

RESOURCE PERSON

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Kattumannarkoil.*

ORGANISING COMMITTEE

CHIEF PATRON
SRI DEBASIS DEY

Director,
Rajiv Gandhi National Institute of Youth Development

PATRON

Dr.A.JOHN PETER, M.A.,M.A.,M.A.,M.Phil.,M.Ed.,Ph.D.
Principal

ADVISORY COMMITTEE

Dr.D. MALARVIZHI, M.A.,M.B.A.,M.Phil.,B.Ed., Ph.D.,
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Associate Professor and Head,
Department of Economics*

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*M.Phil.,M.B.A., PGDCM, PGDCA.,Ph.D.,
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Department of Commerce*

PROGRAMME CONVENER

Dr.M.LAKSHMI BALA, M.B.A., M.Phil., Ph.D., PGDHET.,
*M.Sc(Psy), UGC NET
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PROGRAMME DIRECTOR

Dr.G.S.SUBASHINI, B.E., M.B.A., Ph.D., SLET,
*Assistant Professor
Department of Business Administration*

COMMITTEE MEMBERS

Dr. A. MANIMALA, MBA., Ph.D.,
Guest Lecturer

Mrs. A. MEGALA, B.Ed., M.Com.,
PTA Staff

STUDENTS REPRESENTATIVES

S.HARINI & K. SINDHU III BBA,
C.MADHUMITHA, S. LOGAPRIYA &
S. VIGNESWARI II BBA,
K. ATCHYA , S.KHATHIJA BEEVI I BBA.



**KUNTHAVAI NAACCHIYAR GOVERNMENT
ARTS COLLEGE FOR WOMEN (AUTONOMOUS)**
Thanjavur-613007, Tamil Nadu, India.

Two Days Orientation Programme on

**Empowering College Students for
Sustainable Agricultural
Entrepreneurship: A Management
Perspective**

Date:
**4th & 5th
March,
2024**



Venue:
**Ponni
A/C Hall**

Organised by

Department of Business Administration
**KUNTHAVAI NAACCHIYAR GOVT. ARTS COLLEGE
FOR WOMEN (AUTONOMOUS)**
Thanjavur-613007, Tamil Nadu, India

Sponsored by



Centre For National And International Collaboration
**RAJIV GANDHI NATIONAL INSTITUTE OF
YOUTH DEVELOPMENT**
Sriperumbudur – 602 105, Tamil Nadu.

About the College

Thanjavur Government Arts College for Women was established in 1966 with the main objective of providing higher education for Women of Thanjavur. The College was renamed as 'Kunthavai Naacchyaar Government Arts College for Women' in memory of the illustrious Sister of Raja Raja Chola on the occasion of the 1000th anniversary celebration of the Coronation of the Great King of Thanjavur. The College which had a modest beginning with just three sections of Pre University Courses in 1966, presently has 14 Departments in the faculties of Arts, Science, Commerce and BBA offering 14 UG Programmes and 11 PG Programmes. It has faculty strength of 100 members of whom 62 have acquired PhD degree. In the meantime, the student strength of the College has increased from 260 to 4500. A majority of the students come from rural areas and are first generation learners. The academic, extra-curricular and extension programme are largely aimed at the personality development under the able leadership of Principals of this College.

The College which was originally affiliated to Madras University, came under the jurisdiction of Bharathidasan University since 1982. It is now adjudged as one of the best Women's colleges in Tamil Nadu by the Directorate of Collegiate Education and stands second among the Government Colleges within the State based on the student strength. It has been nationally Re-Accredited with 'B' Grade by NAAC. It has strong co-curricular and extra-curricular activities.

Department of Business Administration

Bachelor of Business Administration started in the year 2009. The program is designed to broaden the knowledge in all the functional aspects of a business, their interconnections and equipping oneself with core business skills such as Retail management, human resource, finance, accounting, economics and production. It kindles the budding women entrepreneurs to grasp skills and educate them with the core business attributes that will assist them to diversify their administration and managing abilities. The program also focuses on enhancing the students with the essential soft skills and global perspectives of business. Students are acquainting with continuous learning process through internships, market surveys and intensive training sessions. Several workshops, seminars, conferences, intercollegiate, college bazaar and industrial visits are conducted to make the students experience the real time needs and enrich their skills.

RGNIYD

The RGNIYD, Sriperumbudur, Tamil Nadu, is an Institution of National Importance under the Ministry of Youth Affairs and Sports, Government of India. The RGNIYD was set up in 1993 based on the youth development with the vision to enhance the potential of youth in the country. It is the first institute in South Asia to focus on youth issues, youth development prospects. The institute also gave India's first of its kind "India Youth Development Index", which was completely prepared by the RGNIYD.

About the Programme

Two Days Orientation Programme on Empowering College Students for Sustainable Agricultural Entrepreneurship: A Management Perspective lies in addressing the critical need for skilled and visionary leaders in the agricultural sector. As we face global challenges like climate change and resource scarcity, sustainable agricultural practices are paramount. This program aims to bridge the gap by imparting essential management skills to college students, empowering them to become catalysts for positive change. Through this initiative, we strive to cultivate a new generation of agricultural entrepreneurs who can navigate challenges, drive innovation, and contribute to a sustainable future for our agricultural communities.

Registration Form Link

<https://forms.gle/KcSx6U33f56JWdCj8>

Scan QR Code for Registration



OBJECTIVE OF THE PROGRAMME

- ✓ Provide young participants with a comprehensive understanding of sustainable agricultural entrepreneurship from a management perspective.
- ✓ Understand the impact of population dynamics on sustainable agricultural entrepreneurship and develop effective market strategies.
- ✓ Equip youth with practical skills to manage and lead agricultural ventures effectively.
- ✓ Enhance financial literacy among youth participants, emphasizing its application in agricultural business management.
- ✓ Immerse young students in market-oriented strategies, aligning agricultural ventures with contemporary market needs.

SELECTION PROCEDURE

Candidate will be selected based on first-come-first-serve basis. The organiser deserves the right for scrutiny and selection of the candidates.

REGISTRATION FEE

No registration fee will be charged from the participants for this Training Programme.

FOOD AND REFRESHMENTS

Working lunch and Refreshments for all participants will be provided by the Organisers.

CERTIFICATE OF PARTICIPATION

The participants will be provided Certificates on successful completion of the programme. It is mandatory for all participants to attend all the sessions.

FURTHER ASSISTANCE:

Please contact **Dr.G.S.SUBASHINI** at 9345817511

DATES TO BE REMEMBERED

Last date for Registration : **1st March, 2024**

Communication regarding Selection: **2nd March, 2024**