

**DEPARTMENT OF MANAGEMENT**

**REPORT - Webinar on Rural Entrepreneurship: Opportunities and Challenges - 30.12.2020**

PROGRAMME	Online Platform	DATE	DAY	TIME	PARTICIPANTS
<b>Webinar on Rural Entrepreneurship: Opportunities and Challenges</b>	<b>Google Meet</b>  <b>Meeting URL:</b> meet.google.com/fvr-wzhh-xod	30.12.2020	Wednesday	10.30 am	65 students
<b>Resource Person</b>	Mr.K.Prakash, Assistant professor(Selection Grade), School of Management, SRM Institute of Science and Technology, Chennai				

Webinar on Rural Entrepreneurship: Opportunities and challenges on 30.12.2020 at 10.30 am through Google meet. Students have actively participated in the webinar.

**RESOURCE PERSON**

Mr.K.Prakash, Assistant Professor (Selection Grade), School of Management, SRM Institute of Science and Technology, Chennai.

**ABOUT THE EVENT**

Speaker in his lecture explained the importance of developing entrepreneurial skill. He also discussed the types of rural industries. Rural entrepreneurship plays a significant role in the economic growth of the nation. He explained the various strategies to start an enterprise in rural areas and discuss the challenges faced by the rural entrepreneurs. Speaker shared the details of the proven entrepreneurs in Rural India and several real time case studies.

**FEEDBACK BY STUDENTS**

Students have actively participated in the webinar and they have got a clear idea about Rural Entrepreneurship Opportunities and challenges

**OUTCOME**

Students gained knowledge in Rural Entrepreneurship.

## SCREENSHOTS

The screenshot displays a Google Meet window with a presentation slide. The slide title is "RURAL ENTREPRENEURSHIP OPPORTUNITIES AND CHALLENGES" in red and orange text. Below the title, it identifies the presenter as "K.PRAKASH FACULTY (MARKETING) SCHOOL OF MANAGEMENT SRM INSTITUTE OF SCIENCE AND TECHNOLOGY CHENNAI" in yellow text. The slide is shown in a "PROTECTED VIEW" within a PowerPoint application. The meeting interface includes a top bar with the presenter's name "meena suganthi govindraj is presenting", a right sidebar with "Meeting details" showing 47 people, and a bottom participant bar with several visible names like Mohamed Ya..., kowsalya K, Nagoor mohi..., vavunia Nac..., vignesh c, Shreether, and PRAKASH K... The Windows taskbar at the bottom shows the date and time as 12:03 PM on 12/30/2020.

*Mr.K.Prakash,, Assistant professor(Selection Grade),, School of Management,, SRM Institute of Science and Technology,Chennai*

## POSTER



**KARPAGAM ACADEMY OF HIGHER EDUCATION**

(Deemed to be University)  
(Established Under Section 3 of UGC Act, 1956)  
Coimbatore- 641021, Tamil Nadu, India.



**Faculty of Arts, Science and Humanities**  
**DEPARTMENT OF MANAGEMENT**



Webinar on  
**Rural Entrepreneurship:**

**Opportunities and Challenges**

speaker



**Mr. K. Prakash**

Assistant Professor (Selection Grade)  
School of Management  
SRM Institute of Science and Technology  
Chennai.

Dec  
**30**  
2020  
**10.30 am**

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Organizing secretary  
**Dr. K. C. Praveen**  
Assistant Professor  
Department of Management  
Karpagam Academy of Higher Education,  
Coimbatore