

## ACTIVITY-2

Title: Guest Lecture on Entrepreneurship for Women Empowerment

Resource Person:

Dr. RV Sujahtha, Associate Professor

Dr. YSR Horticulture University

Date: 06-01-2021

Venue: SAS Govt Degree College, Narayanapuram

Organizer: Women Empowerment Cell, SAS Govt Degree College, Narayanapuram

### Background:

The Women Empowerment Cell of SAS Govt Degree College, Narayanapuram, organized a guest lecture aimed at fostering entrepreneurship among women and girls. Dr. RV Sujahtha, an esteemed Associate Professor from Dr. YSR Horticulture University, was invited to share insights on initiating and improving small businesses, particularly focusing on their significance for women and girls.

### Objective:

The lecture aimed to inspire and educate students, especially women, on entrepreneurship, equipping them with the knowledge and motivation to embark on entrepreneurial ventures and contribute to their empowerment.

### Attendees:

All lecturers and 23 students participated in the enlightening session.

### Event Highlights:

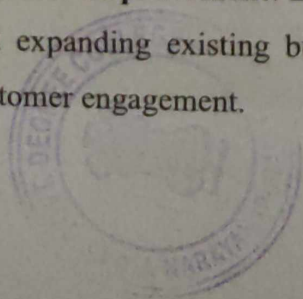
Dr. RV Sujahtha commenced the lecture by emphasizing the importance of entrepreneurship in today's dynamic world, particularly for women who often face unique challenges in the business arena. She shared her experiences and expertise, providing practical guidance on how to initiate and nurture small businesses.

### Key Points Covered:

**Entrepreneurship Basics:** Dr. Sujahtha elucidated the fundamental concepts of entrepreneurship, highlighting the traits and skills required for success in this domain.

**Starting Small:** She discussed various strategies and approaches for initiating small-scale businesses, emphasizing the significance of identifying market needs and opportunities.

**Business Improvement:** Dr. Sujahtha provided valuable insights into methods for enhancing and expanding existing businesses, including aspects such as innovation, marketing, and customer engagement.



**Empowerment Through Entrepreneurship:** The guest speaker underscored how entrepreneurship serves as a potent tool for women's empowerment, enabling financial independence, leadership development, and social impact.

**Interactive Session:**

The lecture was followed by an interactive session where students actively participated, asking questions and seeking clarification on various aspects of entrepreneurship. Dr. Sujahtha offered personalized advice and encouragement, fostering a supportive learning environment.

**Conclusion:**

The guest lecture served as a platform for inspiring and empowering students, particularly women, to explore entrepreneurial opportunities with confidence and determination. The insights shared by Dr. RV Sujahtha from her vast experience resonated deeply with the audience, instilling a sense of enthusiasm and motivation to pursue their entrepreneurial dreams.

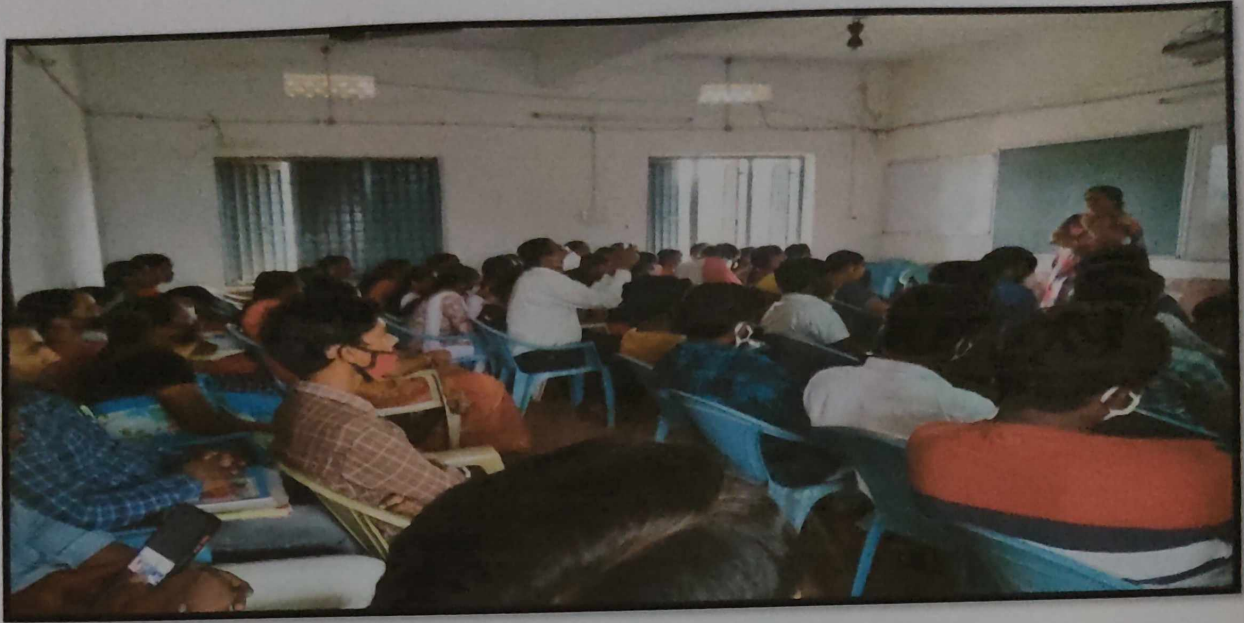
**Acknowledgment:**

The Women Empowerment Cell extends heartfelt gratitude to Dr. RV Sujahtha for her invaluable contribution to the success of the guest lecture. Special thanks are also extended to all participants for their active involvement and enthusiasm, making the event a resounding triumph in nurturing a culture of entrepreneurship and empowerment.

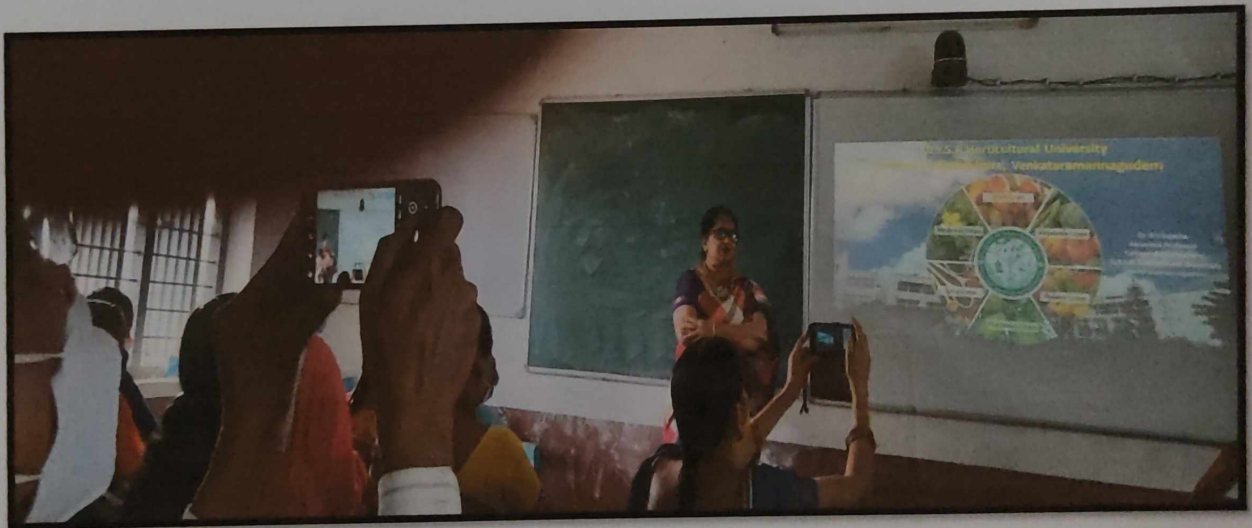


Women empowerment Cell convener introducing the guest





Resource person sharing the content



Display of slides in the lecture

*B. Parvathi.*  
Signature of Lecturer in charge



*Tee...*  
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