



Shri Shivaji Education Society, Amravati's Shri Pundlik Maharaj Mahavidyalaya Nandura (Rly)

Best practice 1.

1. Title: Empowerment of economically challenged women

I. Objectives:

- To empower the women from rural area
- To cater business-oriented training to the rural women to make them self-dependent
- To make them aware of the opportunities and resources available for small scale business development

II. Context:

The institute with the help of its NSS department continuously work towards its social responsibilities. The institute has designed a systematic training program for women. The structure of training program is inspired from different activities of MCED. The objective of the activity was achieved by motivating and training the local women for small scale businesses such as tailoring, food processing like pickles and papads, cake and pastry preparation and beauty parlour. Training in these businesses were selected through the discussions and survey of local areas and looking at the availability of resources.

III. Practice:

The Department of Economics conducted a survey in local communities. The local women suggested some of the trainings they are interested in and institute worked on the suggestions and designed programs for upliftment of the rural women. The institute held discussions with experts in different areas from nearby institutes and designed training modules for the women. A wide publicity about the programs was done through circulation of handouts in nearby places. The schedule was prepared in concern with the experts and same was communicated with the participating women. The female staff of the institute took initiative in these communications and motivating the women for participation. The experts conducted training lectures and hands on training in the decided training programs. A practice session was conducted after each demonstration. An oral feedback during training session and a written feedback after completion of sessions were collected from participating women.

IV. Events organised:

- Financial awareness program for women
- Training on tailoring business
- One day seminar in Beauty and personal care
- One day seminar on cakes and pastry making
- Industrial visit to Anita food industry

V. Problems encountered and resources required:

- It is challenging to reach out to the large number of population
- Convincing the women from rural area is difficult task. The family background and priorities create hurdle in motivating them for entrepreneurial activities
- Making availability of experts is difficult.

VI. Evidence of success:

- A significant number of participants showed interest in starting relevant businesses
- Some of the participants got jobs in local firms



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