self-Help Group
Women at Orathur Village, Kanchipuram District, TN

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Venue: Panchayat Office Building, Orathur, Kanchipuram District, TN.

Felicitation
Mrs. Valli Sundar & Mr. Sundar, Orathur Panchayat President, Kanchipuram Dt, TN

Organizing Chair
Dr. V. Thirumurugan, Associate Director(Campus Life), UBA Nodal Officer, SRMIST
Dr. Sangeetha M, Professor & Head, ECE, SRMIST

Convenor
Dr. T. Deepa, Associate Professor, ECE, SRMIST

Faculty Coordinators
Dr. R. Dayana, Assoc.Prof., ECE, SRMIST
Dr. Rajalakshmi T, Assoc.Prof., ECE, SRMIST
Dr. Uma Maheswari K.M, Assoc. Prof., C.TECH, SRMIST

Technical Assistants
Mrs. A Padmavathy, ECE, SRMIST
Mrs. J Padmapriya, ECE, SRMIST

Village Coordinators
Mrs. Janaki Balachandar, Community self-help group of trainers, Orathur, Kanchipuram District, TN.
Mrs. Gandhimadhi, Secretary, Orathur Panchayat, Kanchipuram Dt, TN

Resource Persons
Mrs. Prema, Prema Garments, Kanchipuram, TN
Mrs. Neela, Deputy Manager, CSR Initiatives, Equitas Development Trust, Chennai, TN





Training Highlights:

- Business Ideas & Opportunities in Rural Products Manufacturing
- Hands-on Training for Skill Development
- Resource Management & Financial Planning for Small Businesses
- Marketing & Sales Strategies for Rural Products
- Access to Government Schemes and Financial Support Programs

Training Topics and Activities:

Date : 27.11.2024 (Day 1)	★ Cloth Bag Making ★ Nighty Stitching & Design
Date : 28.11.2024 (Day 2)	★ Herbal Soap Making ★ Simple Chemical Products
Date : 29.11.2024 (Day 3)	★ Herbal Napkins

Additional Skills Covered:

- Product Packaging and Branding
- Sales and Marketing
- Financial Planning

This training provides a valuable opportunity for SHG women to gain the insights and tools necessary to start and grow their businesses, contributing to sustainable livelihoods and the economic development of their communities.

Please join us in empowering
and uplifting our community!

DAY – 1



Inaugural Ceremony:

The *Entrepreneurship Development Training Program on Rural Products Making* was inaugurated with great enthusiasm, aimed at empowering women from self-help groups (SHGs) by providing entrepreneurial skills for rural product-making. The ceremony began with the Tamil Thai Valthu, symbolizing a promising start.

The chief guest, **Mrs. Prema of Prema Garments**, delivered an inspiring keynote address on the importance of entrepreneurship for women's empowerment and highlighted market opportunities for rural products. **Dr. T. Deepa**, the program coordinator, outlined the training sessions focusing on business opportunities, branding, financial planning, and marketing strategies. Testimonials from successful SHG members underscored the transformative potential of entrepreneurship.

The formal inauguration was conducted by **Mr. Sundar, Orthur Panchayat President**, who expressed best wishes to the participants. The event concluded with a vote of thanks, setting the stage for impactful training sessions.

Day 1 - 27.11.2024

The first day focused on practical skills in cloth bag making, nighty stitching, and garment designing, essential for enabling participants to start small-scale businesses.

1. Cloth Bag Making:

- **Objective:** Teach eco-friendly, reusable bag production to reduce plastic waste.
- **Key Skills:** Cutting, stitching, and embellishment techniques using fabrics like cotton or jute.
- **Marketability:** High demand for sustainable products, suitable for local and bulk orders.
- **Benefits:** Minimal investment, skill enhancement, and environmental conservation.

2. Nighty Stitching:

- **Objective:** Train participants in tailoring women's nightwear to tap into steady market demand.
- **Key Skills:** Pattern cutting, stitching techniques, and customization options like lace and embroidery.
- **Marketability:** Opportunities in local markets, boutiques, and online platforms.
- **Benefits:** High earning potential and the ability to start home-based tailoring businesses.

3. Garment and Fabric Designing:

- **Objective:** Introduce creative techniques to add value to garments and fabrics.
- **Key Skills:** Block printing, tie-dye, embroidery, and garment styling.
- **Marketability:** High-value, niche market for unique handmade designs.
- **Benefits:** Encourages creativity, collaboration with boutiques, and enhanced entrepreneurial skills.

The inaugural ceremony and Day 1 activities marked a strong beginning to the training program, fostering self-reliance, skill development, and rural economic growth.



The first training day successfully achieved its objectives, focusing on practical clothing bag-making skills, nighty stitching, and garment design. Completing these activities successfully on the first day laid a strong foundation for the participants to embark on their entrepreneurial journeys, aligning with the program's goals of skill development and rural economic growth.

PHOTOS:









DAY 2 : 28.12.2024

The second day of the Entrepreneurship Development Training Program focused on equipping women from self-help groups (SHGs) with skills in herbal soap making and chemical product manufacturing, emphasizing practical training, entrepreneurial knowledge, and sustainability.

1. Herbal Soap Making:

Participants were trained to create eco-friendly herbal soaps using natural ingredients such as Neem, Turmeric, and Aloe Vera. The session covered:

Practical Training: Hands-on soap-making using cold and melt-and-pour methods, incorporating natural additives and essential oils for fragrance and skin benefits.

Packaging and Branding Workshop: Techniques for designing eco-friendly packaging and creating unique brand identities were introduced, including tools for label creation and marketing materials.

Entrepreneurship Training: Basics of starting a business, financial planning, pricing, and leveraging government schemes for rural entrepreneurs were explained.

Marketing Strategies: Tips for promoting herbal soaps in local markets, fairs, and online platforms were shared, along with customer engagement and sales network creation.

Sustainability: Participants were encouraged to adopt biodegradable packaging, minimize waste, and practice environmental conservation.

2. Simple Chemical Products Training:

Participants learned about the production and safe handling of commonly used chemical products, including bar soaps, liquid soaps, and cleaning solutions. Key activities included:

Bar Soap Production: Mixing oils and lye safely, adding fillers and fragrances to enhance affordability and appeal.

Liquid Soap and Cleaner Making: Demonstrating recipes for liquid hand soap, dishwashing liquid, and multipurpose cleaners.

Safety Measures: Emphasis on using personal protective equipment (PPE) and proper storage and handling of chemicals.

Packaging and Branding: Guidance on durable, cost-effective packaging and designing attractive labels highlighting product benefits.

Marketing and Sales Strategies: Insights into selling products in local and wholesale markets, collaborating with retailers, and partnering with bulk suppliers.



Day 2 successfully provided participants with comprehensive skills and entrepreneurial knowledge, enabling them to develop sustainable businesses and achieve economic self-reliance.

PHOTOS:







- Hands-on sessions included operating manual and semi-automatic napkin-making machines to ensure production efficiency and consistency.
- 4. **Quality Assurance and Packaging:**
 - Emphasis was placed on hygiene and maintaining high-quality production standards.
 - Eco-friendly packaging options were introduced, catering to environmentally conscious consumers.
- 5. **Entrepreneurship Skills Development:**
 - Sessions covered business planning, cost calculation, pricing strategies, and marketing techniques.
 - Participants were trained in branding and creating a unique identity for their products.
 - Guidance was provided on leveraging various sales channels, including local markets, online platforms, and partnerships with NGOs and schools.
- 6. **Financial Management and Funding:**
 - Training included financial management, profit reinvestment strategies, and maintaining sustainable profit margins.
 - Information on government schemes, microfinance options, and grants available to women entrepreneurs was shared.
- 7. **Sustainability and Community Impact:**
 - The program concluded with a discussion on the social and environmental benefits of herbal napkins.
 - Participants were encouraged to become advocates for menstrual hygiene and sustainability, spreading awareness within their communities.

Impact and Outcome:

Day 3 successfully equipped participants with the technical, entrepreneurial, and financial skills needed to produce and market herbal napkins. The training not only prepared them for economic independence but also empowered them to contribute to environmental sustainability and community well-being.

PHOTO:







Summary of Day 1, 2, and 3 Activities

The *Entrepreneurship Development Training Program* successfully conducted a series of practical, skill-based workshops for self-help group (SHG) women in Orathur Village, Kanchipuram district, Tamilnadu focusing on empowering them with entrepreneurial skills and sustainable business practices.

Impact:

Participants learned to produce and market herbal napkins, empowering them to address social and environmental challenges while achieving economic independence.

Overall Program Impact:

Over the three days, the program successfully:

- Empowered women with technical and entrepreneurial skills in making eco-friendly products.
- Enhanced participants' understanding of sustainability and community impact.
- Prepared them to start small-scale businesses, fostering economic independence and environmental consciousness.

*****END*****