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**DEPARTMENT OF BUSINESS ADMINISTRATION
EMEA College Of Arts and Science, kondotty**

RURAL ENTREPRENEURSHIP DEVELOPMENT CELL (REDC) ACTION PLAN

**WORKSHOP DONE ON 12 NOV 20
AT GOOGLE MEET PLATFORM**



Introduction

The Department of Business Administration in EMEA COLLEGE OF ARTS AND SCIENCE follows a dynamic, well designed curriculum that instills students with skills and competencies essential to succeed .The faculties train the students to inculcate management thought and practice by continuous value addition regardless the unprecedented season of COVID-19. As part of this talent acquisition various workshops and webinars were negotiated and successfully conducted.

Recently, on 12th November 2020,a workshop on "Rural Entrepreneurship Development Cell(REDC) Action-plan" was conducted under the auspices of faculties in Business Administration- Mr Asif.N,Mr.Jamsheer C.K, and Mr.Muhammed Ashik Sultan. The two hour session was led by Dr. Deepu Varghese.

PROGRAMME COMMITTEE

HEAD OF THE DEPARTMENT

Mr. Asif N

STAFF Co-ORDINATOR

Mr. Jamsheer CK

CONVENOR

Mr. Ashik Sulthan SL

Ms. Amla KK

STUDENT Co-ORDINATOR

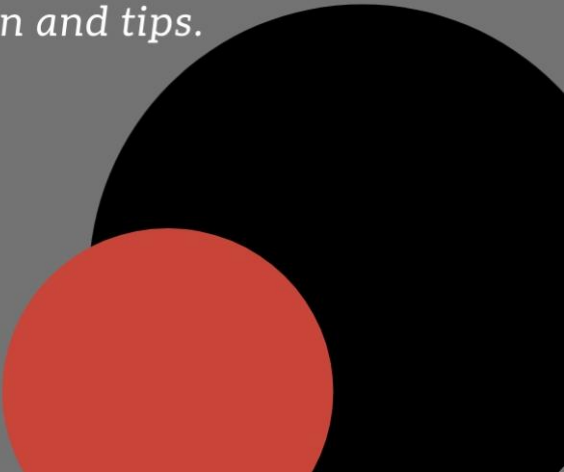
Ms. Mubashira

MARKETING Co-ORDINATOR

Ms. Brinsy Ameen

An Overview

The online workshop via Google meet was officially inaugurated by the Principal of EMEA COLLEGE OF ARTS AND SCIENCE, Dr. Ayoob .CP. Dr. Dipu Varghese- Head of Department of Management, MET'S College of advanced studies was the MGNCRE Resource person. The session was delivered to 100 students on board and was significantly interactive in nature. The resource person spoke at length on the discourse and the salient points covered include, but not limited to :

- 1. The functionality of RED Cell with special emphasis on Mahatma Gandhi National Council of Rural Education .*
 - 2. Perceptions, motive and related actions taken by college RED Cells.*
 - 3. Leap towards village oriented entrepreneurship.*
 - 4. Trends in entrepreneurship, innovative methodologies in value addition and tips.*
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Webinar Structure

The workshop on “Rural Entrepreneurship development cell action-plan “ was held on 12 November 2020, thursday at 2:30 PM. Due to the current scenario of COVID-19, The department had chosen virtual platform of Google meet to conduct the workshop. Students were directed to join the session through a registration link provided on the same day. Active participation of all the students from the Department of business administration was claimed mandatory. Apart from the students, the session was graced with the presence of faculties and other dignitaries. All the instructions regarding the session were informed earlier to the participants for the ease of conduct via social media .

Google meet link:

: <http://meet.google.com/gnd-ijye-rnw>

Executive Summary

Mahatma Gandhi national Council of Rural Education under the Ministry of human resource development, in Government of India strives to promote resilient rural India through higher education interventions.

EMEA college of arts and science in collaboration with MGNCRE organised this online workshop on "Rural Entrepreneurship Development Cell action-plan "online. Dr. Dipu Varghese (Head-Department of Management and IQAC/NAAC/SAAC Coordinator at MET'S college of advanced studies , Mala.) shared his experience. The students were graced with the online presence of such a resource person with expertise of higher order.

He explained the functionalities and challenges of the FPO's . He discussed about the various products manufactured and marketed by the FPO's. During the interaction, he listed out the opportunities available for management students to nurture themselves as an entrepreneur after their academic studies.

He discussed on the preparation and implementation of business plans . The host had immense patience to advice on the students business ideas individually one after the other.

It was heartening to see the overwhelming response of students on the endeavour. The Resource person shared his thoughts on business plans put forward by almost 30 students. Students brought in many unconventional and pioneering business ideas and Dr.Dipu Varghese advanced tips and suggestions to carry their business plans into the next level.

Besides, Mr.Asif.N-Student Development Officer(Placement and internship)utilised the opportunity to address the participants on RED Cell activities of the college and future plans.

To be short and precise the workshop was effectual and worthwhile.The session was an immersive experience,orator had taken great effort in information sharing.This made a ripple of difference in the attendees.Throughout the two hour session,the host's efforts were good enough to teach and emphasise on rural engagement by youth entrepreneurs. This brainstorming session assisted the learner's to achieve intellectual growth to excel in this competitive environment thereby resulting the upliftment of rural sectors.

Feedback

Feedbacks were recorded through google forms. The feedback form link was circulated among students and faculties. Link:

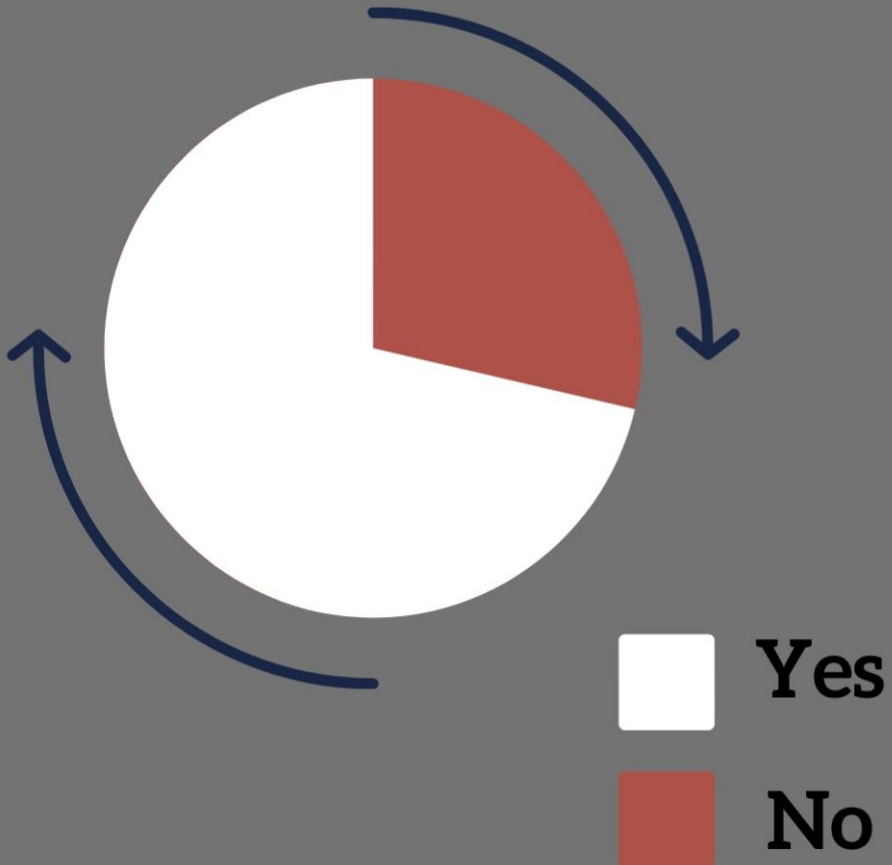
<https://forms.gle/pMsHW7fyKYfNpntw5>

Effective responses were recorded from the participants. Majority (above 90%) of them found the session gainful. For more than half of them, the webinar gave recommendations to advance their business plans to successful enterprises. All the students who aspires to be an entrepreneur had a wonderful session according to the feedback report. The session was successful enough to address above 90% of the students regarding the functionalities of Rural Entrepreneurship Cell, and to prepare the aspirants on their business plans. The participants extended special .Thanks to our faculties for this initiative.

ANNEXURE

(FeedBack Response)

Do you think this webinar was helpful for the growth in your life?



This shows us that 75% of students will benefit from their future careers