

# K.H GOVERNMENT DEGREE COLLEGE

## DHARMAVARAM

### Report on Entrepreneurship Program

The Department of Commerce at K.H Government Degree College, Dharmavaram organized an Entrepreneurship Program on 06-01-2023 to inspire students to explore entrepreneurial opportunities. The program combined theoretical sessions with practical exposure, offering participants a well-rounded learning experience. The event was inaugurated by Dr. K. Prabhakar Reddy, the principal, who emphasized the importance of entrepreneurship in driving innovation and creating employment opportunities. He encouraged students to view entrepreneurship as a viable career path, stressing the value of practical knowledge in today's competitive business world.

Coordinated by M. Pushpavathi, Lecturer in Commerce, the program featured insightful talks from esteemed guests. K. Santha Raj, an industrial expert, shared his expertise on the fundamentals of starting and managing a business, particularly in the industrial sector. He discussed strategies for overcoming entrepreneurial challenges and leveraging local resources for success. K. Therisha, a successful woman entrepreneur, shared her personal journey, underscoring the importance of perseverance, innovation, and leadership in building a successful business. She inspired students, particularly women, to pursue entrepreneurship and become self-reliant.

A key aspect of the program was a practical session held at Jaggery World, Pamurai, where students gained hands-on experience in the jaggery production process. This visit provided an opportunity to observe real-world business operations and understand how local industries function. Students learned about the various stages of production, quality control measures, and entrepreneurial opportunities in agro-based industries like jaggery manufacturing.

The program concluded with a vote of thanks from M. Pushpavathi, who expressed gratitude to the guest speakers, faculty, and students for their participation. The practical exposure during the visit to Jaggery World was highly appreciated by participants, who gained valuable insights into running a small-scale industry.

Overall, the Entrepreneurship Program was a great success, offering students both theoretical knowledge and practical insights into entrepreneurship. The interaction with experienced entrepreneurs and industry experts, coupled with the hands-on experience, left a lasting impact on the students. The Department of Commerce remains committed to organizing such programs to foster an entrepreneurial mindset among students.

# PROGRAM- PHOTOS



